

February 22-24, 2023, Las Vegas Convention Center

TPE23 Exhibitor Press Release Template

FOR ADDITIONAL INFORMATION FOR IMMEDIATE RELEASE

Contact: [YOUR NAME] [RELEASE DATE]

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**[YOUR COMPANY] TO EXHIBIT IN LAS VEGAS AT TPE23**

**[COMPANY] to exhibit at Total Product Expo, the newly expanded B2B buying show for independent retailers**

[YOUR CITY] — Recognizing the advantage of exhibiting with North America’s most comprehensive showcase of products for the independent retailer, [COMPANY] has chosen to exhibit and highlight its newest [PRODUCTS/EQUIPMENT/SERVICES] at Total Product Expo (TPE) in February 2023 at the Las Vegas Convention Center in Las Vegas, Nevada. Highly trafficked for its deals, market insights, and quality vendors offering products for the tobacco, vapor, and alternative channels, TPE23 is expanding this year into new categories aimed at making the tradeshow experience even more efficient and productive for all attending.

TPE23 runs three consecutive days: Wednesday, February 22, 2023 (12:00PM–5:00PM); Thursday, February 23, 2023 (10:30AM–5:00PM); Friday, February 24, 2023 (10:30AM–4:00PM), with an Industry Night Party scheduled to kick off the first night of the show on February 22.

 “TPE23 brings the energy of our industry together with hundreds of exhibitors, thousands of products, and thousands of buyers. The opportunities for networking are incredible, and the industry party is a ton of fun. The feel at the show is that you are at the center of our industry’s universe, making TPE23 the ideal venue for our [PRODUCTS/EQUIPMENT/SERVICES LAUNCH OR LIVE DEMONSTRATIONS],” said [YOUR COMPANY SPOKESPERSON].

[YOUR COMPANY DETAILS HERE]

Total Product Expo is the first B2B buying show of the year, supporting independent retailers, local distributors, discount tobacco outlets, and all exhibitors with big opportunities to start the new year with great success and outstanding networking opportunities. Registration and reservations may be completed at [www.totalproductexpo.com](http://www.totalproductexpo.com).

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**About** [YOUR COMPANY: Enter your copy and contact information here.]:

**About Total Product Expo:**

The first B2B buying show of the year, TPE has traditionally featured a full-spectrum of tobacco, vapor, alternative accessories, and general merchandise products that serve the needs of independent convenience retailers, smoke shops, local distributors, cash & carry, and liquor stores. With thousands of products being offered at the show, TPE23 is further expanding its aperture to include brands and products in new categories while appropriately updating its name to Total Product Expo. TPE23 will be held February 22-24, 2023 at the Las Vegas Convention Center in Las Vegas, Nevada.

