

TPE20

—INTERNATIONAL—

For Immediate Release:

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It's a Party Not to Be Missed

Announcing the TPE 2020 All-Industry Celebration.

October 2019 –It's Party Time! The Tobacco Media Group (TMG) is excited to share details for the Tobacco Plus Expo 2020 (TPE 2020) All-Industry Party. TPE is a unique tradeshow, as it brings together all facets of the tobacco business for three days of exhibiting, learning, browsing, buying, and fun in the spirit of the industry we all enjoy. The show runs from Wednesday, January 29 through Friday, January 31 in Las Vegas, Nevada. The All-Industry Party is free for TPE 2020 badge holders, and is scheduled for the evening of Day 1, on Wednesday, January 29 at the Sahara Hotel & Casino (formerly the SLS Hotel) from 6pm to 9pm. Completely different than a typical ballroom affair, the TPE 2020 party offers 4 different venues in close proximity for partygoers, making it a memorable, lively event that should not be missed.

Venue 1: Club 101

Sponsored by Villiger Cigars, Club 101 will feature dueling pianos and a smoke-friendly lounge and patio. Fun-seekers will also feast on hosted culinary delights and drinks.

Rene Castaneda, President of Villiger NA, said, "We couldn't be more pleased to be participating at the much anticipated All Industry Celebration and at such an iconic location, the Las Vegas Sahara. Club 101 will provide a sophisticated atmosphere which will serve as perfect venue to mingle with our friends and customers. We look forward to seeing you at all at the TPE 2020."



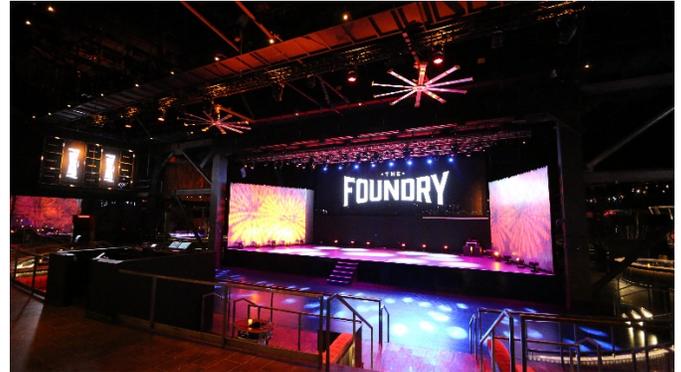
Club 101

Venue 2: The Foundry

Sponsored by Drew Estate, The Foundry will offer a club scene, featuring DJ Eli, Chicago-native and the official DJ of Drew Estate. DJ Eli is known in the industry as @smkn_E AKA DJ Eli, and for mixing his passion for music and cigars, providing the live entertainment at Drew Estate Trade Shows, Barn Smokers, and store events. The Foundry will also feature a smoke-friendly hosted bar and food.

Jonathan Drew, Founder and President of Drew Estate adds, “We are ecstatic to bring the party to TPE 2020! Drew Estate will be bumping all day long at our trade show booth, including our experiential cigar lounge. The TPE Industry

Party is going to be off-the-wall like Lucy Ball with DJ Eli spinning tunes, causing a ruckus Drew Estate style!”



The Theater

Venue 3: The Gaming Casino

Featuring 7 different gaming tables in a smoke-friendly environment, including Blackjack, Craps, and Mini Baccarat, attendees will play with house money (sorry, not the real stuff, but figure that everyone walks away as with their wallets intact), and enjoy a hosted bar and carving station catered by Bazaar Meat.



The Gaming Casino

Venue 4: Bazaar Meat

Proudly sponsored by Djarum, and hosted in a strikingly seductive setting at Bazaar Meat, guests will enjoy passed hors d'oeuvres along with carving stations, Oyster Girls, and a well-stocked open bar for networking over craft cocktails.



Bazaar Meat

Albert Jose, Sr. Brand Manager of Djarum, said, “We are pleased to be hosting a party in such a unique, memorable venue. Bazaar Meat provides a one of a kind experience, which serves as the ideal setting to interact with our friends and customers. We look forward to seeing you at all at TPE 2020.”

“The Industry Party will truly be a highlight of TPE 2020,” says Ellie Hansen, Trade Show Director for Tobacco Media Group. “We feel like our exhibitors and attendees are bringing such enthusiasm and energy to the show, that we want to deliver a party that gets people mingling and having a great time. We hope everyone checks out all four of these amazing venues over the course of the evening, though we wouldn’t blame anyone for staying at their favorite all night.”

For more information, or to secure your badges or booth space for TPE 2020, 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 2020 is planning to deliver the industry’s most compelling content, products, and information, and will be held January 29, 2020 through January 31, 2020 at the Las Vegas Convention Center. To learn more about the show, please visit the website: www.tobaccoplusexpo.com.