



The Show

The Everything to do with Sex Show is a well known brand with over years of running North America's largest consumer sex show. Last year in Toronto we had over 50,000 attendees all having a great time. We like to think that if we do it right our show is far more a party than a trade show.

Western Fair's Progress building will be hosting this year's event. With a plethora of free parking, great on site staff, and a top of notch facility we here at SX Marketing are convinced we've made the right choice.

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 perfect environment for you company to reach the end consumer.

Benefits

- ✚ The EVERYTHING TO DO WITH SEX SHOW first year in London, Ontario is expected to draw the attention of local and regional media, take advantage by generating invaluable PR in the Southern Ontario area.
- ✚ 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 Feature, Dungeon Stage, and "Demonstration Arts' area 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 in one of North America's best test markets.
- ✚ London, Ontario's unique demographic make it very appealing to create brand awareness to many of your companies target markets

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: October 3rd – 5th, 2008

Location: Western Fair, Progress Building

Show Hours:

Friday, Oct. 3, 5:00pm – Midnight

Saturday, Oct. 4, 11:00am – Midnight

Sunday, Oct. 5, 11:00am – 6pm

Move in: Friday, Oct. 3rd, 8 AM - 3 PM

Move out: Sunday, Oct. 5th, 6 PM - Midnight

Show Services: Décor Experts Expo

(www.decorexpertsexpo.com)

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

\$100 Corner Booth Premium

\$150 Peninsula Premium

\$250 Island Premium

ALL CARPETING, 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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Mikey Singer

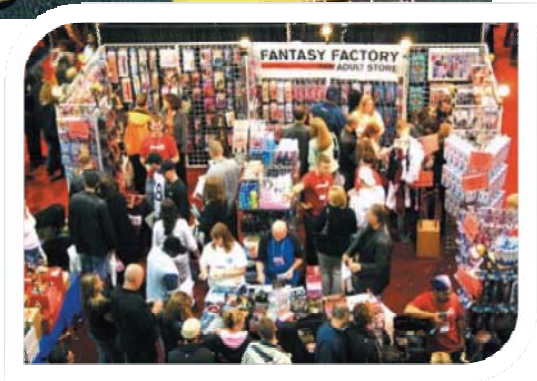
mikey@everythingtodowithsex.com



The Exhibitors

The 2007 Everything to do with Sex Show was for us the best yet and a Top ranked show over a year full of shows across Canada. It was professional, fun, and jam packed with happy eager buyers. We were more than accommodated and everyone on the staff worked extra hard to ensure it was a triumphant success for not just themselves, but for all the vendors involved. It's great to see the show grow and stay current with the new trends. You never feel like you are coming to the same ole show... The show has a vitality and excitement feeling from beginning to end.

It was fresh this year, especially with the return of the B2B which brought tons of contacts, excited store owners and employees. It made the show that much more cohesive and vibrant. I continue to get contacts and referrals from the show, 2 months later and it will be a yearly event for our company, regardless of any other shows available. When you find the one that works, you stick with it!



Lesley

Lovestyle adult toys

I wanted to take a minute to send off some gratitude where it is needed. On behalf of Club Intrawest, I would truly like to thank you and your amazing team for another successful show. Again you have proven to bring numbers and results and I have found over the past 3 years of participating at this show, that it's not just the same people each and every year that come out. Your diverse marketing consistently drives in the numbers and ultimately shows up in our results. As you know we are a Vacation Club, and quite often we get asked from guest and our members at the show, "Why are you here?" The answer to that question in 3 words would be simply Your Marketing Campaign. The show isn't just about sex, but about romance, relationships, well being, and having fun. People are generally becoming more comfortable with themselves and with the sexuality industry becoming more mainstream and less intimidating, the numbers of the show will only grow and more demographic diversity will ultimately be seen at the show. However, the only downside to the Everything to Do with Sex Show is that it only comes once a year! No pun intended!

Dustin Starchuk

Club Intrawest



To all of the staff at the Everything To Do With Sex Show. Thank You! Specifically Mikey and Alan! You made all of the staff at PROUD FM feel welcome and you gave us the perfect venue to raise awareness about our new station! PROUD FM is the world's first commercial radio station ever licensed to the Gay market and we were thrilled to be part of such a successful, well-attended show! We were equally excited to see the participation of so many same-sex couples! It is great that the show has grown both in size and in its diversity. We will be back next year and hopefully for years to come. I would recommend this show to anyone looking to showcase products that relate to sex, sexuality and leisure activities.

John Kenyon

Sales Manager

The Pride of Toronto

103.9 PROUD FM



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



The Audience

Demographic analysis of our 2007 Toronto show attendees

- + 52% of the show attendees in 2007 were women
- + 65% of attendees were either couples or married
- + 68% 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
- + 76% of attendees came by car

What the Toronto audience had to say...

- + "This year's show was amazing with so much to see and do, my wife and I were truly intrigued with what we saw in the Dungeon and I think I may even let her spank me"
- + "From the lube to the toys it's everything a woman like me needs for a wild night on the town. I can't wait to get home and try everything out."
- + "I loved the stage shows this year I just can't seem to get enough of the contest and performances. Hands down the most exciting consumer show I've ever been too."
- + "Oh my god did you see the people with their clothes sprayed on, I can't remember the last time my girlfriend and I had such a fun night out."
- + "I have never been more excited to get home from shopping before, I'm not saying what is in my bags but I will say that my husband may find himself lonely for a bit."
- + "When I came to the show with my girlfriend this year we had no idea what to expect. What we found was one of the most entertaining and informative 3 hours of any outing I've been on. We especially enjoyed the Rear Entry seminar the lady doing it was both very informative and funny, I think we may just try something new out later on."





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 check 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.*

The Everything To Do With Sex Show has special Media Sponsorship packages available upon request.

For more information,

Please contact sales:

E-Mail: sales@everythingtodowithsex.com

Phone: 905-738-8884

Toll Free: 1-866-929-SEXY (7399)

