

## January

### POS

(Personalities of Sales)

Deadline Dec. 10

## March

Bar products that are shaken and stirred!

Focus on beverage and food-service products

Deadline Feb. 10

## May

**Embrace the vape!**

Focus on how clubs can profit from vape sales

Deadline Apr. 10

## July

Return of the **Feature Entertainers Guide!**

Deadline June 10

## September EXPO 2024

**Program Guide!**

Deadline July. 25

## November

Risky Business

Risk assessment and mitigation

Deadline Oct. 10



## EMBRACE THE VAPE!

### How clubs can profit from vape sales

Remember the days when clubs could sell packs of cigarettes for twice or three times what they sold for in convenience stores? Well, those days may be gone, but that doesn't mean there isn't a similar path to smoke-related profits in your club. In this "Embrace the Vape" Special Focus, we're going to showcase the companies and products that supply a popular product — disposable vape cigarettes — that clubs can sell to their patrons for three times what they're investing in it, and won't take up an unnecessary amount of storage space.

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# May 2024

Focus