



20 <sup>The</sup> 24  
ED  
**EXPO**  
**DALLAS**  
HYATT REGENCY DOWNTOWN  
AUGUST 25-28

**ED Publications was born in Dallas in 1990, and now things come full circle as the ED EXPO will be held in Big D for the first time in the convention's history!**



**By popular demand the EXPO comes to a city with a "central location" that boasts two airports, and a host hotel – the Hyatt Regency Downtown Dallas – located in the heart of the city!**



**As you'll see in the following pages, this EXPO will be unlike any you've ever witnessed and will showcase the full flavor of the Lone Star State!**



**SEE Y'ALL IN  
DALLAS  
AUGUST 25-28!**

**For more information go to [theedexpo.com](http://theedexpo.com)**

# NEW EXPO badges and an upgraded online ordering system!

## Hey ladies! Introducing ... the EXPO Party Pass!

Not long ago, we sent out a survey for recent EXPO attendees, and we asked this question specifically:

What is ONE THING you most want to see at this year's EXPO in Dallas?

Of course there were a wide variety of answers, including, "More diversity of exhibitors," "More casual social networking opportunities," "Interior designers," and "More time for legal questions," just to name a few.

But can you guess what more people asked for than anything else? Here's a hint: Motley Crue would be proud.

You guessed it: *Girls, girls, and more girls.*

Sure, they phrased it different ways; some said, "More feature showcases," others said, "More entertainers in attendance," while others simply said, "Boobs."

But we heard you loud and clear! That's why we're introducing a brand new EXPO badge: **The Party Pass!** The Party Pass — priced at **just \$99** — is *specifically and exclusively designed for club entertainers and other ladies* whose main interest in the EXPO is attending the evening parties (including the EDI Finals and the Opening Night Party), the Tradeshow, and the \$10,000 Topless Bikini Contest.

*Please note, the EXPO Party Pass will allow entry into every EXPO event except:*

- The seminars (including the entertainer seminars and the Keynotes)
- The breakfasts/brunches
- The ED's Awards Show (which requires a separate ticket for all attendees)

**The EXPO Party Pass can be ordered ONLY at the official EXPO website, theEDexpo.com. For more information please call the ED office at (727) 726-3592.**



# Upgraded online shopping experience for EXPO badges!

In an effort to streamline the registration process for EXPO badges and Awards Show tickets, ED Publications is thrilled to introduce a brand new online ordering system at [www.theEDexpo.com](http://www.theEDexpo.com). Attendees will now find a more familiar online “cart” shopping experience for their EXPO badges and ED’s Awards Show tickets.

“As online shopping has become the norm for most people, we wanted our EXPO website to offer the same type of shopping experience as any other that an attendee would be familiar with,” says ED Publisher Dave Manack. “Thanks to our web guys Jake Record and Kevin Pennington, and through the assistance of our credit card processor Miriam Ramos of Platinum Solutions, we’re excited to modernize our online badge ordering experience.”

With ease-of-use being the primary goal, visitors to [theEDexpo.com](http://theEDexpo.com) will find a more streamlined presentation. For those registering for EXPO, it’s easy to select your badge designation (club owner, general manager, club staff, entertainer, etc.) and see exactly how much your credit card will be charged after applying current discounts — including a 10% discount when you register three or more guests at the same time.

So, why not try it out for yourself! Registration for the 2024 ED EXPO is now live at the [www.theEDexpo](http://www.theEDexpo.com) website, and **the early registration rate of \$299 per badge is available from now ONLY UNTIL March 31**. From April 1 through May 231 the badge price has a slight increase to \$319, and all EXPO badges purchased after May 31 will be \$369.



## EXPO Host Hotel: The Hyatt Regency Downtown Dallas

Located in the heart of downtown next to the iconic Dallas landmark, Reunion Tower, the **Hyatt Regency Dallas** is a gateway to the best of the city. Live, work and unwind in ultimate comfort at their inviting, modern hotel within walking distance of tourist attractions like Dealey Plaza and the Historic West End.

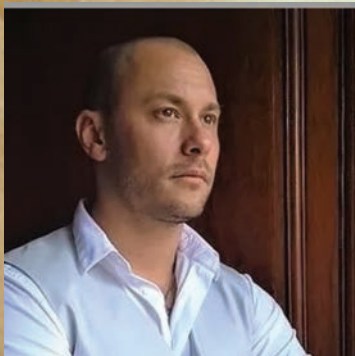
**Book your room today!** Rooms at the Hyatt begin at **just \$139 per night** during EXPO (beginning on Saturday, August 24), including suite options, and can be booked at this link ([www.hyatt.com/en-US/group-booking/DFWRD/G-EDPU](http://www.hyatt.com/en-US/group-booking/DFWRD/G-EDPU)) or by referencing the “Gentlemen’s Club EXPO” at (214) 651-1234.



# WANTED

## Monday's Keynote Address: Hospitality expert **Michael Tipps** of **Maverick Theory**:

**August 26, 1-2 pm**



When Michael Tipps, Founder and CEO of the consulting company, Maverick Theory, and Monday's Keynote Speaker, is brought on to assist a business, he first focuses on fine-tuning the mindset of the employer and their employees to attune them to that of the guest. It's a psychological, subversive and submersive experience that has become Tipps' top priority.

He began in the industry, as a teenager, tackling every front-of-house job available in Miami, before heading to NYC at only 19-years-old. Based upon Tipps' experience and expertise, he made appearances on Spike TV's "Bar Rescue" as a master mixologist and bar expert, and also traveled across the country with renowned TV celebrity, John Taffer, on the "Nightclub & Bar University Rescue Tour." Today, his developed technique has been applied to businesses across all sectors in guest services with New York Times review-worthy successes. Now, Tipps is bringing his insight to an area in the industry where he sees special and almost untapped potential: the adult nightclubs sector.

He calls his method of consideration, "Maverick mindset coaching," and its culmination, as the name suggests, is applying universal tactics to an individual establishment to build something original.

"Why do club owners think 'strip club,' and make it look like one?" asks Tipps, who assures me he actually loves strip clubs. He just thinks that, historically, they've been creatively restrained by their title.

"I understand the need for stage music, audio lighting, that makes sense, but why are so many clubs using the same model?" he continues. "One of the questions I've always gotten from adult nightclubs is, 'How do I make it look better?' Well, stop copying everybody else. You want to break the norm, so you've got to take risks."

From names of clubs to eating and layout concepts, Tipps has tons of ideas for elevating the adult nightclub industry, some of which he has already applied to existing clubs which have hired him for consulting. If you're interested in learning any more about Maverick Theory's methods and ideas in guest services, don't miss Michael Tipps' Keynote speech at the 2024 ED EXPO in Dallas.

**For more information on Michael Tipps, see the article on page 58 of the March issue.**

## Tuesday's Keynote Address: Renowned TV host, author & Texas legend **Joe Bob Briggs**:

**August 27, 12:30-1 pm**



Joe Bob Briggs may be best known for his career as a TV host that stretches back several decades for TNT, The Movie Channel and more recently, AMC/Shudder, where his "The Last Drive-In" streaming show has earned a loyal legion of followers.

But there's much more to this Texas legend than simply his life on the boob tube. In fact, Joe Bob Briggs (real name John Bloom) is a true connoisseur

of the Lone Star State's go-go joints and burlesque bars, stretching all the way back to the 1970s. In fact, Briggs wrote about the Dallas clubs in publications such as the Dallas Observer and D Magazine, as part of his "lifetime crusade against Puritanism," as he so eloquently puts it.

"I became friends with Morganna the Kissing Bandit, whose home city was Columbus, Ohio, but was arrested in Dallas for assaulting a man with her boobs," says Briggs. "You can imagine the articles that resulted. She had nuzzled a man's head between her breasts in the middle of a dance routine and I guess there was a cop present. Of course the incident resulted in her returning to the city many times. Every time I saw her I would say, 'Careful where you point those things, you're gonna put an eye out!' She had a great sense of humor.

"These clubs are constantly fighting the establishment, trying to stay in business as moral crusaders attack them with ever more ridiculous ordinances, and what it comes down to is the crusaders just don't like boobs!" Briggs adds.

At EXPO 2024, this Texas native is going to bring his infectious charm and energy to address an industry he has long admired, written about and still celebrates to this day.

"I'll bring some energy and pep to a bunch of night people!" Briggs exclaims. "I'm a night person myself so I intend to wake everyone up with a proud-and-loud celebration of the all-American strip-club tradition and its importance for the causes of free speech and free expression and all the other rights with 'free' in the name. On many nights, in many parts of the country, the strip club is the best party in town, and the people who make that possible get kicked in the butt all the time, so maybe once in a while they should get some pats on the back, too."

**For more information on Joe Bob Briggs, see the article on page 60 of the March issue.**



# EDI



Sunday  
August 25<sup>th</sup>  
8:30-11 pm

Exotic Dancer Invitationals

## FOUR GIRLS • ONE TITLE

It's truly the best of the best, as the top two finalists from the 2024 EDI East and West contests compete for the ultimate showgirl title: EDI Overall Champion!

# 2024 Finals

East Sponsor



Only at

West Sponsor



Event Sponsor



*Transportation will take guests from the Hyatt to Bucks Cabaret*



# The EXPO Tradeshow Mainstage!

MONDAY, AUGUST 26, 2-6 PM • TUESDAY, AUGUST 27, 1-5 PM

It's become a main attraction at the EXPO's Tradeshow, and it's returning this year with flourish! The Mainstage will be back and — quite literally — bigger and better than ever! Come witness entertainer performances and other surprises as the stage will keep the Tradeshow popping!



The EXPO Tradeshow Mainstage is presented by adult film superstar and feature entertainer Lauren Phillips!



# Monday's EXPO seminars

## The Legends of Dallas: 30-year veterans talk Big D history

August 26, 11 am-Noon

There was nothing quite like the heyday of Dallas Metroplex adult nightclubs. As the rough-and-tumble go-go joints of the 1970s gave way to the more well-run clubs of the '80s — everything from small, blue-collar venues to multi-million-dollar gentlemen's clubs — Dallas and its surrounding cities experienced a strip club renaissance. In fact, ED Magazine once dubbed Dallas/Ft. Worth the number-one club market in the US. At EXPO 2024, a select group of 30-year veterans of the Dallas club market — including **Scott Burch** of Burch Management and **Dawn Rizos** of The Lodge — will take a look back at what made Big D such a hotbed for adult clubs, and discuss how their club market has evolved over the past three decades.



## The Legal Panel: Are they still “independent contractors”?

August 26, Noon-1 pm

Sure, we sound like the proverbial “broken record” when we announce yet another legal panel focusing on employment law. But the truth is, “employee-vs.-independent contractor” is still the most popular legal topic for many club owners and operators across the US. And with new rules governing employees recently handed down via the **Department of Labor**, including its “**six-factor test**” determining who is — or is not — an “independent contractor,” now is as critical of a time as ever to revisit this topic with our panel of legal experts. *This session is sponsored by Pole Position*

## Entertainers-Only Breakout seminar: Empowering entertainers to sell more dances

August 26, Noon-1 pm

This motivational seminar is designed for entertainers to excel in their performances and boost their dance sales. This seminar will explore effective strategies to ignite motivation, enhance attitudes, and drive success by creating a positive and supportive environment. Selling more dances is the goal for everyone in the club, and our speakers will explain how a team mindset where entertainers uplift and motivate each other is the way to achieve that goal!



**Don't miss the Keynote Address by Michael Tipps at 1 pm on Monday!**



# FIRST NIGHT PANDANGO



Forget what you know about EXPO's Opening Night Party — we're bringing this one to you from a good ol' fashioned roadhouse!

**OPEN BAR**  
FOR THE FIRST HOUR!

**MONDAY**  
**AUGUST 26**  
8-11 PM

**COMPLIMENTARY**  
**BUFFET!**

**LIVE**  
**DANCING!**

**PLUS**  
**PRE-ED AWARDS**  
**PRESENTATIONS!**

Mechanical bull riding contest  
**\$1,000 CASH PRIZE**  
for the winner!

**AND THE FUN DOESN'T STOP!**

**Baby Dolls**

Don't miss the Opening Night After Parties at Baby Dolls and The Lodge from 11 pm to 2 am!

 **the LODGE**

Complimentary transportation will bring you to Cowboys Red River from the Hyatt

**FOR MORE INFORMATION VISIT THE [EDEXO.COM](http://EDEXO.COM)**

# Tuesday's EXPO seminars



## Why it's more important than ever to hire female club managers

*August 27, 10:30-11:30 am*

The adult nightclub industry could not survive without women. You might think we mean the entertainers — and of course, that's true — but we're also talking about the women who are running clubs across the US today. This seminar will feature some of the top female club operators and will discuss the advantages that female GMs may have over their male counterparts, whether or not former entertainers can be successful managers, and how to best integrate a female manager into your club's operations.

## Next-level customer service means delivering the "wow factor"

*August 27, 11:30 am-12:30 pm*

Sure, some of your guests need nothing more than "beer and boobs." But what about the bachelor or bachelorette parties that want to feel like they're VIPs? How about the 20-somethings who just ordered bottle service for the first time, and they want to look like big shots? Or the couple that's celebrating a special night out and don't just want a bottle of champagne, but the entire presentation that goes along with it? If your club isn't providing a high level of customer service or the "wow factor" that these guests are looking for — and will pay more for — this is a seminar you won't want to miss!



## Entertainers-Only Breakout seminar: Your work/life balance and your mental health

*August 27, 11:30 am-12:30 pm*

Creating and maintaining a balance between your "work" life and your private life is critical for an entertainer's mental health. Our mental health experts will discuss the ways that entertainers can ensure that they're not bringing their "work" home with them, while also maintaining a positive frame of mind while in the club.

**Don't miss the Keynote Address by Joe Bob Briggs at 12:30 pm on Tuesday!**



# THE 2024 ED'S AWARDS SHOW

The industry celebrates the best of the best, in true Dallas style!

Featuring guest performances by two **EDI FINALISTS!**

At the world-famous

**Gilley's**  
**DALLAS**

**TUESDAY**  
**9-11 PM**  
**AUGUST 27**

Back by popular demand  
**ROUNDTABLE SEATING!**



**TICKETS RANGE FROM**  
**\$59 TO \$79**  
with limited VIP tables available!



Reception 7-9 pm at The Saloon inside Gilly's,  
sponsored by Expose in San Diego

Complimentary transportation will take you to and from Gilly's

**EXPOSE**  
A TRUE GENTLEMEN'S CLUB

FOR MORE INFORMATION OR TO PURCHASE TICKETS, VISIT [THEEDDEXPO.COM](http://THEEDDEXPO.COM) OR CALL (727) 726-3592

# Wednesday's EXPO seminars

## Find your friends, know your enemies How the extremist theocracy plans to shut you down

Presented by ACE National  
August 28, 11 am-Noon

Without any hyperbole or exaggeration, there is an extremist movement in this country toward a theocracy, where justices and politicians are using the bible to justify new legislation aimed against adult businesses. It's true — the **Family Policy Council** has targeted YOUR industry and they have a three-part strategy that involves passing legislation against anything deemed "adult." The new age-restriction bans passed in Texas, Florida and elsewhere are just the first step in this plan. **So, what can YOU do to prevent this extremist theocracy from passing harmful legislation against the industry?** ACE Executive Director **Angelina Spencer** and her panel of experts will explain why this is no idle threat, and will offer specific ways in which owners and operators can get involved on a local level to network and build relationships that will help ensure that these powerful religious zealots don't have their way.



## Are you prepared? Civilian response to an active shooter

Presented by ACE National  
August 28, Noon-1 pm

In 2023 there were more than 600 active shooter events in the US — you read that correctly, 600. This, of course, extends far outside of our industry into public spaces of all kinds and sizes. The question is, what would you do if you found yourself confronted by an active shooter situation? Would you know what you could do, or should do? In conjunction with Texas State University and the **Advanced Law Enforcement Rapid Response Training Center (ALERRT)**, **Micheal Ocello** (of RCI and ACE/COAST) will present a training course in life-saving for literally every EXPO attendee (**note**: this is not specifically a "club security" course, this is a survival course). This seminar will outline the steps for a civilian response to an active shooter events (CRASE), and afterward, attendees will receive a certificate of completion from **Texas State University**.



**ALERRT**  
TEXAS STATE UNIVERSITY

## Breakout seminar: The win-win formula Fostering collaboration among managers, DJs, and entertainers

August 28, 11 am-Noon

Fostering collaboration and teamwork among strip club managers, DJs, and entertainers can create an environment that maximizes profitability and delivers an exceptional customer experience. This seminar will discuss strategies for open communication, collaborative planning, and a focus on elevating the customer experience, and explain how these strategies can create a synergistic and successful environment where everyone thrives, and revenue increases.



BAN Q ONE  
ATM & Cash Management

Rain Maker  
KIOSK J

Presents

# The \$10K Topless BIKINI CONTEST

Wednesday • August 28

2 pm - 6 pm

Enjoy an afternoon at The Men's Club's beautiful pool and outdoor patio as dozens of amazing adult entertainers compete for \$10K in cash and prizes at the EXPO's Topless Bikini Contest! We'll close out this year's show with a Texas-sized bang, as PANDA will be on hand to host the festivities and present some awards as well.

Co-Sponsor

**PANDA**



THE MEN'S CLUB

TRANSPORTATION WILL TAKE GUESTS FROM THE HYATT TO THE MEN'S CLUB



### Title Sponsors



# A big "Thank You" to the Sponsors who are on board for EXPO 2024!

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 in **Downtown Dallas!**

### Event Sponsors

