



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](http://BARANDRESTAURANTEXPO.COM)

CO-LOCATED WITH  
 **worldtea.**





# BAR & RESTAURANT EXPO 2022



## Opportunity

**12,500**

UNIQUE BUYERS  
PROJECTED (8,783 IN 2021)

**90+**

PRODUCT  
CATEGORIES

**500+**

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







# NIGHTLIFE EVENTS





# OPENING NIGHT KICKOFF PARTY

**MONDAY, MARCH 21 FROM 6:30PM-9:00PM**

**LOCATION: SAHARA HOTEL**

**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 and fun as we kick off the 2022 event in style from 6.30pm-9pm at the Azilo Pool, SAHARA hotel.

Host your clients and sample your products from a private Cabana. Free access to all Bar & Restaurant participants.

## SPONSORSHIP INCLUDES

- Branded Cabana (subject to availability)
- Speed rack and cutting board
- Ice & basic mixers

## SPONSORSHIP RECOGNITION

- Pre-event marketing to full Bar & Restaurant Expo attendee list
- Recognition in the Bar & Restaurant Expo app
- Onsite signage



# PLATINUM PARTIES

**MARCH 21, 22, AND 23, 2022**

**INVESTMENT: \$4,950 per party**



Let key buyers sample your products during exclusive late night networking events taking place on Monday March 21, Tuesday March 22, and Wednesday March 23 at different leading Nightclubs.

These private parties are open to Bar & Restaurant Expo Show attendees during private hours of 9pm-11pm with free sponsored beverages and then open to the public after private party hours for maximum brand exposure and additional product sampling.

## SPONSORSHIP PER PARTY 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



# HAPPY HOUR

**TUESDAY, MARCH 22 FROM 6:30PM-8:00PM**

**LOCATION: SAHARA HOTEL**

INVESTMENT: \$4,950



Sample your beverages intimately with up to 400 guests as part of the official Bar & Restaurant Happy Hour on Tuesday March 22 from 6.30pm-8pm at the Alexandria Rooftop Pool, at the SAHARA Hotel. Includes Private Cabana and opportunity to entertain key clients and meet new customers and operators.

## 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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