

How to build your company's brand in the adult nightclub industry

EXPO

THE ANNUAL GENTLEMEN'S CLUB EXPO

We at ED Publications would love to see your company have a productive and successful relationship with the 3,000-plus clubs that make up the multi-billion-dollar adult nightclub industry. As this industry's only national business-to-business magazine—we are mailed for free to every adult club in the country—and the industry's only national convention (the Annual Gentlemen's Club Owners EXPO), we can say with full confidence that there is no more effective or direct way to reach these business owners than through our publication, website and convention. We've been in business for over 20 years, we have no competitors, and we have the attention and trust of an entire industry.

If you're serious about building a solid clientele base with adult nightclubs, we can help you. The following suggestions are based on over 20 years of industry experience. In short, we've seen what works—and *what doesn't*—as we've watched companies build successful and profitable relationships within this industry. ***Why are we doing this? It's simple: Your success is our success!***

To build your business in the adult nightclub industry, you must first build trust

Adult nightclub owners are, by and large, a skeptical bunch. Over the years, they've seen many companies and products come and go, especially as it relates to exhibitors at the EXPO Tradeshow. Club owners have expressed their concern for companies who seem to be trying to make a "fast buck" off of them; at least that's their perception. ***Unless they see a company more than once—whether it's through an ad program in our Club Bulletin or repeated, consecutive appearances at our EXPO Tradeshow—they're very hesitant to do business with them.***

In contrast, club owners are a very faithful bunch. More specifically, if they see you and your company at the EXPO and/or in the *Club Bulletin* on a regular basis, then you may very well gain their trust. Even more importantly, they start to look at you and your business as someone who "supports" their industry, not just someone who's looking to make a "fast buck." This industry is full of club owners who are used to being persecuted at every turn. They're often not treated with the respect that they feel they deserve as legitimate business owners—which, of course, they are—so ***it's no wonder that they highly value and respect any company that goes out of their way to show support for their industry.***

We would love to see all of our first-time EXPO exhibitors writing up hundreds of orders at the show. But in this industry, that is not typically a realistic expectation. In order for your company to achieve substantial and lasting success with adult nightclub owners, you can't exhibit or advertise just once. Club owners need to see you, your company and its product or service multiple times in order for them to give you their business. ***If you invest in them, they will invest in you.***



Business happens at the EXPO Tradeshow

"We developed several relationships with vendors at the EXPO Tradeshow that we took advantage of immediately. We contacted every insurance agency from the show to get quotes. We purchased carpeting and furniture, including new custom bar stools and chairs. We took full advantage of the treasure of information and vendors made available to us, and we will definitely be back next year."

— ***Charles Bass, Owner, Babe's Cabaret in New Orleans***

There are several ways that **we can help your business build that trust**



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The primary and most obvious ways we can help your company build its brand in the adult nightclub industry include having a booth at our Annual Gentlemen's Club Owners EXPO Tradeshow, a sponsorship at our EXPO, and ads in our *Club Bulletin* magazine and on our EDpublications.com website.

Because these avenues are designed to work in tandem with one another, we now offer package deals that incorporate all advertising mediums and will save your company hundreds if not thousands of dollars. Not only will you be reaching your target audience in the most comprehensive and effective ways possible, you'll also be saving money in the process.

There are also several free avenues for brand building in our magazine and on our website that we are happy to present to all businesses. In each issue of our bimonthly *Club Bulletin* magazine, we feature a "Cool Products" section, where we highlight the newest products and services available to adult nightclub operators and other industry professionals. This is a FREE opportunity to have your company showcased to the entire adult nightclub industry. Our "Cool Products" are also featured on the home page of our website (EDpublications.com). To be considered for inclusion in an upcoming issue, simply send product information and a high resolution photo to ED Assistant Editor Brittany Black at brittany@edpublications.com.

Our *Club Bulletin* also features "Special Focus" editorials, where we highlight specific product and/or service segments within the adult nightclub industry (bar products, sound and lighting, DJ gear, carpeting and furniture, wine, food service products, etc.). This editorial coverage is also free, and we offer it to every company in our business database whether they advertise/exhibit or not (we notify companies via email when we are doing a Special Focus that relates to their company's product/service). We also feature our "Special Focus" articles on our EDPublications.com website.

Whether you're an EXPO exhibitor, an advertiser, or are simply looking to "test the waters," our "Cool Products" section and "Special Focus" editorials are a great—and free—way to introduce your company and its products/services to our readers.

For more information on the many ways our company can help your company brand itself in the multi-billion-dollar adult nightclub industry, please call Lacy Empkey or Kristofer Kay in our marketing department at (727) 726-3592, email lacy@edpublications.com or kris@edpublications.com, or for

Don't just take our word for it!

Here's some advice from a **successful industry vendor**

"You can't expect to do business in this industry if you're not exhibiting at the EXPO Tradeshow. You have to be committed in a lot of different ways, because it's a small industry and people do talk. But that's a good thing, because you can get a lot of great recommendations through word of mouth, because club owners do communicate with each other and they are a very loyal group. ***The only way you can get to know the decision-makers in this industry is go to the EXPO and talk to them, to meet them in person.***

"I serve a lot of other industries, but the adult nightclub industry is still 50 percent of my business—that's only because I'm involved with the EXPO and with (the magazine). I've talked to some club owners for two or three years before they actually bought carpet. They may not order right away, but you have to continue to exhibit every year. You can't just show up once and make a bunch of phone calls and expect club owners to order in droves. They're probably not going to, and I don't blame them. ***If you expect dedication from them you have to be dedicated to them. You have to support the industry if you want them to support you.***"

— Industry veteran ***Kristin Messick of Alpha Patterned Carpet*** (kmessick@cox.net)