

# EXHIBITOR CATALOG

From 24 to 26 May, 2024 at **Eurexpo Lyon - Hall 2.1.C**



# 1

## TYPE OF STAND

First, choose the type of stand you wish to book. The Silver and Gold Range stands are equipped stands, while the bare stands only include a space that you can set up yourself.

# 2

## STAND OPTIONS

Optimise your participation by booking stand options that will allow you to experience your event in the best conditions.

# 3

## COMMUNICATION OPTIONS

Book communication options that will allow you to gain visibility and generate sales before, during, or after the show.

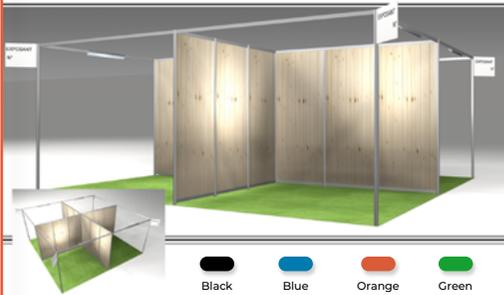
# 1

## TYPE OF STAND

N°1

### Silver range

- Wooden partitions
- Stiffeners for support
- Name of your company
- Exhibitor badges (depending on the surface)
- **Carpeting 4 colors available** (Black - Blue - Orange - Green)



Area A

Area B

Area C

280 €  
Ex. Tax / sqm

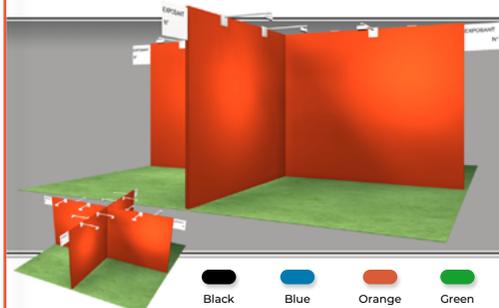
240 €  
Ex. Tax / sqm

190 €  
Ex. Tax / sqm

N°2

### Gold range

- Wooden partitions covered with fabric
- Name of your company
- Exhibitor badges (depending on the surface)
- **Carpeting 4 colors available** (Black - Blue - Orange - Green)



Area A

Area B

Area C

320 €  
Ex. Tax / sqm

280 €  
Ex. Tax / sqm

240 €  
Ex. Tax / sqm

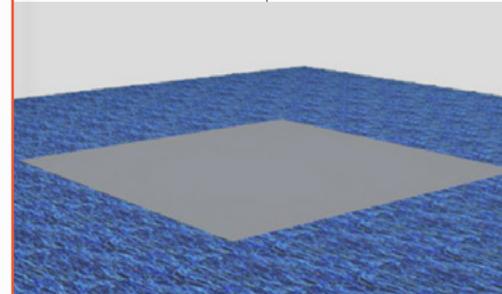
N°3

### Space floor only

- From 18 sqm
- Floor marked only
- Carpeting not included
- Presentation of the stand construction plan to the organisers required
- Exhibitor badge (depending on the surface)

Carpet option

12,5 € Ex. Tax / sqm



Area A

Area B

Area C

220 €  
Ex. Tax / sqm

200 €  
Ex. Tax / sqm

180 €  
Ex. Tax / sqm

N°4

### Outdoor area

- Reservation of an indoor stand required
- Carpeting not included
- Space floor only

80 € Ex. Tax / sqm

N°5

### Cutler table 6sqm

- 1 table
- 2 chairs
- **Carpeting 4 colors available** (Black - Blue - Orange - Green)
- **Wooden partitions**

460 € Ex. Tax

N°6

### Number of badges included / area

6-15 sqm	3
18-27 sqm	5
30-45 sqm	8
54-100 sqm	10

N°7

### Stand reserve

Réserve 1sqm	250 € Ex. Tax
Réserve 2sqm	300 € Ex. Tax
Réserve 4sqm	400 € Ex. Tax
Customised	Quote

N°8

### Angle(s) of stand

1 x angle (opening on 2 aisles)	350 € Ex. Tax
2 x angles (opening on 3 aisles)	600 € Ex. Tax
Island stand (360° opening)	1 000 € Ex. Tax

### Bivouac Pack - 6 sqm

- Wooden partitions
- Stiffeners for support
- Carpeting 4 colors available : black, green, orange, blue
- Name of your company
- 2 exhibitor badges

#### FURNITURE

- 1 counter
- 2 stools

#### COMMUNICATION

/



Area A

2 200 € Ex. Tax

Area B

1 900 € Ex. Tax

Area C

1 500 € Ex. Tax

### Escape Pack - 9 sqm

- Wooden partitions
- Stiffeners for support
- Carpeting 4 colors available : black, green, orange, blue
- Name of your company
- 2 exhibitor badges

#### FURNITURE

- 1 counter
- 2 stools

#### COMMUNICATION

- 1 newsletter insert
- 1 Facebook post



Area A

4 000 € Ex. Tax

Area B

3 400 € Ex. Tax

Area C

2 800 € Ex. Tax

### Travel Pack – 12 sqm

- Wooden partitions
- Stiffeners for support
- Carpeting 4 colors available : black, green, orange, blue
- Name of your company
- 3 exhibitor badges

#### FURNITURE

- 1 counter
- 1 stool
- 1 table
- 3 chairs
- 1 display

#### COMMUNICATION

- 1 encart newsletter
- 1 post Facebook



Area A

5 000 € Ex. Tax

Area B

4 600 € Ex. Tax

Area C

4 200 € Ex. Tax

### Wild Pack – 18 sqm

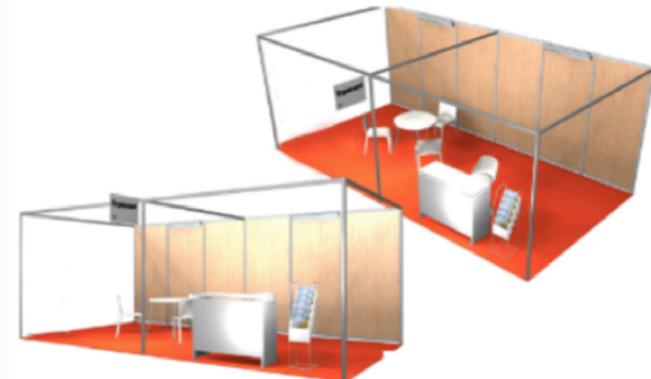
- Wooden partitions
- Stiffeners for support
- Carpeting 4 colors available : black, green, orange, blue
- Name of your company
- 4 exhibitor badges

#### FURNITURE

- 1 counter
- 1 stool
- 1 table
- 3 chairs
- 1 display

#### COMMUNICATION

- 1 personalized newsletter
- 1 Facebook post
- 1 outdoor tarpaulin



Area A

7 200 € Ex. Tax

Area B

6 600 € Ex. Tax

Area C

6 000 € Ex. Tax

### Adventure Pack – 24 sqm

- Wooden partitions
- Stiffeners for support
- Carpeting 4 colors available : black, green, orange, blue
- Name of your company
- 4 exhibitor badges

#### FURNITURE

- 1 counter
- 1 stool
- 1 table
- 3 chairs
- 1 display
- 1 showcase

#### COMMUNICATION

- 1 personalized newsletter
- 1 Facebook post
- 2 outdoor tarpaulins



Area A

9 000 € Ex. Tax

Area B

8 200 € Ex. Tax

Area C

7 500 € Ex. Tax

### Explorer Pack – 36 sqm

- Wooden partitions
- Stiffeners for support
- Carpeting 4 colors available : black, green, orange, blue
- Name of your company
- 6 exhibitor badges

#### FURNITURE

- 1 counter
- 1 stool
- 1 table
- 3 chairs
- 1 display
- 1 showcase
- 3 high chairs
- 1 stand-up

#### COMMUNICATION

- 1 personalized newsletter
- 1 Facebook post
- 2 outdoor tarpaulins
- 1 banner on the site (1month)
- 1 product presentation in the dedicated area



Area A

12 600 € Ex. Tax

Area B

11 500 € Ex. Tax

Area C

10 500 € Ex. Tax

# 2

## STAND OPTIONS

N°9

### Electricity on stand

The lighting is included in the price of the electric panel box. Additional kW can be supplied on request.

	12/24h	24/24h
2kW	350 € Ex. Tax	440 € x. Tax
3kW	420 € x. Tax	520 € x. Tax
6kW	660 € x. Tax	790 € x. Tax
kW en plus	Sur demande	

N°12

### Additional exhibitor parking space

Price for the 3 days of the exhibition. The car park is guarded day and night. Possibility to leave your vehicle during the assembly.

65 € Ex. Tax

N°10

### Stand cleaning (price/sqm)

Your stand will be cleaned each evening of the show and ready to welcome visitors each day.

15 € Ex. Tax / sqm

N°13

### Invitation packs

Benefit from preferential rates to invite your clients, partners, relatives, etc.

25 invitations

100 € Ex. Tax

50 invitations

180 € Ex. Tax

N°11

### Additional exhibitor badges

As badges are nominative, it is imperative to book exhibitor badges for the additional members who will come to your stand.

10 € Ex. Tax

N°14

### Co-exhibitor

Allows the promotion of one or more brands on your stand. Their name will also be displayed on the list of exhibitors and on the floor plan.

1 co-exhibitor  
(from 12 sqm only)

700 € Ex. Tax

2 co-exhibitors  
(from 24 sqm only)

1400 € Ex. Tax

3 co-exhibitors  
(from 36 sqm only)

2100 € Ex. Tax

# 3

## COMMUNICATION OPTIONS

### Stand communication

N°15

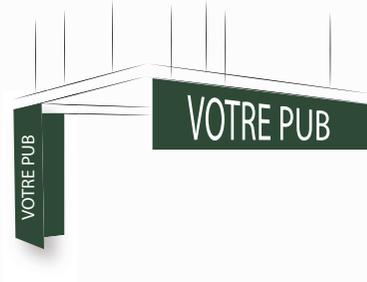
#### Suspended signage

Panels 3x1,5 m  
with print

Lighting truss  
with sign

1 450 € Ex. Tax

On request



N°16

#### Advertising panel

(available depending on stand)

Forex size 3x1,5 m

Customised panel

600 € Ex. Tax

On request



N°17

#### Personalized Stand partitions

Silver range  
partition

Gold range  
partition

200 € Ex. Tax  
/ linear m.

275 € Ex. Tax  
/ linear m.



### Home area communication

N°18

#### Visitor bag advertising insert

Flyers, goodies

Bags distributed to all visitors  
Provided by you  
(up to 500 pieces)

1 200 € Ex. Tax



N°19

#### Your logo on the staff t-shirts



1 500 € Ex. Tax  
Co-branding Survival Expo

N°20

#### X-banner ticketing

Quantity : 4



600 € Ex. Tax

# 3

## COMMUNICATION OPTIONS – EXTERNAL VISIBILITY

**N°21**

**Banners**  
Entrance of the exhibition or outdoor area  
Our teams print and install your tarpaulins

2 banners	650 € Ex. Tax
4 banners	950 € Ex. Tax



**N°22**

**Personalized barriers**  
Entrance of the exhibition  
Our teams print and install your tarpaulins

1 barrier	350 € Ex. Tax
2 barriers	650 € Ex. Tax
4 barriers	900 € Ex. Tax



**N°23**

**Personalized fence**  
Our teams print and install your tarpaulins

1 fence	400 € Ex. Tax
2 fences	700 € Ex. Tax
4 fences	950 € Ex. Tax



# 3

## COMMUNICATION OPTIONS – CONFERENCES

### Conference area (seating for over 100)

	N°24 <b>Exclusive sponsor</b>	<b>Your logo on :</b> <ul style="list-style-type: none"><li>• Stickers on the partitions surrounding the conference area</li><li>• The 3 posts announcing the conference program (digital)</li><li>• The conference program (print)</li><li>• All conference videos broadcast on YouTube and Facebook after the event</li></ul>	2 500 € Ex. Tax
	N°25 <b>Co-Sponsoring</b> (4 sponsors max)		1 200 € Ex. Tax

### Demonstration area

	N°26	<b>1 hour filmed product demo</b>	250 € Ex. Tax
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# 3

## COMMUNICATION OPTIONS – LOGO AND BRANDING

N°27

### Official Bags of the show

10,000 Eco-Responsible Tod Bags

15 000 € Ex. Tax



N°28

### Logo on visitor ticket

Only online ticket (80% pre-sale)

2 750 € Ex. Tax



N°29

### Logo on visitor plan

15,000 prints provided at the entrance to the show.

1 250 € Ex. Tax



N°30

### Floor markings + steps to stand

Your logo on each leg + branding

1 500 € Ex. Tax



N°31

### Eco cup co-branding with Survival Expo

(4 000 eco cup)  
Distributed in all show bars

4 000 € Ex. Tax



# 3

## COMMUNICATION OPTIONS – DIGITAL COMMUNICATION

### Website



N°32  
Banner ad  
(monthly option)

A	Appendix page of your choice (two months minimum)	350 € Ex. Tax
B	« Exhibitor list » page (two months minimum)	400 € Ex. Tax
C	Homepage (two months minimum)	500 € Ex. Tax

### Newsletter

19 400 subscribers to the newsletter



N°33

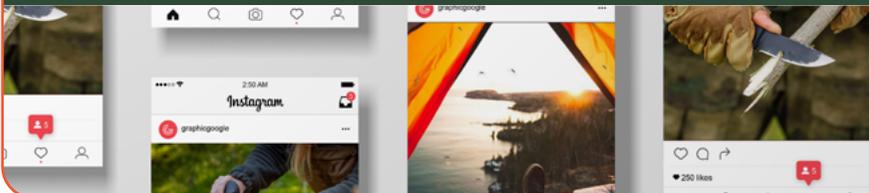
Insert in a newsletter 350 € Ex. Tax

N°34

Personalized newsletter 550 € Ex. Tax

### Social networks

Instagram : 10,3 k  
Facebook : 66,1 k



N°35

1 post on Instagram & Facebook 400 € Ex. Tax

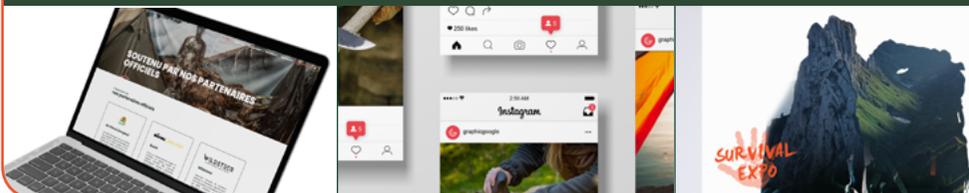
N°36

1 competition on **Instagram** 300 € Ex. Tax

N°37

1 competition on **Facebook** 300 € Ex. Tax

### Digital communication plan



N°38

2-month banner on website (related pages)  
1 personalized newsletter  
2 Facebook posts  
2 Instagram posts  
1 competition  
1 Instagram story during the exhibition

2 000 €  
Ex. Tax

# 3

## COMMUNICATION OPTIONS – OFFICIAL PARTNER 5 000 € EX. TAX



### Press kit

Sent to numerous trade and general-interest journalists



### Outdoor advertising

Many displays in Lyon



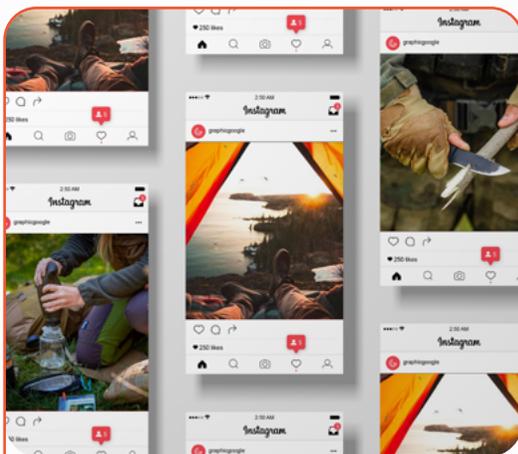
### Official poster

Poster displayed on all our communication channels



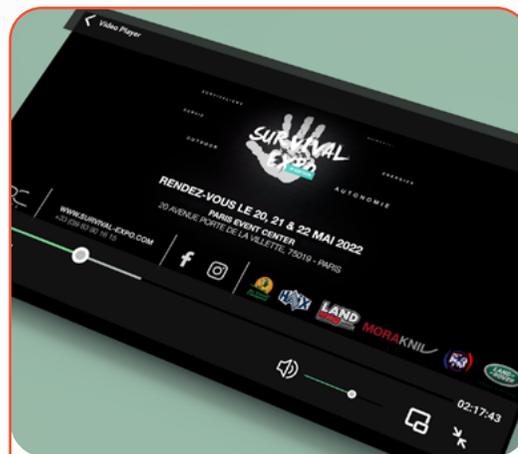
### Exhibition plan

Your logo on the plan (15 k copies)



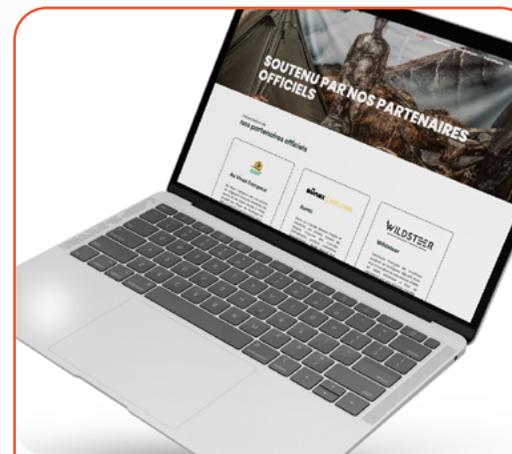
### Social networks

2 Instagram and Facebook posts  
2 Instagram and Facebook stories  
1 personalized newsletter



### Official video

Homepage, social networks (Instagram, Facebook), Youtube



### Website

Presence on the partner banner and official partner page