

# THE TOP 5

## Tips for having success at the Gentlemen's Club Owners EXPO Tradeshow!

We at ED Publications (EDpublications.com) want to do everything we can to make sure that you and your company have a productive and successful experience at our Annual Gentlemen's Club Owners EXPO; specifically, our upcoming 22nd Annual EXPO, set for Mandalay Bay in Las Vegas on August 24-27, 2014. Here, you'll find five tips that may assist you and/or the representatives from your company to have the most substantial impact possible at the multi-billion-dollar adult nightclub industry's *only* national convention.

These tips are based on over 20 years of convention and tradeshow production experience: In short, we've seen what works—and *what doesn't*—especially as it relates to this industry. Why are we doing this? It's simple: ***Your success is our success!***

### **TIP #1:**

Have your friendliest, most outgoing employees working at the tradeshow booth.

Though it seems like a fairly basic suggestion, it's one that's too often overlooked. In past years, we've witnessed men and women that can generously be described as "stoic" sitting in the back of their booths with a scowl on their face, simply waiting for attendees to walk up to them and start a conversation. The first problem with that scenario is, with a scowl on your face and an unfriendly posture, you'll appear less than approachable. The second problem is, isn't it the exhibitor's job to start the conversation? That's exactly why ***having pleasant, outgoing people in your booth is crucial to your company's success at the EXPO.***

What do you do if you don't have any friendly, outgoing or attractive employees? Hire one! There are several modeling agencies in Las Vegas that specialize in models for tradeshows, and EXPO exhibitors have utilized these agencies and models each year with great success:

- *Creative Management Group*, (386) 760-3790 ext. 15, [www.creativemanagementgrp.com](http://www.creativemanagementgrp.com)
- *Models On Demand*, (321) 493-7834, [www.modelsondemand.com](http://www.modelsondemand.com)
- *Assist Marketing*, (727) 641-1541, [www.assistmarketing.com](http://www.assistmarketing.com)



### **TIP #2:**

Adult club owners have seen it all—so what are you doing to attract their attention?

At any tradeshow—and especially at the tradeshow for the adult nightclub industry—it takes a bit of effort to stand out from the crowd. You're competing for the attention of convention attendees, most of which are adult nightclub owners and operators—and they can be a jaded bunch. So what are you doing to attract their attention and make them want to hear what you have to say? Are you giving something away at your booth? Maybe something as simple as a pen or a snack (everyone loves free food!)? ***These "free" giveaways probably will not cost you much, but can be just enough motivation to bring a prospective client to your booth.***

Also, do you have a clear message or offer at your booth? Convention attendees' heads turn from side to side, glancing for a split second at each booth. What stops them? A clear message! So your signage should be front and center, and the fewer words the better. If they can't figure what you are selling in the time it takes to glance at your booth, they may keep walking.

Finally, have you considered an insert in our EXPO "goodie bag"? There are a limited amount of inserts sold each year, so please contact your sales representative soon for more information. You can also inquire about special ad/goodie bag deals.



### TIP #3:

To get an immediate sale, provide a “call-to-action.”

The goal for any convention exhibitor is to gain clients for their business. The best kind of customer, of course, is the one who’s ready and willing to *buy right now*. But what’s their call to action? Unless you have a “special deal” or a “one-time-only” price or discount, what’s their motivation to *buy right now*? Perhaps you may also present them with a discount card that’s good for 30 days after the convention. Either way, **a call to action is almost always the best way to gain that sought-after convention business.**



### TIP #4:

It’s all about capturing the leads.

Not everyone is ready to buy right now—you know that as well as we do. But that doesn’t mean they won’t buy later. The key to making that post-convention sale is doing everything you can to capture their information on site. One strategy that some EXPO exhibitors have employed successfully is the “fish bowl,” where attendees place their business cards—or if they don’t have cards, they can fill out a short form that you supply—and place those in the fish bowl. Then the exhibitor presents the winner with some sort of prize (for example, tickets to a sporting event, gift certificate, etc.), or a major discount on a product or service from your company (for example, 50% off their next order). Some exhibitors have included the caveat that, while there will be only one winner, anyone who supplies a business card or fills out a form will receive a discount card in the mail. But no matter what your strategy, **taking a proactive approach to gaining their contact information is critical.**

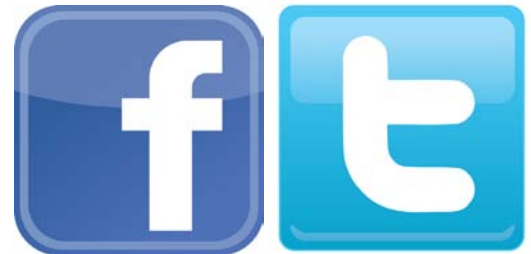


### TIP #5:

Build a buzz before you get to the EXPO.

The EXPO shouldn’t be the first time that our convention attendees hear your business’ or product’s name. The good news is, we have several ways to help let EXPO attendees know that you’ll be at Mandalay Bay in August 2014—and some of those ways are totally free!

First, are you taking advantage of social media to get your message out? We have well over 3,000 “friends” on our Facebook page (*ED Publ*) and counting. To get your message out to our friends, simply “friend request” us, then post information about your EXPO appearance—including special deals you may be offering to convention guests—on our page. It’s a great start to your EXPO social media marketing! Please feel free to follow us on Twitter as well (and we’ll follow you!) @EDClubBulletin.



Another free method of coverage we offer is through our bimonthly *Club Bulletin* magazine, which is mailed for free to every adult nightclub in the country. Our magazine has a “Cool Products” section, where we highlight new products and services for adult clubs and industry professionals. This is free—and all you have to do is forward a press release (with product information) and a photo to our Assistant Editor Brittany Black at [brittany@edpublications.com](mailto:brittany@edpublications.com). We will do our best to get you in our pre-or-post-convention issues; but please note, this is first come, first served.



Finally, have you considered an advertisement in our *Club Bulletin* highlighting your EXPO booth? It’s a perfect opportunity to let our readers “get to know” you as an industry supporter, and can get the buzz going about any convention specials you may be offering.

**For more information, here are some great articles offering advice on how to have a successful tradeshow!**

[www.tradeshowguyblog.com](http://www.tradeshowguyblog.com)

[www.skylinetradeshowtips.com/10-booth-staffing-secrets-to-double-your-trade-show-lead-count-guaranteed/](http://www.skylinetradeshowtips.com/10-booth-staffing-secrets-to-double-your-trade-show-lead-count-guaranteed/)

[stevefarnsworth.wordpress.com/2009/11/06/10-tips-using-social-media-tradeshows/](http://stevefarnsworth.wordpress.com/2009/11/06/10-tips-using-social-media-tradeshows/)