




PREVIOUSLY KNOWN AS
**NIGHTCLUB
& BAR SHOW**

EMBRACE THE EVOLUTION

📅 MARCH 21-23, 2022 | EXPO DATES: MARCH 22-23
📍 LAS VEGAS CONVENTION CENTER, SOUTH HALL
BARANDRESTAURANTEXPO.COM

CO-LOCATED WITH
 **worldtea.**



BAR & RESTAURANT EXPO 2022



Opportunity

12,500

UNIQUE BUYERS
PROJECTED (8,783 IN 2021)

90+

PRODUCT
CATEGORIES

500+

EXHIBITORS

- The leading and longest running Bar, Restaurant and Nightlife event in the US, in its 36th year
- Re-named “Bar & Restaurant Expo” in 2021 to meet the needs of expanding restaurant category
- Major focus on Food, equipment and related foodservice products and services - how to leverage food products to drive enhanced guest experience, check size and guest frequency
- 40% audience is multi-unit or fast growth concept with 2-50 units, providing major opportunity for scaling business expansion regionally and nationally
- 52% Senior Management Functions (Owner, President, CEO, Partner)
- 52% attendees have annual sales between \$1million - \$10million





NIGHTLIFE EVENTS



OPENING NIGHT KICK-OFF PARTY

INVESTMENT: \$2,950 (must be exhibitor to sponsor)



Kickstart your Bar & Restaurant Expo 2022 experience at the hottest party in Vegas on Monday March 21 2022.

Sample your products to 2,000+ attendees interesting in trying the coolest beverages, food, music, games as we kick off the 2022 event in style from 7pm-10pm. Venue TBD.

Host your clients and sample your products from a private Cabana

SPONSORSHIP INCLUDES

- Branded Cabana with speed rack and cutting board
- Ice & basic mixers

Sponsorship recognition

- in pre-event marketing to full BRE attendee list
- In the Bar & Restaurant Expo app
- on all onsite signage

PLATINUM PARTIES

INVESTMENT: \$4,950 per party



Let key buyers sample your products during exclusive late night networking events. These private parties are open to Bar & Restaurant Expo Show attendees during private hours with free sponsored product and then open to the public after private party hours for maximum brand exposure.

SPONSORSHIP INCLUDES

- Private VIP Area for up to 15 invited guests
- Sponsor Branded Party passes with free admission and priority line access for your guests
- Sponsor Logo included on event signage as an Event Brand Sponsor
- Sponsor product served in all VIP Areas and at all bars throughout entire venue
- Sponsor Logo in Mobile App promoting event
- Sponsor Logo and link included on dedicated nightlife website page as Sponsor
- Inclusion in any in-venue branding, promotional reels, plasma/video screens, step & repeat
- Promotion in CRAVE eNewsletter, reaching 55,000 bars, restaurants and hospitality venues

THEMED HAPPY HOUR

INVESTMENT: TBD based on activation



SPONSORSHIP INCLUDES

- Sponsorship of Happy Hour
- Promoted as Happy Hour Sponsor on Bar & Restaurant Expo Website and pre-event promotion
- Invite Special Guests for Meet & Greet, photos with step and repeat
- Sponsor Logo recognition featured in one (1) shared promotional email blast to pre-registered attendees
- 1x post on Facebook and featured on @barandrestaurantexpo channels (combined total reach of 27,500+ followers).

CONTACT US



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