



# The 2026 ED EXPO Media Kit



The Annual ED EXPO remains the **ONLY** convention in the world for the billion-dollar adult nightclub industry, and we have produced the EXPO **since 1993**. At ED Publications, we are your **direct conduit** to the owners, operators and industry professionals who are the decision-makers at these venues. We also produce the **ONLY** business magazine for this industry, which is mailed to **EVERY** club in the US, as well as **direct digital marketing** that will be received by these decision-makers.

Our EXPO is packed with four days of educational seminars, a 100-booth Tradeshow, networking events, nightly parties and the Annual ED "Honors" Awards Show.

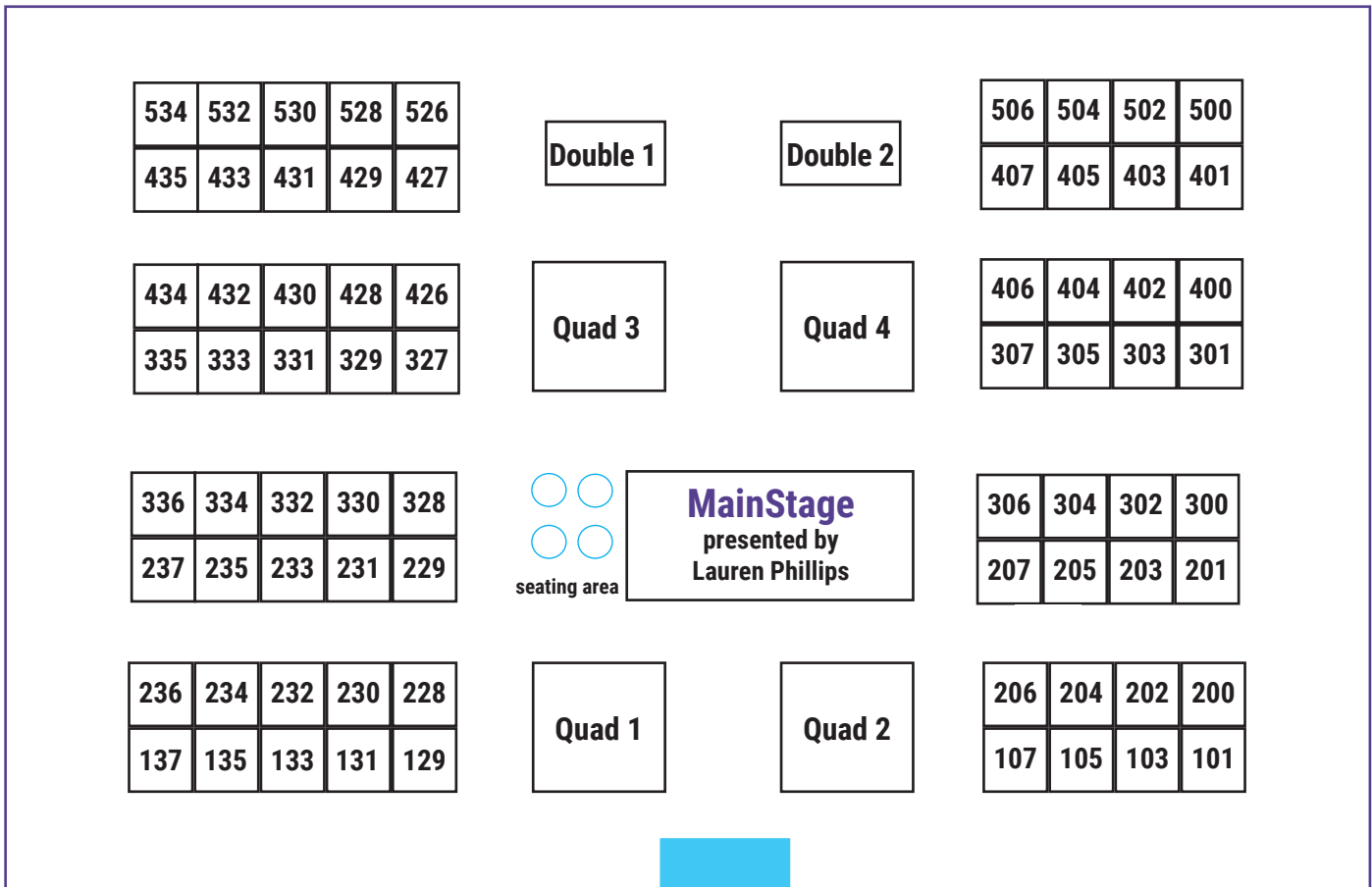
From **August 23-26, 2026**, the industry will gather at the **Rio Hotel & Casino in Las Vegas** to listen, to learn, to network, and to build meaningful connections. Find out more about our convention at **theEDexpo.com!**

**The ED EXPO is the most fun you'll ever have doing business!**



# Tradeshow

Amazon Ballroom, The Rio, Las Vegas  
August 24 & 25, 2026



Entry

**Tradeshow hours:**

Monday, August 24, **2:30-6:30 pm**  
 Tuesday, August 25, **1:30-5:30 pm**

**Tradeshow contractor:**

Alliance Exposition Services

**QUAD 1 & 2: \$11,000**  
**QUAD 3 & 4: \$10,000**  
**Double booths: \$5,980**  
**Single corner: \$2,990**  
**Single interior: \$2,690**

*Please see our official convention website, [www.theEDexpo.com](http://www.theEDexpo.com),  
 to see the most current tradeshow booth availability*

**To lock in your booth location today, contact ED Sales Director,  
 Jonna Muschinski, at 727-726-3592 or email [jonna@edpublications.com](mailto:jonna@edpublications.com)**

# The EXPO 2026 Success Package



As producers of the Annual EXPO since 1993, we know which tactics are most likely to produce your desired result: That is, **to gain new clients!** Having a booth at our EXPO Tradeshow is a great opportunity to meet face-to-face with decision-makers at over 1,000 clubs across the US, but to truly establish your brand in our industry, ads in our bimonthly business magazine and email blast marketing are perfect compliments to your booth and will allow our attendees to become familiar with your brand and **help drive traffic to your booth.**

**Our EXPO "Success Package" provides the tools to ensure your best chance at a positive convention experience:**

- 1) A Tradeshow booth** at the 2026 ED EXPO (booths start at **\$2,690**)
- 2) Three full-page ads** in ED Magazine, mailed to every club owner/decision-maker in the US! **A \$3,000 value!**
- 3) Three e-blasts**, sent to our entire email database (which totals 3,500): **A \$900 value!**



Single-booth success package: **\$5,000!**

Corner-booth success package: **\$5400!**

Double-booth success package: **\$8400!**

For more information about EXPO 2026, the Success Package, or for print/digital advertising opportunities, please contact ED's head of sales, **Jonna Muschinski**, at [jonna@edpublications.com](mailto:jonna@edpublications.com), call 727-726-3592, or visit **[theEDEXPO.com](http://theEDEXPO.com)**.

# NEW: The EXPO Poker Chip Sponsorship



**Cost: \$6,000**

It's a **brand new sponsorship** for EXPO! We'll be giving away 1,500 "official" EXPO 2026 poker chips at our main registration desk, so all attendees will get a fun keepsake – with your brand featured prominently! One side will feature the EXPO logo, the other will include your company's logo and/or a QR code to keep your brand on top-of-mind long after the EXPO is over!



## **Here are the benefits of acquiring the EXPO 2026 Poker Chip Sponsorship:**

- Complimentary EXPO Tradeshow **booth** (a \$2690 value)
- Will be listed as an EXPO Event Sponsor, company logo will be displayed on all EXPO promotional material from now until the EXPO

This includes in the magazine, on the websites, and on-site signage

- Two stand-up banners for on-site display, noting the company's Poker Chip sponsorship
- 6 EXPO badges (total)
- 6 ED Honors Awards Show tickets (total)

# EXPO 2026 Title & Event Sponsorships



If you're looking for a high-impact presence at the Annual EXPO, look no further than the **EXPO Title & Event Sponsorships**. Your brand/logo will be displayed prominently from the day you reserve your sponsorship through the EXPO and even after, as we recap the 2026 convention in the pages of ED Magazine and on our websites and social media.

## EXPO Title Sponsorship - **\$17,500**

### **Benefits:**

- Featured billing as one of the Title Sponsors of the entire EXPO
- Two complimentary Tradeshow booths (\$5,980 value)
- Ten EXPO badges and VIP seating at the 2026 ED's Awards Show (\$5,090 value)
- Company banner in Panel Session room (produced by ED)
- Four (4) stand-up banners displayed throughout EXPO
- Sponsorship mention in mailings, websites, and publications
- "Preferred Vendor" banner on the ED websites (\$3,000 value)

## EXPO Event Sponsorship - **\$10,000**

(including EDI Finals, Monday Night Party, \$10K Bikini Contest)

### **Benefits:**

- Featured billing as that event's Sponsor, including a step-and-repeat banner.
- Preferred VIP seating at the event
- Ten EXPO badges and Awards Show tickets (\$5,090 value).
- Two (2) stand-up banners displayed throughout EXPO
- Sponsorship mention in mailings, websites, and publications.

For more information about EXPO 2026 Title and/or Event Sponsorships, please contact ED's head of sales, **Jonna Muschinski**, at 727-726-3592, email [jonna@edpublications.com](mailto:jonna@edpublications.com), or visit **[theEDEXPO.com](http://theEDEXPO.com)**.

# EXPO 2026 Awards Show "Presenting" Sponsorship



The **"Presenting" Sponsorships** at the EXPO provide "above the fold" recognition and the most visible branding opportunity that the convention offers. You will also be listed as an EXPO Title Sponsor, providing even more visibility.

## The ED "Honors" Awards Show **"Presenting" Sponsorship** Fee: \$35,000 (*Tuesday, August 25*)

The most high-profile sponsorship at the Annual EXPO is the **"Presenting" Sponsorship** for our ED Awards Show, the marquee event of the EXPO (meaning, "YOUR COMPANY" presents the Annual ED Awards Show"). Previous "presenting" sponsors include Anheuser-Busch and Patron Tequila.

### **Benefits:**

- Top billing as the "Presenting" Sponsor of the ED Awards Show at **the world-famous Penn & Teller Theater**
- Ability to present one of the "main" Awards during the show
- **Main sponsor of the official ED Awards voting website** ([www.theEDawards.com](http://www.theEDawards.com)), including prominent banners displayed throughout the entire site
- Top billing as one of the Title Sponsors of the entire EXPO
- Quad booth at the EXPO Tradeshow (\$11,000 value)
- Ten EXPO badges and VIP seating at the 2026 ED's Awards Show (\$5,090 value)
- Company sponsor banner in Panel Session room
- Four (4) stand-up banners displayed throughout EXPO
- "Preferred Vendor" banner on the ED websites (\$3,000 value)
- Sponsorship mention in mailings, websites, and publications

For more information about EXPO 2026, Sponsorship Packages, or advertising opportunities, please contact ED's head of sales, Jonna Muschinski, at [jonna@edpublications.com](mailto:jonna@edpublications.com), call 727-726-3592, or visit [theEDEXPO.com](http://theEDEXPO.com).

# EXPO 2026

## Party & Event

### "Presenting"

## Sponsorships



The EXPO's parties and special events are always well attended, and the **"Presenting" Sponsorships** at our "main events" provide strategic, high-profile opportunities that can help generate buzz for your brand!

### EXPO's Monday Night Party "Presenting" Sponsorship

Cost: \$15,000 (Monday, August 25)

***The most well-attended party at the Annual EXPO is the Monday night event, and as the "Presenting" Sponsor your brand will get top billing!***

#### **Benefits:**

- Top billing as the "Presenting" sponsor of the Monday Night Party, including signage
- Top billing as one of the Title Sponsors of the entire EXPO
- Two complimentary Tradeshow booths (\$5,980 value)
- Ten EXPO badges and VIP seating at the Opening Night Party
- Company sponsor banner in Panel Session room
- Four (4) stand-up banners displayed throughout EXPO
- "Preferred Vendor" banner on the ED websites (\$3,000 value)
- Sponsorship mention in mailings, websites, and publications

### EXPO's \$10K Bikini Contest "Presenting" Sponsorship

Cost: \$12,500 (Wednesday, August 27)

***We close out EXPO with a bang, with our \$10,000 Bikini Contest!***

#### **Benefits:**

- Two complimentary Tradeshow booths (\$5,980 value)
- Six EXPO badges and VIP seating at the Bikini Contest & Day Party
- Company sponsor banner/signage at the \$10K Bikini Contest
- Two (2) stand-up banners displayed throughout EXPO
- "Preferred Vendor" banner on the ED websites (\$3,000 value)
- Sponsorship mention in mailings, websites, and publications

# EXPO 2026

## Targeted Sponsorships



Having a captive audience of 500-plus convention attendees is a rare opportunity, but that's what we offer with our **"Targeted Sponsorship"** packages. When your company sponsors a seminar or a breakfast (which precede the seminars), you are given the opportunity to address a crowd of 500-plus attendees prior to the start of the seminar.

### EXPO Seminar Sponsorship - \$3,000

#### **Benefits:**

- The opportunity to address 500-plus EXPO attendees for a 3-4-minute presentation about your company and its products/services
- Four EXPO badges and four ED's Awards Show tickets
- Stand-up banner displayed at the seminar being sponsored
- Sponsorship mention in mailings, websites, and publications
- "Preferred Vendor" banner on the ED websites (\$2,000 value)

### EXPO Breakfast Sponsorship - \$7,500

#### **Benefits:**

- The opportunity to address 500-plus EXPO attendees for a 3-4-minute presentation about your company and its products/services
- **Complimentary EXPO Tradeshow booth (value: \$2690)**
- Six EXPO badges and six ED's Awards Show tickets
- Stand-up banner displayed at the breakfast and the seminar being sponsored
- Sponsorship mention in mailings, websites, and publications
- "Preferred Vendor" banner on the ED websites (\$2,000 value)

For more information about EXPO 2026, Sponsorship Packages, or advertising opportunities, please contact ED's head of sales, Jonna Muschinski, at [jonna@edpublications.com](mailto:jonna@edpublications.com), call 727-726-3592, or visit **[theEDEXPO.com](http://theEDEXPO.com)**.

# The EXPO 2026 Goodie Bag Sponsorship



**Cost: \$6,000**

**Every** EXPO attendee grabs the Official EXPO Goodie Bag, a canvas bag that will boast your company's logo/URL for all to see. Attendees use the bag to walk the tradeshow floor, store their convention brochures, and take them home to re-use!



## **Here are the benefits of acquiring the EXPO 2026 Goodie Bag Sponsorship:**

- Complimentary EXPO Tradeshow **booth** (a \$2690 value)
- Will be listed as an EXPO Event Sponsor, company logo will be displayed on all EXPO promotional material from now until the EXPO

This includes in the magazine, on the websites, and on-site signage

- Two stand-up banners for on-site display, noting the company's Goodie Bag sponsorship
- 6 EXPO badges (total)
- 6 ED Honors Awards Show tickets (total)

# EXPO 2026

## "Friends of EXPO"

### Sponsorship



Everyone who attends the Annual ED 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** 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 two "Friends of EXPO" Sponsorship & Registration Packages!

## "Big Shot" Friends of EXPO - \$6,000

### **Benefits:**

- TEN all-access EXPO 2026 badges! (Regular price: \$3,590)
- TEN up-front tickets to the 2026 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 2026 Brochure (Regular price: \$999)

## "Junior" Friends of EXPO - \$4,000

### **Benefits:**

- SIX all-access EXPO 2026 badges! (Regular price: \$2,154)
- SIX up-front tickets to the 2026 ED's Awards Show! (Regular price: \$414)
- 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

**NOTE:** *Those who register for either EXPO 2026 Friends of EXPO Sponsorship Package will also have the opportunity to purchase extra badges for just \$199 each (extra ED's Awards Show tickets will be just \$49 each).*

For more information about our "Friends of EXPO" packages, please contact ED's head of sales, Jonna Muschinski, at [jonna@edpublications.com](mailto:jonna@edpublications.com), call 727-726-3592, or visit [theEDEXPO.com](http://theEDEXPO.com).