

Erotic Trade Only Show (ETO Show) Event Overview

The Erotic Trade Only show (ETO Show) is a small trade only event designed for suppliers of erotic goods to come and meet with their current and potential trade customers. The show began in 2005 and ran until 2016 and was held at the NEC for that period. We decided not to run the show in 2017/18 mainly due to economic and commercial factors including the impact of Brexit. After much support from previous exhibitors we held the 2019 show on the 10th/11th March at the Ricoh Arena in Coventry. We were very happy with the Ricoh Arena as the Hall we booked was underneath the main atrium area with a separate entrance and the facilities are perfect for the size of show we run.

We would once again like to apply for the waiver to run the show in 2020 and the details are below, however, there are no changes to the format from the 2019 show.

The show opening times are 10.30pm until 5pm on the 15th March and 11am until 4pm on the 16th March 2020. We have 45 committed and enthusiastic exhibitors who are looking forward to networking and meeting with new trade customers. We have requested that the Ricoh Arena do not mention this event on their website as we wish to avoid any consumer being attracted to the event. As the organisers it is in our own interest to make sure we have a bona fide trade audience to enable the show to be deemed successful by our exhibitors. Our exhibitors do not deal with members of the public, so we only publicise the event through ETO Magazine (owner of the ETO Show) in the UK, EAN and Sign Magazine in Europe. All three supporting trade magazines are strictly trade only business to business titles ensuring the only visitors we invite are ones that wish to do business with our exhibitors. Any visitor that comes to the registration point without pre registering must provide proof of trade status otherwise they will be refused entry which is made very clear on our outgoing marketing communications. We do not allow access to U-18's and this is also checked during the registration process. We also employ the Ricoh Arena door security staff whom are briefed to operate the challenge 21 policy similar to pubs and clubs, so no ID, no entry.

The visitors themselves will be owners of licensed adult premises, high st retail buyers, pharmacy buyers, online retailers, lingerie, clothing and footwear stockists, adult toy retailers, importers/exporters, party planners and business start-ups/other retail. The exhibitors are made up of manufacturers, distributors, niche suppliers and wholesalers of erotic goods (adult toys), lingerie, lifestyle and fashion garments, novelty goods, lubricants, condoms and sexual health products, well-being supplements, insurance providers, web designers, travel agents, jewellery and cosmetics. Many of the exhibitors have been in business for several decades and many supply well known high st retailers, pharmacies and superstore chains.

From the list above 40% of the exhibiting companies are involved in the manufacture and/or distribution of adult toys with 60% making up the rest of the exhibitor base that have products or services available in mainstream retail outlets such as lingerie stores, pharmacies and supermarkets.

We have also taken the decision not to allow ANY DVD or film companies whom distribute R-18 material. It's not an important part of the modern licensed adult shop as they tend to cater much more to couples so there will be no suppliers of that type attending the show.

As the show is strictly B2B and the purpose is to introduce buyers with suppliers – the products at the show are purely there for demonstration only. The exhibitors are not set up to sell product whilst at the show and no transactions are carried out in the venue whilst the show is open. The visitors are there so they can see products first hand to help them decide what they would like to stock in their stores.

Finally, I'd like to note that we are experienced, professional event organisers and have virtually the same team that organized the first show in 2005. We have never had any incidents with licensing, trading standards or the police and pride ourselves on running the smoothest events possible. We are very much looking forward to working again with the Ricoh Arena team and introducing both exhibitors and visitors to the Coventry area.
