

The London Free Press



ROMANCE: It's geared to enhance the personal lives of couples and singles

Sex focus of London trade show

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OCT. 3-5: A national sex show is coming to London.

The Everything To Do With Sex Show, which bills itself as "Canada's Best Adult Consumer and Trade Show," will be held at the Western Fairgrounds in October -- the first time it's been staged outside Toronto.

"We think people in London are under-served in the romance market and we want to show people what is new out there," said Mikey Singer, manager of show organizer SX Marketing in Toronto.

But those expecting a lineup of porn stars and sex acts will be disappointed, he says.

This is a show geared to enhancing the personal lives of couples and singles, featuring products, seminars on better sex and the entertainment will be more Cirque du Soleil than Debbie Does Dallas.

"We don't cater to the adult entertainment industry. Our key demographic are people who have been married 20 years and have three kids," Singer said.

"It's not a porn convention. We try to promote better quality in the bedroom."

Kelly Garland, owner of Libido, the erotic store on Talbot Street, will have a display at the show and is also a guest speaker. She believes the stereotype of London as a conservative town is exaggerated, saying residents are ready for this kind of event.

"People in London are interested in advancing their sexuality and learning things. This will open up some exploration for people. It will push some boundaries. I think this is progressive for the city's image," said Garland.

Mayor Ann Marie DeCicco-Best was unaware the fair had booked the show, but trusts management took steps to ensure it is tasteful.

"It will not be everyone's event, but we do not tell the fair what they can do. We expect they have done their homework and will make sure nothing inappropriate or illegal takes place," she said.

Certainly not illegal, but there will be eroticism on display, including body spray artists, tattooing, piercings, a performance by London firefighters and a "dungeon" where those

interested in bondage, domination and sado-masochism can indulge their fetish. It will also feature stars from the adult television show Web Dreams.

SX Marketing approached Western Fair with the idea and the fair couldn't find a reason to refuse, said Hugh Mitchell, chief operating officer at the fair.

"We did our due diligence and reference checks and they run a very professional and serious show in Toronto," he said. "It is a mature show and frankly we do not see our place to judge them. They have a strong following. It is a sign of the times."

The show will also be held in Toronto at the end of October and in Halifax in January.

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IF YOU GO

What: The Everything To Do With Sex Show

Where: Western Fairgrounds, Progress Building

When: Oct. 3-5

On the Web: london.everythingtodowithsex.com (see link)

Admittance: Restricted to adults 19 years of age and older.

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