

**DRAFT RELEASE:**

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# NIGHTCLUB & BAR SHOW

## 2021 NIGHTCLUB & BAR SHOW ANNOUNCES NEWLY ADDED SPEAKERS & EVENTS FOR THREE DAY SHOW

**LAS VEGAS** – The **2021 Nightclub & Bar Show** is marking its highly anticipated return to Las Vegas next week, and to celebrate the resiliency of the nightlife, restaurant and bar industries, new speakers and exclusive events have been added to the already highly esteemed lineup for this year's show. Taking place June 28-30, attendees will have the opportunity to hear from notable industry veterans, enjoy experiential classes in the Expo Hall, and mix and mingle with other attendees at various social events.

*Event Highlights Include:*

### **Fireside Chat with Sammy Hagar - 'Red Rocker' and Godfather of Celebrity Tequila**

*Tuesday, June 29 at 1:15 p.m. on the NxT Stage*

**Sammy Hagar** will return to Nightclub & Bar Show this year for an exclusive one-on-one interview on the NxT Stage to discuss his incredible journey from rock 'n roll star to philanthropist and godfather of celebrity spirits. One of the most iconic rock stars of all time, Hagar is also an industry entrepreneur with award winning restaurants and spirits under his belt and is the founder of Cabo Wabo Tequila, Sammy's Beach Bar Rum and Santo Mezquila (the world's first tequila-mezcal hybrid).

### **Score Big at the Sports Bar**

*Tuesday, June 29 from 12pm-6pm & Wednesday, June 30 from 12pm-5pm on the Expo Hall Floor*

New for this year, guests are invited to interact with mixologists and industry leaders for an experiential master class hosted by Bob Peters of Innovative Cocktails & Consulting LLC. From sports steaming, sampling new beverage recipes to test driving new equipment, attendees will have the opportunity to learn new ways to achieve exponential growth in the bar industry. A variety of signature cocktails and mocktails will be available throughout the day.

### **Platinum Party at XS Nightclub**

*Monday, June 28 from 9:00pm-11:00pm*

Attendees are invited to this exclusive party to celebrate the beginning of the Nightclub & Bar Show. Kick off the return of Nightclub & Bar attendees at XS Nightclub. With sounds by local DJ Eric Dlux, guests are welcome to experience the newly unveiled, multi-million dollar redesign that includes cutting-edge technology and top-of-the-line production elements like pyrotechnics, LEDs, lasers and an in-the-round DJ booth that can be seen from anywhere in the club. Tickets are required for entry and are included with a VIP or Expo Plus Pass.

### **Platinum Party at OMNIA Nightclub**

*Tuesday, June 29 from 9:00pm-11:00pm*

With sounds by Jeff Retro, guests are invited to network and dance all night long underneath the kinetic chandelier at OMNIA Nightclub, designed by the internationally renowned Rockwell Group. Experience

the best party inside Caesars Palace and enjoy rooftop views of the Las Vegas Strip. Tickets are required for entry and are included with a VIP or Expo Plus Pass.

To learn more about registration or other programs and activation at the 2021 Nightclub & Bar Show June 28 – 30, 2021, visit [www.ncbshow.com](http://www.ncbshow.com). Nightclub & Bar Show is a trade event and not open to the general public.

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

Nightclub & Bar Show is the go-to resource for the bar and restaurant industry. Mirroring the fast-paced, trend-setting nature of the hospitality industry, Nightclub & Bar 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. Nightclub & Bar Show is part of the Bar & Restaurant Group, 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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