

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



We at ED Publications would love to see your company have a productive and successful relationship with the 2,500-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 25 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 25 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***

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 NOLA Cabaret in New Jersey***