



For Immediate Release:

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NATO Industry Outlook Planned to Coincide with TPE 2018

Las Vegas to welcome two important events for the tobacco and tobacco-related products industry.

October 2017 – TPE 2018, the first big buying tradeshow of the year for the tobacco + industry, is pleased to announce that NATO has aligned their Industry Outlook with this year’s show in Las Vegas, Nevada. Known for offering insights on market trends and current legislation, the NATO Industry Outlook will now be co-located at TPE 2018, occurring on January 30, 2018, the day before the show opens on Jan 31, 2018. This effectively transforms TPE 2018 into a three-day event, with industry leaders, buyers, sellers, manufacturers, distributors, and media outlets gathering to learn, network, and do business from Jan 30 – Feb 1, 2018.

The combined TPE 2018 and NATO Industry Outlook will create one powerhouse destination, offering a wealth of top products, information and guidance on selling tobacco and tobacco-related goods in the current legislative climate. Although NATO was actively involved in last year’s TPE show, efforts are being stepped up to a whole new level.

“With legislation and regulations creating roadblocks to our industry’s growth, we’re encouraging people from all facets and categories to get involved, get educated, and learn how to navigate these new waters,” says Tom Briant, Executive Director of NATO. “By joining efforts with the 2018 TPE Show, we’re hoping to reach people directly affected by the state of affairs, and arm them with information and strategies for continuing to grow their businesses- and our entire industry.”

The Industry Outlook is scheduled to hold a number of informative sessions presented by industry icons, covering relevant, timely topics like local legislation, marketing, and finance. These include seminars like Market Trends in Tobacco, Wall Street Industry Update, and Tobacco Legislation: A Local and State Overview.

TPE 2018 is purposely positioned at the start of the year, to help retailers restock their stores after the holidays. The show connects thousands of attendees with exhibitors from the tobacco, vapor, and alternative categories, offering the latest goods and services, and providing an enjoyable place to buy, sell, learn, and network.

“By combining NATO’s Industry Outlook with TPE 2018, we’re hoping to inspire attendees with learnings from NATO, and then provide products and solutions that will help retailers meet their goals for growth and profits in the coming year,” notes Ben Stimpson, Managing Director of Tobacco Media Group (TMG), the parent company of TPE. “This combined effort is poised to be the most important and valuable tobacco and tobacco-related products industry event in 2018. And we’re excited to be behind it.”

For more information about the NATO Industry Outlook or TPE 2018, please visit 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.

About NATO

Now in its 16th year, the National Association of Tobacco Outlets, Inc. (NATO) is a national trade association organized to strengthen the business interests of all tobacco retailers on a collaborative and individual basis. Headquartered in Minneapolis, it assists its members throughout the country to respond to and stay atop the pulse of tobacco-related legislation on the local, state and federal levels. NATO will be holding its Industry Outlook 2018 event on January 30, 2018. To learn more about NATO, please visit the website: www.natocentral.org.