



The Show

One of the best consumer sex & romance show in Canada is back for its 17th anniversary with a more exciting and sexier show than ever before! The Salon de l'Amour et de la Séduction running January 21-23, 2011 will be held for the 2nd year at the beautiful Place Bonaventure, Montreal, Quebec.

The Concept

The Salon de l'Amour et de la Séduction continues to spearhead a new openness and appreciation for romance, sensuality and self improvement. Provocative and edgy, but tame and appealing enough to draw a huge upscale middle class market. The show presents sex, and everything to do with it, in a fun, relaxed and non-threatening environment which appeals to couples and singles.

Benefits

The Salon de l'Amour et de la Séduction is one of the most attended consumer shows in Canada and is the most successful of its kind in North America attracting an average of 30,000 people each year!

- ✚ This is a retail show, attendees come to our show eager and ready to shop.
- ✚ Fabulous feature attractions such as the Main stage, Seminar series and the "Dungeon" that provide great added-value to the admission price.
- ✚ Outstanding multi-media and PR campaign.
- ✚ Provides a great forum for you to launch new products.
- ✚ Provides a great opportunity to build your brand image and recognition.
- ✚ Consumers in our relaxed fun environment are far easier to engage than in many other shows and retail centers.
- ✚ Consumers attend from the Greater Montreal Area, surrounding areas and further.

Show Objectives

- Create a positive environment to showcase the industry to a mass, mainstream audience.
- Enhance the image of the industry and ultimately expand market size.
- Provide an inclusive, provocative, exciting, entertaining and educational experience for attendees.
- Host a forum to display emerging trends and new product services.

Show Information

Date: January 21-23, 2011

Location:

Place Bonaventure

Montréal, Québec, Canada

Show Hours:

Friday, Jan. 21, 5:00 PM – Midnight

Saturday, Jan. 22, 11:00 AM – Midnight

Sunday, Jan. 23, 11:00 AM – 6:00 PM

Move in:

Friday, Jan. 21, 7:00 AM – 3:00 PM

Move out:

From Sunday, Jan. 23, 6:00 PM – Midnight

Exhibitor Booth: We have Frozen our Price Levels from 2010

\$17.00/square ft. - minimum 100 sq.ft

\$150 Corner Booth Premium

\$300 Peninsula Premium

\$450 Island Premium - minimum of 400 sq.ft

Contact:

For more information or to purchase space, ads, or Sponsorships, please contact our sales department at:

Tel: 416-738-8884 or Toll Free: 1-866-929-7399

PLEASE NOTE: BOOTH COST INCLUDES 8' DRAPED BACK WALLS AND 3' SIDE- WALLS. ANY CUSTOM BOOTHS MUST BE APPROVED BY MANAGEMENT. BOOTH COST DOES NOT INCLUDE HYDRO, FURNISHINGS, TELEPHONE, INTERNET OR CARPETING. IMPROVEMENTS ARE THE RESPONSIBILITY OF THE EXHIBITOR

Show Services: GES (www.gesexpo.ca)



The Exhibitors

At our event we have exhibitors from many different industries, all coming for one reason. Our show provides a fantastic environment to both sell and connect to their end consumer.



"The SX Marketing folks put on well organized shows and the Montreal Salon de l'Amour was no exception. As a vendor I always feel well taken care of and the staff are attentive to my business needs. The attendees were responsive and respectful and eager to learn about sex. It is always a pleasure!"

Carlyle Jansen
Good For Her

"We have been an exhibitor with the Everything To Do With Sex Show/ Salon de l'Amour et de la Séduction show for a few years now and it has proven to be a

huge asset to our company to have the opportunity to educate the general public about our product lines. It also provides us an opportunity to meet with existing and new businesses as well.

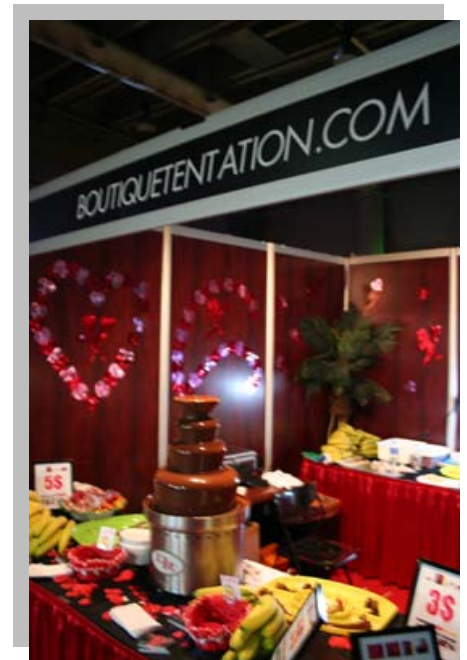
The staff from the Everything To DoWith Sex Show have been great to work with and have been supportive in any way possible! They put on not only a sexy show, but it is done with flare and taste. "

Laurel De Vette
D'n'A Distributions

"The show of love and seduction has always enjoyed a vast success all over Montreal. Valentine's Day is indivisible from the show. It gives couples as well as singles varied shops rich in sexual and erotic goods, in addition of an attractive and sensual shows, rich in emotion, all in a romantic mood.

BoutiqueTentation.com is proud to be exhibitor at the show of love and seduction for already 6 years."

Ziad Nakhoul
Boutique Tentation





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 2010 show attendees

- ✚ 55% of the show attendees in 2010 were women
- ✚ 80% of attendees were either couples or married
- ✚ 78% of attendees had a household income of \$70,000 per year and above
- ✚ 65% of the attendees were between the ages of 19-35
- ✚ 33% of the attendees were between the ages of 36-45



Sponsorship

A powerful opportunity to get your company connected to your target market through intense branding and show involvement. Highlight your company and establish industry awareness.

The Salon de l'Amour et de la Séduction realizes that not all companies or organizations will benefit, or see benefits from the same things. Therefore, no one type of sponsorships or categories within sponsorships will have the benefits you require. To that end, we supply a list of opportunities that you can choose to best suit your needs.

Please check the items which best fit your requirements, and we can work together to create the best for your organization.

- ✚ 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
- ✚ Show bag inserts
- ✚ E-Ticket sponsorship
- ✚ Logo on show bag
- ✚ Hanging banner in a prominent area
- ✚ Pre party sponsor
- ✚ Exhibitor lounge sponsor
- ✚ Seminar room Sponsor
- ✚ Internet lounge sponsor
- ✚ Stage Show sponsorship
- ✚ Aisle sign sponsorship
- ✚ On stage product or services sponsorship
- ✚ Dungeon stage sponsorship
- ✚ Special Feature (Demos, etc.) area sponsorship
- ✚ Newsletter sponsorship
- ✚ Giveaway Promotion opportunities
- ✚ Attendee lounge sponsor
- ✚ Rotating advertising on jumbo screens between main stage performances

- *Above items subject to availability. First come, first serve.*
- *Any combination of cash, product, media space, must have a reasonable cash value of no less than \$5000 to be considered a sponsor. This does not include booth space.*



For more information,

Please contact sales:

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