

# NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

LAS VEGAS CONVENTION CENTER  
JUNE 28-30, 2021  
[NCBSHOW.COM](http://NCBSHOW.COM)



SPONSORSHIP  
OPPORTUNITY:

## FOOD FESTIVAL

Join us at this exciting new and must attend opening night party to kick off the Nightclub & Bar Show!

Experience, taste and discuss the leading food and beverage products and brands that are shaping the bar & restaurant industry today and what you can expect for tomorrow.

Free entrance to all Nightclub & Bar Show attendees, exhibitors, speakers and press.

**WHERE:** Las Vegas Convention Center

**WHEN:** Tuesday, June 29, 2021  
5:30pm-7:00pm

# BRAND ACTIVATION SPONSOR

Branded bar manned by your Brand Ambassadors and a staff bartender if serving alcohol (A staff representative is required to serve alcoholic beverages. Sponsor is responsible for providing product through local distributor to venue.)

## All Sponsor Levels Include the Following Visibility & Activation:

- > Logo recognition in "Food Festival" email promotion sent to pre-registered attendees
- > Logo recognition in dedicated page on the NCB Show website
- > Logo recognition on signage/banner at Food Festival



## SELECT FROM 3 SPONSORSHIP OPPORTUNITIES

### Beverage SPONSORS

INVESTMENT:  
**\$1,750**

- 4 ft draped Table, cutting board
- Ice provided & Basic Electric
- Choice of location

### Food SPONSORS

INVESTMENT:  
**\$1,750**

- 4 ft draped Table, cutting board & Basic Electric
- Sponsors may bring their own equipment/serving area; chefs (if applicable)
- Choice of location

### Non-Food or Beverage SPONSORS

INVESTMENT:  
**\$1,250**

- e.g. tech, games, décor, other
- Space in Food Festival to display product/solution
  - Table
  - Choice of location

Contact us today and learn more at [ncbshow.com/exhibit](http://ncbshow.com/exhibit)

#### COMPANIES A-F,I,T,V

Veronica Gonnello  
e: [vgonnello@questex.com](mailto:vgonnello@questex.com)  
p: 1 (212) 895-8244

#### COMPANIES G, H, J-S, U, W-Z

Jamie Schroeder  
Director of Business Development  
e: [jschroeder@questex.com](mailto:jschroeder@questex.com)  
p: 1 (617) 219-8379

#### FOODSERVICE COMPANIES

Fadi Alsayegh  
Senior Sales Director  
e: [falsayegh@questex.com](mailto:falsayegh@questex.com)  
p: 1 (917) 258-5174

# OFFICIAL PRODUCT CATEGORY SPONSORSHIP

## INVESTMENT:

**\$12,995**

with **200 sq ft**  
Ready to expo booth

## INVESTMENT:

**\$7,950**

with **100 sq ft**  
Ready to expo booth

## INVESTMENT:

**\$6,900**

with **regular 100 sq ft** booth  
(no RTE package or lead retrieval)

## PRE-SHOW

- Logo recognition as Official Sponsor of NCB Show and Food Festival (food, equipment, safety, glassware, plate-ware, technology, lighting, apparel, disposables etc) included on website and pre-show direct promotions reaching thousands of bar and restaurant professionals
- 1x post on Facebook and Twitter featured on @nightclubbar channels (combined total reach of 37,500+ followers)
- Enhanced listing posted online

## ON-SITE/DURING SHOW

- 200 sq ft Ready to Expo booth package including corners, carpet, electric, furniture, 400 lbs material handling, Handwashing station, one (1) lead retrieval device, 4 expo passes
- Category Sponsorship of "Food Festival" - Welcome Kickoff Party
- Logo recognition as Official Sponsor of NCB Show and Food Festival included on all on-site event signage and entrance unit panel
- Products listed on signage on-site

## POST EVENT

- Logo recognition as Official Sponsor of NCB Show and Food Festival included in all post event/thank you emails/marketing pieces
- Logo recognition in 1x Email Blast to NCB Show attendees



# OFFICIAL DISTRIBUTOR

INVESTMENT:  
**\$14,995**

## PRE-SHOW

- Logo recognition as Official Distributor of NCB included on website and pre-show promotions reaching thousands of bar and restaurant professionals
- 1x post on Facebook and Twitter featured on @nightclubbar channels (combined total reach of 37,500+ followers)
- Enhanced listing posted online

## ON-SITE/DURING SHOW

- 200 sq ft Ready to Expo booth package including corners, carpet, electric, furniture, 400 lbs material handling, Handwashing station, one (1) lead retrieval device, 4 expo passes
- Exclusive Distributor of “Food Festival” - Welcome Kickoff Party
  - Opportunity to bring your own cooking/culinary education equipment and chefs
- Logo recognition as Official Distributor of NCB and Food Festival included on all on-site event signage and entrance unit panel
- Products listed on signage on-site and NCB website

## POST EVENT

- Logo recognition as Official Distributor of NCB and Food Festival included in all post event/thank you emails/marketing pieces
- One custom Email Blast to NCB Show attendees

