



The Show

The Everything to do with Sex Show is a well known brand with over 10 years experience in running one of North America's largest consumer sex and romance shows. With seminars, stage shows and a wide variety of exhibitors, our show offers the attendee an opportunity to view sex and romance related items in a comfortable environment. Those items may include toys, movies, lingerie, hair extensions and the latest in healthy skin care. When all is said and done, we provide an event far more than just a trade show. Now that we have found the perfect facility in the recently restored Cunard Centre, the SX Marketing team is confident in showing the people of Halifax a great time.

The Concept

The EVERYTHING TO DO WITH SEX SHOW is leading the way to a new openness and appreciation for romance, sensuality and self improvement. The show presents sex and truly everything to do with it, in a relaxed and non threatening, non-offensive environment that appeals to couples and singles alike. The Show is the perfect environment for your company to reach your end consumer.

Benefits

- ✦ The EVERYTHING TO DO WITH SEX SHOW's second year in Halifax, Nova Scotia is expected to draw the attention of local and regional media and take advantage by piggy backing on invaluable PR in the Atlantic Region of Canada.
- ✦ This is a retail show – attendees come to our show eager and ready to purchase products and services.
- ✦ Memorable feature attractions such as the Main stage, the Seminar series, and our Special Features, and the Dungeon Stage, provide great added-value to the admission price.
- ✦ Consumers in our relaxed fun environment are far easier to engage than in many other shows and retail centers.
- ✦ Great environment to launch new products.

Show Objectives

- ✦ To create a positive non threatening environment to showcase the industries related to sex and romance to a mass, mainstream audience.
- ✦ Enhance the image of the industry and ultimately further expand market size.
- ✦ Provide an inclusive, provocative, exciting, entertaining, educational, and memorable experience for attendees
- ✦ Host a forum to display emerging trends for new products and services.
- ✦ Ultimately to create an environment which is conducive for both product and service sales on a large scale.



Show Information

Date: January 29-31, 2010

Location: Cunard Centre

Show Hours:

Friday, January, 29th, 5:00 PM – Midnight

Saturday, January 30th, 11 AM – 12 Midnight

Sunday, January 31st, 11 AM – 6 PM

Move in: Friday, January 29th, 8 AM-4 PM

Move out: Sunday, January 31st, 6 PM - Midnight

Show Services: Global Convention Services Ltd. (www.globalconvention.ca)

Exhibitor Booth: \$10.95/square ft. – minimum 100 sq. ft.

\$100 Corner Booth Premium

\$150 Peninsula Premium

\$250 Island Premium

ELECTRICAL, AND ALL OTHER IMPROVEMENTS ARE THE RESPONSIBILITY OF THE EXHIBITOR, AND ARE NOT INCLUDED IN THE RENTAL COST FOR THE BOOTH SPACE

Ticket Prices: \$15 at the door, tickets may be available at a discounted price on line previous to show www.everythingtodowithsex.com

Contact: For more information or to purchase space, please contact our sales department at: 905.738.8884 or **Toll Free:** 1.866.929.7399

E-mail: sales@everythingtodowithsex.com

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The Audience

Demographic analysis of our 2008 Toronto show attendees

- ✚ 55% of the show attendees in 2007 were women
- ✚ 60% of attendees were either couples or married
- ✚ 70% of attendees had a household income of \$70,000 per year and above
- ✚ 65% of the attendees were between the ages of 19-35
- ✚ 25% of the attendees were between the ages of 36-45
- ✚ 10% of the attendees were 46 or above

Exhibitor Categories

Adult Novelties

Art

Bedding

Beer

Body Art

Books

Cable

Pay-Per View

Electronics

Flowers

Fragrances

Fun Edibles

Furniture

Games

Gift Items

Greeting Cards

Hair Care

Gent's Clubs

Liquor / Wine

Magazines

Massage

Music

Internet

Intimate*

Apparel

Jewellery

Club Wear

Photography

Satellite

Spas

Swim Wear

Travel

Wireless*

Nutrition

Personal Care

Products

Contraceptives

Cosmetics

Health Clubs

DVD's

Fetish Wear

Leather Wear

Lingerie

Aphrodisiacs

Candles



Sponsorship

The Everything to do with Sex Show realizes that not all companies, or organizations will see benefits from the same things. Therefore, no one type of sponsorship item, or categories within sponsorships will have the benefits you require. To that end, we supply a list of items which you feel best suite your needs.

Please review the items which best fit your requirements, and we can work together to create the best for both of us.*

- ✚ Rotating banners on our web site
- ✚ Inclusion in media outreach
- ✚ Full page 4 colour ad in our show guide
- ✚ Half page 4 colour ad in our show guide
- ✚ Logo on Isle Signs
- ✚ Show bag inserts
- ✚ Logo on E-Ticket
- ✚ Logo on show bag
- ✚ Hanging banner in a prominent area
- ✚ Pre party sponsor
- ✚ Exhibitor lounge sponsor
- ✚ Attendee lounge sponsor
- ✚ Internet lounge sponsor
- ✚ Stage Show sponsorship
- ✚ On stage product or services sponsorship
- ✚ Dungeon stage sponsorship
- ✚ Special Feature (Demonstration arts)area sponsorship
- ✚ Show price (Trips, hot tubs, etc.) sponsorship

** Any combination of cash, product, media space, must have a reasonable cash value of no less then \$3000 to be considered a sponsor. This does not include booth space.*

For more information, please contact us using one of the methods below:

E-Mail: sales@everythingtodowithsex.com

Phone: 905-738-8884 **Toll Free:** 1-866-929-SEXY (7399)

