



LOCK IN YOUR SPOT: REGISTRATION NOW OPEN FOR BAR CONVENT BROOKLYN 2024

NEW YORK (March 5, 2024) - [Bar Convent Brooklyn](#) (BCB Brooklyn), the premier international trade event for the bar and beverage industry, announces that registration for the highly anticipated 2024 show is now officially open as of today, March 5. Set to unfold June 11 and 12 within the vibrant campus of Brooklyn's Industry City, this year's show promises expanded space for exhibitors, including new international pavilions, along with enhanced programming opportunities and interactive experiences throughout the venue.

Heading into its sixth in-person edition, Bar Convent Brooklyn continues to thrive, having established itself as a cornerstone event since its inception in 2018. Offering a welcoming and collaborative environment, it serves as a platform for industry professionals to engage in discussions and celebrate liquid culture through networking, education and exploration of the latest trends and innovations in the dynamic world of spirits and beverages. With each passing year, the event has experienced significant growth, reaching new heights in 2023 with 4,500+ industry professionals, 198 exhibitors, 55 education sessions and 475,000 drinks and spirits samples poured over the two-day event.

"The evolution of Bar Convent Brooklyn has been truly remarkable," expresses Jackie Williams, Event Director of Bar Convent Brooklyn. "Building upon the successes of previous years, we are thrilled to anticipate yet another milestone event in 2024. Our curated programming and education sessions promise to captivate and empower visitors, reflecting the dynamic innovations within the spirits and beverage industry. As we embark on this year's show, I'm eager to see the emergence of new ideas and trends that will shape the future of our industry."

Exciting updates await visitors at Bar Convent Brooklyn 2024:

- **Education**
 - Bar Convent Brooklyn 2024 will feature more than 50 educational sessions across the Main Stage, Liquid Lounges and Park Street Stage.
 - The education committee has carefully curated the Main Stage sessions and is comprised by leading industry experts, including:
 - Lynnette Marrero, Speed Rack, Masterclass.com, Award Winning Bartender
 - Tiffanie Barriere, The Drinking Coach
 - Derek Brown, Positive Damage, Inc.
 - Fatima Butler, Rooted in Hospitality
 - Touré Folkes, Turning Tables
 - Julie Reiner, Clover Club, Milady's, Leyenda
 - Sarah Troxell, St ~ Germain Brand Ambassador
- **More Space and Courtyard Programming**
 - Expanded space within Industry City will accommodate additional exhibitors, complemented by engaging courtyard programming throughout both days.
- **International Pavilions**

- International pavilions, including returning favorites like Italy, Japan and Peru, alongside enticing newcomers such as Canada, with more exciting additions yet to be revealed, promise to offer diverse and enriching experiences.
- **And More to Come!**
 - Stay tuned for further announcements as Bar Convent Brooklyn unveils additional initiatives and finalizes the education program, ensuring an unforgettable event for all.

Tickets can now be purchased [here](#) on the Bar Convent Brooklyn website, starting at an Early Bird Rate of \$60 for one-day and \$100 for two-days available until April 1. From April 2 - June 3, pre-purchased tickets online will be priced at \$90 for one-day and \$140 for both days. After June 4, upon availability, tickets will be \$120 for one day and \$180 for two days. During the two-day event, participants will engage in a wide array of innovative education opportunities covering emerging trends, techniques, and products both domestically and around the world.

For more information about attending or exhibiting at Bar Convent Brooklyn, visit BarConventBrooklyn.com. To learn about sponsorship, partnership, and exhibition opportunities, contact Jackie Williams at Jacqueline.Williams@rxglobal.com.

###

About RX: RX is in the business of building businesses for individuals, communities, and organizations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products, and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

Media Contact

Rachel Harrison Communications

bcb@wearerhc.com