



The Show

Canada's best consumer sex & romance show is back for its 18th year in Montreal, our 3rd at Place Bonaventure. With **new** entertainment and stage shows, seminars, feature areas, and the addition of **40,000** square feet; this promises to be the largest and best show Montreal has seen! The Salon de L'Amour et de la Seduction will be running January 20 to 22, 2012 at Place Bonaventure, Montreal, Quebec.

The Concept

The Salon de L'Amour et de la Seduction is leading the way to a new openness and appreciation for romance, sensuality, and self-improvement. Provocative and edgy, yet tame and appealing, the show draws a huge upscale middle-class market. The show presents sex, and everything to do with it, in a relaxing and non-threatening, non-offensive environment that appeals to both couples and singles alike. It is the perfect environment for your company to interact directly with your purchaser and end-user.

Benefits

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

- ✚ Fabulous feature attractions such as the entertainment on the main stage, informative seminars, the dungeon, and feature areas provide great added value to the admission price.
- ✚ Outstanding multi-media and PR campaign leading up to and following the show.
- ✚ Provides a great forum 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 interact with than in other settings.
- ✚ Consumers attend from the Greater Montreal Area, surrounding areas, and further.

Show Objectives

- ✚ Create a positive environment to highlight products and services that appeal to our audience.
- ✚ Enhance the image of our industry and ultimately further expand market size.
- ✚ Provide an inclusive, provocative, exciting, entertaining, lasting, and educational experience for attendees.
- ✚ Host a forum to display emerging trends for new products and services.

Show Information

Date: January 20-22, 2012

Location: Place Bonaventure

Montréal, Québec, Canada

Show Hours:

Friday, Jan. 20, 5:00 PM – Midnight

Saturday, Jan. 21, 11:00 AM – Midnight

Sunday, Jan. 22, 11:00 AM – 6:00 PM

Move in:

Friday, Jan. 20, 7:00 AM – 3:00 PM

Move out:

From Sunday, Jan. 22, 6:00 PM – Midnight

www.amouretseduction.com

Exhibitor Booth: We have Frozen our Price Levels from 08

\$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 customers.



"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 Seduction 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

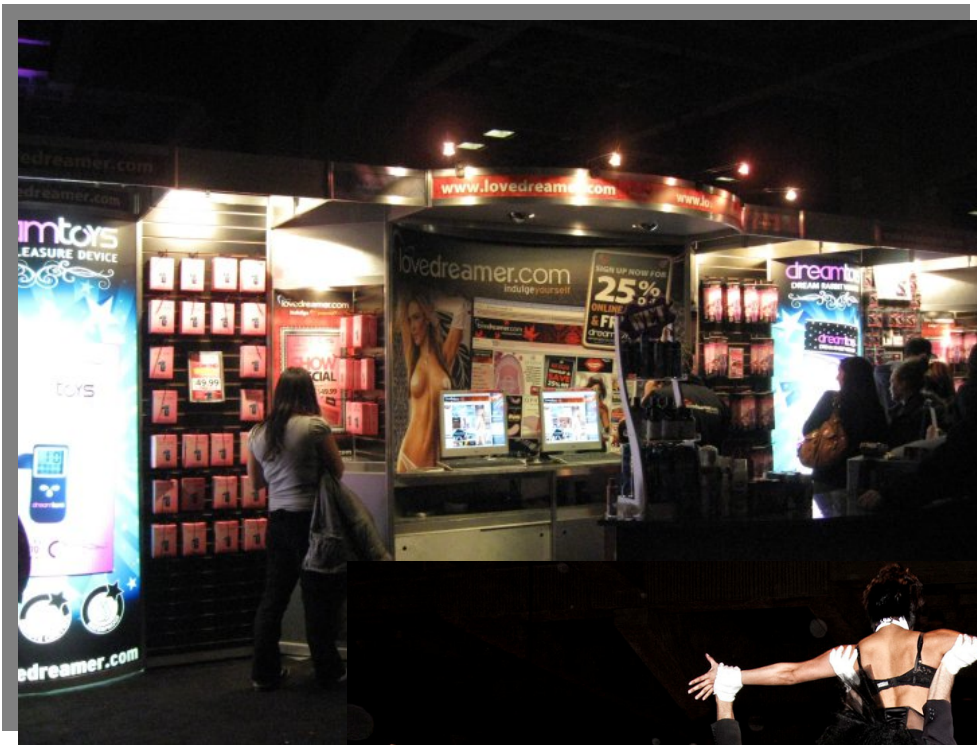
Adult Novelties
Art
Bedding
Beer
Body Art
Books
Cable
Pay-Per View
Electronics

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

The Salon de l'Amour et de la Seduction realizes that not all companies or organizations are the same, and as such would like to cater what we offer in a sponsorship package to depend on your needs and goals. We would be happy to work with you to develop a custom proposal to that end. We view sponsorship as a powerful opportunity to connect your company to your target market through show involvement and co-branding.

Our most frequently asked for forms of sponsorship are listed below for reference. Please check the items which best fit your requirements, and we can work together to create the best for both of us.*

- ✚ Logo 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
- ✚ Feature (body painting/casting) area sponsorship
- ✚ Newsletter sponsorship
- ✚ Giveaway Promotion opportunities
- ✚ Attendee lounge sponsor
- ✚ Rotating advertising on jumbo screens between main stage performances

- *Above items subject to availability on a first come, first serve basis.*
- *Any combination of cash, product, media space, must have a cash value of no less than \$5,000 to be considered a sponsor. This does not include booth space.*

SALON
de
AMOUR
et de la
SÉDUCTION



20 au 22 janvier 2012
Place Bonaventure



For more information, please contact us:

Mikey Singer (English)

Show Manager

Phone: 905-738-8884

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

mikey@everythingtodowithsex.com

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Sales Associate

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Jodi Kornbloom (English)

Sales Associate

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