



**Erotica LA
2009**



Erotica LA sponsorships offer your company the extra exposure necessary to increase brand awareness and capture the attention of tens of thousands of consumers. Erotica LA offers various sponsorship options to fit your marketing needs, from affordable to extravagant.

The **Ultimate** Sponsorship

Make a statement by showcasing your company in the biggest possible way. This premium sponsorship is available to only three sponsors and gives your company maximum exposure at Erotica LA. Erotica LA happens once a year, so take advantage of this exceptional opportunity today.

- Full page advertorial in the Official Show Guide.** Value \$3,000
- 10x20 exhibit space (or equal credit applied toward larger space).** Value \$2,370
- Logo on Erotica LA website home page.** Value \$4,500
- Logo on scrolling banner on the official Erotica LA website.** Value \$ 500
Displays your company's logo and a link to your company's website.
- Logo on print ads.** Value \$9,500
Your logo will appear on all print ads in the LA Weekly and other print publications (time permitting).
- Logo on targeted consumer email blasts.** Value \$2,500
Your logo will appear on select consumer email blasts (time permitting).
(Available only for premiere sponsorship opportunities; not available a la carte).
- Logo on select show site signage.** Value \$3,500

Value: \$25,870
Cost: \$17,900

The **Get Noticed** Sponsorship

This sponsorship is designed for exhibitors who want to "own" a strong presence at Erotica LA. With only four available, this sponsorship is one of the best ways to get consumers' attention both before and during the three days of the show.

- Full-page ad in the Official Show Guide.** Value \$ 800
- 10x20 exhibit space (or equal credit applied toward larger space).** Value \$2,370
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Value: \$20,170
Cost: \$12,900

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*Sponsorship
Opportunities
LA Convention
Center
June 12-14*



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Thousands of consumers attended Erotica 2008 – with record numbers of single women and couples, all wanting to shop and be entertained. They came to buy the latest sex toys, hottest fashions, most provocative DVDs, and hundreds of other sexy products. Plus, the press coverage was phenomenal including coverage by The Los Angeles Times, Fox 11 News, TV Guide News, KCAL News, KTLA News, 944 Magazine, and the list goes on.

Promote your *sexy products* to LA's most *extravagant consumers*

The **Extend Your Brand Sponsorship**

If your company wants extraordinary presence but your product is better displayed in a smaller booth, then this sponsorship is for you. Only five available.

- Full-page ad in the Official Show Guide. Value \$ 800
- 10x10 exhibit space (or equal credit applied toward larger space). Value \$1,185
- Logo on scrolling banner on the official Erotica LA website. Value \$ 500
Displays your company's logo and a link to your company's website.
- Logo on targeted consumer email blasts. Value \$2,500
Your logo will appear on all consumer email blasts (time permitting).

Value: \$4,985
Cost: \$4,500

The **In Print and Online Sponsorship**

The sponsorship gives your company additional presence in print and online. Take advantage of Erotica LA's Show Guide and website to help you reach your target audience. Only five available.

- 1/2 page ad in the Official Show Guide. Value \$ 600
- 10x10 exhibit space (or equal credit applied toward larger space). Value \$1,185
- Logo on scrolling banner on the official Erotica LA website. Value \$ 500
Displays your company's logo and a link to your company's website.

Value: \$2,285
Cost: \$1,985

WEBSITE ADVERTISING

Banner on **Erotica LA** Homepage

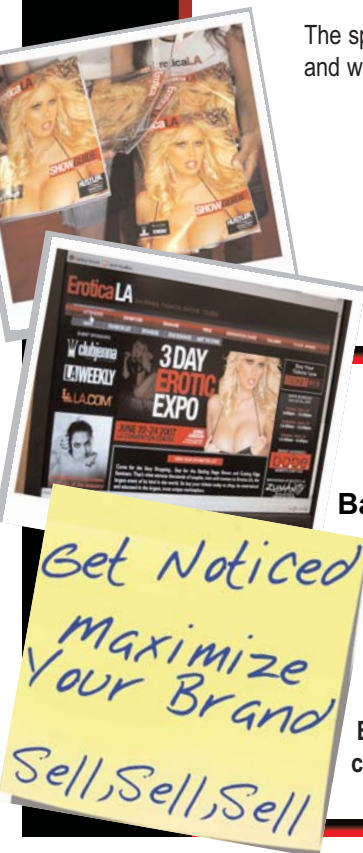
Logo on scrolling banner on the official Erotica LA website. Displays your company's logo and a link to your company's website.

Number Available: 25

Cost: \$500

Exhibitor Spotlight Preview: Banner/Photo on Preview page and 25 word description of product to be showcased at ELA. Also includes hyperlink.

Cost: \$500





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No matter what sponsorship level or advertising opportunities your company selects, Erotica LA will ensure maximum press coverage and exceptional exposure to your target audience. Just let us know in advance what naughty or nice products you'll be selling. We'll work hard to communicate your sales message to our loyal consumer base and our friends in the media.

*What's your hook? **Provocative? Alluring? Naughty? or just plain sexy?***

PRINT ADVERTISING

Official **Show Guide**

Distributed to thousands of consumers at the event, this guide lists our exhibitors, showcases advertisers and serves as a helpful reference to all that goes on at the show. Because of all the innovative products sold at Erotica LA, many attendees keep the Show Guide and use it as a resource throughout the year. Advertising rates and opportunities for exhibitors and non-exhibitors vary; please note the pricing variances listed below.

Advertisement Exhibitor Cost:

½ page color ads:	\$600
Full page color ads:	\$800
2 page spread:	\$1,500
Premium placement inside front cover:	\$1,500
Premium placement inside back cover:	\$1,500
Premium placement outside back cover:	\$1,500
Full page advertorial:	\$3,000

Advertisement Non-Exhibitor Cost:

Full color page:	\$1,500
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Exhibitor Enhanced Listing:

Logo and company name in bold	\$200
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Exhibitor Product Review:

Photo of product, company logo, booth # and product description	\$500
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STAGE SHOW ADVERTISING

Video Screens

Capture the attention of attendees as they gather for the entertainment on the Main Stage. Commercials and trailers run between stage shows and may be up to :90 seconds in length.

(SOLD OUT) Number Available: Inquire about waiting list

Product Giveaways

Sponsor a product giveaway between Erotica LA fashion and entertainment shows. Supply us with a desirable item to give away on the Main Stage. The MC will mention your company name and drive traffic to your booth.

Number Available: 10

Cost: \$500





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ON-SITE ADVERTISING

Reinforce your brand. Generate immediate sales. Capture the consumer eye.



Carry-all Official Show Bags

Reach thousands of consumers and nearly 300 exhibitors! Each consumer will receive a bag as they enter the show and will take it back home. This exclusive sponsorship also includes placement of your logo on the sponsor page of the Erotica LA official website and credits in the Official Erotica LA Show Guide. Please note that the sponsor is to provide show bags.

(SOLD OUT) Number Available: 1
Cost: \$6,500

Consumer Info Booth

Many consumers refer to the information booth. Be the sponsor that attendees see first as they walk into the show. Erotica LA Information Booth for Consumers (signage on the booth will display your company's logo).

Number Available: 1
Cost: \$5,000


Attention Grabbing Carpet Stickers

Consumers will constantly be reminded of your presence as your logo and message will repeatedly appear under their feet. Carpet stickers are highly visible and offer your company a cost effective way of grabbing the attention of each attendee.

Number Available: 3 separate areas
Cost: To be quoted



Sensual and X Zone Aisle Signs



Aisle sign sponsorship opportunity offers your company mass exposure and prominence on the show floor.

Number Available: 16
(sold separately or exclusive banners - price to be quoted based on size)

Cost: \$500 ea.

VIP Pens

Capture the immediate and ongoing attention of VIP Guests, Exhibitors and Press at the numerous registration counters during and after the show. Pens are souvenir items that travel from the show floor to the home and to the office. As an added value, the pressroom has been added to this exclusive sponsorship. Erotica LA continues to receive immense press exposure from LA Times to MSNBC to the Oxygen Network to ABC national news – this is an optimum opportunity to get your company recognized by the mainstream, as well as the adult media.

Number Available: Exclusive
Cost: \$3,500

Food Court Table Tents

Table tents on all food court tables directing attendees to your booth. Approximately 30 table tents will display your company's logo & message. Food Court Table Tents will be displayed in both the food court areas in the X Zone and the Sensual Zone, giving your company maximum visibility.


Number Available: Exclusive
Cost: \$900 - \$2,000

VIP Lanyards (Registration)

Capture the attention of VIP Guests, Exhibitors and Press. These lanyards must be presented upon entry of the show and must be displayed at all times during show hours. Your company's logo will appear as the exclusive Lanyard Sponsor.

(PENDING) Number Available: Exclusive
Cost: \$10,000 (Item is pending. Talk to account exec about wait list)

Photo Booth Sponsorship



Your company logo will be displayed on the instant photo that attendees will take home as a keepsake. Photos are FREE to consumers and booth will be located in a high traffic area, which guarantees lots of fun-filled attention for your company.

Number Available: Exclusive
Cost: To be quoted



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Discount Coupons

Get the attention of 100,000 consumers with a mini-ad on one side of the Erotica LA discount tickets. Tickets are distributed at major adult retail outlets including the Pleasure Chest, Babeland, Con Rev and Romantix stores, and via radio station street teams including KROQ & Power 106. Ticket size is at least 2 1/4" h x 5 3/4" w.

Number Available: Exclusive
Cost: \$5,000

Badge Insert (Exhibitor & Guest)

Gain additional exposure at the show by purchasing the exclusive badge insert opportunity. Your company ad will appear on an insert placed in the badge holder of each exhibitor and special guest badge holder. As attendees walk up to the booths of vendors, they can't help but notice your company. These mini-billboards are a unique and cost-effective way to capture attention.

(PENDING) Number Available: Exclusive
Cost: \$1,500

Premium Banners

Drive traffic to your booth by emphasizing your presence at the show - available throughout the show floor, including exhibit hall and stage show areas.

Number Available: Contact Show Management
Cost: \$1,200 - \$12,000

Hotline

The Erotica LA Hotline runs from Spring through the show. This toll-free hotline number is printed on all marketing collateral, and provides consumers with need-to-know information about the event. Your company name will be mentioned on the hotline outgoing message for eager consumers to hear. Plus your company url will be mentioned at the end of the message.

Number Available: Exclusive
Cost: \$3,500

Erotica Bucks

Reinforce your brand by attracting the immediate attention of every attendee that visits the show. Each attendee receives a \$5 chip known as the Erotica Bucks which can be used to purchase items at all participating vendor booths. The Erotica Bucks program was first introduced in 2007 and due to the program's immense success, we're bringing it back! Be the first to take advantage of this exclusive opportunity.

Number Available: Exclusive
Cost: \$8,500

Attendee Hand Stamps

Reinforce your brand by attracting the immediate attention of every attendee that visits the show. Hand stamps allow attendees to re-enter the show.

Number Available: Exclusive
Cost: \$900

Let our vast sponsorship and advertising opportunities assist you in meeting your optimum show objectives before, during and after the event.

Contact us at **818.718.5788** to discuss exciting opportunities to reach your target audience, or email us directly!

Steven Komarnitsky, Account Executive
steven.komarnitsky@erotica-la.com

