



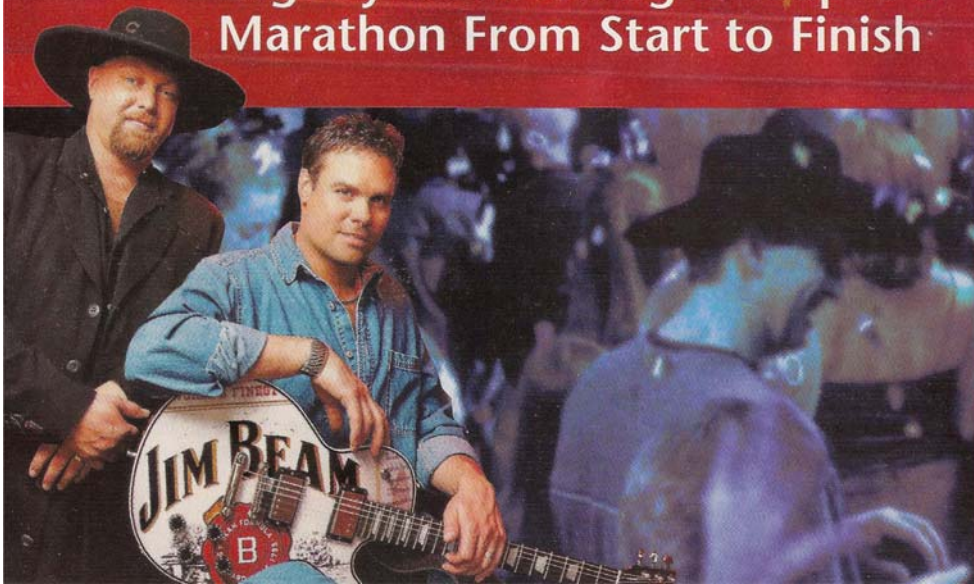
LET THE

Parties

BEGIN




Nightly Networking Lineup is a
Marathon From Start to Finish



Vino Las Vegas

The fun begins on Sunday with "Vino Las Vegas," a chance for conventioners to kick off their Vegas experience with a wine tasting sponsored by Southern Wine & Spirits. A small entrance fee applies because, in addition to getting a chance to experience some incredible wines, all proceeds from the event benefit Sky Ranch, the industry's adopted charity. The fun begins at 5:30 p.m. at the Hilton Ballroom in the Las Vegas Hilton.



Don't miss your chance to see one of the hottest, high-energy, technologically advanced clubs in the nation with stunning cutting-edge special effects, while partying with your peers and sampling cocktails made with premium spirits — all at one place and one time!

Experience the Hottest Party on ICE

Welcome to "The Show's" Hottest Party on Ice with Allied Domecq Spirits, which is set for Tuesday from 8-9:30 p.m. at ICE, one of Vegas' newest, sexiest clubs.

It's a cool celebration of spirits featuring a number of great, established Allied Domecq brands, such as Stolichnaya, Kuya Fusion Rum, WET by Beefeater, as well as new products and promotions from Malibu Rum and Sauza Tequila. So arrive early, have fun and take home some tips from a venue that has it all. You won't be disappointed!

Work Hard, Play Hard With Jim Beam Black

It won't be just another manic Monday if you attend the first-of-the-week's all-star lineup of parties. It all starts with the Fourth Annual Nightclub & Bar Industry Awards Ceremony, where the best of our industry will be recognized. We'll honor the most creative and successful innovators, including the Nightclub & Bar Concept of the Year and the Nightclub & Bar Innovator of the Year. Also recognized will be the winners of the Jim Beam Black "Mix and Win" recipe contest. The fun begins at 6 p.m. in the Aladdin Grand Ballroom at the Aladdin Resort and Casino.

Directly after the awards ceremony, get ready to party hardy at the Jim Beam Black Work Hard, Play Hard Party. It begins at 6:30 p.m. and is sponsored by Jim Beam/Future Brands, the National Honey Board, NTN, Dole, National Sweet Cherry Foundation, Wristband Resources and Warsteiner.

Montgomery Gentry Concert

At 8 p.m., Jim Beam Back also is sponsoring a special concert by popular country duo Montgomery Gentry at the Aladdin Resort.

The Bacardi Party

Then, it's on to the Las Vegas Sports Center for the legendary Bacardi Party at 10 p.m. It's an annual favorite billed as "bigger and better than ever" by brand/sponsor Bacardi U.S.A. Come celebrate Bacardi Rum's 25th year of being the No. 1-selling distilled spirit brand in the United States. At this exclusive party, enjoy live entertainment and cocktails while discovering the newest brands in the Bacardi family. Shuttles are free from The Aladdin Hotel beginning at 9:30 p.m.

Opening Night Beach Blast

The Tuesday, March 9 party roster includes Opening Night Beach Blast with Rich's Bahama Blast, Anheuser-Busch Inc., Bud Light, Budweiser and Michelob Ultra at BiKiNi's Beach and

Dance Club from 7 to 8:30 p.m. Step up to the bar at BiKiNi's for some sun-and-sandal-inspired atmosphere and soak up some networking at the same time.

Hottest Party on ICE

Attendees also are invited to "The Hottest Party on Ice" with Allied Domecq Spirits at ICE, Las Vegas' newest upscale nightclub, from 8-9:30 p.m., when new products and promotions will be showcased by Allied.

Sammy Hagar in Concert

And back by popular demand, Sammy Hagar and the Waboritas again rock the house in a free concert at Palm Casino's Rain in the Desert nightclub. Last year's performance was the talk of "The Show." Showtime is 8:30 p.m., but doors open at 7:45 p.m. Sponsored by Cabo Wabo Tequila.

Taste the Tropics

The ICE party is followed by the ever-popular "Taste the Tropics" party at Kahunaville Tropical Restaurant & Bar inside Treasure Island from 10 p.m. until midnight. A Caribbean paradise awaits you at Kahunaville, one of the country's most popular nightclub restaurants. This tropical-themed bash features "Taste the Tropics" frozen cocktails paired with Cruzan Rum. Sponsored by Coco Lopez, Pucker, Miller and Miller Genuine Draft.