



For Immediate Release:

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### **TPE 2018: Bigger and Better Than Ever**

#### **Exhibitors to enjoy many extra benefits at this year's TPE Show.**

September 2017 – TPE 2018 is the must-attend event for the vapor and alternative industries. It's a standout show that brings the industry together in an enjoyable atmosphere, and this year promises to be even better than last year. Held at the Las Vegas Convention Center from January 31 – February 1, 2018, TPE is strategically positioned at the beginning of the year, to help retailers restock their stores after the holidays. TPE connects thousands of attendees with exhibitors from the vapor and alternative categories. This year's show will feature seminars by industry icons, like Tyler Goldman, CEO of PAX, increased marketing efforts to fully support its exhibitors, entertaining networking opportunities, and an amplified attendance of product-hungry buyers. Also new this year, TPE has even moved the official show lodging to the SLS Hotel, to inject the show with an added jolt of energy and entertainment. TPE 2018 will be a fun place for serious business.

"We're stepping up our game again this year," says Jason Carignan, CMO of Kretek International, Inc. "We received such great feedback from our 2017 attendees, which we've incorporated into the plans for this year. We are aiming to make TPE more than just another industry tradeshow. It's going to be THE tradeshow to attend. THE best place to show products and find buyers. THE best place to network and learn about the latest updates in legislation. And THE best people to work with."

Patrick Taylor, Director of Marketing for Charlie's Chalk Dust has similar sentiments. "TPE is the best example of a professionally-run US trade show in the Vaping Sector.

TPE 2018 will once again feature informational opportunities at the show, lining up leading experts to speak about top-of-mind subjects affecting business and growth in the tobacco and tobacco-related accessories industry. Already scheduled are panels on "Vapor: A Survivor's Game," with speakers like Jacopo D'Alessandris, President of E-Alternative Solutions and Jan Verleur, CEO of VMR, and "Navigating Legislative, Legal, & Regulatory Change" featuring Tom Briant, Executive Director of NATO and Noah Steinsapir, General Counsel/CLO at Kretek.

One of the new perks for TPE 2018 exhibitors are the marketing efforts being offered before, during, and after the show. TPE aims to drive attendance by highlighting companies, products, and deals appearing at the show, giving buyers reasons to attend with promotions they just can't miss. And to help exhibitors stand out during the show, TPE has developed marketing and sponsorship opportunities available for every level of exhibitor, including a Product Spotlight, with items merchandised to inspire buyers to bring the goods into their stores.

"This year, we'll also be giving our exhibitors an enhanced experience, really integrating the TPE show within the pages of Tobacco Business Magazine and on its website," says Ben Stimpson, Managing Director of Tobacco Media Group (TMG). "We'll be offering additional visibility to help drive traffic to exhibitor booths, and ultimately helping to drive sales as well. The pre-and post-show coverage will be an amazing benefit that's truly unique to TPE."

Early Bird specials are now being offered through September 2017 to exhibitors looking to secure a prime space and start receiving the benefits of TPE marketing. For more information about exhibiting at TPE 2018, or attending, please 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 2018 is planning to deliver the industry's most compelling content, and will be held January 31 - February 1 at the Las Vegas Convention Center. To learn more about TPE, please visit the website: [www.tobaccoplusexpo.com](http://www.tobaccoplusexpo.com).

#### **About Kretek International, Inc**

Kretek International is America's number one importer, marketer, and distributor of specialty tobacco products. For over 30 years, Kretek has enjoyed a strong reputation for providing exceptional customer relationships and top quality goods. The company continues to offer standout brands like Djarum, Cuban Rounds, and Djeep Lighters to distribution channels across the United States and Canada, bringing value, high-margins, and growth to retailers and distributors.