

# 2022

The Gentlemen's Club



**Planet Hollywood**

Resort & Casino

**August 14-17**

EXCITING NEW LOCATION!



**3 GREAT REASONS TO  
JOIN US IN Las Vegas!**

1

### Seminars & Panels

Return of the ED University Training Certification Seminars, bring your staff! Topics include protecting bar profits, conflict de-escalation & digital marketing

2

### Parties & Events

Opening Party at Hustler, ED's Awards Show with host Bret Ernst, \$10,000 Lingerie Contest & Finals of the 2022 EDI!

3

### Industry's annual reunion!

It's been three full years since we all gathered in Las Vegas for EXPO! Aren't you ready to get out and see your friends again?!

**AUGUST 14-17**  
*We're back, baby!*

The Gentlemen's Club EXPO returns to Las Vegas for the first time in three years, and this time we're right in the middle of The Strip at the beautiful Planet Hollywood Resort & Casino. With a prime location that includes the "Miracle Mile Shops" and many fine dining options, along with ultra-modern guest rooms, it's an EXPO you won't want to miss!



**Stay at Planet Hollywood  
for just \$69 per night!**

# SUNDAY

## VIXEN PRESENTS

AUGUST 14  
9 PM TO 12 AM

Four finalists — the top two finishers from the 2022 EDI East & West Showgirl Division — will compete in the Finals of the EDI.

The top two scoring entertainers will move on to perform live on stage at the ED's Awards Show on Tuesday, August 16. When all is said and done, one girl will stand supreme: The 2022 EDI Overall Champion!

*There can  
be only*



**EDI**  
ExoticDancerInvitational  
**The 2022 Finals**

SharZayn

Michelle Lynn

Ms Parker

Katie Sutra

**Déjà Vu**  
SHOWGIRLS

Buses will bring EXPO guests to and from Deja Vu Showgirls on Sunday night, beginning at 8 pm

\*Please do not take a cab, Uber or Lyft, or you'll need to pay a cover charge at the club!



# Planet Hollywood Vegas home to EXPO 2022!

As one of the trendiest hotels in Las Vegas, Planet Hollywood makes every guest feel famously hip. Enjoy rooms with contemporary elegance, massive suites with dazzling center-Strip views and colorful, modern accommodations.

**Welcome back  
to Sin City!**

Planet Hollywood Resort & Casino rooms give off a contemporary feel with edgy artwork and modern furnishings. When you stay, the celebrity lifestyle is yours for the living. Their "Ultra Hip Rooms" are a bright, bold addition to the Planet Hollywood portfolio, featuring luxury bedding and designer touches throughout, along with convenient extras like a mini-fridge.



## Food

Planet Hollywood features several different dining options, from upscale dining to quick bites, including Gordon Ramsey Burger, Koi, Earl of Sandwich, Strip House Steakhouse, and Starbucks.



## Shopping

Don't forget the Miracle Mile Shops, a 1.2-mile retail mecca that features the glitz and glam of Hollywood, hotel merchandise and unique celebrity memorabilia.



## Entertainment

Cool off in the Vegas heat at two pools, including The Scene Pool Deck with its cabanas and daybeds, or for the surfing experience, try their Flowrider!



## Rooms

The best news of all? The Gentlemen's Club EXPO room rate for Planet Hollywood starts at just \$69\* per night! (\*Sun through Weds)



To book your Planet Hollywood room today for EXPO, visit our special weblink ([book.passkey.com/go/SMEDP2](http://book.passkey.com/go/SMEDP2)) or call Planet Hollywood direct at (866) 317-1829 and be sure to mention the Gentlemen's Club EXPO rate.



# BRING YOUR STAFF

After an overwhelmingly positive response in 2019, the EXPO is once again offering the **ED University Training Certification Seminars!** All seminar attendees will receive a certificate of completion for these specialized training sessions. Training seminar topics were voted on by previous EXPO attendees via an online/email poll to ensure that these are the topics that matter most to you and your staff!



## SECURITY

**Club Security**  
“Conflict De-escalation”  
Certification  
**Monday, Aug 15, 11:45 am - 1 pm**

Conflict de-escalation is not an intervention that starts from a dead stop when an incident begins to erupt. Security professionals **Charles Wilson** and **Gary Sikorski** will train management and security personnel on how to pick-up on the verbal and nonverbal cues necessary to effectively communicate with guests. The ultimate goal is to instill the proper mindset in your security staff to always be proactive, prepared and properly oriented. Bonus security presentation: Cybersecurity is an emerging area of security risk, one that club operators cannot afford to be in the dark about. GoBest's JC Pomerleau will explain the cyber risks that your club may face right now, and what steps clubs can take to minimize those risks.

**What you and your team will learn:**  
How to effectively recognize and de-escalate dangerous situations in your club before they get out of control, and how to assess potential cybersecurity risks.



**Bar Management**  
“Preventing Theft and Waste”  
Certification  
**Monday, Aug 15, 1 pm - 2 pm**

Here are some eye-opening statistics: The National Restaurant Association says 75% of employees steal from the workplace at least once, and half will steal repeatedly. Employees are also responsible for 75% of inventory shortages (think: loss/shrinkage). But how can you control something that's as prevalent as bar theft and loss? Our bar experts will demonstrate proven methods that will help club operators to take to control their bar's profits. This certification training seminar is designed to help save you thousands of dollars right now!

**What you and your team will learn:**  
Our experts will provide proven methods to detect and prevent bar theft, loss and waste, while also outlining measures that operators can take to maximize their bar profits.

# RETURN OF THE ED UNIVERSITY SEMINARS



## Club Marketing “Social Media Management” Certification

**Tuesday, Aug 16, 10:30 - 11:30 am**

Some see it as a blessing, a relatively inexpensive way of promoting your club to thousands of potential customers. For others, it's a curse, a necessary evil that causes headaches and frustration. Social media marketing may be necessary, but we're going to take the “evil” out of the equation by going over basic yet effective strategies for managing your own social media. Social media expert **Sammy Shayne**, Founder and CEO of Fame Talent Agency, will help club operators establish specific strategies that will help them gain control of their digital marketing.

### **What you and your team will learn:**

Which platforms are most effective for clubs, how to manage multiple accounts, what to post (and what not to), and how to use social media to boost your brand!



## Club Management “Team Training & Motivation” Certification

**Tuesday, Aug 16, 11:30 am - 12:30 pm**

Providing a great guest experience and running a smooth operation starts with ownership and management, but ultimately, a club's success will depend largely on how well trained and motivated their staff is. **Willard Barth**, author of The Anatomy of Transformation, and a nationally recognized speaker and expert on business leadership, will provide proven strategies to help your management train and motivate your staff to achieve optimal performance, improving customer experience and your bottom line.

**What you and your team will learn:**  
How to uncover the hidden potential within every area of your operation and create a duplicable process that can be taught to all of your staff. When you've completed this certification, you will have complete certainty that what you have learned works!

**LET'S GET THIS EXPO STARTED!**

## **MONDAY AUGUST 15 OPENING NIGHT PARTY**

**\$5**  
you-call-it  
drinks all  
night!

*Join us at the  
world-famous*

**LARRY FLYNT'S  
HUSTLER CLUB®**  
for the Official EXPO 2022  
*Back-To-Vegas Bash!*

**Plus!** Two entertainer performances,  
featuring the winners of the 2022  
**EDI East & West Starlet Division!**

Buses\* will take guests from Planet Hollywood  
to the Hustler Club, beginning at 9:30 pm

**\*Please do not take a cab, Uber or Lyft, or  
you'll need to pay a cover charge at the club**

sponsored by



A TEN YEAR PLAN THAT WORKS.



**GOBEST!**

GO BIG ENTERTAINMENT, SOLUTIONS & TECHNOLOGY



AUGUST 16  
8 PM TO 11 PM

# TUESDAY

## THE 2022 ED AWARDS SHOW

The Adult Nightclub & Exotic Dancer Awards Show — the ED's Awards Show — is still the ONLY awards show in the world honoring the top adult nightclubs, club staff and feature entertainers!



KNIGHTS GLOBAL

THE 24TH ANNUAL  
ADULT NIGHTCLUB & EXOTIC DANCER



AWARDS SHOW

ONLY  
\$69

**Featuring  
comedian host  
Bret Ernst!**

As seen on Netflix's #1 show  
*"Cobra Kai"*

Recently listed as a top 5 comedian working today by Standupcomedyreview.com and "#16 of the 101 Funniest Comedians Working Today" by Heckler.com and TBS, **Bret Ernst** can currently be seen playing "Louie LaRusso" on Netflix's hit series "Cobra Kai," and is regarded as one of the best stand-ups in the business by his peers. He first gained national notoriety as one of the stars of the movie "Vince Vaughn's Wild West Comedy Show," and his "Comedy Central Presents" was voted #5 on the network's "Stand-Up Showdown."

**Also featuring new, streamlined  
club and entertainer award categories!**

AT THE  
*Cross Angel*  
THEATER  
PLANET HOLLYWOOD, LAS VEGAS



*Ernst*

**WEDNESDAY AUGUST 17  
2 PM TO 6 PM**

BANQONE  
PRESENTS

# \$10,000 LINGERIE CONTEST

Ladies, it's time to get your sexy on! You're invited to compete for \$10K in cash and prizes, courtesy of BANQONE and Rain Maker Kiosk. We'll close EXPO '22 with a pulse-pounding, show-stopping event that no one will want to miss!

Co-Sponsored by

**Rain Maker Kiosk**

Only at  
**Spearmint Rhino**  
LAS VEGAS, NV

Buses will bring EXPO guests to and from Spearmint Rhino on Wednesday, beginning at 1 pm

\*Please do not take a cab, Uber or Lyft, or you'll need to pay a cover charge at the club!

# Wednesday's “Counsel & Cocktails”

Have a mimosa or a bloody mary as you enjoy a day of key legal advice from some of the industry's top attorneys. It all starts with the Legal Roundtable brunch, and concludes with the always-popular EXPO Legal Panel. Who says the law can't be fun?



## The Legal Roundtable Brunch

**Wednesday, Aug 17, 11 am - Noon**

Grab a plate and sit down with a top First Amendment attorney at the EXPO's Legal Roundtable Brunch! What was once a very popular staple of the EXPO has returned, as a select group of well-known industry attorneys will each have their own “table,” allowing them to converse on a wide range of legal topics with club owners and operators in an informal setting. It's likely as close as most people will get to “free legal advice,” and who wouldn't want that?!

## BE PROACTIVE

## *The Legal Panel: Being proactive in a reactive world*

**Wednesday, Aug 17, Noon - 1:15 pm**

Not every legal headache that club owners endure will relate to a U.S. Supreme Court case. Often times, it's everyday situations — specifically, litigation relating to incidents within the club including slip and falls, assaults, etc. — that cause owners the most significant amount of legal difficulty. Our EXPO legal panel attorneys will offer tips on how to be proactive and avoid these situations, while also providing advice on how to handle litigation and depositions should a lawsuit arise.

## Don't miss out on the \$69 rooms at Planet Hollywood!



It's no exaggeration — our EXPO room block sells out every year. So we encourage you to secure your room at Planet Hollywood Resort & Casino now! Book your room by calling at (866) 317-1829 and request the “ED Publications/Club EXPO 2022” special rate. Or visit [theEDexpo.com](http://theEDexpo.com) and access the direct web link to book your EXPO accommodations. Rooms are just \$69 Sunday through Wednesday, and special rates for suites are available as well.

## Register now and save big!

You know the drill — when you register early for EXPO, you save! EXPO badges are just \$299 each, but you'll save 10% if you register three or more! You can also snag your 2022 ED's Awards Show tickets for just \$69, but don't wait — these early registration rates expire on May 31st! To register, call ED Publications at (727) 726-3592 or visit [theEDexpo.com](http://theEDexpo.com) today!

# Special thanks to our Title & Event Sponsors!

## TITLE SPONSORS



## EVENT SPONSORS



SUN  
AUG 14

3 - 6 pm  
4 - 6 pm  
6 - 8 pm  
9 pm - 12 am

EXPO Registration Desk open  
ACE National Board Meeting  
ACE National Reception  
Finals of the 2022 EDI Contest @ Deja Vu Showgirls

MON  
AUG 15

9 am - 6 pm  
11:45 am - 1 pm  
1 pm - 2 pm  
2 - 6 pm  
10 pm - 1 am

Registration Desk open  
Club Security "Conflict De-escalation" Certification Seminar  
Bar Management "Preventing Theft and Waste" Certification  
Tradeshow Open  
Official Opening Night Party @ Hustler Club Vegas

TUES  
AUG 16

9 am - 6 pm  
10 - 11 am  
10:30 - 11:30 am  
11:30 - 12:30 pm  
12:30 - 1 pm  
1 - 5 pm  
8 - 11 pm

Registration Desk open  
Continental Breakfast  
Club Marketing "Social Media Management" Certification  
Club Management "Team Motivation" Certification  
Keynote Address  
Tradeshow Open  
ED Awards Show & Reception @ Criss Angel Theater

WEDS  
AUG 17

10 am - 2 pm  
10:30 - 11:30 am  
11 am - Noon  
Noon - 1:15 pm  
2 - 6 pm

Registration Desk open  
Continental Brunch  
Legal Roundtable Brunch  
Legal Panel  
\$10,000 Lingerie Contest @ Spearmint Rhino Las Vegas

To register for the 2022 Gentlemen's Club EXPO, visit [theEDexpo.com](http://theEDexpo.com) or call (727) 726-3592