THE 2017 GENTLEMEN’S CLUB EXPO

ANNIVERSARY

AUGUST 27-30. 2017
LAS VEGAS

CELEBRATING A QUARTER CENTURY OF EXPO ... AND YOU ARE INVITED!

Club owners, entertainers and ALL areas of club staff are welcome to attend this industry event — THE ONLY national convention for the adult nightclub industry. The EXPO boasts a Tradeshow, seminars & workshops, exclusive nightly parties and the Annual ED’s Awards Show.

FOR REGISTRATION AND CONVENTION INFORMATION, CALL 727-726-3592 OR VISIT THEEDEXPO.COM
Congratulations to ... Our Industry!

“The upcoming 2017 Gentlemen’s Club EXPO at the Hard Rock Hotel & Casino in Las Vegas August 27-30 marks the 25-Year Anniversary of the Annual Gentlemen’s Club EXPO. That’s an astonishing quarter century of adult nightclub owners gathering each year to share ideas, learn from expert speakers, hear legal updates, and see the latest products and services available for their club operations. The EXPO was designed as a professionally organized and produced convention because we considered the men and women working in this industry to be business professionals. After 25 years, we still do. We hope you will join us at EXPO 2017 as we celebrate this historic anniversary for our industry.”

—Don Waitt, ED Publisher

www.theEXPO.com          (727) 726-3592

“I’ve been aboard the ‘ED Express’ for 25 years and what a ride it has been. To be able to rub elbows with the best in the industry at every convention and to do it for a quarter of a century is a true privilege. I invite everyone to jump aboard the ED Express; it’s truly amazing.”—Jim St. John, Spearmint Rhino

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"Without the EXPO and without ED Publications, I don’t think there would be an industry. I don’t think there would be all of these clubs around the nation; I think they would’ve fizzled out. You would have the big clubs, but I think ED and the EXPO has enabled the industry to thrive and protect itself, and ultimately have the opportunity to get enough insight and resources for average people to open up clubs all over the country and all over the world. I don’t think there would be an ‘industry’ if there wasn’t ED Publications. I 100% believe that."
- Dennis DeGori, Owner/Creator of E11EVEN Miami and industry veteran

THE 25TH ANNIVERSARY EXPO YEARBOOK

Our EXPO “yearbook” will present a full retrospective of the industry’s national convention, which is celebrating its Silver Anniversary in 2017 at the Hard Rock Hotel & Casino in Las Vegas (August 27-30). The multi-billion-dollar adult nightclub industry has been coming together as one for a quarter century, and this EXPO “Yearbook” edition of Club Bulletin will showcase thousands of photos of convention attendees, ED’s Awards winners, events, guest speakers and more!

Reserve a spot today for your club’s display ad to salute your involvement and support of 25 years of industry professionalism

Call the ED office at (727) 726-3592 today or visit www.theEDexpo.com for more information!

This will be the most widely viewed magazine in ED’s history, and will be a collector’s item for years to come!
Monday Panels: Welcome to the Future

Smart phones & the future of five-inch marketing

Radio spots? Ehhh.
Billboard advertising? Ehhh.
Daily newspaper advertising? Ehhh.
Hand-outs at sporting events? Ehhh.
Smart-phone marketing? Bingo!

11 am-Noon, Monday, Aug. 28

“The only way you’re going to reach a Millennial is through their phone. If you can’t get to a person’s phone, you’re not getting to them, period.” So says Dennis DeGori, owner of the incredibly successful E11EVEN Miami club. The future of adult club marketing measures a mere five inches—the standard size of a smart phone’s display. Look around. Young people don’t wear watches, use GPS systems, or use desktop computers. They access information and entertainment via their smart phone. Our smart-phone marketing experts will explain how to get your club’s brand and marketing message directly in the hands of potential customers via their smart phone on such platforms as Facebook, Instagram, Twitter, Snapchat and others.

Developing your exit strategy—NOW!

You can’t take it with you when you go—your adult nightclub, that is. So unless you’re leaving it to your children, at some point you are going to sell your club. The question is, what are you doing now to make your club the most enticing purchase opportunity for a future buyer.

12:30-2 pm, Monday, Aug. 28

If you’re considering selling your club and moving on into retirement—or even if you’re not ready to sell—there are things you can do today to increase the overall value of your club. If you do sell, chances are your club will be purchased by an existing adult nightclub owner. Our panel of experts will include club owners and chain operators who have purchased 90 percent of the adult clubs sold over the past 20 years. They will tell owners exactly what they’re looking for when evaluating a club for potential purchase. This advice will also help those owners who are not looking to sell, but are looking for ways to increase the financial stature of their business and increase its value.

Breakout Seminar: The future of your DJ software

Virtual DJ is more popular than any other DJ/music software currently being used in the adult nightclub industry. But do you know how to get the most out of it, and what are its newest features? Dennis Shaw from Virtual DJ will be on hand to give a valuable hands-on tutorial for DJs and GMs — don’t miss it!
YOU’RE SO VAIN
Opening Night Party

VANITY — WE’RE ALL GUILTY OF IT. BUT AT EXPO, IT’S OKAY TO BE A SINNER

9-MIDNIGHT, MONDAY AUGUST 28TH AT THE HARD ROCK

YOU’RE SO VAIN OUTFIT CONTEST

Dress to impress and be at your most vain as we celebrate the 25th EXPO in style at the host hotel’s hottest nightclub, VANITY. The evening’s wildest-dressed (be bold, be ostentatious) will be honored with a cash prize and the adoration of all in attendance.

NO SHUTTLE NEEDED—GET YOUR DRINK ON AT THE HOTEL YOU ARE STAYING AT!

Early ED Awards Presentations! New! International Showgirl Award!
OUTDOOR FIRE PIT AND SMOKING AREA!

SPONSORED BY MONROE’S OF PALM BEACH, JEVO AND MAL ENTERTAINMENT
Crisis Control: Remedies NOW for future events

A police raid that takes half your dancers. A storm knocks out your power—no lights, no music. A customer has a heart attack in your club. An active shooter in your parking lot. A stalker is harassing one of your entertainers. Sign-bearing protesters surround your club. A fire breaks out in your kitchen at peak time.

What do you do?

10:30-11:30 am, Tuesday, Aug. 29

Nothing beats on-the-job training and learn-by-example work experience. But some situations need to be addressed and contingency plans implemented before a crisis occurs. The mantra of the TV show Big Brother is “Expect the unexpected,” and it’s an excellent idea for club operators to also train their staff to be prepared for the unexpected. Our panel of seasoned club operators and industry pros will share interesting and frightening stories of unexpected crises they have dealt with and the remedies they came up with in those situations. Their trial-by-fire experiences could save you in the future.

Club owners are from Mars — Staffers are from Venus

The numbers tell the story. Most of you club owners are in your 40s, 50s and 60s. You started when there was no Internet, no iPhones, no Kardashians and no EDM. So how do you communicate & motivate staffers and entertainers who think the Beatles are something you call can an exterminator for?

11:30 am-12:30 pm, Tuesday, Aug. 29

Many a club owner has lamented the newest generation of employees and entertainers. They don’t know how to hire them, or talk to them, or reach them, or train them, or motivate them. They simply don’t “understand” them. But when your club relies on these 20-something employees and entertainers in order to have a successful business, throwing up your hands in despair isn’t exactly a winning strategy. Thankfully, our experts on staff hiring and training, especially as it relates to 20-somethings, will provide key tips and advice on how to “reach” this Millennial generation and connect with them in a way that will have both entities—the club owner and the new employee—speaking the same language.
THE 20TH ANNUAL ADULT NIGHTCLUB & EXOTIC DANCER AWARDS SHOW
TUESDAY AUGUST 29, 2017 • 9-11 PM (8-9 PM RECEPTION)
THE JOINT THEATER, LAS VEGAS

Join us as we celebrate 25 years of EXPO and two decades of ED’s Awards at The Joint Theater inside the Hard Rock

COMMAND PERFORMANCES BY THE ENTERTAINER OF THE YEAR NOMINEES
SPECIAL GUEST PRESENTERS
LIVE MUSIC
TABLE SEATING
SEMI-FORMAL ATTIRE REQUIRED

TO PURCHASE AWARDS SHOW TICKETS OR TO RESERVE VIP TABLES, CALL (727) 726-3592
WWW.THEEDEXPO.COM
Government Relationships you need for your club’s future

What if the Police Chief of a major city, the Executive Director of a state’s Licensed Beverage association, and a State Congressional Representative agreed to give you advice on how your adult nightclub can best cultivate relationships with law enforcement, liquor control and state legislators? Never happen, you say? It will at EXPO 2017.

11 am-12:30 pm, Wednesday, Aug. 30

Politicians, liquor control boards and law enforcement: These are areas that can give club owners and operators nightmares. But what if you could get inside information and advice from key figures in each of these areas, information and advice that can help you foster a position relationship with these entities? At this EXPO seminar, we will feature three such individuals—Charles Wilson, retired commander of the Detroit Police Department; Scott Ellis, Executive Director of the Michigan Licensed Beverage Association (MLBA); and Michigan State Representative Harvey Santana, the most powerful Democrat in the State of Michigan—who will help club owners and operators to demystify the relationships with each of these three crucial areas of government and law enforcement.

The future of entertainer classification: Employees

So you’ve considered converting your entertainers to “employees.” When do you do it? How do you do it right? Our legal experts give you the step-by-step road map if you’re making this major change to your club’s operation.

1-2 pm, Wednesday, Aug. 30

Ruling after ruling, it is being determined by the courts that entertainers are, in fact, “employees” of the club. While it is still possible (and legally feasible) to classify entertainers as “independent contractors” (non-employees), it is becoming increasingly difficult to classify them this way and not be open to a class-action lawsuit. This EXPO legal panel will present everything club owners need to know if they’re considering converting their entertainers to employees. This must-attend legal panel is presented by attorneys Rey Velazquez, Paul Rutigliano and Howard Davis, and Joey Bien, owner of the Treasure Clubs in North Carolina, who have successfully converted entertainers to employees.

“I think it’s really important for new staff, whether they’re managers, bartenders, floor hosts or entertainers, to attend EXPO so they better understand our industry. It’s a great place to learn from each other, from information at a seminar, or something promoted by a show vendor.” —Joe Carouba, BSC Management
Platinum 84 Gentlemen’s Club Feature Club of the Year Presents

Return of the $10,000 Bikini Contest

@ The Breathe Pool

At the Hard Rock 3-5 PM, Wednesday

$5,000 Cash to Winner!

$5,000 Promo Package to Winner’s Club!

Enter Your Club’s Hottest Dancer!

Free Entertainer Expo Badge for the First 30 Club Owners to Register for Expo 2017 and Enter Their Entertainer in the Bikini Contest.

Call Caroline Ashe at (727) 726-3592 to Register
TRADESHOW MAINSTAGE MAYHEM!

2-6 PM, MONDAY
1-5 PM, TUESDAY
IN THE HARD ROCK’S
BRAND NEW
CONVENTION HALL

Spicing up the Tradeshow!

DANCEWEAR FASHION SHOW!
STAFF UNIFORMS FASHION SHOW!
MIDGET WRESTLING (OH YEAH!)
RAFFLE PRIZE GIVEAWAYS!
NEW PRODUCT DEMONSTRATIONS!

MAINSTAGE SPONSORED BY:

SOUND STAGE SYSTEMS

Micro Wrestling Federation

The 2017 Gentlemen’s Club Expo
Hard Rock Casino • Las Vegas
August 27-30

25th Anniversary
THE EXPO SHOWGIRL

BATTLE ROYALE

INTERNATIONAL VS. AMERICAN FEATURES IN A HEAD-TO-HEAD SHOWDOWN!

Three top American feature entertainers will face off against three "International" showgirls for bragging rights, as the 25th Expo comes to a close with this special event. How will entertainers from Australia, Canada and Europe fare versus the best that the U.S. has to offer? Find out at one of the world’s most popular clubs, Spearmint Rhino Las Vegas!

$3,000 Promo Package to the Winner! Drink specials all night long! Shuttle bus transportation from the Hard Rock!

Sponsored by Red Bull
9pm Wednesday August 30th
WWW.THEEDEXPO.COM
A Salute To Our Sponsors

Since its inception, the Annual Gentlemen’s Club EXPO has been a better show because of the clubs and vendors that step up to the plate every year as EXPO Sponsors. Their financial support and acknowledgment of the importance of the Annual EXPO has played a major role in the show reaching its 25th Anniversary.

“25 years of EXPO is very impressive. It proves that when everyone works together, when there is unity, it can help us all to be more successful. With the EXPO we’ve all been able to find common ground and a common need to discuss innovations, to learn and to grow.” —Jason Mohney, Deja Vu/Hustler

Order Your Badges Today for $299!

Badges are $359 each; $299 if ordered before May 30. And a 10 percent discount for ordering three or more badges. Order today by calling ED Publications at (727) 726-3592, or online at www.theEDexpo.com

Book Your Hotel Rooms for only $70!

Book your room at the Hard Rock by calling (800) 473-7625 and requesting the “Gentlemen’s Club EXPO 2017” rate of $70 a night Sunday through Wednesday (note: $180 for Saturday weekend night).