

# TPE21

— I N T E R N A T I O N A L —

For immediate release:

## CONTACT

TPE Show Contact: Dawn Conger  
dawnconger@tobaccoplusexpo.com

TPE Press Contact: Rachel McKnett  
rachelmcknett@krettek.com

## TPE 2021: Planning is Underway

### **Tobacco Media Group committed to creating a safe environment for all who attend.**

**July 2020** – Committed to creating a safe and successful Tobacco Plus Expo (TPE) 2021, the Tobacco Media Group (TMG) is pleased to announce that they are taking big steps to ensure Exhibitor and Attendee confidence as show plans take shape during covid-19 uncertainties. The first big buying show of the year, TPE 2021 is scheduled to take place Jan 27 – Jan 29, 2021, at the Las Vegas Convention Center in Las Vegas, Nevada. TPE has been increasing in popularity over the years, offering the tobacco and alternative industries the opportunity to explore, buy, and sell the newest and best products on the market, while learning about trends, government regulations, and tactics for growth and success. It is designed to be a one-stop show, where exhibitors and buyers come together to maximize their budgets and get business done effectively in a short period of time. Covid-19 has added a layer of complication to TPE 2021 planning, as the TMG team works hard to create a safe environment for all who come to the show. TMG is dedicated to instilling confidence in TPE 2021, putting procedures in place to support the industry as the show details come together.

### **New Refund Policy**

We all hope that COVID-19 will be under control in 2021, but if Show Management has to cancel TPE due to COVID-19, they will refund all paid exhibit and sponsorship fees. TMG is working closely with Las Vegas Convention Center officials and Hotel Managers for the latest information and best practices for new protocols and want to ensure that Exhibitors feel confident about their commitment to TPE 2021. We are pleased to say that our low-risk policy is resonating with Exhibitors and is reflected in our current show floor being almost 70% booked to-date.



## Lower Costs

2020 has been a tough year for many of us. To help our exhibitors, TMG has switched to Shepard, a new TPE General Contractor, and negotiated fees to offer lower exhibiting costs across the board. With these savings, exhibitors will get more bang for their buck and likely see higher ROI for their efforts at the show.

## Safety Surveys: TMG is Listening to You

In addition to the new full-refund policy and lowered fees, we are asking our exhibitors and attendees to share information, opinions, and suggestions about what TPE 2021 can do to design a show that is safe, efficient, and entertaining to attend. The TPE 2021 planning team has already begun outreach with surveys and is taking the feedback very seriously.



“We are hoping to get everyone back to business,” says Ben Stimpson, Managing Director of Tobacco Media Group. “As an industry, we know everyone has a lot to catch up on, from sales goals and retail hardships, to new products, regulations, and reduced networking opportunities, we’ve all taken a hit in 2020. We know that we’re not out of the woods just yet, but we are hopeful that TPE 2021 will happen, as we all know that good business is best done in person. We are reducing risk and costs where we can, and we are working closely with our key partners to get input and feedback from our entire industry. We want to hear from you, so we can all be confident in a successful TPE 2021 for all who attend.”

If you would like to contribute your thoughts to TPE 2021 planning, TMG invites Exhibitors to reach out to their sales contacts. All others can visit <https://tobaccoplusexpo.com/contact/>. The team is listening and welcomes all input to help make the show a safe place to be.

With limited availability left and the new refund policy in place, Exhibitors are encouraged to reserve their booth space by visiting the [TPE 2021 website](#). As the TPE 2021 plans and procedures take shape, TMG will be sharing more details as they become available. Additional show information can be found on the [TPE 2021 website](#).

###

## 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 2021 is planning to deliver the industry’s most compelling content, products, and information, and will be held January 27, 2021

through January 29, 2021 at the Las Vegas Convention Center. To learn more about the show, please visit the website: [www.tobaccoplusexpo.com](http://www.tobaccoplusexpo.com).