



Paris Las Vegas Hotel • August 20-23, 2023

*Paris
Las Vegas!*

THE OFFICIAL EXPO 2023 BROCHURE

30th Anniversary EXPO Agenda

Paris Las Vegas Hotel • August 20-23, 2023

SUN
AUG 20

2 pm – 6 pm

Registration Desk Open

EXPO Registration Area sponsored by Red Bull

3:30 pm – 6 pm

* ACE National Board Meeting (*see note below)

6 pm – 8 pm

ACE National Reception

Sponsored by Pure Risk Advisors, Club Control Systems & Platinum Solutions

9 pm – Midnight

2023 EDI Finals at Peppermint Hippo & Pre-ED Awards Presentations

Sponsored by Fiji Water, Peppermint Hippo, Pony Clubs & Bucks Cabaret

MON
AUG 21

8:30 am – 6 pm

Registration Desk open

10:30 – 11:30 am

NEW! Continental Breakfast Sponsored by Entertainment Done Right

11 – 11:45 am

Seminar: 30th Retrospective: "Where we've been, where we're going"

Noon – 12:45 pm

Seminar: Renovation/Reinvention: Taking existing clubs to the next level

12:15 – 1 pm

Breakout Seminar For Dancers Only: Social media management

1 – 2 pm

Seminar: Legal Panel: Your questions, their answers!

Sponsored by Pole Position

1:15 – 2 pm

Breakout Seminar For Dancers Only: For the love of money (make it, save

it!) 2 – 6 pm

Tradeshow Open

10 pm – 1 am

Opening Night Masquerade Ball at the Larry Flynt's Hustler Club

Sponsored by Charge Savvy, GoBEST! and MAL Entertainment

TUES
AUG 22

9 am – 6 pm

Registration Desk open

9:30 – 10:30 am

Continental Breakfast

10 – 11 am

ED University Security Seminar: Legal Search/Seizure with Robert Smith

10 – 11 am

Breakout ED University Seminar (for bartenders & servers)

11 – 11:45 am

Liquor trends and handling high-volume events

Noon – 1 pm

ED University Promotions Seminar: Great ideas are just the beginning!

1 – 5 pm

EXPO Keynote Address

8 – 9 pm

Guest Speaker and World Renown Memory Expert, **Ron White**

9 – 11 pm

Tradeshow Open

ED Awards Show Reception (Outside of the Criss Angel Theater)

ED Awards Show at the Criss Angel Theater (inside Planet Hollywood)

Sponsored by Knights Global

WEDS
AUG 23

10 am – 2 pm

Registration Desk open

10 – 11 am

Continental Breakfast

10:30 – 11:30 am

Tactical and Practical Business Succession and Estate Planning

10:30 – 11:30 am

with Lee Resnick (for club owners)

11:30 am – 1 pm

Breakout ED University seminar: Can you hear me now?

2 – 6 pm

How to get entertainers, DJs and managers on the same page

COAST training seminar presented by ACE National

\$10,000 Topless Bikini Contest & Day Party at the Sapphire Pool

Sponsored by Religion Tequila and BanQone

SUN
NEW!

For the first time ever, the **ACE National Board Meeting** on Sunday, August 20, will be presented as an EXPO seminar from **3:30-5 pm!**

All EXPO guests are encouraged to attend, as the ACE Board will answer questions and discuss the critical role that all clubs, no matter the size or market, play in the future of ACE on both a statewide and national level.

To register for the 2023 Gentlemen's Club EXPO, visit theEDexpo.com or call (727) 726-3592

EDI



ExoticDancer Invitationals

2023 FINALS

There can only be



4 Amazing Shows!

Only at



PEPPERMINT HIPPO

**Sunday August 20th
9 pm till Midnight**



EAST SPONSOR

BUCKS
CABARET
WEST SPONSOR

*Special performances by
EDI "Starlet" Finalists!*

The Annual EDI (EXOTIC DANCER Invitational) East & West Contests showcase the top showgirl entertainers in the feature industry. At EXPO, the best of the best – the top two finishers from the 2023 EDI East & West – will compete in the EDI Finals to determine this year's Overall Champion. The 2023 EDI Finals will be hosted by the impressively renovated Peppermint Hippo on Sunday, August 20, and transportation will bring EXPO guests from Paris to Peppermint Hippo.

MORE INFO PLEASE VISIT THEDEXPO.COM

ED Panels & Seminars

Monday, August 21

30th Retrospective

*"Where we've been,
where we're going"*

11 am - 11:45 am



To kick off the 30th Anniversary EXPO's slate of seminars, we'll present a Q&A with some of the adult nightclub industry's "founders" to get their thoughts on where the industry has been, but even more importantly, where they believe it's headed.

where they believe it's headed.

Renovation/Reinvention

*New-school club operators take
existing clubs to the next level*

Noon - 12:45 pm



As we move further into the 21st century, new faces are emerging as the industry's innovators. Peppermint Hippo club chain owner Alan Chang and Ora Ultra Cabaret (Florida) owner Gene DuPont will discuss the strategies behind their "renovation/reinventions," as they both take existing clubs and transform them with very specific strategies in mind.

Breakout Seminar

For Dancers Only!

Social media management

12:15 pm - 1 pm



Social media can be an entertainer's best marketing tool, or a constant aggravation — or both! Our social media experts will help all entertainers better manage their social media and avoid typical pitfalls that

frequently plague adult entertainers.

Breakout Seminar

For Dancers Only!

*For the love of money
(making it and saving it!)*

1:15 - 2 pm



Our experts from Entertainment Done Right and The Only Consultant will address areas critical to every entertainers' career, including both touring "features" and house entertainers. Specifically, how to make more money and how to better save and invest that money for your future.

Legal Panel: Your Questions, Their Answers!

Sponsored by Pole Position

1 pm - 2 pm



The EXPO Legal Panel has always been one of the convention's most popular sessions, and the ability to ask the industry's leading attorneys questions about topics that are important to YOU in an open-forum environment is invaluable. That's why we're delivering just that in 2023: A panel of leading First Amendment attorneys will answer YOUR questions for an entire hour! (Note: Questions will be submitted prior to EXPO by emailing dave@edpublications.com.)

The EXPO's Opening Night

MASQUERADE

Ball

Celebrating all things mysterious, exotic
and nostalgic, in honor of 30 years of EXPO!

*'90s-priced drink specials
and cuisine by
Terrace Mediterranean!*

*Novelty artists and
pop-up performances!*



*'Champagne, masks and
accessories on arrival!*

*Resident DJ Octobooty
and Kings of Hustler!*

SPONSORED BY



**CHARGE
SAVVY**™



**10pm
to 1am**

MASQUERADE ATTIRE ENCOURAGED!
FOR THE LADIES, COCKTAIL DRESS — OR LESS!
The Larry Flynt's Hustler Club

**21st
August**

PLEASE NOTE: Transportation will include large buses that can transport MANY people at one time!
Buses will pick up EXPO guests at the UBER pick-up area at Paris
(not at the front of Paris)



Return of the ED University Seminars

Tuesday August 22

Club Security Seminar: *Legal Search and Seizure* with Robert Smith 10 - 11 am



You may think you know the 4th Amendment of the US Constitution (regarding illegal search and seizure), but do you know that it does not apply to your security team? This security seminar, helmed by Robert Smith of Nightclub

Security Consultants, will explain why clubs need to search every guest detained for any violence on the property. Smith will demonstrate multiple "post detention" searching techniques for attendees, and will remind and show all attendees that the second-most common club shooting occurs after a guest is not searched when they were detained after fighting.

Breakout Seminar for bartenders & servers

Liquor trends and handling high-volume
10 - 11 am



Having a packed club is every owner's dream — unless your bar can't handle the volume, that is! Do your club's bartenders and servers know how to handle a high-volume night or special event? What are some tactics to manage these situations

to ensure that you're maximizing profits and providing good customer service? And what liquor trends do your bartenders NEED to know about? This ED University Certification Seminar is a must for your bartenders and servers!

Event promotions Seminar: *Great ideas are just the beginning!* 11 - 11:45 am



Having a successful club party or promotion starts with a great idea — but there's so much more to it! Our party & promotion experts will not only offer examples of some of their best out-of-the-box event ideas, but will also present a specific checklist of what needs to be done to take that great idea from

planning to promotion to execution.

Don't Miss the
ED's Award Show!



Tuesday, 9-11 pm
Criss Angel Theater



Keynote Address

by World Renown
Memory Expert
Ron White!

Tuesday, Aug 22, Noon - 1 pm

Have you ever wished you could be better at remembering people's names and other key information about them? Let's be honest — haven't we all?! In the hospitality industry, remembering guests' names and preferences is a crucial component to great customer service, and at EXPO 2023 we're bringing in world-renown memory expert Ron White to provide our Keynote Address and help owners, GMs, servers, bartenders and support staff take their customer service ability to the next level. Ron is a two-time national memory champion; he won the USA Memory Championship in 2009 and 2010. Ron also held the record for the fastest to memorize a deck of shuffled cards in only 1 minute and 27 seconds.



For more information on Ron White, visit RonWhiteTraining.com

Tuesday 22nd August

THE 25TH ED AWARDS



and many more!

Criss Angel
THEATER
PLANET HOLLYWOOD

ORDER YOUR
TICKETS TODAY
ONLY \$69

SPONSORED BY
KNIGHTS GLOBAL



RECEPTION AT 8 PM / AWARDS PRESENTATION 9 PM SHARP

MORE INFO: WWW.THEEDEXPO.COM

THE 25TH ED AWARDS

**"THE BEST IN
BURLESQUE"**

- HUSTLER MAGAZINE

**Beautiful and ridiculously
talented performers.**

Absolutely the most bad
ass rock and metal Vegas
style production that
you'll ever see!



**Don't miss
opening act**

LITTLE MISS NASTY



littlemissnasty
littlemissnastyofficial.com

Award Show Host **JOE DEVITO**

Joe DeVito's dead-on timing, unexpected twists and sheer flights of lunacy make him a favorite at clubs and colleges across the USA, and at the top venues in New York City. Joe has appeared on television more than 150 times, including Comedy Central, The Late Late Show (CBS), Last Comic Standing (NBC), AXS-tv's Gotham Comedy Live, Comics Unleashed, E! Network and more.

**"...one of the NYC scene's
most promising rising stars."**

— from "Five Comics We Love" Stage Time Magazine

**"Joe DeVito from New York,
ruled the room... 9.5 out of 10."**

— Montreal Gazette



ED Panels & Seminars

Wednesday August 23



Tactical and Practical Business Succession and Estate Planning *Featuring guest speaker and financial expert* **Lee Resnick (for club owners)** **10:30 am - 11:30 am**

In understandable language, club owners will learn about proposed tax law changes that could have a direct impact on their overall wealth. In addition, there will be discussion

surrounding vital strategies in the areas of business succession and wealth preservation as well as eventual transition of assets with a special focus on your club. Among the areas of focus will be why profitable businesses ultimately fail, the importance of club owners coordinating business succession plans with estate plans, addressing active vs. inactive children within a family business, liquidity issues, valuation methodologies that will satisfy the IRS while lowering the tax bill, the proper type of buy-sell agreement that allows for maximum tax savings/cost efficiency and frequent insurance funding mistakes that oftentimes result in massive tax liabilities that could have been legally avoided. The session concludes by tying in many of the areas of the seminar discussion into a compelling real life family business case!



Breakout Seminar

Can you hear me now? *How to get entertainers, DJs and managers on the same page* **10:30 am - 11:30 am**



"What is the best music to play in a club?" That question has been debated for years, and rarely do people agree on what the "correct" answer is. Still, one thing is clear: The key to a successful music format starts with

ensuring that everyone in the club understands what music is going to be played and why. This seminar will feature veteran club DJs, entertainers and general managers who will discuss how to implement a music strategy that everyone in the club can support.



COAST Training Seminar *presented by ACE National* **11:30 am - 1 pm**

Sex trafficking is a modern-day form of slavery, widespread throughout the United States. It is the second largest and fastest growing criminal industry in the world after drug dealing. ACE National, through its COAST campaign, works with local and federal law enforcement to combat human trafficking. This anti-trafficking training program teaches club operators about the problem of human trafficking in all industries and the action steps a COAST cast member can take to recognize, report and rescue suspected victims. Since its 2010 inception, COAST has educated hundreds of industry professionals to go out into the world as vigilant 'eyes & ears' against human trafficking.

RELIGION
TEQUILA

BAN **Q** ONE

Present

\$10,000 TOPILESS

Bikini Contest & Day Party
WEDNESDAY • AUGUST 23
2-6 PM



For the first time ever, the EXPO presents a topless bikini contest and day party at the famous Sapphire pool! Entertainers will be competing for \$10,000 in cash and prizes, while EXPO guests can enjoy the club's cabanas, day beds and of course, their pool!

Up to
50 topless
Sapphire
entertainers!

Sapphire[®]
TOPILESS
POOL & DAYCLUB

Skybox and
VIP sessions
available inside
the club!

Cabanas and day beds can only be booked directly with Sapphire.
Please call 702-869-0003 for more information; an online booking portal will be available soon!

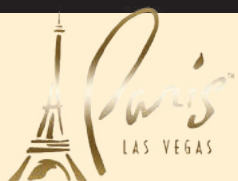


Register for EXPO 2023 today and \$ave!

The 2023 EXPO will once again bring the entire industry together again, but of course, this is no "ordinary" EXPO. The 30th Anniversary EXPO is an event that will bring together industry veterans and newbies alike, as we gather to celebrate three decades of the industry's only national convention and awards show.

All-access badges for the 2023 EXPO are \$299, and you can save an additional 10% when you book three or more (please note: Awards Show tickets are sold separately for \$69 each). But don't wait: The EXPO's early registration discount expires on May 31 (after that, badges are \$369).

To register for EXPO, visit [theedexpo.com/register-for-expo](https://theEDexpo.com/register-for-expo)



Book your room at the Paris Casino for just \$119!

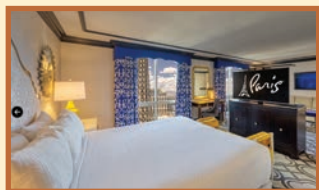
Experience everything you love about Paris, right in the heart of the Las Vegas Strip. At Paris Las Vegas Hotel & Casino, you are transported to the City of Lights with the same passion, excitement, and ambiance of Europe's most romantic city.

Paris Vegas highlights include:

- Eiffel Tower Viewing Deck with accompanying restaurant
- Amazing restaurants, such as Nobu, Vanderpump à Paris & The Bedford by Martha Stewart
- Beer Park, named one of the Las Vegas Strip's "Best Rooftop Bars" by Thrillist and more
- Convenient location in the middle of The Strip, across from the famous Bellagio fountains

To book your room direct online, visit theEDexpo.com or visit this link directly (<https://book.passkey.com/go/SPEDP3>). For guests that prefer to phone in their reservations, they may call the Reservation Center at 877-603-4389 and reference Gentlemen's Club EXPO 2023 and/or mention the group code, SPEDP3 (note: there is processing fee per reservation if booked by phone).

For more information, visit caesars.com/paris-las-vegas and theEDexpo.com!



New products & services at the EXPO Tradeshow!

The companies who exhibit their products and service at the EXPO Tradeshow are displaying their commitment to the adult nightclub by supporting its Annual EXPO. So why not see what these companies can do for YOU?! Be sure to spend your time speaking with our exhibitors on Monday, August 21 from 2-6 pm and on Tuesday, August 22, from 1-5 pm.

For the most up-to-date list of EXPO 2023 Exhibitors, visit theEDexpo.com!



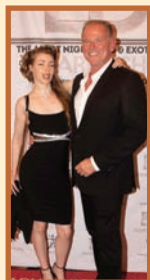
Take your club's brand to the next level with a "Friends of EXPO" registration package & sponsorship!

Everyone who attends the Annual Gentlemen's Club EXPO is supporting the industry's only convention. But there are those who want to stand out from the crowd and give their club's brand a unique level of visibility prior to and at the industry's premier event. For those club owners and operators who want to take their EXPO experience to the next level, ED Publications offers the "Friends of EXPO" Sponsorship & Registration Packages!

"Big-Shot" Friends of EXPO 2023 Package: Just \$5,995!

- TEN all-access EXPO 2023 badges! (Regular price: \$3,590)
- TEN up-front tickets to the 2023 ED's Awards Show! (Regular price: \$690)
- YOU are listed everywhere as an Official EXPO Sponsor
- YOU are showcased for all to see with a FREE stand-up banner in the main EXPO area
- FREE ad in the Official EXPO 2023 Program Guide! (Regular price: \$800)

We also have a "Junior" Friends of EXPO Package for just \$3,995! More info at theEDexpo.com!





Title Sponsors



“A big Thank You” to the Sponsors who are on board for EXPO 2023!

The support of our **Title** and **Event Sponsors** is a key component to the success of our convention, especially so as we prepare to celebrate the **EXPO's 30th Anniversary!**



Event Sponsors

