

Our  
**COMMUNICATION**  
tools



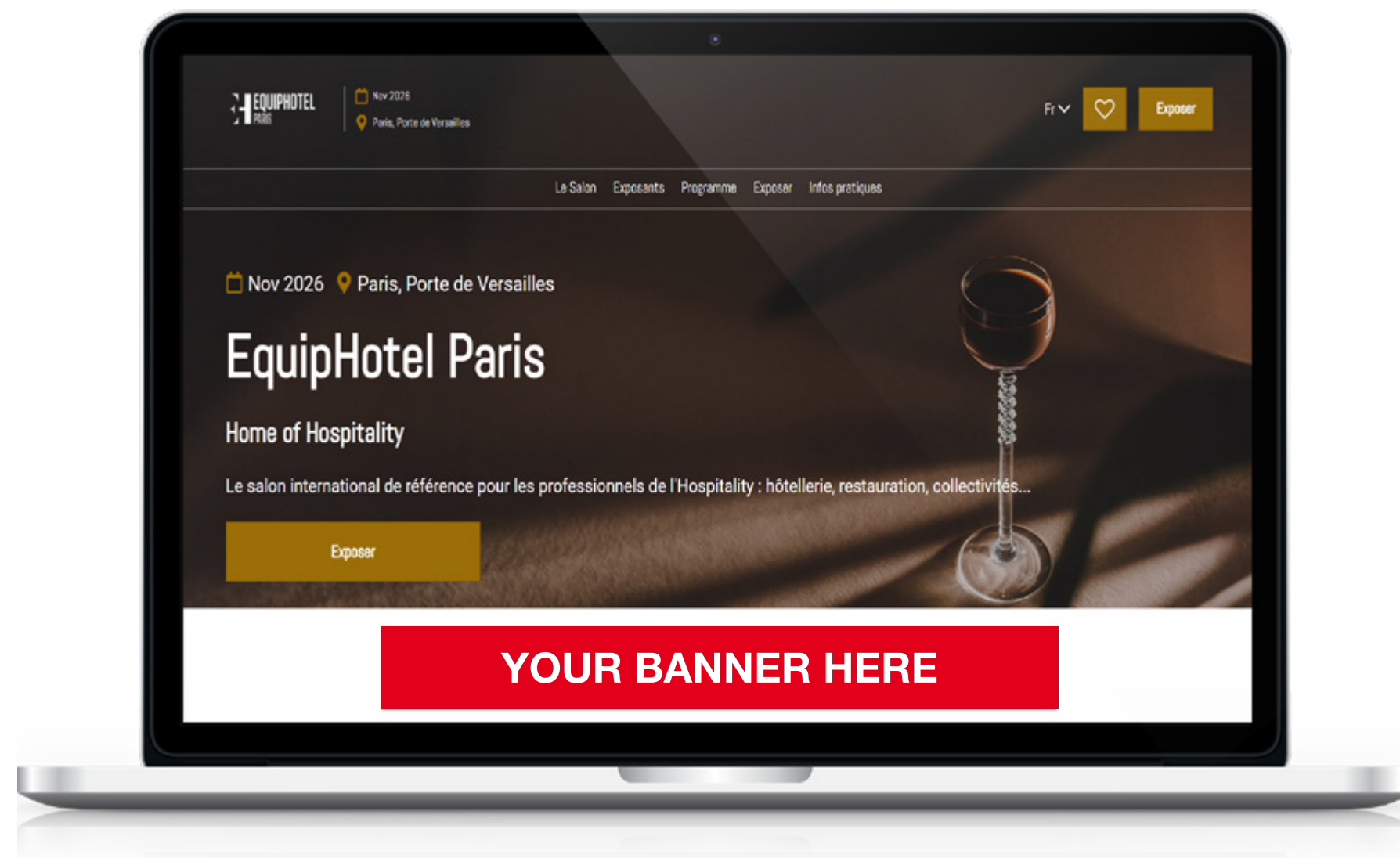


## DIGITAL OFFER

# HOME PAGE BANNER EQUIPHOTEL.FR

## PREMIUM VISIBILITY ON THE HOMEPAGE!

A key gateway for visitors, where they search for exhibitor information and order their badges.



## HOME PAGE AUDIENCE

**97,000**  
sessions

## HOME PAGE BANNER

Maximum of 3 advertisers in rotation

3 files to provide:  
970x90px (Desktop), 728x90px (Desktop + Tablet), 320x50px (Mobile).  
JPEG or GIF. If the background is white, please add a gray border around the visual.  
Redirection link.

**€5,240** excl. VAT

## Advantages

- ✓ Upfront visibility
- ✓ Visual appeal
- ✓ Visitor engagement

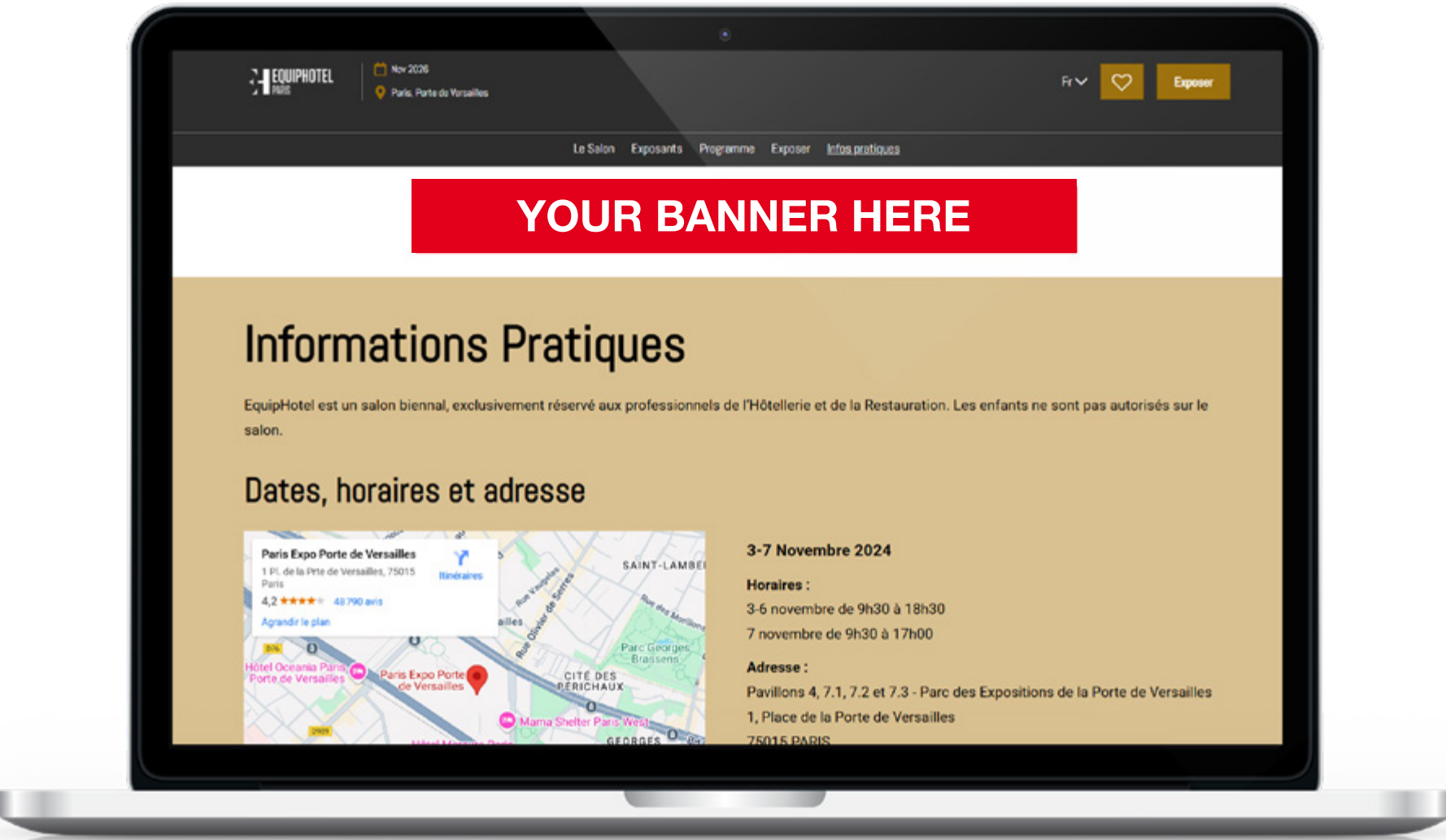


DIGITAL OFFER

# INNER PAGE BANNER EQUIPHOTEL.FR

A STRATEGIC VISIBILITY AT THE HEART OF THE WEBSITE!

Your banner on an inner page, visited by attendees searching for specific information.



WEB SITE AUDIENCE

**348,000**  
sessions

**1,150,000**  
page views

INNER PAGE BANNER

3 files to provide:  
970x90px (Desktop), 728x90px (Desktop + Tablet), 320x50px (Mobile).  
JPEG or GIF. If the background is white, please add a gray border around the visual.  
Redirection link.

€2,310 excl. VAT

Advantages

- ✓ Targeted visibility
- ✓ Strong visual impact
- ✓ Increased engagement

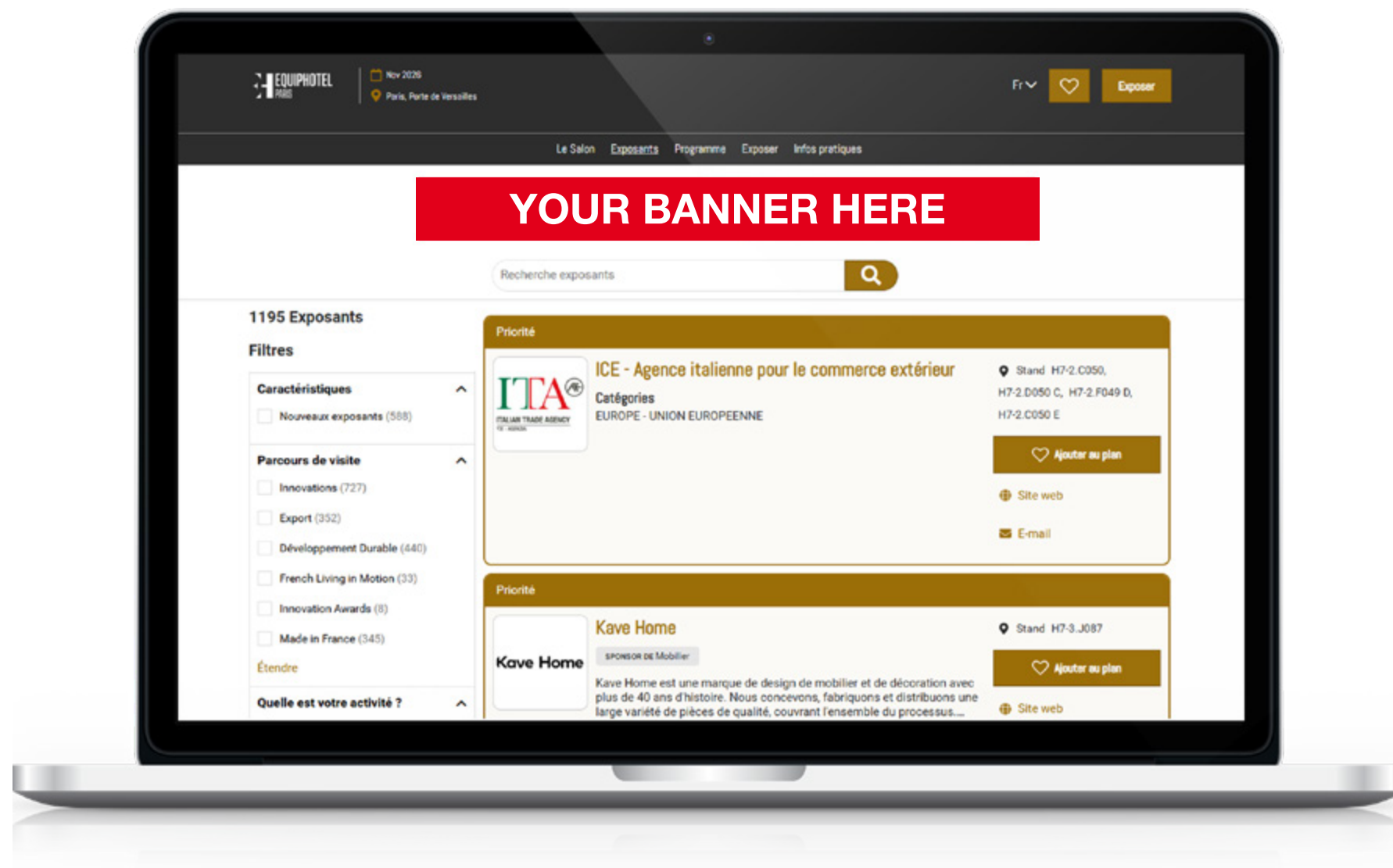


## DIGITAL OFFER

# EXHIBITOR LIST BANNER EQUIPHOTEL.FR

A strategic location to capture attention and encourage visitors to discover your stand even before the event!

The most visited page as soon as the search engine opens!



## WEB SITE AUDIENCE

**348,000**  
sessions

**1,150,000**  
page views

## EXHIBITOR LIST BANNER

Maximum of 3 advertisers in rotation

3 files to provide:

970x90px (Desktop), 728x90px (Desktop + Tablet), 320x50px (Mobile).  
JPEG or GIF. If the background is white, please add a gray border around the visual.  
Redirection link.

**€3,375** excl. VAT

## Advantages

- ✓ Guaranteed visibility
- ✓ Brand recall
- ✓ Strategic positioning





**80,000**  
PROFESSIONALS

## DIGITAL & PRINT OFFER

# SPONSORSHIP – VISITOR BADGE ORDER AND BADGE HOLDER

**EXCLUSIF**

Your advertisement on the back of the visitor badge holder + logo on the badge and in the confirmation email + advertorial in the ticketing launch email, ensuring a strong impact before and during the show.

## VISITOR BADGE SPONSORSHIP

2 files to provide us:  
Vectorized logo  
110mm x 165mm visual with 5mm bleed

**€16,000** excl. VAT

## Advantages

- ✓ Double exposure for your brand
- ✓ Instant visibility
- ✓ Display on a must-see medium

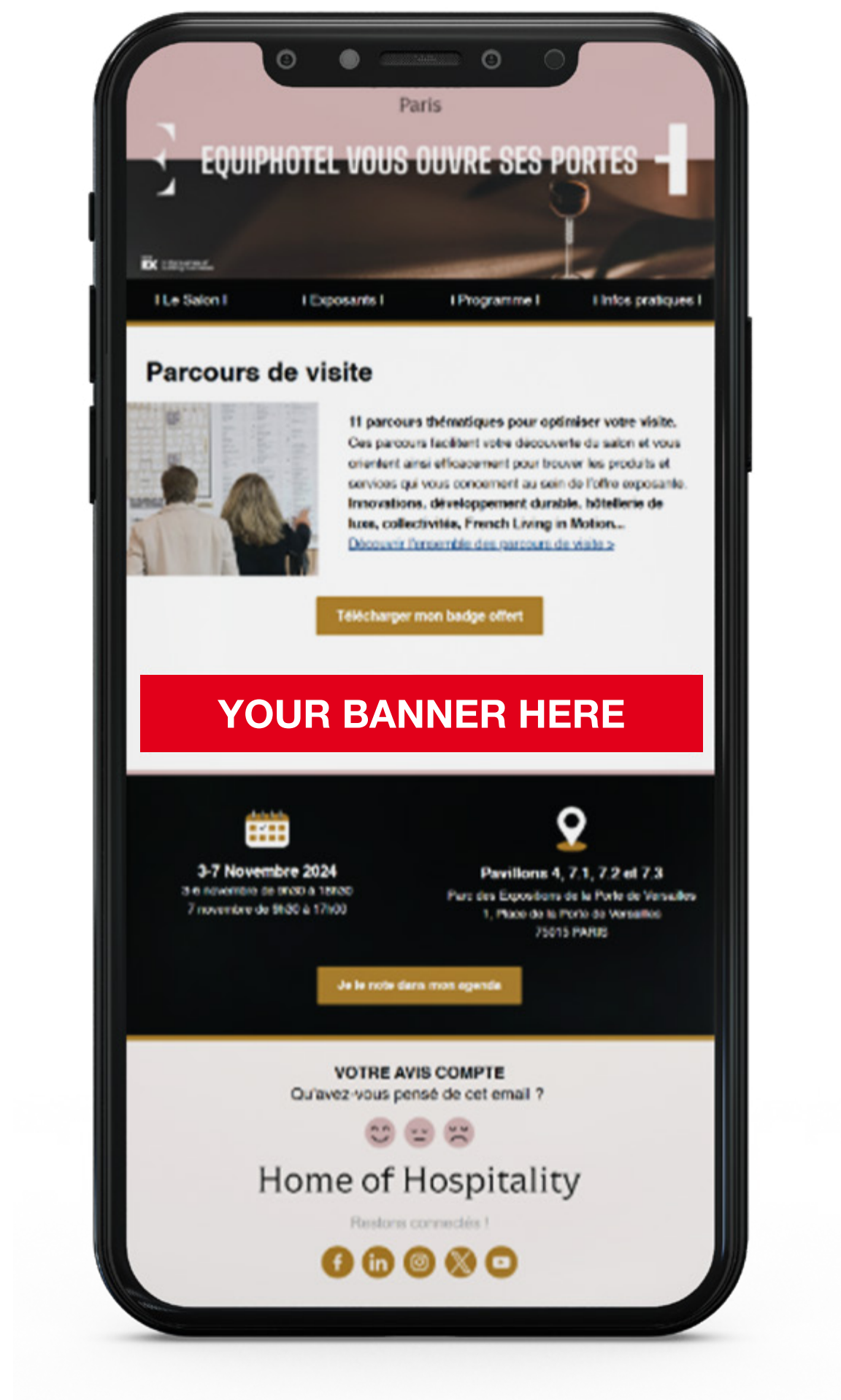


**BADGE + CONFIRMATION EMAIL**



**BACK OF THE BADGE**





## DIGITAL OFFER

# E-NEWS

COMMUNICATE YOUR PRESENCE AT THE SHOW TO OUR DATABASE

**110,000**  
qualified contacts

**25%**  
open rate

### BANNER ON VISITOR E-NEWSLETTER

One file to provide:  
610x70 pixels  
JPEG or GIF  
Redirect link

**€945** excl. VAT

### Advantages

- ✓ Targeted impact
- ✓ Qualified audience
- ✓ Immediate effect



## DIGITAL OFFER

# SOCIAL MEDIA

**LIMITED OFFER**  
**MAXIMUM OF 4 EXHIBITORS**

Promote your news and presence on our four social media platforms (Facebook, Instagram, LinkedIn, X) and increase your visibility within the EquipHotel community.

## SOCIAL MEDIA

Post on Facebook, Instagram, LinkedIn, X

To provide us:  
A 1080x1350px visual (to be validated by the communication team)  
An accompanying text of up to 600 characters, including spaces  
Links to your LinkedIn, Instagram, Facebook, and X accounts

€525 excl. VAT

## Advantages

- ✓ Increase in website traffic
- ✓ Buzz creation
- ✓ Direct engagement

The publication date must be determined in accordance with the show's editorial calendar.

**34 K**

followers on our social  
media platforms

**2.5 M**

impressions





## DIGITAL OFFER VIDEOS

**80,000**  
professionals

Reach a maximum audience by broadcasting your promotional video on the screen network installed throughout the show (Entrance Hall 4 and 7.3, conference rooms).

### SCREENS AT HALL ENTRANCES AND CONFERENCE ROOMS

Your 30-second video broadcast on the show's screens in rotation throughout the event

Video format: 9:16 (portrait) / 16:9 (landscape)  
No sound

**€4,650** excl. VAT

### Advantages

- ✓ Continuous exposure
- ✓ Dynamic content
- ✓ Immersive experience





INSIDE



INSIDE BACK COVER /BACK COVER

PRINT OFFER

POCKET GUIDE

Distributed for free  
to **80,000**  
professionals

Your visual in the visitor guide, distributed for free at the show and available online (QR codes displayed at the event and a PDF version sent to all visitors).

POCKET GUIDE			
1-page advertisement (inside the guide)	Inside front cover	Inside back cover	Back cover
A5 portrait 148 mm x 210 mm HD PDF with 5 mm bleed			
€2,825 excl. VAT	€4,500 excl. VAT	€3,320 excl. VAT	€6,525 excl. VAT

Advantages

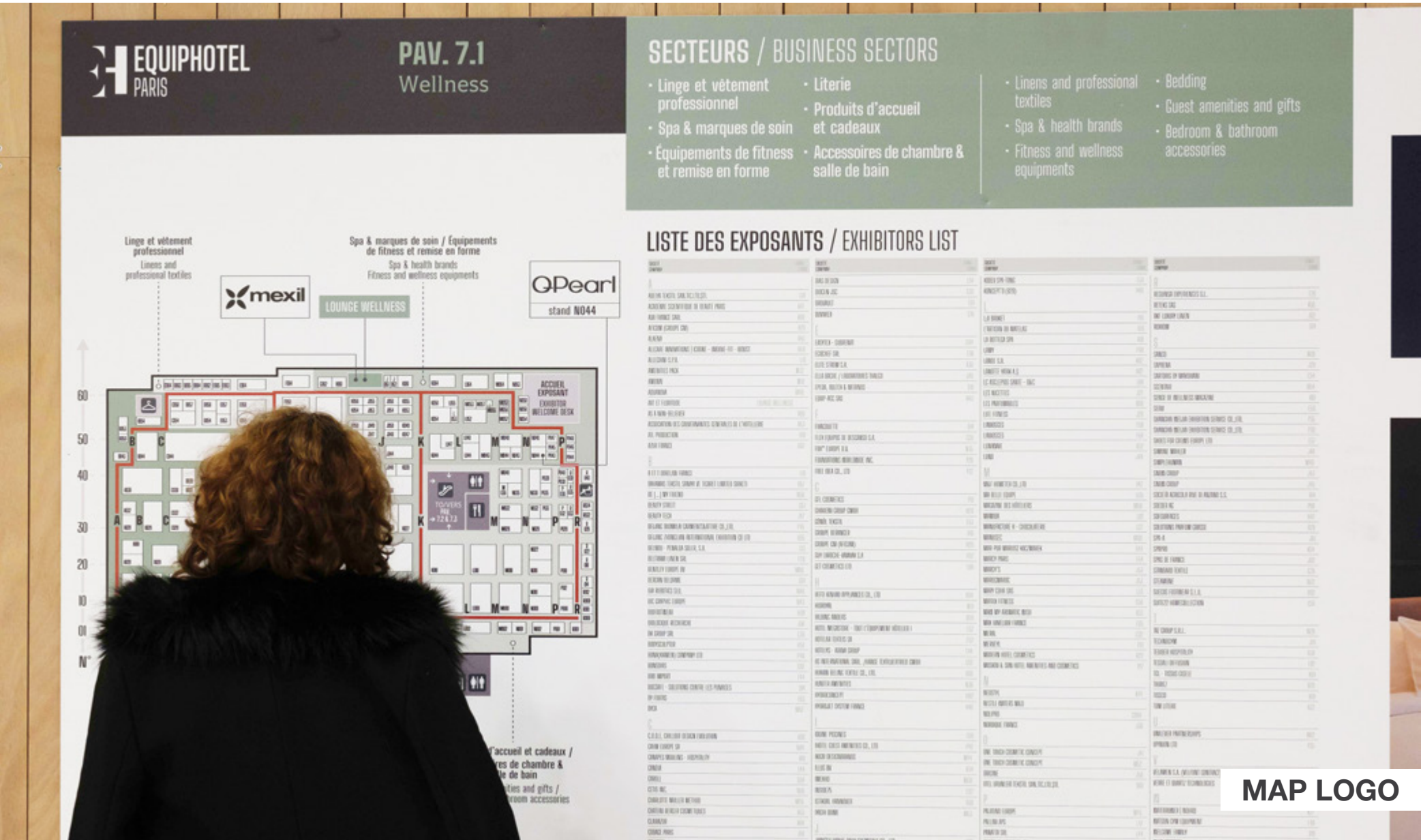
- ✓ Most viewed resource during the trade show
- ✓ Available digitally before the event
- ✓ Detailed information on the show’s program







PLAN POSTER



MAP LOGO

## INDOOR SIGNAGE

# SHOW MAPS

GUIDE AND ASSIST VISITORS IN THEIR DISCOVERY OF THE SHOW

## WALL MAPS SPONSORSHIP

Advertising poster  
on wall maps  
(4 per hall)

Advertising poster pack  
on all 16 wall maps (4 halls)

**EXCLUSIVITY**

## MAP LOGO

Your logo on the giant floor  
and wall map

Dimensions: 1,000 mm (W) x 1,500 mm (H)  
HD vectorized PDF without crop marks

Vectorized logo  
in AI, EPS, or PDF

€2,625 excl. VAT

€8,400 excl. VAT

€2,605 excl. VAT

## Advantages

- ✓ Quick identification
- ✓ Brand reinforcement and recall
- ✓ Immediate visitor attraction





## INDOOR SIGNAGE

# FLOOR TILES

GUIDE VISITORS STRAIGHT TO YOUR STAND!

FLOOR TILES	
Pack of 3 floor tiles	Pack of 5 floor tiles
Size: 1,000 mm x 1,000 mm High-resolution vectorized PDF without crop marks	
€1,120 excl. VAT	€1,770 excl. VAT

## Advantages

- ✓ Capture visitors' attention
- ✓ Strong visual impact
- ✓ Creative advertising







## INDOOR SIGNAGE

# ADVERTISING ON INFORMATION POINTS

ATTRACT VISITORS' ATTENTION BY SPONSORING THE EXHIBITION INFORMATION POINTS!

## ADVERTISING ON INFORMATION POINTS

Information points in Hall 4 and Atrium (Halls 7.1, 7.2, and 7.3)

Visible poster size: 1,541 x 1,020 mm  
Bleed size: 1,585 x 1,064 mm

€3,150 excl. VAT / information point

## Advantages

- ✓ Continuous visibility
- ✓ Enhanced brand awareness
- ✓ Strategic display





## INDOOR SIGNAGE

# DISTRIBUTION RIGHTS AT THE ENTRANCE OF THE SHOW

MAXIMIZE YOUR COMPANY'S EXPOSURE RIGHT AT THE ENTRANCE OF THE SHOW

### DISTRIBUTION

Distribution is limited to a maximum of two products.  
Distribution at the entrance of Halls 4, 7.1, and 7.3.

€4,120 excl. VAT

### Advantages

- ✓ Distribute your materials directly to attendees
- ✓ Create a memorable first contact with your target audience
- ✓ Capture visitors' attention as soon as they arrive







**INDOOR SIGNAGE**

# ADVERTISING ON THE ESCALATOR BLOCK

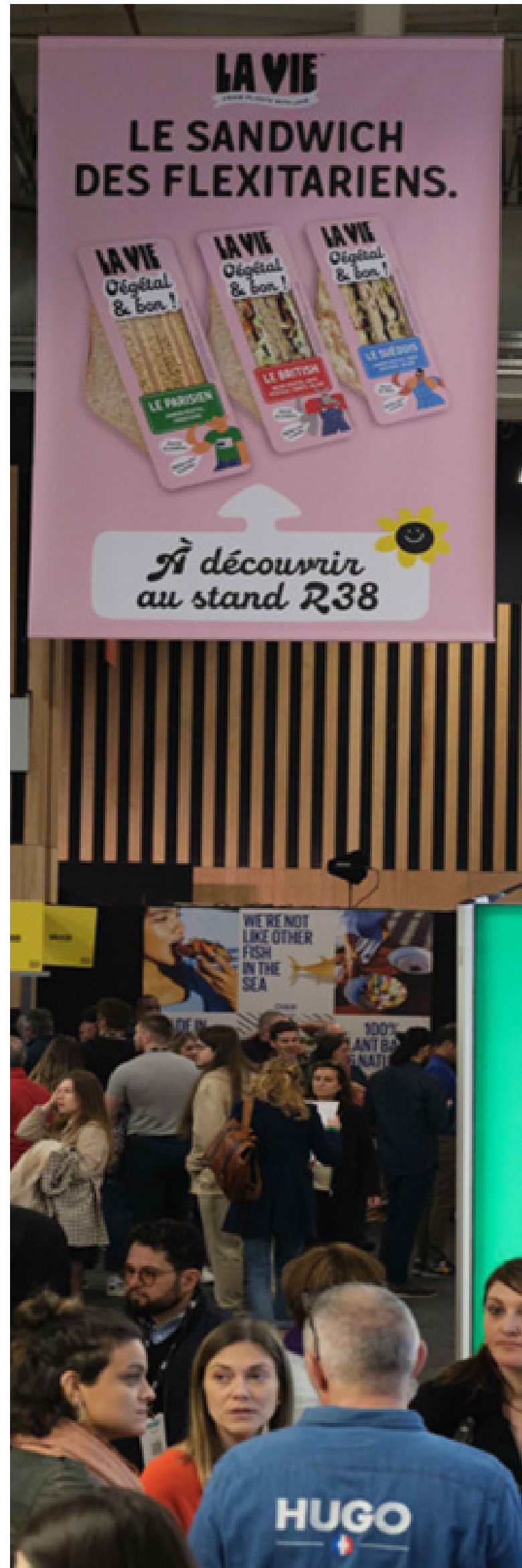
POSITION YOUR BRAND AT THE HEART OF VISITOR TRAFFIC!

ADVERTISING ON THE ESCALATOR BLOCK	EXCLUSIVE PACK HALL 1	EXCLUSIVE PACK HALL 7.2/7.3
Advertising poster on escalator blocks (Hall 7.1, 7.2, and 7.3)	Advertising poster on the 2 escalator blocks in Hall 7.1	Advertising poster on the 4 escalator blocks in Hall 7.2 or 7.3
Dimensions: 3x2 sqm		
€2,100 excl. VAT / escalator block	€3,780 excl. VAT	€7,140 excl. VAT

## Advantages

- ✓ Continuous footfall
- ✓ Strengthening your brand awareness
- ✓ Increasing touchpoints





## GIANT DISPLAY

# GIANT POSTER SUSPENDED IN THE AISLES

GAIN HEIGHT WITH THIS OPTIMAL VISIBILITY FOR BETTER ORIENTATION AT THE SHOW

## GIANT POSTER SUSPENDED

Dimensions: 1,500 mm x 3,000 mm  
High-resolution vectorized PDF without crop marks

€5,620 excl. VAT

## Advantages

- ✓ 360° Impact
- ✓ High-visibility elevated zone
- ✓ Prime positioning at height





## EXTERIOR SIGNAGE

# YOUR AD ON BARRIER COVERS

**80,000**  
professionals

## EXCLUSIVE OFFER

**MAXIMIZE YOUR VISIBILITY BY CAPTURING THE ATTENTION OF VISITORS  
TRANSITING BETWEEN HALLS 4 AND 7.1**

### BARRIER COVER

15 barriers front/back  
Dimensions: W 192 cm x H 95 cm  
HD vectorized PDF without cut marks

**€6,480** excl. VAT

### Advantages

- ✓ Double visibility (arrival and departure of visitors)
- ✓ Constant visitor flow
- ✓ CSR tool (reusable support for exhibitors)





SPONSORSHIP OFFER

# BADGE LANYARDS

Distributed to over  
**80,000**  
professionals

DISTRIBUTED FREE OF CHARGE TO ALL VISITORS  
UPON THEIR ARRIVAL AT THE SHOW

## BADGE LANYARD LOGO

Lanyard with a carabiner and safety attachment, produced by the sponsor  
50,000 units

€16,855 excl. VAT

## Advantages

- ✓ Extended exposure
- ✓ Sustained attention capture
- ✓ Strengthened brand image







## SPONSORSHIP OFFER

# CONFERENCE SPONSORSHIP

More than **4,000**  
participants over the  
4 days of the show

Showcase your expertise by speaking in EquipHotel's Content Program.

- A speaking opportunity in an EquipHotel conference.

OR

- Organize your own conference, with speaker recruitment and moderator at your expense

*Subject to validation by the trade show conference team.*

## BEFORE / AFTER THE SHOW

Your logo on:

- Website: dedicated conference page and conference search engine
- Promotion of your session via email and EquipHotel social media
- "I am a speaker" template for promotion on your social media
- Visitor guide / Conference section
- Scan participant badges (Lead Manager app)

## DURING THE SHOW

Speaking slot in the conference program:

- 1 VIP badge per speaker
- 30-second video at the beginning of the conference
- Photos and video recording of the session
- Logo displayed on screen / promotional panels in the conference room and throughout the show
- Retrieve the leads of participants who attended your session from your dashboard.

## FORMAT

- Audience: 80-150 pax max
- 45 min including Q&A
- 3 to 4 speakers per session + moderator

## Advantages

- ✓ Lead Acquisition
- ✓ Networking Opportunities
- ✓ Reusable content
- ✓ Competitive differentiation

**€3,310** excl. VAT





## SPONSORSHIP OFFER

# SHOW ENTRANCE SPONSOR

**80,000**  
professionals

## EXCLUSIVE VISIBILITY

**BE VISIBLE RIGHT FROM THE MAIN ENTRANCE OF THE SHOW –  
HALL 4 ENTRANCE**

## BEFORE / AFTER THE SHOW

Your logo on:

- Sponsors section of the website, visitor guide, and EquipHotel catalog
- 1 social media push featuring a product from your catalog

## ATTENDANCE

- Over 80,000 professionals over 4 days

## IN THE EXHIBITION WELCOME AREA

- Distribution of your product by welcome hostesses
- And/or a bare space (max 4 sqm) in the welcome area dedicated to showcasing your product (installation at your expense and subject to technical service approval)
- Your logo on the exhibition welcome signage
- Your video displayed on the welcome screen
- Advertisement at the entrance of Hall 4 (2,000mm x 1,000mm)

## Advantages

- ✓ Extended exposure
- ✓ Prolonged audience engagement
- ✓ Strengthened brand image

**€10,000** excl. VAT





SPONSORSHIP OFFER

# NETWORKING EVENT SPONSOR

- Take part in the salon’s premium networking events.
- Develop your network with the salon’s invited guests.

## BEFORE / AFTER THE SHOW

- Your logo on:
- The event invitation
  - Event photos

## DURING THE SHOW

- 3 invitations
- Logo on event signage on-site
- 30’ video or short introduction during the welcome speech (depending on the event format)
- Option to give a gift to guests
- Option to scan the participant list (Lead Manager app)

FORMAT	
Leaders Breakfast or End-of-Day Cocktail	Gala Cocktail Reception
Targeted guests for networking events: Hoteliers, Architects, Hotel Chains...	
€5,000 excl. VAT	€10,000 excl. VAT

Subject to approval by the show management.







## SPONSORSHIP OFFER

# SPONSORING INNOVATION AWARDS CATEGORY SPONSOR – Innovative Initiatives: Hospitality & Catering

Your visibility includes:

## BEFORE / AFTER THE SHOW

Your logo on:

- Website: Dedicated Innovation Awards page with a link to your exhibitor profile in the search engine
- Email and social media campaigns: Calls for applications, finalists, winners
- Final list of winners
- Public voting platform
- Press: Press release for finalists and then winners

## DURING THE SHOW

- Your 30-second video played at the beginning of the category award ceremony
- On-stage presence to present the category award
- Logo in the visitor guide / awards section
- Photos of the ceremony
- Presence at the awards cocktail reception

€3,310 excl. VAT





## SPONSORSHIP OFFER

# SPONSORING INNOVATION AWARDS GLOBAL SPONSOR

## EXCLUSIVE

Your visibility includes:

### BEFORE / AFTER THE SHOW

Your logo as «GLOBAL SPONSOR» on:

- Website: dedicated Innovation Awards page with a link to your exhibitor profile in the search engine
- Email and social media campaigns: call for applications, reminders, finalists, winners
- **Promotional video of the Awards**
- Final list of winners
- Public voting platform
- Press: press releases for finalists and winners

### DURING THE SHOW

- Your 30' video played at the beginning **and end of the ceremony**
- On-stage presence to present an award
- Logo featured in the visitor guide / awards section
- **Reserved seats with the jury**
- Presence at the awards cocktail with a **promotional banner**
- Photos of the ceremony

€4,310 excl. VAT





## SPONSORSHIP OFFER

# DISTRIBUTION OF YOUR CUSTOMIZED BAG

## EXCLUSIVE OFFER

MAKE YOUR BRAND UNMISSABLE FROM THE ENTRANCE  
BY DISTRIBUTING YOUR OWN BAGS

### DISTRIBUTION

Distribution at the entrance of Halls 4, 7.1, and 7.3

€24,990 excl. VAT

### Advantages

- ✓ Accompany visitors throughout the show
- ✓ Offer a tangible and memorable gift to boost engagement
- ✓ Ensure continuous brand visibility during the event