

Voices of the Venus 2006

The 10th Venus erotic fair has come to an end and according to the visitor figures it can be judged as a maximum success. The organisers weren't just extremely happy with the new records that this year's 10th Venus set, but also the show as a whole. But how do the exhibitors see it? Were they content with business transactions, new contacts, and visitor response? Sign Europe collected a few responses for you.

1.) Mike McGee (Manager DVM Enterprises Ltd.)

„We were surprised by the interest in our products at the Venus show, particularly as this was our first time exhibiting there. Many companies from all over Europe came to see us and we made some very big sales to some new customers and a couple we already new.

We also gained many new contacts from



companies wanting to distribute our DVDs in different parts of Europe this will hopefully lead to long term business relationships with these companies, one of our other main objectives for the Venus was to gain exposure for our website where our films are available for DivX download, we managed to hand out almost 10'000 cards for the website with a free offer in order to get new customers to come and sample what were all about. So far since we have been back in the UK the response seems to have been very positive with many new visitors to the website. Our latest news on all of our DVDs and the website can be found at <http://www.all-amateursdvd.com/news.htm>“

2.) Sheldon Baer (President & CEO of Colossal Entertainment)

“The Venus Fair brought us a lot of success and I found it very tolerant and was able to enjoy the social openness of the Eu-



ropeans. With the films we presented, we combine top quality and the most beautiful girls in Europe. We have the superwomen out there starring in our title “My cumshot Dreams”, this rounds off our range of films for Europe very nicely. Our customers and fans have been asking for more titles produced in Europe and Colossal will always give its consumers what they want.

We also made many international contacts at the fair. But it's a pity that on Friday, Saturday, and Sunday, the retailers had to go through the consumer halls before getting to the retailer area. So a lot of people were soon fed up because it was difficult to get through.” For more information, visit colossalent.com.

3.) Oscar Heijnen from Shots Video and his management team (Owner and team of the Netherlands based Shots Video)

“The 10th Venus fair seemed to be bigger and far better organized than in other years, and therefore has been more attractive for a professional audience and visitors. We like especially our stand location which resulted in high visitor figures from retailers.

We also had a lot to show. In all we presented over 400 new films at the show, including many new labels. Also for “Euro Extreme“ other diverse compilations and packages. Just in time for the start of the show, we released a large amount of films in the Germany language. We would like to play a larger role in the German market. The new Transsexual-Star Buck Angel gave his debut at the Venus. We hope that the fair will bring us as many contacts as possible, but up to now we are very pleased with how things went.

Generally we have plans for the whole of the European market and want to see growth in all areas. This is why Shots Video release 60 to 80 films every six weeks. Half of them consist of global licences of our own productions, whereas the rest are productions from others. Apart from that, we are also very active in the multinational erotic market and are really looking forward to the completion of the “Shots Video Castle“. The new company premises are still



under construction but as from the summer of 2007, they will be the pivotal point of the Shots Video activities. Our sales and distribution team did present Shots Video very well during the four days of the fair which is a big challenge. After the fair, we could check the results and the new contacts and see where we are. Everything is very positive, and we are very happy about it. Shots Video will also be at the 11th Venus which we are positively looking forward to. “