



For immediate release:

CONTACT

TPE Show Contact: Hilary Manning
hilarymanning@tobaccoplusexpo.com

TPE Press Contact: Rachel McKnett
rachelmcknett@krettek.com

TPE 2019: The Show that Sets the Industry Up for Success in the New Year

Don't miss exciting new features and events at the first big show of the year.

January 2019 – The holidays are over, and it's time for tobacco manufacturers, distributors, and retailers to turn their sights toward optimizing profits in the new year. Enter TPE 2019. Held from Monday, February 11 through Wednesday, February 13 at the Las Vegas Convention Center, TPE 2019 brings together people from all facets of the tobacco industry to offer a one-stop show for exhibiting, browsing, buying, networking, learning, and having a solidly good time. And while the show is celebrating its 15th year, we're adding some exciting new elements that will help put both exhibitors and attendees on the path to profits in the year ahead.

Expanded Show Floor, Days, and Hours

With over 30% more square footage than last year, the TPE show floor is bigger than ever. And it's now a three-day event, with show hours from 1 - 5 pm on Monday, February 11, 10:30 am - 5 pm on Tuesday, February 12, and 10:30 am – 4 pm on Wednesday, February 13. This gives Exhibitors the opportunity to bring in and sell more products, while Attendees get to browse and buy from an increased number of Exhibitors. And expanded days and hours mean there's even more time available for doing business. That's great for everyone.

How to Reach More Buyers

The number of registered attendees from the premium tobacco industry is almost double last year's numbers to date. Exhibitors in this market will particularly enjoy the increased attendance by tobaccoists. And Attendees can use TPE 2019 to stay on the forefront of trend, learning from their peers, seeing what they're bringing into their stores, and exchanging best practices.

A Product Showcase

To help products stand out for both Exhibitors and Attendees, TPE 2019 is creating a Product Showcase located near the show's registration area. Attendees can explore the section, scanning products they're

interested in to receive information on where to find the products. And Exhibitors will receive the list of hot leads who show interest in their products for follow-up after the show.

The TPE Mobile App

To make things as smooth as possible, TPE 2019 is offering a mobile app, which will have a wealth of information about the show, including hot product spotlights. For pre-show preparation, the mobile app can be downloaded now- just search "Tobacco Plus Expo" in Google Play or the Apple App store.

The Parties Are Here

What's a tradeshow without the chance to have some fun? During TPE, come hang out at the inaugural West Coast Barn Smoker from Drew Estate, being held in the cigar lounge during all three days of the show.

And there's after-hours fun, too:

- The All-Industry Party on Tuesday, February 12 at 5pm on the show floor. Mix it up with industry friends and colleagues and enjoy tasty food, live music, and the 2 drink tickets on your badge!
- The Davidoff Party on Tuesday, February 12 at 6:30pm at the Davidoff of Geneva Cigar Bar in the Fashion Show Mall. Enjoy fine company, rare cigars and cocktail specials until 9pm.

"We're dedicated to putting on a tradeshow that adds value to the bottom line for our Exhibitors and Attendees," says Ben Stimpson, Managing Director of TMG, the parent company of TPE. "TPE has a long history, and we've designed this year's show to make browsing, buying, and exhibiting easier and better than ever before. And we're taking steps to make sure that it's a lot of fun, too. We look forward to seeing you there!"

For more information about TPE 2019, visit www.tobaccoplusexpo.com to reserve your booth or tickets to attend the show.

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About TPE:

Under the banner of Tobacco Media Group (TMG) and its Tobacco Business Magazine, (both 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 2019 is planning to deliver the industry's most compelling content, products, and information, and will be held February 11-February 13, 2019 at the Las Vegas Convention Center. To learn more about the show, 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 2019 event on February 11, 2019. To learn more about NATO, please visit the website: www.natocentral.org.