

# About the EXPO & the Industry

## The Industry

There are more than 2,500 adult nightclubs in the U.S., with more than 500,000 entertainers and club employees, more than 1.2 million customers a day, and annual gross revenues of more than \$7.5 billion. Adult nightclubs lead the club industry in alcohol sales, with over 90 percent of adult clubs serving beer, wine, champagne, liquor, water, soft drinks and energy drinks.

## The Annual Gentlemen's Club EXPO

The EXPO is a three-day conference and tradeshow for the multi-billion-dollar adult nightclub industry that draws over 2,000 attendees, including 1,500 adult nightclub owners, club executives, general managers, DJs and club personnel from individual clubs and club chains. The EXPO features **Panel Sessions** addressing legal, marketing and insurance topics, alcohol sales, club sound, lighting and renovations, employee relations, new products, and more; a two-day **Tradeshow** with 120-plus booths, showcasing liquor, beer and wine brands, food and beverage companies, club furnishings, barware, club brokers and insurance specialists, sound, lighting and staging companies, apparel companies, and internet companies; and a Vegas-style **Adult Nightclub Awards Show**.

## EXPO 2022

The 2022 EXPO August 14-17, 2022 at Planet Hollywood Resort & Casino marks the 29-Year Anniversary of the show, and is on track to be the largest, most well attended EXPO in the history of the event. Exhibit booth spaces and sponsorships are limited, so call today.

### Tradeshow Booth Prices (10-by-10):

Basic Booth		\$2,290
Corner Booth		\$2,590
Entertainer's Row Booth		\$1,790
Quad Booth		\$10,360

—Each single 10-by-10 booth includes two show badges, a table, two chairs, and a company sign. The hall is carpeted.

### Sponsorship Opportunity Prices:

Title Sponsorships	\$17,500
Awards Show Sponsorships	\$15,000
Event Sponsorships	\$9,500
Breakfast Sponsorships	\$9,500
ACE VIP Reception Sponsorships	\$4,500
Badge, Lanyard & Goody Bag Sponsorships	\$5,000

—Talk to a sales rep about the different benefits that come with each Sponsorship.

### Additional Promo Prices:

Goody Bag (include your promo item)	\$600
Program Guide Ad (full page)	\$800
Program Guide Ad (for Exhibitors)	\$500
Onsite Digital Screen Ads	\$750



### Questions?

**Kris Kay**

**(727) 726-3592**

**kris@EDpublications.com**