



6th
**INTERNATIONAL
EROTIC FAIR**



THE INTERNATIONAL EROTIC FAIR EROFEST HAS **CHANGED** ITS CONCEPT

INTRODUCTION

While various beauties in the Miss Erotica contest or autograph session with actresses will be probably the most popular with men, women can look forward to sexy underwear, hand some gentlemen or tantric oa-sis.

Headed by new organizers, the fair has come up with a completely new concept and opened literally to everyone seeking ways to spice up their sexlife or yearning to learn some thing new.



2015

The event took place in the luxurious Diplomat hotel in Dejvice. More than 7,000 visitors came to see more than 50 exhibiting companies. The number of visitors surpassed all expectations and 2015s exhibitors have been cooperating with us until today.

2016

In the second year, the fair moved to bigger and the most prestigious premises at PVE EXPO - Letňany. More than 70 exhibiting companies took part in the fair. A large stage with a 6 meters led screen and two VIP zones were added. In two days, the number of visitors exceeded 10,000 people.

2017

In the third year, the fair advanced to the world level. The event was again held at the most prestigious exhibition centre in Prague at the PVA EXPO. Over 80 exhibitors exhibited at the event. The event was equipped with a much larger stage, a new queer zone was introduced and we extended the area of the event with another floor, with special zones and a place where afterparty took place. There were 14,242 visitors at the event. The whole production of the event was extended to Slovakia and so the erotic fair was held in the Slovak Republic for the first time in history.

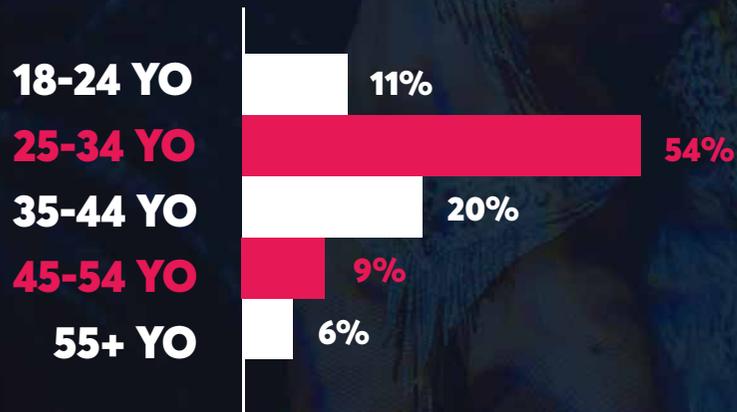
2018

The fourth year of this event took place at the PVA Expo Prague, where it was extended to include another exhibition hall. The number of exhibitors exceeded 130. There were 17,221 visitors. The whole stage was set to take people's breath away. The 4th year was not only about the exhibition, but its busy program took was took all day long. Great enthusiasm, satisfied exhibitors, and another successful year behind us.

2019

In the fifth year, the event in Prague was visited by more than 21,556 visitors. There were over 150 exhibitors from all around the world presented on 8,000 m2. The main stage was extended and presented the best interpreters in the world. A 60 m2 large LED TV screen was suspended below the ceiling and a pompous show on a 2m high stage set the bar for all fairs in the world. The 2nd annual Czech Erotic Awards took place in the congress hall and the actors met here. Attended by producers and sellers of erotic services from around the world. Both the gala evening and the fair were successful and we were very happy with the outcome of this 5th year of the event. Yes, we are the largest erotic fair in Czech Republic.

STATS



VISITOR GOALS:



 **21 556**
visitors

 **3-4 HOURS**
visitors spend time at event

 **25%**
increase visitors every year

 **42% female visitors**
58% male visitors

EXHIBITION AREA AND STANDS

B2C & B2B

Exhibition area (from 50€/m2)

Exhibition area lease – basic option – you can build your own display / stand on the leased area

Stands

Variety of stands available. We can build an exhibition stand for you, depending on your needs and the area leased.

12 m2 ROW STAND - 2 250€

installation as shown in the drawing
Octanorm system in white, height = 2,500 mm
5 different wall colours
1 counter, barstool and 2 seats
1 sqm. lockable booth, white door
3 slatwalls incl. 40 hooks if needed
230 V power supply

Graphics work as shown in drawing: 115,- €*

48 m2 CORNER STAND - 10 950€

installation as shown in the drawing
Octanorm system in white, duogirder anodized in silver, height = 3,500 mm
5 different wall colours
6 information counters, barstool and seat group
2.5 m long counter
6 sqm. lockable conference room, white door
3 sqm. lockable storage room, white door
9 slatwalls incl. 40 hooks if needed
230 V power supply

Graphics work as shown in drawing: 532,- €*

6-9 m2 STANDARD STANDS

Business name on the top panel of the stand
carpet tiles in red, blue or black,
spotlight

3 x 2 m stand 305€, 3 x 3 m stand 427€

20 m2 ROW STAND - 3 450€

installation as shown in the drawing
Octanorm system in white, height = 2,500 mm
5 different wall colours
1 counter, barstool and 2 seats
2 sqm. lockable booth, white door
4 slatwalls incl. 40 hooks if needed
230 V power supply

Graphics work as shown in drawing: 115,- €*

100 m2 ISLAND STAND - 26 950€

installation as shown in the drawing
Octanorm system in white, duogirder anodized in silver, height = 3,500 mm
5 different wall colours
7 sqm. lockable conference room, white door
7 sqm. lockable storage room, white door
3.5 m long counter, barstool and seat groups
4 slatwalls incl. 60 hooks if needed
230 V power supply

Graphics work as shown in drawing: 1672,- €*

STANDARD

6-9m²



12m²



20m²

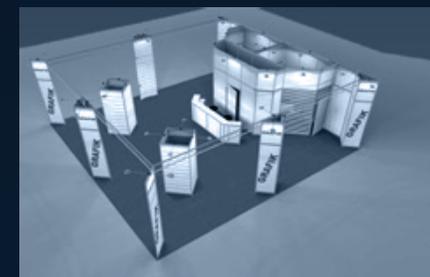


PREMIUM

48m²



100m²



PARTNERSHIP

STANDARD - MAIN - GENERAL

B2C & B2B

PRESENT YOUR PRODUCT HERE

	STANDARD 769€	MAIN 3 846€	GENERAL 10000€
- Fliers A6 –10 000 pcs	YES	YES	YES
- Fliers A5 –5 000 pcs	YES	YES	YES
- Posters A2 –3000 pcs	YES	YES	YES
- Logo on all pages of Trade Fair's website	YES	YES	YES
- Sharing on social networks (Facebook, Twitter)	YES	YES	YES
- 10x day-ticket for visitors	YES	YES	YES
- 2x VIP day-ticket for visitors	YES	YES	YES
- Repeated mention of brand by moderators at the event	-	YES	YES
- Promotion at the official after-party	-	YES	YES
- Logo on billboards	-	YES	YES
- 9 m2 of exposition area for expositions	-	YES	YES
- 10 m2 of exposition area for roll-ups/canvases at event	-	YES	YES
- Half page presentation in promotional brochure	-	YES	YES
- Logo on main press photo wall	-	YES	YES
- 30x day-ticket for visitors	-	-	YES
- 6x VIP day-ticket for visitors	-	-	YES
- Partner logo will be always visible right next to the fair logo on all advertisement	-	-	YES
- 27 m2 of exposition area for expositions	-	-	YES
- 30 m2 of exposition area for roll-ups/canvases at event	-	-	YES
- Logo on the homepage welcome page as a general sponsor, large image	-	-	YES
- 4 flags for the flagpoles in front of main entrance	-	-	YES
- Logo inclusion on the main stage	-	-	YES
- Video on 10x LCD panel with program or map	-	-	YES
- 100x day-ticket for visitors	-	-	YES
- 10x VIP day-ticket for visitors	-	-	YES



BRANDING PART OF FAIR

- Includes renaming the entire section by client and branding on place.
- VIP section (next to the stage)
- Special zones and afterparties

VIP SECTION

- Name of VIP partner zone (Company VIP zone)
- Logos on tickets
- Logos on visitors' identification wristbands
- Logos on the wall (next to the stage, people capturing the logo and VIP logo when shooting the stage)
- Special partner table (best view of the stage)
- Logo on the main pages of the fair at the VIP section

1 923€

SPECIAL ZONES

- Areas named after the partner
- Logos on tickets
- Free zone tickets
- Advertising in the zone (roll-ups, balloons, TV)
- Possibility to present the product to visitors (300 people, about 5 minutes)

770€

AFTERPARTY

- Afterparty name after partner
- Logos on tickets
- Logos at various places of the event (LED TV, roll-up, menu, ...)
- Special VIP table
- Logo on the main pages of the fair at the Afterparty section

1 923€



EROTIC AWARDS

Be seen at the prestigious awards ceremony. All important actors, actresses and productions meet regularly at the gala evening, as well as prizes for the best erotic toys, apps and websites. Show who is the best in the erotic industry in Central Europe!

GENERAL AWARD PARTNER

(exclusivity for one partner)

- Priority logo integration on the photo wall
- Priority logo in the tickets
- Exclusive logo on the visitors' identification wristbands
- Priority logo in the evening programme
- 2x table for 10 people including catering
- The presenter will thank the partner 2 times during the evening
- Logo on the red carpet at the entrance to the event
- Logo on balloons - decoration at the entrance, on the tables
- 3x roll-ups at the event
- 2x logo on the T-shirts worn by the hostesses serving welcome drinks
- Presentation of the company to all visitors (about 5 minutes)
- Company presentation at the erotic ball on 2nd October 2020 (table for 10 people, logos at the event, ...)

8 000€

CLASIC AWARD PARTNER

- Logo integration on the photo wall
- Logo in the tickets
- Logo in the evening programme
- 1x table for 10 people including catering
- The presenter will thank the partner 2 times during the evening
- 2x roll-ups at the event
- Presentation of the company to all visitors (about 5 minutes)
- Company presentation at the erotic ball on 2nd October 2020 (table for 10 people, logos at the event, ..)

3 000€

VIP TABLE

(suitable for production or companies active in the industry)

- 1x VIP table
- 8x ticket
- Catering (refreshment, soft and alcoholic drinks)

1 000€



**EROTIC
AWARDS**

B2B



Manufacturers / distributors and dealers in one central European location.

Present yourself in front of all sellers from the Czech Republic, SK, and other neighbouring countries. The advantage of the fair is also the presentation to the public. You can connect with retailers of stores and e-shops, promote yourself at a public event, and sell immediately!

Why to be at the international fair in Prague?

- Good accessibility - Prague is the heart of Europe
- The best exhibition centre in the Czech Republic - PVA Expo Praha
- B2C promotion opportunities - over 20,000 visitors
- We will invite Buyers from the Czech Republic and neighbouring countries
- Possible promotion on the stage in the B2B zone
- Separate B2B zone for meetings
- Afterparty for B2B

We can also provide

- Accommodation for you
- We will build a stand for your company / product presentation
- We provide B2B arena including service and catering
- We will send all Buyers an email to let them know about you
- We will arrange meetings with buyers

BRANDING INDIVIDUAL SPONSORSHIP



Hanging banner 4m, 2 sides 730€



Hanging banner - square (4m / side), 4 sides 1460€



9.2 x 1.7m advertising space in front of the main entrance 2000€



4.3 x 1m advertising space above the entrance door 700€



Inflatable gate 500€



2.8 x 1.6m large screen inside the entrance hall - exclusivity 500€



Promotion on the LED television in the hall **308€**



9 x 5m mobile LED wall in front of the entrance **4000€**



Presentation on a city billboard 5.1 x 2.4m **2000€**



Advert on the back of the visitor tickets **2000€**

Triboard **2000€**

Billboard **1000€**

5X CLV LCD panels **1000€**

Advertisement in promotional brochure - one page	-----	308€
2m ² banner/rollup in the main passageway	-----	116€
PR article/news at the fair webpage	-----	39€
Entry for hostess/promoter for the promotion at the event	-----	156€



MEDIA

The leading Czech and foreign media, including TV and magazines, inform about Erofest and cover the event.

TELEVISION

The logo for NOVA television, featuring the word "NOVA" in blue lowercase letters with a stylized globe icon for the letter "O".The logo for Prima COOL, with "Prima" in green and "COOL" in large green block letters.The logo for Star tv barrandov, featuring a pink star and the text "tv barrandov" in black.The logo for LEO TV, with "LEO" in large orange and red letters and "TV" in yellow.

ONLINE

The logo for BLESK, with the word "BLESK" in white bold letters on a red rectangular background.The logo for Novinky.cz, with "Novinky" in black and ".cz" in red.The logo for eXtra.cz, with "eXtra" in black and yellow and ".cz" in yellow.The logo for deník, with the word "deník" in white bold letters on a blue rectangular background.

MAGAZINE

The logo for Lascivní.cz, featuring a red heart icon and the text "Lascivní.cz" in black.The logo for MAXIM, with the word "MAXIM" in red uppercase letters.The logo for čti doma.cz, with "čti" in black, a red house icon, and "doma.cz" in black.The logo for Eromag.cz, with the word "Eromag.cz" in red cursive script.The logo for Sexiček, with the word "Sexiček" in purple cursive script and small red hearts.

**WE HAVE BEEN INVOLVED
IN ORGANISING **EVENTS** FOR
MORE THAN **8 YEARS.****



— **OUR TEAM**

EROFEST MEANT A CHALLENGE FOR US TO ORGANIZE
SOME THING NEW.

WE RESPECT EACH COMPANY AND EACH PARTNER
PARTICIPATING IN THE EVENT. AT THE SAME TIME
WE TAKE PART IN BUILDING A SUCCESSFUL FAIR.

WE ARE CAREFULLY LISTENING TO ALL VISITORS WISHES
AND DOING THE BEST TO SURPASS THEIR EXPECTATIONS.

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