

## **BOTY Exhibits At the 2018 Nightclub & Bar Show In Las Vegas**

*– BOTY, the new mobile application that connects people at bars is exhibiting at the Nightclub & Bar Show in March 2018.*

March 7, 2018 (FPRC) -- BOTY, the fun and interactive app that empowers people to connect more easily at their favorite bars, proudly announces they will exhibit at the upcoming 2018 Nightclub & Bar Show held in Las Vegas this March.

“We are extremely excited to be exhibiting at the Nightclub & Bar Show later this month,” said a BOTY spokesperson. “We believe BOTY offers amazing benefits for bartenders, managers and bar owners, as well as the customers who frequent bars. This trade show is an incredible opportunity to promote BOTY amongst industry leaders, showing them how BOTY can increase their traffic, boost sales, and improve customer loyalty.”

“The bar is where people go to have genuine interactions and real conversations in person, which gets lost in today’s technologically advanced society. BOTY uses technology to connect people in the same bar – they can play trivia, flirt, view bar feeds, receive check in alerts, rate and follow their favorite bartenders. We provide industry professionals with tools to engage and interact with customers more effectively- offering them a direct line of communication to customers through our industry specific marketing platform.”

Taking place March 26 – 28, 2018 in Las Vegas, the Nightclub & Bar Show is the nation’s most influential gathering of bar and nightlife industry professionals. Held annually for more than thirty years, the trade show brings together members of the industry from over fifty countries to learn, network and grow the industry. Over 36,000 attendees are expected for the 2018 show, with leading industry experts headlining the conference program.

To learn more about BOTY or to download the free app, please visit [botyapp.com](http://botyapp.com). For more information about the Nightlife & Bar Show 2018, please visit [ncbshow.com](http://ncbshow.com).

### About BOTY

BOTY recognizes the disconnection caused by traditional social technologies and strives to reconnect people at the center of connectivity – the bar. The BOTY mobile app uses the technology we love to facilitate face to face engagement. This innovative, high-tech company is pushing the limits of social technology, empowering the bar community and enhancing the bar experience like never before.

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