

TPE20

—INTERNATIONAL—

For Immediate Release:

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Karl Malone, Keynote Speaker of TPE 2020

Malone to kick off Tobacco Plus Expo with insight and inspiration for all facets of the Tobacco Industry.

November 2019 – The Tobacco Media Group (TMG) is excited to announce 14-time NBA All-Star Karl Malone as the Keynote Speaker for the Tobacco Plus Expo 2020 (TPE 2020). Well-respected for his performance, talent, and many achievements on the court, including being the NBA's 2nd all-time leading scorer, a 2-time Olympic Champion, and a 2-time NBA Most Valuable Player, Malone has brought his leadership and vision off the court and into the tobacco industry, developing a premium cigar using tobacco aged in rum barrels in collaboration with Guillermo Leon Herbert, the owner of LA Aurora. Malone has long since enjoyed relaxing with cigars, and the development process has given him a new view on the industry. As the TPE 2020 Keynote Speaker, Karl Malone will offer attendees insight as an enthusiast, a manufacturer, and even as a retailer on behalf of his daughter, Kadee Malone, who owns Legends Cigar & Vape. Perfect for a B2B show that brings the entire industry together, the Keynote Session at TPE 2020 will lead a well-rounded schedule of interesting educational sessions covering different categories, facets, and perspectives.



Karl Malone, NBA Star + Keynote Speaker of TPE 2020.

The first major tradeshow of the year for the tobacco and alternative industries, TPE 2020 runs Wednesday, January 29 through Friday, January 31 at the Las Vegas Convention Center in Las Vegas, Nevada. For TPE 2020, TMG set out to re-invigorate the trade show's educational benefits by bringing in some of the premium tobacco industry's biggest disruptors and headliners. Each session of IGNITE has been designed to empower retailers and manufacturers and improve their businesses with insights from companies and entrepreneurs who are making a difference and challenging the status quo of their respective industries.

"TMG's mission and goal is to provide our audience with timely, useful content that will help them do business better. When it came time to plan out the educational lineup for TPE 2020, we wanted to bring the same energy and top-notch content we feature in each issue of *Tobacco Business Magazine* into the upcoming trade show," says Antoine Reid, Senior Editor and Digital Content director for TMG. "We understand that the typical educational conference can be boring and a chore to sit through, but that's not what TPE 2020's educational sessions will be. IGNITE will be informative, engaging and feature a diverse lineup of speakers and experts that will leave attendees feeling inspired, invigorated and ready to take on the rest of 2020 with excitement and the knowledge needed to be successful in business."

In addition to the Keynote Address, TMG is pleased to announce the following sessions and moderators, which will also include a panel of industry experts on each topic:

Thursday 1/30/20

11:30-12:15 Sisters of the Leaf: Selling, Marketing, and Promoting Tobacco Products to Women, moderated by Erica Arroyo

2:30-5pm NATO: Local, State, and Federal Tobacco Legislation and Regulations: What Industry Members Need to Know with Thomas Briant

Friday 1/31/20

11:30-12:15pm Tobacco Retail Rebooted: Jumpstart and Rejuvenate Your Retail Operation, moderated by Dave Garofalo

2:30-3:30pm State of the Union: Cigar Legislation Update, moderated by Glynn Loope

Our education session calendar is continuously being updated as new conferences are added to the show. For additional details and the most up to date scheduling information, please visit www.tobaccoplusexpo.com.

It's not too early to secure your pass for TPE and success in 2020. Just visit www.tobaccoplusexpo to register.

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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.