

Siec

Salon du Retail & de
l'Immobilier Commercial

19.20
Sept 2023

PARIS EXPO
PORTE DE
VERSAILLES
PAVILLON 6

SPONSORING & COMMUNICATION TOOLS

“PRIVILEGE” PARTERSHIPS

- Platinum Sponsor
 - Gold Sponsor
 - Silver Sponsor
-

SPONSORING & COMMUNICATION TOOLS

- **Business**
Boost your booth traffic, strengthen your professional network, and generate leads all year round.
- **Visibility**
Capture attention, enhance your image, and stand out among your competitors.
- **Experience & Comfort**
Have your employees and guests experience a unique moment.



PLATINUM SPONSOR

€20 000 exc.
tax

**Access to the most prestigious status.
Exclusive brand exposure at the show**

AN EXCEPTIONAL VISIBILITY AT THE SHOW

- > **Your logo at the entrance of the Exhibition Center**
(If the Viparis supports at the entrance of the park are not available, the display will be done on the façade of Pavilion 6) - limited to 3 advertisers
- > **Your logo as soon as visitors arrive at Pavilion 6**
- > **Your logo at the entrance of the show and on the main aisle**
(2 floor markings: white background with booth number, location defined by the organizer)

YOUR BRAND ASSOCIATED WITH ALL OUR COMMUNICATION

- > **Your advertising insert*** on the home page of www.siec-online.com***
- > **Your advertising banner*** on a Siec 2023 newsletter
(choice of newsletter subject to approval by the organizer)
- > **Your logo on the exhibition plan** (insert on www.siec-online.com***, on site and in the official guide)
- > **A keynote speech in the plenary room** (discovery offer)
- > **Your full-page advertisement*** in the official guide distributed to all Siec participants

YOUR LOGO* IN THE FOREGROUND**

- > **On the cover of the official guide**
distributed to all Siec participants
- > **On the location of your stand**
On the interactive map of the exhibition
- > **On all pages of the website**
www.siec-online.com*** (in footer)
- > **On the sponsors' kakemono**
- > **On the exhibition badges**

* JPEG HD logo or advertising visual 150 x 239 mm, 5mm bleed and cut lines to be provided

** Depending on the number of partners, the elements will be used alternately

*** Visible until September 2023



GOLD SPONSOR

€10 000 exc.
tax

YOUR VISIBILITY AT THE SHOW

- > **Your logo* at the entrance of the show or on the main aisle**
(1 ground marking: white background with stand number, location defined by the organizer)

YOUR BRAND ASSOCIATED WITH OUR COMMUNICATION TOOLS

- > **Your advertising insert* on the website of Siec www.siec-online.com****
- > **Your advertising banner* on the Siec 2023 newsletter**
(choice of newsletter subject to approval by the organizer)
- > **A discussion in the form of a workshop** (in the workshop room)

YOUR LOGO* IN THE FOREGROUND**

- > **On the cover of the official guide** distributed to all Siec participants
- > **On the location of your stand** on the interactive map of the exhibition
- > **On all pages of the website www.siec-online.com***** (in footer)
- > **On the sponsors' kakemono**
- > **On the exhibition badges**

* JPEG HD logo or advertising visual 150 x 239 mm, 5mm bleed and cut lines to be provided

** Depending on the number of partners, the elements will be used alternately

*** Visible until September 2023



SILVER SPONSOR

€5 000 exc.
tax

YOUR VISIBILITY BEFORE THE SIEC

- > **Your advertising banner* on a Siec 2023 newsletter**
(choice of newsletter subject to approval by the organizer)

YOUR VISIBILITY ON THE EXHIBITION

- > **A discussion in the form of a workshop** (in the workshop room)

YOUR LOGO* IN THE FOREGROUND**

- > **Your logo on the cover of the official guide** distributed to all Siec participants
- > **Your logo on the location of your stand** on the interactive map of the exhibition
- > **Your logo on all pages of the website www.siec-online.com***** (en footer)
- > **Your logo on the sponsors' kakemono**
- > **Your logo on the exhibition badges**

* JPEG HD logo or advertising visual 150 x 239 mm, 5mm bleed and cut lines to be provided

** Depending on the number of partners, the elements will be used alternately

*** Visible until September 2023

BUSINESS

Boost your booth traffic, strengthen your professional network and generate leads all year round.

SOLUTIONS WORKSHOPS (new)

Present your products/ solutions concretely for 45 minutes

- > Benefit from the Siec's visibility on all its media
- > Recover scanned participant leads (RGPD information)
- > Have a room fitted out and equipped

Exhibitor price €3 500 exc. tax
Non-exhibitor price €5 000 exc. tax

DRIVEWAY LETTERS Exclusivity

- > Your logo* on the 7 aisle letters of the show
Hanging letters that allow visitors to locate

€6 000 exc. tax

RIGHT OF DISTRIBUTION Limited to 3 sponsors

- > Your flyer distributed by your hostesses at the entrance of the exhibition
Elements provided by you and subject to prior validation by the organizer.

€2 000 exc. tax

*JPEG HD logo to be provided



VISIBILITY

Capture attention, enhance your image and stand out among your competitors.

KEYNOTES (new) Limited to 2 sponsors

Seize a unique opportunity to reach all participants by hosting a keynote in the plenary room – duration 30min

- > Benefit from the Siec's visibility on all its media
- > Recover scanned participant leads (RGPD information)
- > Have a room fitted out and equipped

Exhibitor price €5 000 exc. tax
Non-exhibitor price €8 000 exc. tax

SPONSORING OF THE BUSINESS MEETINGS SPACE Exclusivity

Qualified and pre-programmed meetings between exhibitors and visitors with projects

- > Associate your brand* with the space
- > Your advertisement* in the official guide distributed at the entrance of the show
- > Your logo* on the official guide distributed at the entrance of the show
- > Your logo* on the sponsors' kakemono

€10 000 exc. tax

SMART COMMUNICATION PACK

- > 1 logo* on the interactive map of the exhibition
- > Your advertising banner** on the Siec website (www.siec-online.com)
- > 1 page of advertising* in the official guide

€2 000 exc. tax

BADGES

Personalization of the back of the badges – **sold**

- > Your visual* on the e-badge sent to registrants before the show

€7 500 exc. tax

REGISTRATION CONFIRMATION EMAILING

- > Your banner on the confirmation email of the visitor registration

€2 500 exc. tax

BADGES CORDS

The badges cords of the Siec 2023 with your colors

- > 5 000 copies manufactured and supplied by the sponsor in bulk (without individual packaging) and equipped with a safety break system (model to be submitted to the organizer for approval).

€7 500 exc. tax

* JPEG HD logo or advertising visual 150 x 239 mm, 5mm bleed and cut lines to be provided
*** Visible until September 2023

VISIBILITY

Capture attention, enhance your image and stand out among your competitors.

WEBSITE

- > Your banner** on the exhibitors list page **€3 900 exc. tax**
- > Your banner** on the exhibition presentation page **€2 500 exc. tax**

OFFICIAL GUIDE

- > Your visual*** on 2nd cover **€2 500 exc. tax**
- > Your visual*** on 3rd cover **€2 000 exc. tax**
- > Your visual*** on 4th cover **€3 000 exc. tax**
- > Your visual*** on the inside page **€1 500 exc. tax**

OFFICIAL BAG EXCLUSIVITY

- > Your visual on the official bag of the exhibition in self-service at the entrance of the exhibition. **€6 000 exc. tax**
3000 copies supplied by the sponsor and subjects to approval by the organization.
Bag co-branded with the show logo, made of recycled cotton

CHARGING STATIONS FOR SMARTPHONES EXCLUSIVITY

Your logo* on the recharging stations made available to visitors provided by the exhibitor
2 charging stations on the show floor + 1 charging station in the VIP area

Exhibitor price €1 500 exc. tax
Non-exhibitor price e5 000 exc. tax

* JPEG HD logo
** Visible until September 2023
*** advertising page format 150 x 239 mm,
5mm bleed and cut lines



Experience & Comfort

Have your employees and guests experience a unique moment.

SPONSORING VIP LOUNGE Exclusivity

€10 000 exc. tax

A privileged and upscale setting reserved exclusivity for VIP badge holders.

- > Highlight your logo* in the VIP area
- > Invite your VIP contacts in an exclusive space in the VIP lounge
capacity of 5 people maximum
- > Have 4 access badges for your team
- > Your logo* on the official guide distributed at the entrance of the exhibition
- > Your logo* on the sponsors' kakemono
- > Your logo* on the signage of the VIP area

SPONSORING OF THE SIEC & PARIS RETAIL WEEK EVENT

€ 20 000 exc. tax **within the limit of one Siec sponsor and one Paris Retail Week sponsor**

Associate your brand with the unmissable networking event dedicated to all retail players (exhibitors and visitors) on Tuesday, September 19, 2023 starting at 7:00 pm

- > Stage display of your logo*
- > Your advertising page* in the official guide distributed at the entrance of the show
- > Your logo* on the official guide distributed at the entrance of the show
- > Your logo* on the pages dedicated to the event on the Siec website** www.siec-online.com
- > Your logo* on the sponsor kakemono

SPONSORING OF THE SIEC GALA EVENING Exclusivity

€20 000 exc. tax

Monday, September 18, 2023 from 7:00 pm (the day before the show) - 400 guests.

The Gala Dinner is the place to be for executives and top managers of the sector.

Ideal to convey your brand image and invite your partners and privileged customers in an exceptional place.

- > Stage display of your logo*
- > Your advertisement* in the official guide distributed at the entrance of the show
- > Your logo* on the official guide distributed at the entrance of the show
- > Your logo* on the page dedicated to the gala on the Siec website** www.siec-online.com
- > Your logo* on the sponsor kakemono

* JPEG HD logo

** Visible until september 2023

*** advertising page format 150 x 239 mm,
5mm bleed and cut lines



Our team At your service

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#Siec



A show of the



Fédération des
Acteurs du Commerce
dans les Territoires •

Organized by

COMEX POSIUM