

Nightclub & BAR SHOW— 25 Years of “The Show”

Military food and beverage and club personnel will gather in Las Vegas next month as the Nightclub & Bar Convention and Trade Show celebrates its 25th anniversary March 8-10 at the Las Vegas Convention Center.

“The Show” — as organizers refer to it — is considered one of the largest food and beverage events of the year. It is expected to attract an estimated 28,000 owners, operators, food and beverage managers, catering and purchasing directors, mixologists/bartenders, marketing and promotions directors, consultants, retailers and other decision-makers from military clubs, nightclubs, bars, sports bars, taverns, pubs, restaurants, hotels/resorts, convenience stores, distributors and more.

Attendees will be able to discover the hottest new products, latest innovations and cutting-edge strategies for growth, as well as learn secrets and trends from key players in the industry, during the three-day event.

Approximately 2,000 booths are expected at the two-day trade show at the convention center’s exhibit hall, and more than 50 educational seminars and pre-conference workshops will allow military personnel to gain invaluable knowledge they can take back to their installations.

TRADE SHOW

Among the more popular events at the Nightclub & Bar show is the trade show, which takes place at the convention center on Tuesday, March 9, from noon-6 p.m., and Wednesday, March 10, from noon-5 p.m.

Military personnel who walk the show floor can check out the latest products and services available for their operations in categories including: Energy Drinks and Mixers; Beer, Wine and Spirits; Coffee and Tea; Nonalcoholic Beverages; Beverage Service; Glassware; Food/Foodservice Equipment; and Décor and Furnishings.

During the trade show on Tuesday, a Shake It Up! “Creative Cocktail Challenge” competition will take place from 11:30 a.m.-3:30 p.m. in the exhibit hall. Approximately 25 up-and-coming mixologists from the U.S. will have five minutes to create one specialty cocktail, enough to fill five glasses. Five finalists will be chosen and will have five minutes to make their own original cocktail for a 12-oz. highball glass. Nearly \$15,000 in prizes will be awarded during the competition, including a first prize of \$7,500.



Approximately 28,000 food and beverage professionals are expected as the Nightclub & Bar Convention and Trade Show celebrates its 25th anniversary next month.

Product showcases are also scheduled to take place during trade-show hours. These areas will allow attendees to visit with developers and innovators on the show floor and learn more about their products and services. The showcases will include demonstrations from the best in food and beverage providers.


SESSIONS

Educational seminars are scheduled to take place from Monday, March 8, through Wednesday, March 10. These sessions will present the latest developments in the areas of operations, promotions, marketing, safety and technology.

Seminars will be divided into super sessions and regular sessions. Super sessions are discussions that will strategically cover every aspect of a beverage operation.

One of the three super sessions scheduled is “Effective Beverage Promotions & Marketing Strategies,” which is scheduled for Monday, March 8, from 1-2 p.m. Moderator John Lingo, owner, A New World Production, and panelists Andy Scoggins, vice president, Culinary and Beverage, Ruby Tuesday; Edgar Carlson, co-owner Hospitality USA; Patrick Henry, president, Patrick Henry Creative Promotions; and Pete Bell, vice president of marketing, Smokey Bones Bar & Fire Grill, will explain what it takes to build a successful beverage program.


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