



For Immediate Release

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Tommy Chong Named Celebrity Keynote Speaker of TPE 2017

First big tradeshow of 2017 to feature host of industry leaders offering ideas and insights on Day 2.

January 2017 – Well-known for his advocacy of alternative products and category growth, iconic actor and activist, Tommy Chong will be the celebrity keynote speaker at TPE 2017, held on January 25-26, 2017 at the Las Vegas Convention Center. He is part of the new educational track offered at the show, featuring conferences, panels, and roundtable discussions on a variety of topics intended to provide information and support for the many facets of the tobacco business.

“We are pleased to feature Tommy Chong as our keynote speaker,” says Jason Carignan, CMO of Kretek. “We admire his outspoken bravado and tireless efforts to educate consumers and corporations alike on the benefits of cannabis. With the TPE show expanding its offerings for the alternative market, and the industry growing at a breakneck pace, we feel all attendees will benefit from his insights on the opportunities and challenges this sector faces.”

The General Session on Day 2, titled “How to Succeed in a Changing Market” is being led by Terry Gallagher of Smoker Friendly, and provides tobacco retailers guidance on how to effectively navigate the evolving industry amidst new product categories, competition, and regulations. Other educational sessions scheduled for Day 2 of TPE are geared toward specific industry tracks, and are designed to provide information on retail growth for those within that track, and those looking to expand. Panels and presentations being offered include:

- “Premium Cigars: Selecting the Right Cigars for a Successful Humidor Program” led by Sergio Montolfo- GM, Phillips and King
- “Fighting Back! How to beat local legislation on your home front” led by Tom Briant- Executive Director, NATO
- “Tobacco Category: Still the key to C-store profits” Led by Don Longo- EnsembleIQ

In addition to the invaluable information of the seminars, TPE 2017 enables retailers to start the year well-stocked with product selections from hundreds of exhibitors offering exclusive show deals on some of the latest finds and customer favorites. Themed spaces are designed for networking and enjoyment,

and include the Cigar Lounge & Rum Bar, where attendees can sip a mojito while listening a live singer, the Vapor District Lounge which features a video arcade and craft beer, the Alt Alley Lounge with a DJ spinning tunes, and the General Lounge which incorporates the New Product Showcase and a not-to-be-missed retailer raffle, where attendees have a chance to win \$3,000.

“We’ve designed TPE 2017 to be a standout show,” says Carignan. “In an industry like ours, it’s important to mix business and pleasure. There are ideas to be exchanged and products to be explored- and we’re providing the venue to do just that. We’ve mapped out the show so shopping is easy, the learning is interesting and relaxing is essential. We are excited to get TPE 2017 underway.”

Space is still available for both exhibitors and attendees, and registration is free. Just visit www.tobaccoplusexpo.com for pricing and promotions. See you at the show.

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About TPE:

Under the banner of Tobacco Media Group (TMG) owned by Kretek International, Tobacco Plus Expo (TPE) is the largest B2B tobacco trade show highlighting the full-spectrum of tobacco, vapor, alternatives and general merchandise products available on the ever-evolving market. TPE 2017 is planning to deliver the industry’s most compelling content yet, and will be held January 25–26 at the Las Vegas Convention Center. To learn more about TPE, please visit the website: www.tobaccoplusexpo.com.