bar & restaurant expo
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	90+	500+
UNIQUE BUYERS PROJECTED (8,783 IN 2021)	PRODUCT CATEGORIES	EXHIIBITORS

- 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

F&B INNOVATION CENTER

NXT

NxT
THANK YOU TO OUR SPONSORS
F&B INNOVATION CENTER
BOOZE CREAM
CÓDIGO 1530
DURTY GURL
HEINEKEN
Liquid Death
Meltdown
BEACH RUM
TM INTERNATIONAL
Twang

NxT

What is NXT?

Pronounced ‘next’, NxT is a new innovation, education and sampling experience at Bar & Restaurant Expo 2022. Designed to showcase the coolest new & innovative products in a non-traditional environment, NxT expands the learning and sampling opportunities for buyers, operators and industry professionals by presenting the evolution of the industry.

Area includes major beverage brands, education, games, music, plus a brand new sampling area

NxT is accessible to all Bar & Restaurant Expo attendees but has limited opportunities for sponsorship

2022
SAMPLING
AREA

NXT

Get Inspired by brands & products driving industry expansion

BEVERAGES

- Beer, Cocktails & Spirits, RTDs & seltzers
- No & Low Alcohol alternatives, plus Tea infused
- Canned Wine & wine cocktails
- Self-serve Sampling stations
- Central Sampling Area

TECH

- Cutting edge hospitality tech solutions & startups
- Key innovation to fulfill new consumer expectations

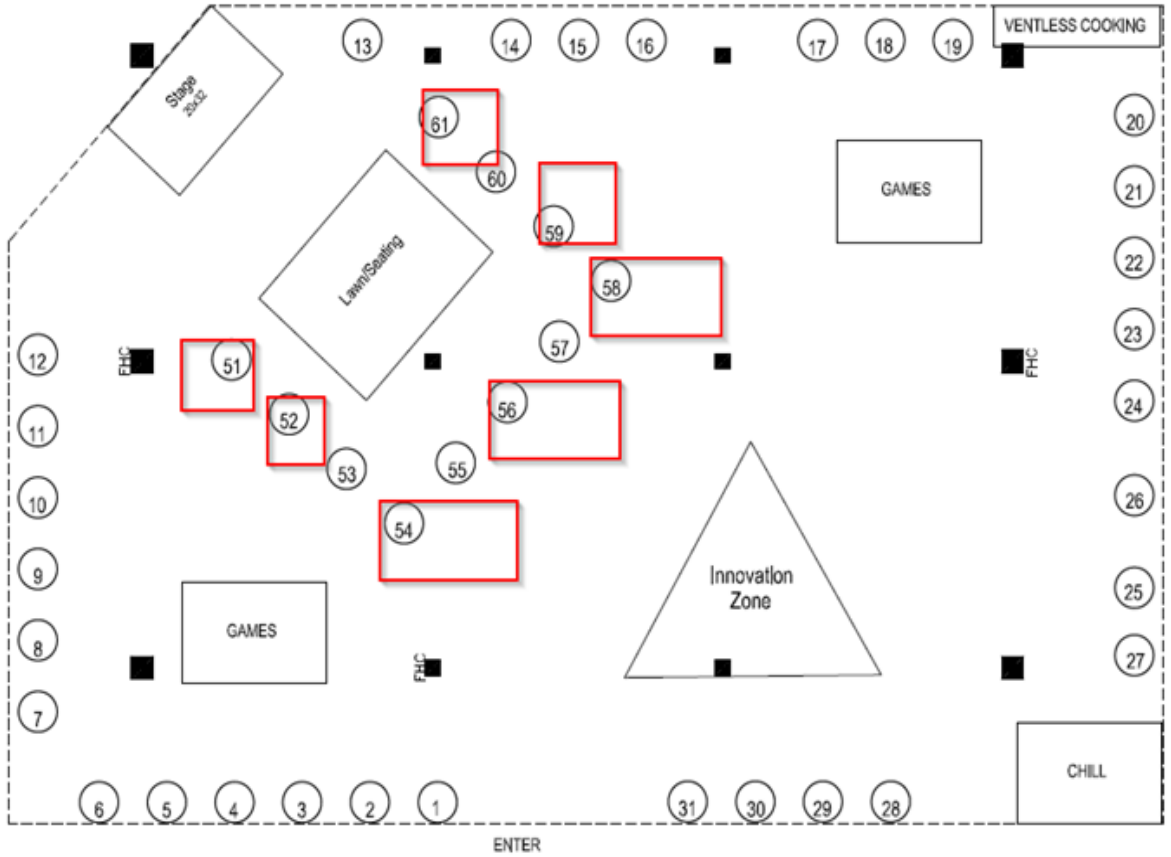
EDUCATION

- Main stage for live speaker sessions; on key topics
- Real Estate Incubator - Presenting opportunities for growth
- Ask Me Anything Bar - Supporting business growth by addressing the needs of the industry, free advice from leading experts

FUN & ENTERTAINMENT

- games, music and food sampling

2022 SAMPLE FLOOR AREA



Dominance Sponsorship Package & Activations

INVESTMENT $32,995

PRE-SHOW

- Logo recognition as NxT Dominance Sponsor included on event website and pre-show direct mail pieces reaching 60,000 bar and restaurant professionals
- 1x post on Instagram and Facebook featured on @barandrestaurantexpo handle channels (combined total reach of 33,000+ followers)
- Enhanced company listing posted online

ON-SITE/DURING SHOW

- 400 sq ft Ready to Expo package including carpet, electric, furniture, 400 lbs material handling, cold storage
- Logo recognition included in on-site signage
- Exclusive Category Sponsorship of NxT
- Sponsorship Activation at Welcome Kickoff Party and logo recognition
- 40 lbs ice per day, lexan ice tray and handwashing station
- Sponsor of Sports Bar (category sponsor)
- Sponsor of Happy Hour (category sponsor)
- Sponsor of Platinum Party
- Enhanced Product Listing on Bar & Restaurant Expo website and in Show App

POST EVENT

- Logo recognition as NxT Dominance Sponsor included in one post event shared email promotion

Dominance Sponsorship Package, 600 sq ft

INVESTMENT: $25,450

PRE-SHOW

- Logo recognition as NxT Dominance Sponsor included on event website and pre-show direct mail pieces reaching 60,000 bar and restaurant professionals
- 1x post on Instagram and Facebook featured on @barandrestaurantexpo handle channels (combined total reach of 33,000+ followers)
- Enhanced company listing posted online

ON-SITE/DURING SHOW

- 600 sq ft Ready to Expo package including carpet, electric, furniture, 400 lbs material handling, cold storage
- Exclusive Category Sponsorship of NxT (Beverage)
- Sponsorship Activation at Welcome Kickoff Party and logo recognition
- 40 lbs ice per day, lexan ice tray and handwashing station
- Enhanced Product Listing on Bar & Restaurant Expo website and Show App

POST EVENT

- Logo recognition as NxT Dominance Sponsor included in one post event shared email promotion

Dominance Sponsorship Package, 400 sq ft

INVESTMENT: $20,995

PRE-SHOW

- Logo recognition as NxT Dominance Sponsor included on event website and pre-show direct mail pieces reaching 60,000 bar and restaurant professionals
- 1x post on Instagram and Facebook featured on @barandrestaurantexpo handle channels (combined total reach of 33,000+ followers)
- Enhanced company listing posted online

ON-SITE/DURING SHOW

- 400 sq ft Ready to Expo package including carpet, electric, furniture, 400 lbs material handling, cold storage
- Exclusive Category Sponsorship of NxT (Beverage)
- Sponsorship Activation at Welcome Kickoff Party and logo recognition
- 40 lbs ice per day, lexan ice tray and handwashing station
- Enhanced Product Listing on Bar & Restaurant Expo website and Show App

POST EVENT

- Logo recognition as NxT Dominance Sponsor included in one post event shared email promotion

Experience Sponsorship Package, 100 sq ft

INVESTMENT: $7,345

PRE-SHOW

- Inclusion in one NxT email sponsorship – logo, company description, booth # and web link on shared html sent to pre-registered attendees
- Enhanced company listing posted online

ON-SITE/DURING SHOW

- 400 sq ft Ready to Expo package including carpet, electric, furniture, 400 lbs material handling, cold storage
- Exclusive Category Sponsorship of NxT (Beverage)
- Sponsorship Activation at Welcome Kickoff Party and logo recognition
- 40 lbs ice per day, lexan ice tray and handwashing station
- Enhanced Product Listing on Bar & Restaurant Expo website and Show App

POST EVENT

- Logo recognition as NxT Dominance Sponsor included in one post event shared email promotion

Presence Sponsorship Package, 100 sq ft

INVESTMENT: $5,245

PRE-SHOW

- Inclusion in one NxT email sponsorship – logo, company description, booth # and web link on shared html sent to pre- registered attendees
- Enhanced company listing posted online

ON-SITE/DURING SHOW

- 100 sq ft Ready To Expo package, carpet, electric, furniture, 400 lbs material handling
- 40 lbs ice per day, lexan ice tray handwashing station
- Enhanced Product Listing on Bar & Restaurant Expo website and in Show App

POST EVENT

- Logo recognition included in one post event shared email promotion

Contact us

Veronica Gonnello
Companies A-L
vgonnello@questex.com
1 (212) 895-8244

Fadi Alsayegh
Companies M-Z
falsayegh@questex.com
1 (917) 258-5174

bar & restaurant expo