

The EXPO comes to Big D!



Gilbey's
DALLAS

PARRINO'S
OVENE

Badges just \$299 until June 30!

Entertainer discounts also available, including the \$99 Party Pass!

#EDexpo2024

theedexpo.com

#EDawards2024

THE 2024 ED's

The industry celebrates the best of the best

MEET YOUR
HOST,

SHANE TORRES!

Fort Worth native Shane Torres quickly made a name for himself when his very first comedy special — "*The Blue Eyed Mexican*" — became a hit in December 2023. Vulture named it a stand-up special "not to be missed," noting that Torres has a "beautiful directness and keen sense of good storytelling and ... a refreshing combination of delicate and obscene."

Shane has been seen on Conan (twice), The Late Show with Stephen Colbert, NBC's Last Comic Standing and much more! He's also been a special guest on "Bentcast" with Bent Kneischer, Barstool's KFC Radio, and his own podcast, "No Accounting For Taste" with Kyle Kinane.



TUESDAY
9-11PM
AUGUST 27

Final Ballot voting at
www.theEDawards.com
begins on July 10!
#EDawards2024

World-famous

Gilley's
DALLAS

AWARDS SHOW

in true Dallas style!



Featuring guest performances by two
EDI FINALISTS!



Back by popular demand
ROUNDTABLE SEATING!

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



EXPOSE
A TRUE GENTLEMEN'S CLUB

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

Complimentary transportation will take you to and from Gilley's

FOR MORE INFORMATION OR TO PURCHASE TICKETS, VISIT THE EDDEXPO.COM OR CALL (727) 726-3592

Two Keynote Addresses!



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.

Monday's EXPO seminars

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

August 26, 11 - 11:45 am

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**, **David Fairchild of The Men's Club** 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.

Texas-style breakfast: 10-11 am



Sponsored by Platinum Solutions



Sponsored by Pole Position

The Legal Panel: Let's get fired up!

August 26, Noon-12:45 pm

Join us for a **rapid-fire Q&A** on current legal and regulatory threats, including: How to ensure club safety when treating entertainers as independent contractors or employees; The practical impacts of the FLSA rule change for club owners; The appellate court reversal in *Brown v. Peregrine Enterprises, Inc.*, dismissing arbitration due to the dancer/plaintiffs' refusal to pay agreed-upon fees; A glut of new human trafficking laws in Texas and Florida, aimed specifically at adult clubs; and Washington State's new "dancer's rights" bill, requiring anti-trafficking, sexual harassment, and de-escalation training. The Legal Panel features four of the industry's top attorneys: **Jeffrey Kimmel**, **Devon Lyon**, **J. Michael Murray** and **Brad Shafer**. Moderated by ED Legal Correspondent Larry Kaplan.

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

August 26, Noon-12:45 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!

Tuesday's EXPO seminars



Sponsored by CWA Merchant Services

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

August 27, 10:30-11:15 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. Speakers will include The Pony Clubs' Regional Director **Stephanie Wilbanks** and 2023 GM of the Year **Renee Cipolla**.

Texas-style breakfast: 9:30-10:30 am

NEW: How to get — and keep — entertainers in the digital age

August 27, 11:30 am-12:15 pm

For many club owners and managers, the number-one issue they're faced with on a daily basis is having enough quality entertainers. Of course, that's no secret — clubs have struggled with this aspect of club operation for decades. But now, with the growth of sites like OnlyFans, it's harder to "keep" the entertainers you have than ever before. Our panel of experts will address these key issues, with a special concentration on the best strategies for entertainer retention.



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

August 27, 12:45-1:30 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. Helming this important seminar will be **Dr. Monique Martinez-Quiros of Key Rose LLC**, a doctorate-level, dually licensed (NV & AZ) behavioral health professional with a specialty in integrated behavioral health.

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

Wednesday's EXPO seminars

Texas-style brunch: 10-11 am

Find your friends, know your enemies How hypocritical extremists plan 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 — including **Jerry Westlund, Luke Lirot, Joe Redner** and **Joey Bien** — 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. **Note: This seminar is designed for all EXPO attendees!**



Sponsored by Pure Risk Solutions/
Club Control Systems/
Platinum Solutions/Vape™

Are you prepared? Civilian response to an active shooter

Presented by Micheal Ocello
August 28, Noon-1:30 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 event (CRASE), and afterward, attendees will receive a certificate of completion from **Texas State University**.

Note: This seminar is designed for all EXPO attendees!



ALERRT
TEXAS STATE UNIVERSITY

Book your room at the Hyatt Regency Downtown Dallas!

Located in the heart of downtown next to the iconic Dallas landmark, Reunion Tower, the **Hyatt Regency Downtown** 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 — the room block expires on July 23! 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) or by referencing the "Gentlemen's Club EXPO" at (214) 651-1234. Suites also available!



The Finals

2024

Sunday
August 25th
8:30-11 pm

FOUR GIRLS • ONE TITLE



Exotic Dancer
Invitationals



East Sponsor

West Sponsor

Event Sponsor



BUCKS
CABARET



Transportation will take guests from the Hyatt to Bucks Cabaret

BACK BY
POPULAR
DEMAND

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!





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

LINE
DANCING!

COMPLIMENTARY
BUFFET!

PLUS
PRE-ED AWARDS
PRESENTATIONS!

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

\$500 EACH
FOR THE WINNING
MAN & WOMAN!

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 EDExpo.com

BANQ ONE
ATM & Cash Management

Rain Maker
KIOSK

FIJI
WATER

The

Presents

10K

BIKINI CONTEST
& Patio Party

Wednesday • August 28

new time! 4 pm - 8 pm

We'll close EXPO '24 with a pulse-pounding, show-stopping event that no one will want to miss: Our \$10,000 Bikini Contest and Patio Party!

Yet another legendary Dallas venue, The Men's Club, will be hosting this year's Bikini Contest at their outdoor pool and patio. PANDA (The Professional Adult Nightclub DJ Association) will also be on hand to help host the festivities as we close out the 2024 EXPO in Dallas with one more big fiesta!

Co-Sponsor

PANDA



THE MEN'S CLUB

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

Can't-miss Dallas attractions!

You can walk there —

The Sixth Floor Museum at Dealey Plaza!

If you're an American history buff, or just a citizen who lived through one of the most high-profile events in U.S. history, you can't miss visiting Dealey Plaza, the site of the JFK assassination, which is literally walking distance from the EXPO host hotel (Hyatt Regency Downtown). The **Sixth Floor Museum at Dealey Plaza** is adjacent to where the assassination of JFK took place, is located within the former Texas School Book Depository building where Lee Harvey Oswald's shots were fired from. The museum chronicles the assassination and legacy of President John F. Kennedy with precision, while also doing a fantastic job of detailing all of the key events within the US occurring at that time.

"I can't recommend Dealey Plaza and the museum highly enough," says ED's Publisher, Dave Manack, who has visited the plaza twice already. "Whether you just walk over from the Hyatt to view Dealey Plaza or go to the museum, it would be a shame to be so close to such a historic moment in US history and not visit."

The permanent main exhibit, "John F. Kennedy and the Memory of a Nation," can be found on the sixth floor for a self-guided experience and DIY walking tour. Special exhibits, educational events and public programs are presented on the seventh floor. General Admission tickets are \$23 for adults and \$21 for seniors (including convenience fees) online, or \$25 for adults and \$23 for seniors on-site. Rolling luggage and any bag over 14 x 22 x 9" can be checked for \$5 per item, but must be picked up before leaving the Museum. **Visit jfk.org for more information.**



Dallas in three districts —

Uptown, Deep Ellum and AT&T Discovery District

The city of Dallas, Texas is a dynamic city with attractions rooted deep in its history, as well as exemplary of modern and futuristic possibilities. From art galleries and theater performances, to live music in every genre, burlesque, bars and clubs, you're sure to find something to entertain.

UPTOWN: In addition to acclaimed museums and the Frank Lloyd Wright-designed theater, Uptown Dallas has a West Village which features over 100 shops and unique boutiques. Just one example — Q Clothier is a men's clothing store for those who don't like to shop, and has a whiskey bar and TVs in every store. Need a rest from all that hustle and bustle? For a breath of fresh air, Katy Trail is a 3.5-mile paved trail the locals love, and Griggs Park is another eight acres of park space.

DEEP ELLUM: East of Downtown Dallas, a bright neon sign announces Deep Ellum, Texas. A warehouse district, turned one of Dallas' first commercial districts and now the hotspot for live music, bars and restaurants, Deep Ellum is dubbed "deep" for a reason. Dating back to 1884, Deep Ellum was famous for blues and jazz with Blind Lemon Jefferson, Huddie "Leadbelly" Ledbetter and Bessie Smith among the best-known stars to take its stages. Covered in colorful wall murals, Deep Ellum today is an artistic district hosting concerts, art festivals, photoshoots and contemporary galleries.

AT&T DISTRICT: Fully opened in June 2021, the downtown AT&T Discovery District combines technology, culture and entertainment for a truly unique and connective hub of businesspeople and lawn loungers enjoying free ultra-fast 5G and WiFi. Unlike anything else in Dallas: the Media Wall, with more than 9,000 square feet of futuristic, colorful high-definition displays on a 104-foot tall outdoor wall, is described as interpreting communication in the natural world.





Title Sponsors



A big "Thank You"

to the Sponsors who are on board for #EDexpo2024!

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



CLUB CONTROL

MISS NUDE WORLD

