

GENTLEMEN'S CLUB

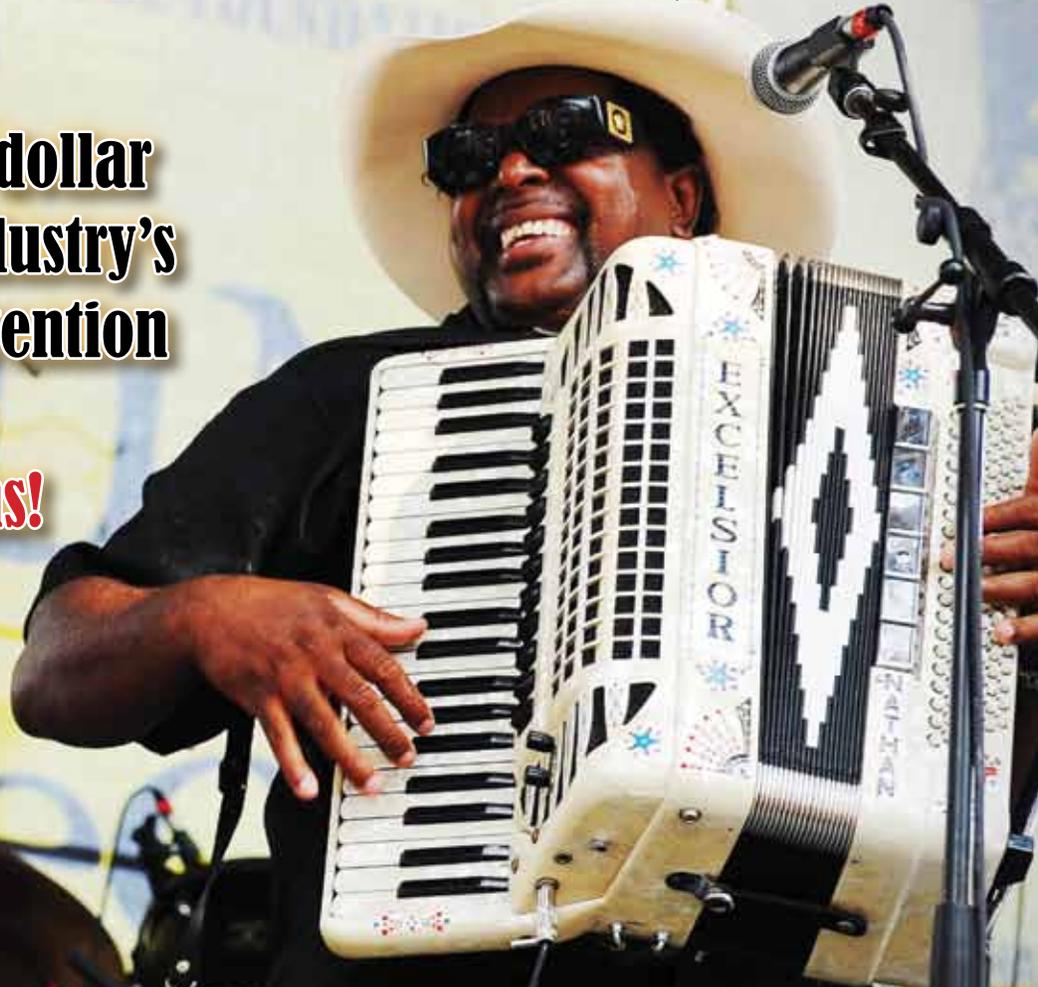
ED EXPO 2015

New Orleans!

AUGUST 23-26

The multi-billion-dollar
adult nightclub industry's
only national convention

is coming
to New Orleans!



THE SHOPPING



THE FOOD



Expo 2015!



THE NIGHTLIFE



THE HISTORY

www.TheEDexpo.com

LEARN!

STAFF TRAINING SEMINARS

Monday and Tuesday

At EXPO 2015, we will repeat the highly successful **Staff Training Seminars** from last year which is exactly why club owners should bring key personnel from their clubs to this year's show. There will be multiple, highly-personalized Training Seminars targeting specific areas of club staff, including GMs, floor managers, security team members, DJs, servers, promotional staff and more. The seminars will educate staff members on attracting the best entertainers, weeknight promotions, inventory control, vendor relations, bachelor parties, social media strategies, new technology, managing tip income and much more!



CLUB OWNER PANELS

Tuesday and Wednesday

Club owners are invited to attend the Staff Training Seminars, but in addition to those informative sessions, EXPO 2015 also offers club owners a topical and motivational **Keynote Address** by **Tim Kirkland of Renegade Hospitality** and two must-attend Panel Sessions. The **Money Panel** will address how the industry is dealing with the Department of Justice's pressuring of banks to close the accounts of adult nightclub owners. The **Legal Panel**, manned by First Amendment attorneys, will update club owners on the latest legal hurdles facing club owners, including sin/pole taxes and other harmful legislation.



SPECIALIZED TRADESHOW

Monday and Tuesday

The **EXPO Tradeshow** gives club owners and their staff the opportunity to learn about the latest products and services available for their clubs.



This year's EXPO Tradeshow will be in one area at the convention hotel, The Hilton New Orleans Riverside, but *booths will be divided into four connecting rooms based on their specialities: Renovations and Upgrades exhibits; Services and Promotions exhibits; Food and Beverage exhibits; and Newcomer exhibits. To reserve a booth at the EXPO 2015 Tradeshow, log on to the "Exhibit" section at www.TheEDexpo.com or call ED Publications today at (727) 726-3592.*

NETWORKING OPPORTUNITIES

Daily

Each day of the EXPO offers club owners and staffers excellent networking opportunities, including the Sunday meeting of the **Board of Directors of the Association**



of Club Executives (ACE) which is open to EXPO attendees; ACE Statewide Chapter meetings held by a number of the chapters during the EXPO; two **continental breakfasts**; two **evening parties**; a **riverboat cruise**; and a meeting of the recently formed **EXPO Army**, an "industry fan club" working to increase attendance at each year's EXPO. *Join the EXPO Army at www.TheEDexpo.com*



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LET LOOSE!

Tuesday Night at the New Orleans Civic Theatre ANHEUSER-BUSCH PRESENTS THE 2015 ED AWARDS SHOW

The 2015 ED Awards Show at the **New Orleans Civic Theatre** will be both classy and entertaining. The Civic Theatre is the oldest theatre in New Orleans, and the beautiful historic structure with its state-of-the-art sound and lighting systems has been revitalized to host the finest performers from around the world. The 700-seat theatre boasts three seating levels with three bars and a unique outdoors reception area. Shuttle buses will take attendees to and from The Civic Theatre.



Wednesday Night at Indulge Island Grill & Pool THE "INDULGE AT EXPO" POOL PARTY & PENTHOUSE MODEL SEARCH

Penthouse New Orleans has booked the Indulge Island Grill & Pool on Carondelet Street for an 8 pm to midnight private pool party for attendees. There will be an **open bar and complimentary buffet** for the first two hours of the party, and to capture the flavor of the French Quarter, Penthouse New Orleans will have pedicabs take attendees to the club, which boasts a large outdoor pool and gazebo. The party will include a DJ, a Penthouse Model Search with photographers, and some special entertainment and surprises.



Monday Opening Night Party

BOURBON STREET PUB CRAWL & POKER RUN

It's a pub crawl—and so much more! Starting with a one-hour reception from 8-9 pm at the convention hotel, EXPO attendees will follow a jazz band to Bourbon Street and the first club on the crawl—the **Penthouse Club**. We'll then move on to the **Hustler Club** from 10-11 pm, then to **Rick's Cabaret** from 11 pm-midnight, and **Babe's NOLA** from midnight to 1 am. Top feature entertainers will perform at each club on the crawl, and with playing cards being handed out at each location, it's also a poker run with big prizes!



Wednesday on the Steamboat Natchez

RIVERBOAT CRUISE & PIRATE BOOTY CONTEST

We've booked the **Steamboat Natchez** for a private afternoon cruise with **cocktails, a Cajun food feast** and a **Pirate Booty Contest** with the industry's top feature entertainers. Boarding the Steamboat Natchez makes you feel as if you have entered another era. The great wheel, 25 tons of white oak, churns the heavy waters of the Mississippi as the Natchez glides past the French Quarter and through one of the world's most active ports. Come aboard for a two-hour, fun-filled blast!



WORKSHOPS:

GENERAL MANAGERS

VENDOR RELATIONS

MONDAY, NOON-1 PM

You order thousands of dollars of products and services for your club every month, which may also include hiring outside contractors to do a variety of work in your club. But how do you maximize these relationships? And how can you protect yourself and your club in the process? Our panel of experts will tell you how!

Speakers: *Jordan Bass of Babes NOLA; attorney Eric Bernstein; and David Boehm of Club Consultant Pro*



SLOW WEEKNIGHTS

MONDAY, 1-2 PM

Unfortunately Monday Night Football only happens on Mondays and for less than half the year. So how do you get customers into your club the other Mondays and all those Tuesdays and Wednesdays and Thursdays, which are not considered weekend party nights? Our experts provide some marketing and special promotions gameplans that have a proven track record of turning normally slow weeknights into high-dollar touchdown nights. **Speakers:** *Jack Pepper of Club Babes Atlanta & Terrence Skelly, GM of Rick's in NYC*



MNGT. THRU TECHNOLOGY

TUESDAY, 10-11 AM

Is your GM doing work the old-fashioned way? There's a reason it's called the technological revolution! This workshop provides a look at new technologies, both in software and hardware, that will allow your GM to work faster and easier and help him to reduce expenses and increase revenues. **Speakers:** *David Boehm of Club Consultant Pro and Don Kleinhans of 2011 Odyssey in Tampa, plus demos from 10 companies offering the industry's latest high-tech management products*



ATTRACTING DANCERS

TUESDAY, 11 AM-NOON

Leaving aside the ongoing employee versus independent contractor debate, how does your general manager make sure your club is staffed with the best entertainers possible? No entertainers equals no customers. It's that simple. Our experts give your GM tips on where to find great entertainers, how to recruit them to dance at your club, and how to keep them coming back to work at your club. **Speakers:** *Randy Beasley of Rachels, Orlando; Russ Benedetto, VP of Talent Mgt of E11EVEN Miami; and attorney Luke Lirot*



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WORKSHOPS:

SUPPORT STAFF

MASTERING INVENTORY

MONDAY, NOON-1 PM

As your mother used to say, waste not, want not. Few things can affect your bottom line more than inventory control. If



you order too much, you can be over-extended financially and risk product waste; and if you order too little, you can miss out on sales. Our experts will advise your support staff on the best ways to predict upcoming sales and order inventory accordingly, and how to track that inventory for future orders, from liquor to food to napkins. **Speakers:** *James Watkins, Beverage Director for RCI Management*

MANAGING TIP INCOME

MONDAY, 1-2 PM

Many people who make their living in an adult nightclub, including entertainers, DJs, servers, bartenders and more, make much of



their living on tips. But do you know how to manage that income properly? Professional speaker and author **Willard Barth** of Willard Barth Enterprises will provide the information—and inspiration—to make financially sound decisions and help secure your future. *Seminar presented by PANDA, the Professional Adult Nightclub DJ Association*

NEW! SECURITY CERTIFICATION PROGRAM

TUESDAY, 9-10:30 AM AND 10:30 AM-NOON

This two-part, three-hour security workshop by Robert C. Smith of Nightclub Security Consultants (NSC) will benefit club owners in a number of important ways.

First, any club employee completing the workshop will receive a **Certificate of Completion** for the National HOST Security Certification Program Level I.

Second, clubs that have employees with this Level I Certification can **receive discounts on their insurance premiums** from such industry insurance providers as Associated Agencies, Hospitality Insurance and Pure Risk Solutions.

Third, club employees will receive instruction in Conflict Resolution, Legal Use of Force and Private Person's Detention which will allow them to do their job in a more knowledgeable and professional manner.

NSC training programs have been used on a national



basis to train, certify and license in house security guards or "bouncers" for 16 years and have been approved by several state and national hospitality associations. **The Level I Certification program, a regular \$100 value, is being offered to EXPO 2015 attendees for free.**

For owners, managers and attendees who want to take their training to an even higher level, NSC is offering EXPO attendees who

complete Level I a discount code to take Level II of the National HOST Security Certification as an online training course once they are back at their club. There is a fee for the Level II certification which will address Alcohol Service Liabilities, Alcohol Service Rules & Regulations, Recognition of Bad or Borrowed Identification, Recognition of Narcotics, Disaster and Terrorism Awareness.

Speakers: *Robert C. Smith and Richard Bistline of NSC*

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WORKSHOPS:

DJS & PROMO STAFF

BACHELOR PARTIES

MONDAY, NOON-1 PM

It's the one time of the year that women don't complain about guys going to a strip club. But how do you make your club the club of choice for



bachelor parties in your city? How do you find and market to the bachelors? What are the nuts and bolts of running a successful, revenue-generating bachelor party in your club, and how do you get your support staff and entertainers involved in making it a hit? **Speakers:** *DJ Platypus and Jimmy Boucher, presented by PlanetPlatypus.com*

FEATURE PROMOTION

MONDAY, 1-2 PM

Okay, you've booked a feature entertainer for your club, now what do you do? How far out do you start promoting that she will be at your club?



What print and electronic media do you use? What in-club promotion do you do? What can the club and the entertainer do in advance to create a successful appearance? This seminar will answer these questions and more, while Albert Bortz of Blush will participate from the audience. **Speakers:** *Cal Brockdorff of Fantasies in Baltimore & Lacey Rain, ED's 2014 Ent. of the Year*

HOW TO READ THE ROOM

TUESDAY, 10-11 AM

Ask any successful adult club DJ, "What's the right music to play in the club?" the most typical answer is, "You play to the room you have!"



But what does it mean to actually "play to the room?" What are the skills that you need to read a room properly, and how can everyone in the club benefit from this ability? This seminar will help your DJ and other club staff to "read the room."

Speakers: *DJ Platypus and Jimmy Boucher, presented by PlanetPlatypus.com*

TWEET THIS!

TUESDAY, 11 AM-NOON

By now everyone knows that they need to use social media, from Facebook to Twitter to Instagram, to get their message out. Forget delivery; the



big challenge is knowing when to get the message out, what target group to reach with the message, and what the content of the message should be. There's an art to making posts and sending tweets that actually get read, and our experts will tell you how to write them. **Speakers:** *Leigh Wright of Kirkendoll Management and Duffy Franclemont of JDog Media*

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PANELS:

MONEY & LEGAL

MONEY: BULLYING BANKS & DISAPPEARING ATMs

WEDNESDAY, 10:30-11:30 AM

Has your bank closed your accounts? Does that friendly bank president who you've been with for twenty years no longer take your calls? Are your ATM transactions being questioned? The Department of Justice's Operation Choke Point, designed to "choke off" those businesses deemed legally/economically/socially/morally "bad" or high risk for being bad, is taking casualties throughout the industry. Our experts tell you what's being done to fight back.

Speakers: *Bruce Wayne Renard, Natl. Director of the National ATM Council, Warren Cato of Turnkey ATM Solutions and Mike Plante of Cash Management Solutions*



LEGAL: SIN-POLE TAX BATTLES & LEGAL HEADLINES

WEDNESDAY, 11:30 AM- 1 PM

Sin Taxes or Pole Taxes, where your state levies a special tax against your club because you feature adult entertainment, have again reared their ugly heads. After debuting in Texas, they are now being pitched by legislators in Nevada, Georgia and Florida. Where will they turn up next? And what are the next legal challenges set to wreak havoc on adult clubs across the U.S.? Our panel of experts will discuss these and other crucial legal issues facing adult nightclubs today—and tomorrow.

Speakers: *First Amendment attorneys Brad Shafer and Danny Aaronson; Jeff Levy, statewide chapter director including ACE of NY*



KEYNOTE ADDRESS BY TIM KIRKLAND: THE LAYERS OF LOYALTY

TUESDAY, NOON-1 PM (FOR ALL EXPO ATTENDEES)

It is more important than ever not only to attract new customers and new staff, but to hold on to and drive loyalty and frequency among those you already have. While first-time, "trial" visits can be driven by anything from advertising to location, there are certain effective, tested tools and tactics that can be used to encourage customers to return to your business soon and often and forsake your competition. Attendees will learn how to connect in a way that creates value for the customer and forges a strong bond to your brand, while also engendering loyalty from club staff who see your club as more than just a "job." Keynote will be presented by **Tim Kirkland of Renegade Hospitality**, who received a standing ovation at EXPO '14.



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EXPO 2015:

WHY NEW ORLEANS?

*After producing the EXPO for the past two decades in Las Vegas we felt our show attendees were ready for a change. The challenge? Find a location that would be interesting, exciting and adventurous. The answer: **New Orleans!***

FRENCH QUARTER

Within walking distance of the convention hotel is the French Quarter and some of the finest, most eclectic restaurants and retail stores in the world. Fancy an oyster po' boy sandwich or an original painting or a bowl of gumbo or an antique musket? Find it in the French Quarter.



BOURBON STREET

A few blocks from the convention hotel is arguably the most famous party street in the world packed with hundreds of bars covering the spectrum of the nightclub industry. Be sure to bring your beads.



CAJUN CUISINE

New Orleans is famous for its cajun cuisine and we will be sampling it at our two continental breakfasts which is a great opportunity for EXPO attendees to fuel up for the day and network with other attendees.



CASINO ACTION

Attendees used to playing the tables while at EXPO can walk across the street from the convention hotel to Harrah's Casino. The casino is open 24/7 with 115,000 square feet of gaming space, including 100 table games and 2,100 slot machines.



SHORTER FLIGHT

New Orleans is a bit more centrally located than Las Vegas and is a much shorter flight for attendees on the East Coast and in the Midwest.



ON THE MENU!

SUNDAY, AUGUST 23

3-6 pm Early Registration Desk open
4-6 pm ACE National Board Meeting

MONDAY, AUGUST 24

9 am Registration Desk open
12-1 pm Staff Training Seminars #1
1-2 pm Staff Training Seminars #2
2-6 pm Tradeshow
8 pm-1 am Opening Night Bourbon Street Pub Crawl & Pre-ED's Award Reception

TUESDAY, AUGUST 25

9 am Registration Desk open
10-11 am Continental Breakfast
10-11 am Staff Training Seminars #3
11-12 am Staff Training Seminars #4
12-1 pm Keynote Address
1-5 pm Tradeshow
7:30-9 pm The ED Awards Reception
9-11 pm The ED Awards Show at the New Orleans Civic Theatre

WEDNESDAY, AUGUST 26

10-11 am Continental Breakfast
10:30-11:30 Banking & Finance Panel
11:30-1 pm Legal Update Panel
2-5 pm Riverboat Party Cruise on the Steamboat Natchez
8 pm-12 am Penthouse New Orleans Pool Party at Indulge Island Grill & Pool

EXPO HOTEL ROOM RATES:



The special room rate at the Hilton New Orleans Riverside is \$129 per night. Call Hilton Reservations at (800) 445-8667; or the Hilton New Orleans Riverside direct at (504) 561-0500; or book your room online at <https://aws.passkey.com/g/37362268>

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