

# NIGHTCLUB & BAR SHOW

*LAS VEGAS 2020*

THE NEXT EVOLUTION  
OF THE BAR &  
RESTAURANT INDUSTRY

- 📅 March 30-April 1, 2020
- 📍 Expo Dates: March 31-April 1
- 📍 Las Vegas Convention Center / South Hall

CHEERS TO  
**35**  
YEARS!

Featuring



*SAVE UP TO 33%*  
BY JAN 31, 2020 [ncbshow.com](http://ncbshow.com)

# AMERICA'S LARGEST BAR & RESTAURANT EXPO



## Will you do what it takes to sprint past your competition...or will you be left behind?

From single-unit bar owners to national chain operators to the industry's largest hospitality groups, Nightclub & Bar Show connects thousands of professionals that work in the bar and restaurant industry. Source the latest products, test new technologies and learn from industry experts covering:

- ✓ OPERATIONS
- ✓ GUEST EXPERIENCE
- ✓ MARKETING & PROMOTIONS
- ✓ PEOPLE & STAFFING
- ✓ FOOD & BEVERAGE



### 3-DAY CONFERENCE PROGRAM

Built for the future of the bar and restaurant industry. Tap into a diverse range of educational sessions led by industry experts, innovators, and disrupters. Session tracks fall into 5 categories tackling a range of topics for single unit to multi-unit operators. **See pages 5-9**



### 2-DAY EXPO HALL

Enter the industry marketplace with 400+ suppliers showcasing the latest in bar tools, beverage trends, technology, food equipment, furniture, glassware, apparel, alcohol-free beverages, and so much more. **See pages 4, 10-11**



### NIGHTLIFE & NETWORKING

Networking happens everywhere at NCBSHOW20! This event is your opportunity to meet thousands of nightlife and hospitality professionals and gain access to high-profile speakers, brands, and influencers. Get your Vegas on! **See page 13**

GET READY FOR WHAT'S

# NxT

## THE BIGGEST THING TO HAPPEN IN THE BAR AND RESTAURANT INDUSTRY

Experience NxT (pronounced 'next') – the epicenter of innovation. NxT magnifies the future of the bar and restaurant industry through a non-traditional environment on the Expo Floor showcasing the latest food and beverage trends, educational power talks, interactive games and so much more. See pages 4

## JENNY MCCARTHY

TO OPEN  
NIGHTCLUB  
& BAR SHOW



They say blondes have more fun, but everyone has more fun with Blondies, Jenny McCarthy's new signature cocktails!

Ribbon cutting ceremony with  
Jenny McCarthy

**3/31 AT 12PM**  
BLONDIE'S LOCATED INSIDE NxT



# 2020 Schedule Snapshot

Nightclub & Bar Show keeps getting bigger and better! Celebrating 35 years, 2020 packs over 100 events over the course of 3 days – including an expanded show floor and education program! **Start planning at [ncbshow.com/schedule](http://ncbshow.com/schedule)**

## SUN 3/29

### PRE-SHOW

- ★ Industry Party at Hakkasan

★ OPEN TO ALL!

## MON 3/30

### THE BIG CONFERENCE DAY

- Workshops
- Conference Sessions
- F&B Innovation Conference Day 1
- Mixology Trainings
- Nightlife Tours
- National HOST Security Certification Program
- First-Time Attendee Happy Hour
- ★ Welcome Kickoff Party
- Party Pass, Platinum Party I at JEWEL

## TUE 3/31

### EXPO DAY 1

- ★ Expo Hall & Ribbon Cutting Ceremony
- ★ NxT
- Conference Sessions
- F&B Innovation Conference Day 2
- Back of House Tour
- Party Pass, Platinum Party II at OMNIA



## WED 4/1

### EXPO DAY 2

- ★ Expo Hall
- ★ NxT
- F&B Workshop
- Conference Sessions
- F&B Innovation Conference Day 3
- Front of House Tour
- ★ Featured Speakers on NxT Stage
- Party Pass, Platinum Party III at Encore Beach Club

## IN GOOD COMPANY

Nightclub & Bar Show is the go-to industry event!



NEW!

# NxT

## Experience the next phase of the food and beverage industry at NxT

Located in an exclusive area on the Nightclub & Bar Show expo floor, step into an immersive new world and explore next-generation food and beverage trends and test new tools in a casual environment.

### TASTINGS

Sample the latest in beverage creations that you can bring back to your bar (Non & Low Alcoholic, RTD Product, Canned Wines, Cannabis Infused & More)

### NOSH

Food samples provided by the F&B Innovation Center

### NxT STAGE POWER TALKS

Take a seat at the NxT Stage and hear from game changers addressing real world challenges! Get inspired to grow your own empire and dive into areas you aren't familiar with.

### YARD GAMES

Test your skills with gaming units scattered throughout NxT during gaming hours.

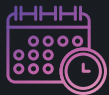
### CHILL LOUNGE

Open to VIP Pass holders and the celebrity hangout spot (FOMO alert!)

## NEW American Nightlife Association Innovation Pavilion

### Leverage Technology to Grow Your Business

Learn how to leverage technologies to serve your customers and discover how the Innovation Pavilion can help you build, market, and improve your operations.



March 30-April 1, 2020  
Expo Dates: March 31-April 1  
Las Vegas Convention Center

## Take out the guesswork and hours of research to revamp your food program!

- Attend expert cooking demonstrations with celebrity chefs
- Learn about innovative kitchen equipment and technology
- Re-energize your menu with quality ingredients and new recipes

Independent Owners, Chain Owners, Quick-Serve Restaurant Operators & Chefs: Cut through the noise and learn how food can increase guest frequency!

*2 SHOWS FOR THE PRICE OF 1*

VIP Pass and Conference Pass includes Nightclub & Bar and F&B Innovation Conference Sessions

**MON 3/30**

F&B Innovation Conference Sessions Day 1  
**8:30am-5:00pm**

**TUE 3/31**

F&B Innovation Conference Sessions Day 2  
**10:30am-5:00pm**

Live Demonstrations at the F&B Innovation Center (Located in Expo Hall)  
**12:45pm-6:00pm**

**WED 4/1**

F&B Innovation Conference Sessions Day 3  
**1:00pm-4:00pm**

Live Demonstrations at the F&B Innovation Center (Located in Expo Hall)  
**12:30pm-4:00pm**



## NIGHTCLUB & BAR SHOW CONFERENCE OVERVIEW



Register by  
January 31 to  
*SAVE UP  
TO 33% OFF  
CONFERENCE*

**Evolve Your Business. In the bar industry, competition is everywhere. Get smart and learn to adapt the ever-changing landscape with the right skills, tools, and techniques.**

## It's time to raise the bar even higher.

An unrivaled range of workshops, tours, conference sessions, trainings and bootcamps at Las Vegas' high-profile establishments make our education program one-of-a-kind. We bring the best new work and trending topics to you.

### Workshops

3-hour intense workshops dive deep into 6 focused topics. You'll walk away with actionable advice, strategic plans, and the tools to deliver dramatic results.

INCLUDED IN VIP PASS OR  
\$149 ADD-ON

### Mixology Trainings

Specialized training offsite at Southern Glazers state-of-the-art Academy Room.

\$149 ADD-ON

### Conference Sessions

Topic driven breakout sessions cover everything from predicting next years' drink trends to negotiating your lease, choose from over 60 sessions to create your own customized schedule.

INCLUDED IN VIP PASS OR  
CONFERENCE PASS

### Certifications

Earn your nationally recognized security certification. This all-day certification is class room style.

\$125 ADD-ON

### Offsite Tours & Bootcamps

Exclusive opportunity to get behind the scenes at some of the country's most successful venues.

\$149 TOUR / \$299 BOOTCAMP ADD-ON



# WORKSHOPS



MON 03/30  
9:00AM-12:00PM



## Workshop 1

No Nonsense Successful Leadership Strategies in 180 Minutes

Frank Besednjak  
The Training Source, Inc.



## Workshop 2

Take Back Your Budget & Profitability: The Key to Controlling Food, Beverage & Labor Costs

David Scott Peters  
DavidScottPeters.com



## Workshop 3

Risky Business: The Systems for Beating the Odds in the Bar Business

Sean Finter  
Barmetrix



## Workshop 4

Boost Your Tabs, Tips & Profits with the Seven Ways Successful Teams Sell

Bob Brown  
Bob Brown Service Solutions



## Workshop 5

Break the Marketing Machine

Donald Burns  
Off the Range Ventures, LLC



Andrew Freeman  
af&co.



Candace MacDonald  
af&co

1 Workshop included in a VIP Pass or add to any pass for \$149!

*SEATS ARE LIMITED AND SELL OUT.*

## F&B WORKSHOP

WED 4/1  
9:00am-12:00pm

**F&B Innovation Workshop:  
Menu Analysis & Design  
Strategies**

**Workshop Speaker:** Chef Brian Duffy,  
Founder, Duffified Experience Group

**LIMITED SEATING!**

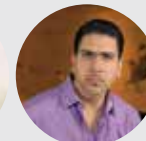


## STEP UP YOUR SECURITY!

MON 3/30  
12:30pm-5:00PM

Add to any pass for \$125

**TRAINERS:** Robert Smith and  
Manny Marquez, Nightclub Security  
Consultants



# CONFERENCE PROGRAM

Addressing the next phase of the industry! Take home the skills, tools, and techniques necessary to be successful for years to come. Schedule and speakers subject to change.



**WE ARE SO CONFIDENT**  
you will benefit from your experience, your conference registration is 100% guaranteed! Get your money's worth ...or get your money back!

<b>MON</b> MARCH 30	<b>PEOPLE &amp; STAFFING</b>	<b>FOOD &amp; BEVERAGE</b>	<b>OPERATIONS</b>	<b>GUEST EXPERIENCE</b>	<b>MARKETING</b>
<b>1:00 PM</b> — <b>1:50 PM</b>	<b>Bring Your 'A' Game with A+ Talent</b> Donald Burns - Off the Range Ventures, LLC	<b>Designing Award-Winning Beverage Program is not Magic</b> Mark Fine - Norwegian Cruise Line	<b>The Entrepreneurial Mindset in Growing Your Operations</b> Tim Haughinberry - Back Bar USA	<b>Reputation Management: What Do Guests Really Think of You?</b> Todd Collins - RestaurantReputations.com	<b>Beating Your Competition Starts Online</b> David Rev Ciancio - Yeah! Management
<b>2:00PM</b> — <b>2:50PM</b>	<b>Creating a Killer Culture that Doesn't Kill Your Business</b>	<b>Executing High-Volume Cocktails</b> Erick Castro - Bartender At Large	<b>Catching Lightning in a Bottle: The Blueprint for Scaling into a Multi-Unit Empire Quickly</b> Kyle Noonan - FreeRange Concepts	<b>Service in America Still Sucks</b> Kelley Jones - Kelley Jones Hospitality	<b>Nightlife Marketing Promotions to Fill Your Bar</b> Andrew Corbett - WKND Hospitality
<b>3:00PM</b> — <b>3:50PM</b>	<b>Cultivating Agency</b> Jason Littrell - Jason Littrell, Ltd.	<b>The New Normal in Drinking</b> Jacob Halls - Craft Beverage Consultants	<b>Creating Advanced Operational Management Teams</b> Adam Weisblatt - Last Word Hospitality	<b>The Domino Effect &amp; Its Impact on the Guest Experience</b> Homan Taghdiri & Michael Tipps - Invictus Hospitality	<b>Best Practices when Working with Social Media Influencers</b> Moderated by Natalie Migliarini - Beautiful Booze
<b>4:00PM</b> — <b>4:50PM</b>	<b>Why Employee Health &amp; Wellness Should be Your Priority</b> Kristine Bocchino - Healthy Hospo	<b>What's Next in Culinary Trends with Award-Winning Chefs</b> Chef Brian Duffy, Chef Nicky Liberato, Chef Tu David Phu, Chef Kayla Robison & Chef Matt Varga	<b>The Essential Guide to Bar Finances</b> Andy Chun - Sidecar Hospitality	<b>Design Challenges: New Building or Second-Generation</b> Mark Alan Diaz - MAD Design Group	<b>Building Up Your Photo &amp; Video Assets for Social Media</b> Natalie Migliarini & James Stevenson - Beautiful Booze



<b>TUE</b> MARCH 31	<b>PEOPLE &amp; STAFFING</b>	<b>FOOD &amp; BEVERAGE</b>	<b>OPERATIONS</b>	<b>GUEST EXPERIENCE</b>	<b>MARKETING</b>
1:00PM — 1:50PM	<b>A New Perk-spective: How to Halt Attrition &amp; Maximize Profits</b> Laura Newman & Larry Townley - Queen's Park	<b>Sober Curious: The Rise of Alcohol-Free &amp; Low-ABV Cocktails</b> Moderated by David Klemt - Nightclub & Bar Show	<b>When One Just Isn't Enough: Expanding Your Business</b> Doug Radkey - KRG Hospitality Inc.	<b>Inside Look on How Entertainment is Driving Guests &amp; Revenue in 2020</b>	<b>Crush Your Events by Automating Your Social Ads</b> Louie La Vella - La Vella Nightlife
2:00PM — 2:50PM	<b>Embracing the Rise of Minimum Wage</b> Andy Chun - Sidecar Hospitality	<b>Food &amp; Bev Pairings for a Bigger Slice of Profit</b> Nick Nemeth - Boston Pizza International Inc.	<b>Behind Bars: How to Prevent Employee Theft</b> David Scott Peters - DavidScottPeters.com	<b>Charitable Bars &amp; Restaurants are Food for the Soul</b>	<b>The New Four P's in Marketing</b> Jayne Portnoy - JP Consulting
3:00PM — 3:50PM	<b>Employee Misconduct Prevention &amp; Recovery</b> Lexington Wolff - Lexington Wolff Law, PLLC	<b>How to Create an Approachable &amp; Profitable Wine Program</b> David Foss - LaLou Wine Bar & Adam Teeter - VinePair	<b>Securing Capital: How to Raise \$1M in Less Than 24 Hours</b> Stephen Hunt - Hunt Hospitality	<b>The Future of Nightlife</b>	<b>A 360 Approach on Building Your Brand</b> Sarah Jenkins & Brittany Keogh - White Oak Communications
4:00PM — 4:50PM	<b>Scalable Leadership</b> Dave Nitzel - BarMetrix	<b>Your Guide on Food &amp; Beverage Features, LTOs &amp; Specials to Drive Demand</b> Chef Brian Duffy, Chef Pete Blohme, Chef Dylan Holcomb & Chef Chad Rosenthal	<b>Confessions of a Bar &amp; Restaurant Broker: An Insider's Guide</b> Sidney Sokoloff & Terri Sokoloff - Specialty Group	<b>Creating Immersive Bar Experiences</b> Derek Brown - Columbia Room	<b>Running Up the Scoreboard in Sports Marketing</b> Anna Stolzenburg - Pegula Sports and Entertainment
<b>WED</b> APRIL 1	<b>PEOPLE &amp; STAFFING</b>	<b>FOOD &amp; BEVERAGE</b>	<b>OPERATIONS</b>	<b>GUEST EXPERIENCE</b>	<b>MARKETING</b>
1:00PM — 1:50PM	<b>Inclusivity Increases Profits</b> Johnny Caldwell & Taneka Reeves - Cocktail Bandits	<b>The Anti-Waste Era: Drink Like You Give a F*ck</b> Iain Griffiths & Kelsey Ramage - Trash Tiki	<b>Understanding the Leasing Game &amp; How to Get Ahead</b> Homan Taghdiri - Invictus Hospitality	<b>Savvy Security for a Positive Guest Experience</b>	<b>Loyalty Programs &amp; Marketing to Drive Repeat Visits</b>
2:00PM — 2:50PM	<b>The Fringe Benefit</b> Mike Herchuck - American Social Bar & Kitchen, Christie Lawler - CJL CONSULTING & Scott Taylor - Walk-On's Bistreaux	<b>Out with the Old &amp; In with the New: Time to Change that Menu!</b> Chef Brian Duffy - Duffified Experience Group	<b>Understanding &amp; Leveraging Off-Premise Opportunities</b> Elyse Boule - Next Door American	<b>Ultimate Guide to Hiring Top Musicians, DJs, and Artists</b> Michael Matthews - Soundbite Productions	<b>Advanced Marketing Performance</b> Jay Hall - Sync Digital Solutions & TicketTote
3:00PM — 3:50PM	<b>The Earn Your Booze Mindset: How to Stay Healthy in this Industry</b> Justin Cross- Earn Your Booze	<b>Cannabis &amp; Cocktails: Latest in Infusions and Service</b>	<b>Live Music Fundamentals &amp; Efficient Operations</b> Matt Gary - Echoplex and The Regent	<b>Giving Every Guest the VIP Treatment</b> Nicoye Banks - Invictus Hospitality	<b>Advanced Marketing: Building Your List to Personalize Your Message</b> Aleya Harris - The Social Media Pantry

# EXPO HALL

## Expo Hall Schedule South Hall



TUE 3/31 12:00PM-6:00PM

WED 4/1 12:00PM-5:00PM

### EARLY BUYING HOURS:

\*VIP Pass holders get private access to the Expo Floor on Tuesday starting at 11:00am, before the expo hall officially opens, and exclusive access to the CHILL Lounge, located in NxT



Visit [ncbshow.com](http://ncbshow.com) to  
*VIEW THE FULL  
LIST OF EXHIBITORS*

## Focus on What's Next

Learn how technology and industry trends can help you run a better business with hands-on demonstrations and face-to-face conversations with knowledgeable product experts!

## Product categories in the Expo Hall include:

- ✔ Spirits, Beer & Wine
- ✔ Bar Supplies & Glassware
- ✔ Alcohol-free Beverages
- ✔ Food & Foodservice Equipment
- ✔ Décor & Furnishings
- ✔ Lighting & Sound
- ✔ Technology/POS
- ✔ Music & Entertainment Programming
- ✔ Security & Insurance
- ✔ Cleaning & Maintenance
- ✔ Financial Services
- ✔ Apparel
- ✔ Marketing & Promotions



## NEW EXPO HALL FEATURES

### SCORE BIG AT THE SPORTS BAR

Pull up a bar stool and interact with mixologists, industry suppliers and leaders demonstrating ways to help you achieve the level of growth you've been striving for behind the bar:

- Live sports streaming: catch-up on March Madness!
- Taste new recipes
- Test drive equipment: refrigerators, glassware, accessories and furniture

### ON THE EXPO HALL FLOOR YOU CAN:

- View live demonstrations.
- Attend on-floor presentations.
- Taste the latest products to hit the market.
- Test the latest tech solutions before making purchasing decisions.

### EXPLORE MORE

THERE'S SO MUCH MORE TO DO AND SEE:

- NEW! NxT
- NEW! Innovation Pavilion
- NEW! Sports Bar
- NEW! Street Café
- F&B Innovation Center
- Emerging Brands Pavilion
- The Launching Pad



Take a seat at the picnic benches and sample the latest and coolest wine products - red, white or champagne in a glass or can! Learn how these trending products can expand sales for any bar or restaurant.

OFFSITE EDUCATION  
& POWER TALKS

NXT

## Power Talk Headliner

WED 4/1 | 11:00AM-12:00PM

Global leaders, entrepreneurs, industry experts and thought leaders will converge at Nightclub & Bar Show to share how they've made meaningful change in the industry. Come listen to their motivating stories and discover new paths and possibilities of your own.

Follow us on Instagram @nightclubbar for updates on this year's keynote lineup.

BEST  
SELLER



## MIXOLOGY TRAININGS



MON 3/30

Mixology Training I 11:30am-1:00pm

Mixology Training II 2:30pm-5:00pm

ADD TO ANY PASS FOR \$149 .TRANSPORTATION PROVIDED



Learn and explore the latest in mixology trends in a custom-built state of the art space, The Academy Room, at Southern Glazer's Wine & Spirits. Get trained with experts in the world's most advanced beverage training facility.



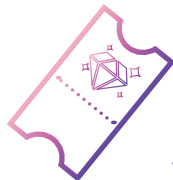
As the days wind down, the nights rev up! Cut loose - this is your chance to reconnect with colleagues and meet new industry peers.

## Welcome Kickoff Party

**MON 3/30 | 7:00PM-10:00PM**

Location coming soon!

INCLUDED IN ALL PASSES.



## PARTY PASS LINEUP

Join us for private parties with complimentary drinks provided by sponsors, while supplies last, from 9:00pm-11:00pm.

\* PARTY PASS INCLUDED IN VIP PASS OR EXPO PLUS PASS OR PURCHASE SEPARATELY.

**MON 3/30**

Jewel Nightclub,  
Aria\*

**TUE 3/31**

OMNIA,  
Caesars Palace\*

**WED 4/1**

Encore Beach Club,  
Wynn\*

*ENTERTAINMENT  
ANNOUNCED SOON!*

Visit [ncbshow.com/nightlife](http://ncbshow.com/nightlife)  
for updates.

# 2020 PACKAGES & PRICING

Take advantage of early bird pricing when you register by January 31, 2020

## WAYS TO REGISTER



[ncbshow.com/register](http://ncbshow.com/register)



888-966-2727

### The Ultimate Experience →

	VIP PASS	Conference Pass	Expo Plus Pass	Expo Pass
Workshop (1)	✓			
Conference Sessions	✓	✓		
NxT Power Stage Talks	✓	✓	✓	✓
2 Day Expo Hall (includes NxT)	✓	✓	✓	✓
Early Buying Hours	✓			
Welcome Kickoff Party	✓	✓	✓	✓
Party Pass – includes access to ALL parties	✓		✓	
Conference Presentation Downloads	✓			
F&B Innovation Conference	✓	✓		
VIP Perks - Swag Bag, CHILL Lounge, VIP Line Entrance at Parties & More	✓			
<b>EARLY BIRD</b> BY JAN 31	<b>\$499</b>	<b>\$349</b>	<b>\$149</b>	<b>\$99</b>
LATE	<b>\$699</b>	<b>\$549</b>	<b>\$199</b>	<b>\$159</b>

### A-LA CARTE OPTIONS:

Workshop **\$149**

Trainings & Tours **\$149**

Certification **\$125**

Party Pass **\$99** Early Bird / \$119 Late

Individual Party Tickets **\$39** Early Bird / \$49 Late



## + WAYS TO SAVE

Explore your industry with staff, friends and colleagues! Save money when you purchase multiple passes at once.

Visit [ncbshow.com/register](http://ncbshow.com/register) for details.

- ✓ For every 5 Expo or Expo Plus Passes purchased during one transaction, get the next pass free
- ✓ For every 5 VIP or Conference Passes purchased during one transaction, receive 10% off each pass at the currently published rate

Visit [ncbshow.com/register](http://ncbshow.com/register) for details\*

\*Promo codes cannot be used on top of Group Discounts



## TRAVEL & HOTEL DEALS

Book through our official housing company Par Avion for the lowest rates at [ncbshow.com/hotel-travel](http://ncbshow.com/hotel-travel)



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LAS VEGAS CONVENTION CENTER

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ncbshow.com

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FEATURING



@nightclubbar / #ncbshow20

### SPONSORS

