

Partner hotel
www.estrel.com

ESTREL Hotel / This hotel has 1,100 rooms and was built in an American style with various restaurants, bars, a beer garden etc.. Prices start at € 110.00. Free SHUTTLE to and from the fair ground.

NEW – NEW – NEW

We play your **video trailer** in our shuttle busses. Entertain and inform trade visitors in the shuttle bus about your products and your services – **four days non-stop running!**

NEW – NEW – NEW

*For the first time we are intending to provide a **Lingerie Area** which includes a catwalk and public seats for showing *dessous, bathing suits and other sexy bodywear*. Don't hesitate to request further information.*

IMPORTANT !

In addition we are planning an extension of the **VENUS-WEB-AREA**; A special area for online business. Don't forget to ask us about further information.

Music / Show

If you wish to play music or set up shows on your stand, these must be submitted and preventively authorized to the organizer. For more information please also see the here enclosed document.

Opening hours

Thu, 18.10. (Traders' day)	10.00 – 20.00 h
Fri, 19.10. & Sat, 20.10.	11.00 – 22.00 h
Sun, 21.10.	11.00 – 19.00 h

Prices

Restricted Area – trade only	€ 168.00 per sqm
Messe Business Area / VENUS WEB AREA	€ 128.00 per sqm
General Exhibition Area	€ 128.00 per sqm
Show Area / Palais*	€ 49.00 per sqm

*This offer is only valid for retailers

Set-up

Tue, 16.10.2007 from 8.00 h until Wed, 17.10.2007 – 22.00 h (continuously). Earlier set-up will be charged extra. **Important:** Please reserve at least 3 weeks beforehand! The earlier set-up invoice will be charged to the stand constructor.

NEW

Entry of exhibitor data in our database and the exhibitor database is obligatory, € 100.00 per entry

Catalogue deadline

10. August 2007 / Printed data to Basis Druck and also to Venus Berlin GmbH as JPG for the CD-ROM version.

Full offer

Shopping boxes in 5 different sizes, starting at € 770.00; Licence boxes in 4 different sizes

Save money

Registrations and full payment by 31.5.2007 entitle you to a 5% discount on stand hire.

It's Party-Time

Wed, 17.10.2007 – 20.00 h	VENUS press conference / at the Hotel ESTREL
Wed, 17.10.2007 – 20.30 h	COME together / Welcome party at the Hotel ESTREL
Thu, 18.10.2007 – 22.30 h	Media-E-Line AWARD*
Fri, 19.10.2007 – 22.00 h	Producer parties*
Sat, 20.10.2007 – 22.30 h	VENUS VIP PARTY / at the Nightclub ADAGIO

* Not yet officially confirmed



STAND REGISTRATION / Please return to:

Venus Berlin GmbH, Internationale Fachmesse, Stieffring 14, D-13627 Berlin
TEL +49 / (0)30 / 34991144 FAX +49 / (0)30 / 34501924

- We hereby register for the 11.VENUS from 18.10. - 21.10.2007 in Berlin

Company name _____	Responsible for _____
Director _____	Exhibition _____
Address _____	Telephone _____
Postal code / Town _____	Fax _____
Country _____	Email _____
	Homepage _____

Please note that the above data will appear in our catalogue and on our homepage. Obligatory fee: €100.00

- We are Primary exhibitor Co-exhibitor with _____ (fee of €500.00)

- We would like to exhibit as follows:

- General Exhibition Area 128.00 €/ sqm Messe Business Area 128.00 €/ sqm VENUS WEB AREA 128.00 €/ sqm Restricted Trade Area 168.00 €/ sqm Show Hall 49.00 €/ sqm

Width _____ x Depth _____ = _____ sqm

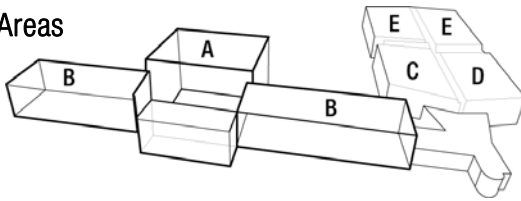
- Surcharges** Row stand 0% Corner stand 10% Header stand 15 % Block stand 20%

Full offer incl. stand space (please choose an above-mentioned area)	Number	Unit price	Total
Shopping Box 1 / 2x2 m		770.00 €	
Shopping Box 2 / 3x2 m		1,160.00 €	
Shopping Box 3 / 4x2 m		1,540.00 €	
Shopping Box 4 / 3x3 m		1,730.00 €	
Shopping Box 5 / 4x3 m		2,300.00 €	
Licence box 1 / 12 sqm		4,000.00 €	
Licence box 2a / 18 sqm		5,200.00 €	
Licence box 2b / 18 sqm		5,500.00 €	
Licence box 3 / 24 sqm		6,900.00 €	
Advertising effort	Number	Unit price	Total
2/1 double page - catalogue		1,900.00 €	
1/1 page - catalogue		950.00 €	
1/2 page portrait - catalogue		550.00 €	
1/2 page landscape - catalogue		550.00 €	
1/4 page - catalogue		350.00 €	
Cover logo - catalogue		2,500.00 €	
Logo on the consumer ticket		4,000.00 €	
Trader bag supplement at the entrance		2,500.00 €	
Consumer bag supplement at the entrance		4,000.00 €	
Logo and link on our website / per month		500.00 €	
Your flag at the main entrance		500.00 €	
NEW: Your video trailer (60 sec.) in each shuttle bus / four days non-stop		1,000.00 €	
Trader mailing supplement (6.000 traders!)		On inquiry	
Total advertising			

We expressly acknowledge all the information outlined in the conditions governing participation at the exhibition as well as the General Terms and Conditions of participation.

_____, _____ 2007 Exhibitor _____
Company stamp and legally binding signature

Areas



A Show Hall* (access for traders and private visitors, hourly shows on the main stage)

B Exhibition Area (access for trade dealers and private visitors, quiet shows permitted)

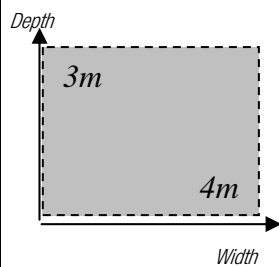
C Messe Business Hall (access for trade dealers and private visitors - no shows, no music)

D Messe Business Hall + VENUS WEB AREA + LINGERIE AREA*

E Restricted Trade Area (access for professional visitors – traders - only)

*not fix, changes possible

Stand space



Space hired

If you bring your own stand or order it from your stand constructor (e.g. Fairnet) you will be able to hire only the vacant stand space. This space does not include walls, carpet, furniture or electricity which needs to be ordered separately by the exhibitor.

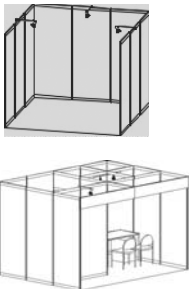
Expenses

In addition to the square metre price, all areas will also be billed flat-rate fees for power (€ 5.50 per sqm) and waste disposal (€ 3.00 per sqm). Exhibitor: Catalogue and database entry fee of € 100.00 per entry (obligatory)

Exhibitor ID

One exhibitor ID provided free of charge for each 8 sqm of stand space; each additional exhibitor ID costs € 75.00.

Full stand



Shopping Boxes

Shopping boxes are only available in the sizes indicated and are not available in the restricted trade area. Prices include the stand area, set-up and walls (white), carpet (red), spotlights and an earthed electricity connection (1 KW) – furniture and other equipment can either be provided by the exhibitor or hired separately. Shopping boxes include 2 exhibitor IDs free of charge.

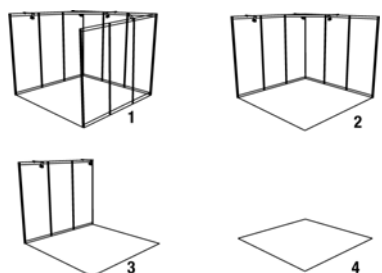
In addition to the price of the shopping box, all areas will also be billed a flat-rate fee for waste disposal (€ 3.00 per sqm).

Licence boxes

Prices include the stand area, set-up, an earthed electricity connection (max. 3,3 KW) and the equipment described on pages 4 and 5. Licence boxes are only available in the sizes indicated. Licence box 1 includes two exhibitor IDs free of charge; Licence boxes 2A, 2B and 3 each include 3 exhibitor IDs; each additional exhibitor ID costs € 75.00.

In addition to the price of the Licence box, all areas will also be billed a flat-rate fee for waste disposal (€ 3.00 per sqm).

Stand type



1 Row stand – open on one side (no surcharge)

2 Corner stand – open on two sides (plus 10% of stand hire)

3 Header stand – open on three sides – from 32 sqm (plus 15% of stand hire)

4 Block stand – open on four sides – from 64 sqm (plus 20% of stand hire)

Discounts

Registration and full payment by 31.05.2007 will entitle you to a 5% discount on stand hire.

Surcharges

Registrations received from 16.08.2007 will be subject to a surcharge of 10%; 20% will be levied for registrations received from 16.09.2007.

Deposit

As in the past there have always been exhibitors who cleared or dismantled their stands prematurely, we are obliged to levy a deposit of € 10.00 per sqm (min. € 100.00). It goes without saying that this deposit will be reimbursed after the exhibition if the opening hours are observed

Opening hours for all areas

Thursday: 10.00 – 20.00 h

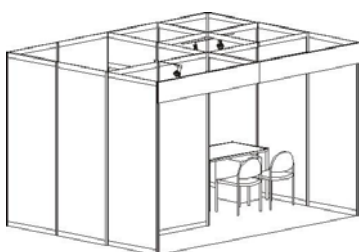
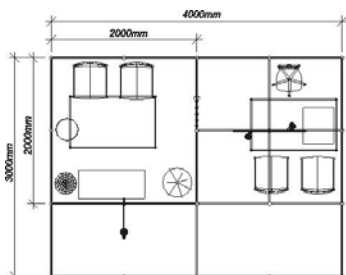
Friday and Saturday: 11.00 – 22.00 h

Sunday: 11.00 – 19.00 h

LICENCE BOXES 1 AND 3

As an exhibitor you can also choose one of our license boxes for the 11.VENUS.

LICENCE BOX 1 (4x3m)



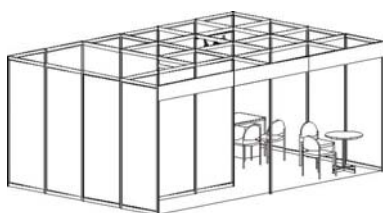
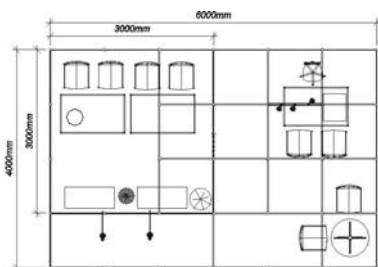
Services (Description)

13 mm. system wall elements
height: 2,500 mm in white
04 mm. white panels
20 panel lettering
01 lockable door
12 m carpet
01 light rail with 02 spots
01 long arm-spot
01 current connection
02 tables 720x1,200x800mm
04 Moscow padded chairs
01 swivel chair without rolls
01 rollboy white
01 coat stand
01 blanket light
01 wastepaper basket
01 filling cabinet

Complete price €4,000.00

incl. Stand area & stand setup

LICENCE BOX 3 (6x4m)



Services (Description)

19 mm. system wall elements
height: 2,500 mm in white
06 mm. white panels
20 panel lettering
01 lockable door
24 m carpet
01 light rail with 03 spots
02 long arm-spot
01 current connection
03 tables 720 x 1200 x 800mm
08 Moscow padded chairs
01 swivel chair without rolls
01 rollboy white
01 coat stand
01 blanket light
01 wastepaper basket
01 filling cabinet

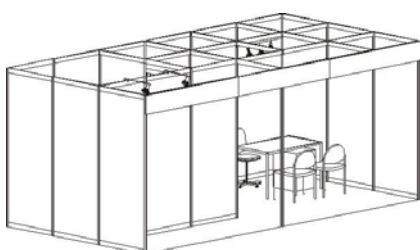
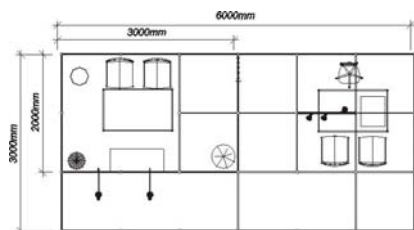
Complete price €6,900.00

incl. Stand area & stand setup

Damaging our hired articles is strictly prohibited. Any costs for repair or replacement shall be borne by the hirer. The obligation to produce evidence shall be the responsibility of the hirer.

LICENCE BOXES 2A AND 2B

LICENCE BOX 2a (6x3m)



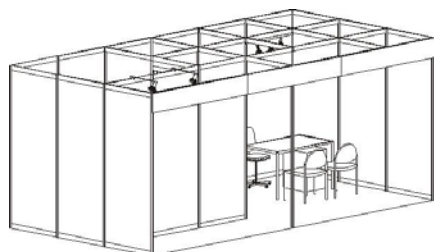
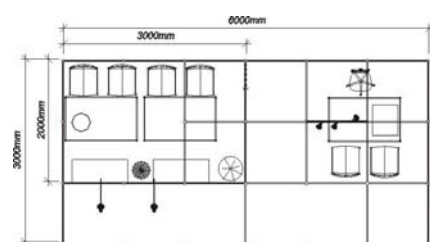
Services (Description)

16 mm. system wall elements
height: 2,500 mm in white
06 mm. white panels
20 panel lettering
01 lockable door
18 m carpet
01 light rail with 03 spots
02 long arm-spot
01 current connection
02 tables 720 x 1200 x 800mm
04 Moscow padded chairs
01 swivel chair without rolls
01 roll boy white
01 coat stand
01 blanket light
01 wastepaper basket
01 filling cabinet

Complete price €5,200.00

incl. Stand area & stand setup

LIZENZ BOX 2b (6 x 3m)



Services (Description)

16 mm. system wall elements
height: 2,500 mm in white
06 mm. white panels
20 panel lettering
01 lockable door
18 m carpet
01 light rail with 03 spots
02 long arm-spot
01 current connection
03 tables 720 x 1200 x 800mm
06 Moscow padded chairs
01 swivel chair without rolls
01 roll boy white
01 coat stand
01 blanket light
01 wastepaper basket
02 filling cabinets

Complete price €5,500.00

incl. Stand area & stand setup

Damaging our hired articles is strictly prohibited. Any costs for repair or replacement shall be borne by the hirer. The obligation to produce evidence shall be the responsibility of the hirer.

VENUS CATALOGUE 2007

The **VENUS** Catalogue is established in our market. It is an advertisement presenter and an active sales and promotion product for all producers.

Traders use it during the whole year as a database and a reference work.

Anyone to whom the catalogue is too big or too bulky can also use it as a CD-ROM.

10,000 CD-ROM will be sent to traders world-wide.

Both advertising products are included in the price.

A summary of the advantages of placing an advert with us:

- **VENUS Catalogue – An active promotion and sales product**
- **Edition: 10,000 pieces world-wide**
- **Distribution to all the German traders approx. 4 weeks before the fair**
- **Extra Bonus: Each ad page on a CD-ROM with database search**
- **Distribution of this CD-ROM all over the world!!**
- **Free distribution of the catalogue to all professional visitors during the fair**

Special options for advertising:

Your company logo on the front cover!

This way you will always be in the centre of attention

Please design your advertisement to ensure that the catalogue is a good publicity for the industry and avoid any extreme depictions. We expressly reserve the right to reject designs without stating reasons. In addition, all designs should be in **German and English** wherever possible, because the catalogue will be distributed internationally.

Please note that the date we receive your order will decide on your position in the catalogue, and that the overall contingent is limited. If you have any questions, please do not hesitate to ask for our help.

We look forward to see your promo in the **VENUS** Catalogue, and promise you our full assistance at all times.

VENUS Catalogue 2007 / CD-ROM

Advertisement Order (Deadline for Receipt: 10. August 2007)

	Catalogue	CD-ROM
Circulation	10,000 copies	15,000 copies
Size	approx. 360 pages incl. 100 pages editorial	approx. 200 ad pages plus exhibitor database
Format	297mm x 210mm / A4 / Portrait	
Quality	Cover: 350g, cellophaned Contents: 115g art paper white, glossy, four-colour	
Distribution	Video Shops, Wholesalers, Industry, Erotic Shops, Press, Free sales	
Area	World-wide	

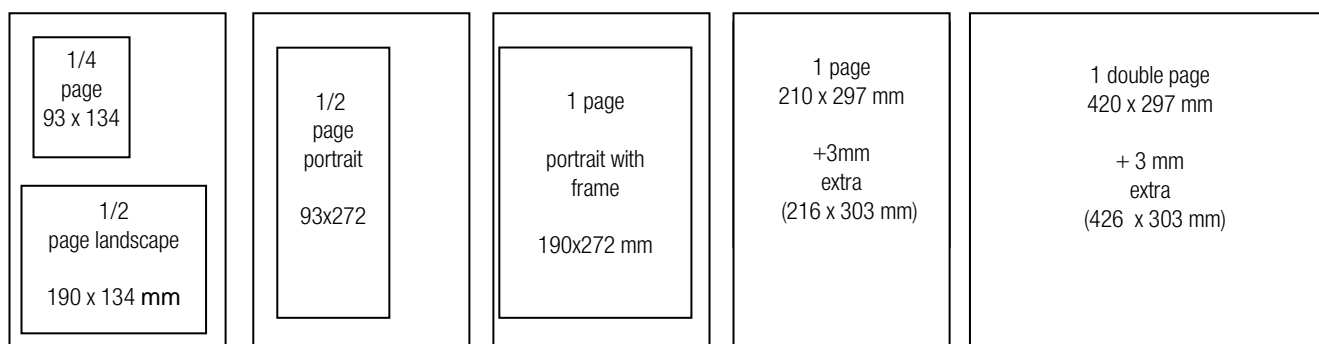
11.VENUS CATALOGUE – ORDER AND SUBMISSION OF YOUR ADVERTISEMENT

Your advertisement in the VENUS Catalogue is established on two media – the **print version** will be forwarded to all traders in Germany and distributed to all trade visitors at the fair and the **catalogue CD ROM** will be sent to all traders world-wide.

For guaranteeing, your advertisement will appear on the two media, please act as follows:

Step 1 – Fax the order to: +49 / (0)30 / 34501924. Please do not forget your contact details.

Step 2 – Send your data in the following sizes of pages until **10. August 2007**



(Size of the catalogue 210x297 mm / regular ad size 190x 272 mm – A4)

To the following address

Basis Druck GmbH

Springwall 4

47051 Duisburg

Email: daten@basis-druck.de

Tel +49 / (0)203 / 992791

Fax +49 / (0)203 / 9927970

ISDN +49 / (0)203 / 9927990

Please do not forget your contact details!

Data should be supplied on CD-ROM / DVD-ROM (PDF/ JPG in 300 dpi) with a proof for colour matching. Please inform us if you want to use the same data as last year.

Step 3 – Send your data for the catalogue CD-ROM in JPG (72 dpi) by email to us:

info@venus-berlin.com

Tel.: +49 / (0)30 / 34991144

11.VENUS CATALOGUE / ADVERTISING ORDER FORM

Company _____
 ZIP / Place _____
 Phone _____
 Email _____

Hereby we order the following for the 11.VENUS Catalogue 2007:

Number	Page sizes	Exhibitor	Non Exhibitor
	1/4 page, 93 x 134mm	350.00 €	400.00 €
	1/2 page portrait, 93 x 272mm	550.00 €	700.00 €
	1/2 page landscape, 190 x 134mm	550.00 €	700.00 €
	1/1 page, 190 x 272mm	950.00 €	1,200.00 €
	1/1 page, 210x297mm, plus 3 mm trimming	950.00 €	1,200.00 €
	2/1 double page, 420x297mm, plus 3 mm trimming	1,900.00 €	2,400.00 €
	Your logo on our U1 / catalogue cover	2,500.00 €	2,750.00 €
	Cover page U2 „a“ / interfold left	On inquiry	Not possible
	Cover page U2 „b“ / interfold right	On inquiry	Not possible
	Cover page U3 „a“ / inner left back cover	On inquiry	Not possible
	Cover page U3 „b“ / inner right back cover	On inquiry	Not possible
	Back cover U4	On inquiry	Not possible

The prices quoted do not include value added tax.

Deadline for receipt of data: 10. August 2007!

Please fax this order

not later than 10. August 2007 to: +49 / (0)30 / 34501924.

For further questions contact us: +49 / (0)30 / 34991144 or info@venus-berlin.com

We hereby order firm the advertisement(s) indicated above. **Venus Berlin GmbH** reserves the right to reject advertising matter that does not comply with the conditions contained in the General Terms and Conditions. This shall not affect the right to payment.

Place

Date

Stamp / Signature

DO YOU SEND MAILINGS ALL OVER THE WORLD?



Take this unique opportunity.

Our database is one of the largest and best ones of this line of business – world-wide. And you can profit by what has been built during the last 11 years.

Approx. 4 weeks before the Fair starts we will send an invitation for the **11.VENUS** from 18.–21. October 2007 to all the trade visitors world-wide!

You have the possibility to add your advertising into this mailing.

How does it work?

You just send your advertising to our distributor; he will add your brochure or your flyer into the package.

What does it cost?

The price depends on the size and the weight of the advertising – and on the fact if you want to dispatch it only in Germany, in Europe or world-wide. It is also possible to choose Europe without Germany or only Overseas.

For just 40 ct. per mailing you will reach more customers than ever before!

Weight	Germany	Europe	Overseas	Total	Total
	4.000	2800	500	7.300	Per unit
0 - 5 g	0,40 €	0,50 €	0,60 €	3.300,00 €	0,45 €
5 - 10 g	0,60 €	0,70 €	0,80 €	4.760,00 €	0,65 €
10 - 20 g	0,80 €	0,90 €	1,00 €	6.220,00 €	0,85 €
21 - 30 g	1,00 €	1,10 €	1,20 €	7.680,00 €	1,05 €
Prices are just valid with our main mailing previous to the fair.					
Individual mailing on request.					

Where will it be sent?

Here is a listing of the addresses of our trade visitors:

Germany = approx. 4,000 addresses
Europe (without Germany) = approx. 2,800 addresses
Overseas = approx. 500 addresses

What can be sent?

It can be a simple sheet of paper or even a catalogue – it's up to you!

What do I have to do?

Just call us: **+49 / (0)30 / 34991144**
We will explain all the details to you then.

„Don't forget“

A direct mailing is still the best way of advertising