



8th
INTERNATIONAL
EROTIC FAIR



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

INTRODUCTION

Beautiful women and men, hot porn actresses, spectacular shows, inspiring lectures, accompanying programs on the Shibari stage and exhibitors from all over Europe. This is the Erotic Fair Erofest, which will open the doors of PVA EXPO in Prague for the eighth time.

The fair comes with a completely new concept and has opened up to literally everyone who is looking for ways to spice up their sex life, experience unusual experiences or want to learn something new.

HISTORY

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 expectation and 2015s exhibitors have been cooperating with us until today.

2016

2017

2018

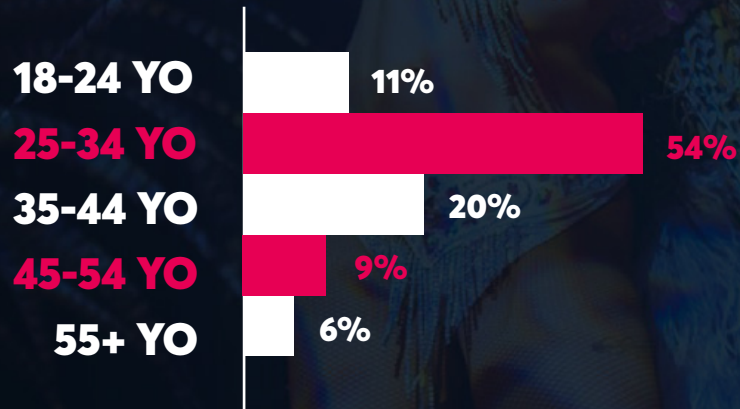
2019

2022

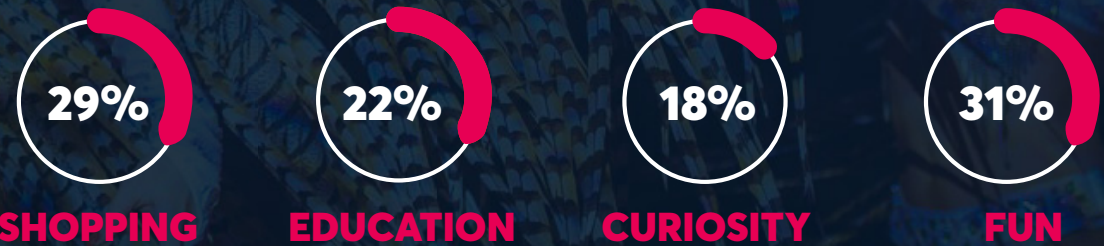
2023

In 2023 the event in Prague was visited by more than 17,000 visitors. There were over 120 exhibitors from all around the world presented on 10,000 m². The main stage was expanded and presented the best performers in the world. A 60 m² LED TV screen with special effects was suspended from the ceiling, and the pompous show on the 2 m high stage set the bar for all fairs in the world. For demanding guests, there were also two large VIP zones with the best view of the main stage, their own bar and the service of beautiful hostesses. The Czech Erotic Awards ceremony for everyone from the erotic industry was part of it. It is attended by actors, actresses, productions, producers and sellers of erotic services from all over the world. The gala evening and the fair were successful and we were very satisfied with the result of this 7th year. Yes, we are the largest erotic fair in the Czech Republic.

STATS



VISITOR GOALS:



 **17 567**
visitors

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

 **25%**
increase visitors every year

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

Manufacturers / distributors and dealers in one central European location.

1. B2B Free entry (free of charge)

This option is perfect for those who wish to freely explore the show floor. Engage in booths, companies, and guided explorations. You can even enhance your experience by scheduling meetings to visit various vendor booths.

Contains:

- Free entry to the Erofest show
- B2B badge

2. Silver B2B Badge: (1000€)

Elevate your involvement with the Silver Badge, which includes pre-scheduled one-on-one meetings with a minimum of 15 vendors directly on the show floor or in B2B section on March 8th and 9th. This comprehensive package granting you the opportunity to participate in explorations and visiting the expo and awards show. You'll also have the added advantage of scheduling meetings to visit more vendors at your convenience.

Contains:

- Free entry to the Erofest show
- Silver B2B badge
- Scheduled meetings

3. VIP Badge: (3000€)

For those seeking a truly immersive experience, the VIP Badge offers unparalleled involvement. Enjoy pre-arranged one-on-one meetings with both booth. This comprehensive package includes a 2-night stay from March 8th to 10th in 4 star hotel and full dining experiences. Granting you the opportunity to participate in explorations and visiting the expo and awards show. You'll also have the added advantage of scheduling meetings to visit more vendors at your convenience. As a VIP Badge holder, you'll also have a VIP seat at the Erofest Awards. Your company's logo will be featured in the fair's sponsors.

Contains:

- Free entry to the Erofest show
- - VIP B2B badge
- - Scheduled meetings
- - 2 nights in 4* hotel
- - Full board (food and drinks)
- - Company logo in Erofest sponsors area



B2B

EXHIBITION AREA AND STANDS

Exhibition area (from 27€/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 340€, 3 x 3 m stand 476€

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,- €*

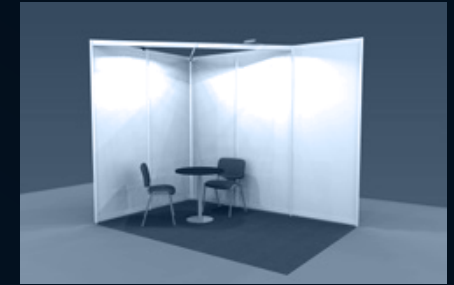
100 m² ISLAND STAND - 26 950€

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

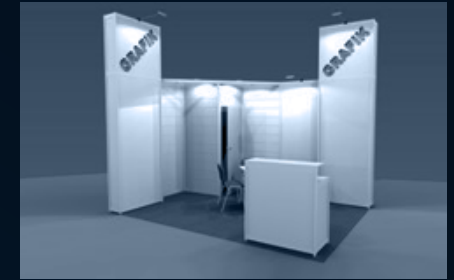
Graphics work as shown in drawing: 1672,- €*

STANDARD

6-9m²



12m²



20m²

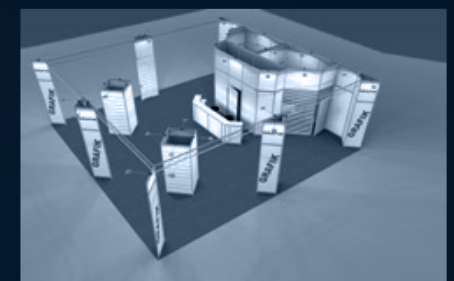


PREMIUM

48m²



100m²



PARTNERSHIP

STANDART - MAIN - GENERAL

PRESENT YOUR PRODUCT HERE

	STANDARD 769€	MAIN 3 846€	GENERAL 10000€
- Flyers A6 –10 000 pcs	YES	YES	YES
- Flyers 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, Instagram)	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 V.I.P. 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€

MEDIA

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

TELEVISION

nova

Prima COOL

☆tv
barrandov

LEO TV

ONLINE

BLESK

Novinky.cz

eXtra.cz

deník

MAGAZINE

Lascivní.cz

MAXIM

refresh

REFLEX

Sexiček
magazín

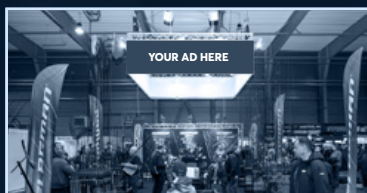
BRANDING INDIVIDUAL SPONSORSHIP



Hanging banner 4m, 2 sides 730€



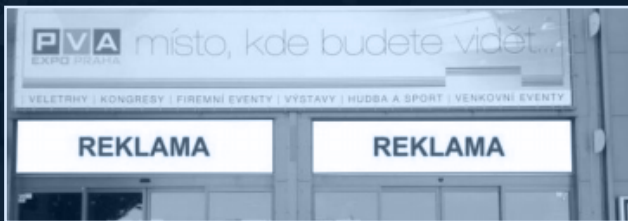
Hanging banner - square (4m / side), 4 sides 1460€



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€



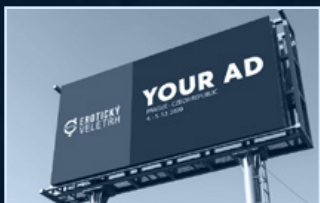
Promotion on the LED television in the hall 308€



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€



CZECH EROTIC AWARDS

Be seen at the prestigious CZECH EROTIC AWARDS ceremony. All important Czech and foreign actors, actresses and productions regularly meet at the gala evening. The best sex toys, apps and websites are also awarded. Show who is the best in the erotic industry!

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)

8 000€

CLASSIC 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)

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€



**CZECH
EROTIC
AWARDS**

Two sided advertisement in promotional brochure - A5	308€
2m ² banner/rollup in the main passageway	134€
PR article/news at the fair webpage	58€
Entry for hostess/promoter for the promotion at the event	192€



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



— **OUR TEAM**

EROFEST MEANT A CHALLENGE FOR US TO ORGANIZE SOMETHING 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.

EVENT MANAGERS



Ing. PETR AUTERSKÝ

+420 723 356 708
autersky@email.com



JAKUB ČÍŽEK

+420 721 000 080
info@erotickyveletrh.cz



MARTA HAMERNÍK

+420 732 669 339
hamernikmarta@gmail.com



Ing. JIŘÍ ZIKES

+420 724 807 100
zikes@erotickyveletrh.cz