



For immediate release:

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TPE 2019: Success!

First big tradeshow of the year delivers on results and fun.

March 2019 – With attendance up almost 50% over last year’s numbers, the Tobacco Plus Expo (TPE) 2019 gave the tobacco industry an exceptional start to the new year. All facets of the business came together for the tradeshow in Las Vegas, which ran in a new, 3-day format from February 11-February 13, 2019. TPE has enjoyed tremendous growth since coming under the arm of the Tobacco Media Group in 2016. This year’s show featured more brands, floor space, parties, education, entertainment, and products than ever before, offering everyone in the Convention Center a well-rounded look at the industry, and an opportunity to start the year off on a path to profit.

“The TPE show has been a fantastic experience for us,” says Selim Hanono of EPC. “The time and money spent by TMG to grow the premium cigar segment at TPE has definitely paid off. I’ve seen a lot of the country’s top retailers here throughout the show, and we’ve written a lot of orders from both existing accounts and new accounts. It’s been an amazing experience.”

Although one of the many benefits of TPE is to see the breadth of products selling in all areas of the tobacco and alternative industries, great lengths were taken to offer a quality experience for the premium cigar market. The event featured top manufacturers and retailers in the category, interesting and useful seminars from seasoned veterans, and even the entertainment of the Drew Estate Barn Smoker, which celebrates the mighty tobacco leaf. And the strategic timing of TPE 2019 is ideal for the cigar industry, enabling retailers to maximize their profits as they bring in inventory for the spring smoking season, while enjoying special tradeshow pricing.



Says Rick Baker of Tobacco Grove, “We go to the TAA [Tobacconists Association of America] and the IPCPR [International Premium Cigar & Pipe Retailers Association] shows every year, and this was our first time at TPE. We sell only premium cigars, and I was really pleased at the number of premium cigar manufacturers who were at the show this year. We’re definitely coming back, because the timing of the show is great for us. It’s the slow time of year for our business, and having a show in late January or early February gives us an opportunity to stock our shelves in preparation for the beginning of the selling season.”

About 4600 people attended TPE 2019 in all, perusing (or working at) 300 booths throughout the show floor. Exhibitors staked out larger spaces this year, enabling a larger showing of products for buyers to browse. Networking opportunities were in full force, with educational panels hosted by industry experts and NATO representatives, parties, booth events, and an awards show hosted by Tobacco Business, which recognized industry standouts from the past year, along with the iconic cigar master maker, Ernesto Perez Carillo.

“This is our first year at the TPE show, but I can tell you that it won’t be our last,” said Drew Newman of J.C. Newman Cigar Company. “It’s been a great experience for us, and we’ve been nonstop busy. I think I’ve only had about five minutes of downtime each day of the show so far.”

“With this year’s growth and the incredible feedback that we are receiving about TPE 2019, we definitely feel that we’ve accomplished all we had hoped for this year’s show,” says Dawn Conger, TPE Sales Manager. “We’re pleased that the industry seems to have taken note about what we’re trying to do here at TPE, and are willing to give it their all, too. We’re bringing together the best of the best for a good, fun, profitable show that sets everyone up for a successful year. Just wait until 2020- we’re going to kill it even more!”

Planning for TPE 2020 is already underway. The event will be held Jan 29 – Jan 31, 2020 at the Las Vegas Convention Center. 50% of the show floor is already booked, so if you know you’re planning to exhibit, we recommend reserving space early to secure the best location.

“Every year it’s crazy to see the level of growth at TPE and Tobacco Business,” says Sam Morales from Cheddar Alchemy. “If you were on the fence about attending the show, you should seriously stop messing around. The show floor is a way more personal venue for attendees, and the date of the show for the category is fantastic for retailers.”

For more information about TPE 2020, or to reserve your booth, please visit www.tobaccoplusexpo.com.

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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.