



For Immediate Release

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### **Newly Expanded Tobacco Plus Expo 2017 to Feature Conference Sessions Led by Industry Experts**

#### **Attendees will gain insights, ideas, and action plans from industry leaders, like Tom Briant of NATO**

December 2016 – Tobacco Plus Expo (TPE), the most comprehensive business-to-business tobacco show in the U.S has an expanded format this year, offering attendees the opportunity to shop and buy from hundreds of exhibitors, while also learning insights from an industry conference series. The new educational program features expert speakers and panelists, and aims to help retailers and distributors better understand and navigate the dynamic tobacco-related-product marketplace. Attendees will also be able to participate in round table discussions on specific tracks that target their business interests.

“The addition of our educational conference is an important step in the show’s evolution,” says Jason Carignan, Chief Marketing Officer at Kretek, parent company of TPE. “It provides another level of support to the industry, helping to educate and activate retailers and manufacturers for the changing regulatory and competitive landscape. It also serves as a platform to learn from one another, giving voices to industry veterans and colleagues as they share their war stories and suggestions to all for growth and success in the year ahead.”

The 2017 TPE Show will be held on January 25-26, 2017 at the Las Vegas Convention Center. The show floor will be open from 10:30am to 5:00pm. Conference ticket holders are invited to the general session and Continental Breakfast on day one, from 8am to 10am, which offers an overarching look at the show and market with a “State of the Industry” seminar led by Bonnie Herzog of Wells Fargo and David Bishop of Balvadore.com, followed by an informative session led by Tom Briant, Executive Director of NATO (National Association of Tobacco Outlets ), titled “FDA Regulatory Update: Perspectives, Guidance, and Litigation Updates.”

The Day 1 Roundtable Sessions will provide a platform for conversation and education, as ideas are exchanged and insights obtained. Sessions are geared toward specific categories- Tobacco, Vapor, and Alternative, and participants can select which they’d like to attend. The schedule for these are as follows:

- **Roundtable Track A**
  - “Still Smoking OTP: Premium Cigars, Pipe, RYO & Smokeless continue to grow” moderated by Jen Gelfand, with speakers, Kelly Michols (CEO STG/Lane) and Frank Armstrong (President of Blue Ridge Tobacco)

- **Roundtable Track B**
  - “The Future of Vapor” moderated by Schell Hammel from SFATA, with speakers, Jacopo D’Alenssandris (President, EAS (Swisher)), Bryan Haynes (Troutman Sanders), Amy McCann Baddi (Virginia SFATA President/retail)
  
- **Roundtable Track C**
  - “Boosting Your Bottom Line with Vapor Products, Accessories, and the Alternative Market” moderated by Austin Hopper (Gilla), with speakers Tyler Goldman (CEO Pax), Tim Greene (Smoker Friendly Glasswerks), and Tracy Villiges, Senior Buyer

TPE offers retailers of all sizes the chance to shop, network and learn. The expanded show floor is segmented for easy browsing, providing the opportunity to discover and experience products in the tobacco, vapor, and alternative categories, find new industry suppliers, and acquire best practice information for increasing customer traffic and product sell-through.

“TPE is strategically scheduled to help the industry stock, plan, and activate for the year ahead,” says Carignan. “It’s the first show of the year, and it’s a really big show. We hope attendees benefit from the new educational elements, as well as from the ease of shopping the larger format and products, while enjoying a specialized feel for their category or categories, of interest.”

To find out more information about attending or exhibiting at TPE 2017, or to register directly, visit [www.tobaccoplusexpo.com](http://www.tobaccoplusexpo.com).

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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](http://www.tobaccoplusexpo.com).