

**FOR IMMEDIATE RELEASE:**

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## **NIGHTCLUB & BAR SHOW IS EVOLVING INTO BAR & RESTAURANT EXPO**

*Food Festival Welcome Party Drums-Up Excitement for the Bar & Restaurant Evolution.*

**LAS VEGAS** – On the heels of its highly successful return to Las Vegas, the Nightclub & Bar Show announced that the annual convention will evolve to become the “Bar & Restaurant Expo”. The formal announcement was made at the all-new Food Festival Welcome Party on June 29<sup>th</sup> that featured a variety of food trucks and beverage sponsors with an only in Las Vegas performance by The Drumbots, the official Drum Line of the NHL Vegas Golden Knights.

“This rebrand will open the door to the vast food and restaurant segment of industry and allow us to explore new opportunities in the food and beverage industry,” said Tim McLucas, vice president of Bar & Restaurant Group. “As the bar, nightlife and restaurant business authority, the repositioning to Bar & Restaurant Expo allows us to create new opportunities for important business growth tied to new customer expectations and an enhanced guest experience.”

However, the changes are much bigger than just changing the show name. Imagine interactive booths and improved customer engagement, product experiences with real time operator feedback, and an overall immersive environment. The evolution of the brand aligns with the fast-moving hospitality industry. The change will broaden the breadth and depth of the audience of the expo to include food buyers, food & beverage directors, food distributors, chefs, as well as other key stakeholders within the food service sector.

To learn more visit: <https://www.ncbshow.com/ncbshowcom/evolution>

### **About Nightclub & Bar Show**

Nightclub & Bar Show is evolving to Bar & Restaurant Expo. Mirroring the fast-paced, trend-setting nature of the hospitality industry, the event has been providing the specific tools that bar and restaurant owners, operators, and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry. The Bar & Restaurant Group is a division of the Questex Hospitality Group which also produces VIBE Conference, World Tea Conference & Expo, and daily content on [barandrestaurant.com](http://barandrestaurant.com).

### **About Questex**

Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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