



DESIGN  
PERSONALISATION  
PRODUCTION

#10

31 JANUARY  
01.02 FEBRUARY  
2023 – LYON

LET'S  
IMPACT  
TOMORROW\*

**FREE  
COMMUNICATION  
CONTACT**

com.cprint@656editions.net

An event



infoprodigital

**SALES CONTACTS**

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# COMMUNICATION TOOLS

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**BENEFIT OF  
THE SPECIAL RATE  
EARLY BIRD**

**FOR ANY ORDER  
PLACED BEFORE  
NOVEMBER 25, 2022 \***

\* The prices displayed  
in the media kit include  
the Early Bird special  
discount

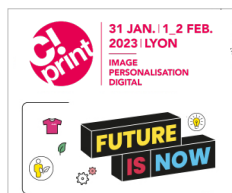
[www.salon-cprint.com/en/](http://www.salon-cprint.com/en/)

# A / FREE COMMUNICATION TOOLS

## INCLUDED IN YOUR REGISTRATION PACK

### 1/ CONTACT YOUR POTENTIAL CLIENTS

#### — BANNERS + HIGH-RESOLUTION LOGOS KIT



Communicate quickly and easily through C!Print banners and logos for your website and your email signature.

[Download the logos here](#)

#### — PERSONNALISED EMAILING

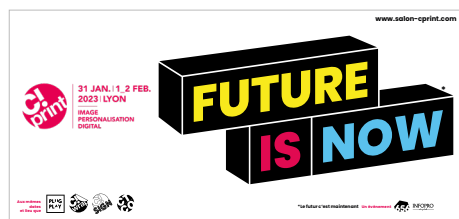


Spread your message concerning your company or about a novelty that you wish to present at C!Print. We create a personalised emailing ready to be sent to your contact database.

##### Send-us:

Your logo / An image (580 x 240 px) /  
A catchphrase (60 caractères maximum) /  
Text (700 caractères maximum)

#### — 100 PAPER INVITATIONS (FROM NOVEMBER 9, 2022)



Invite your best clients to meet them in person at the trade show.

**Invitations are only sent on request.**  
Contact us to receive paper invitations for free.

#### — YOUR NEWS INTEGRATED IN THE C!PRINT SPECIAL ISSUE.

**THIS EDITION IS ROUTED ONE MONTH BEFORE THE TRADE SHOW TO 5,000 QUALIFIED CONTACTS.**

This issue provides an overview of the program and gives you the opportunity to announce what you will be presenting at the trade show.

##### Contact us

(subject to availability and in accordance with the editorial line of our media).

**Deadline to send the elements**  
**Thursday, November 10th**



## A/ **FREE COMMUNICATION TOOLS**

**INCLUDED IN YOUR  
REGISTRATION PACK**

## **2/ CONFERENCES : BECOME A SPEAKER**



Participate in creating of C!Print's conferences program that will respond to market developments and questions.

Be in contact with visitors to present your ethical and ecological engagements, innovations and share your market vision.

Choice of topics subject to availability and in accordance with the editorial line of the event.

**Contact us !**

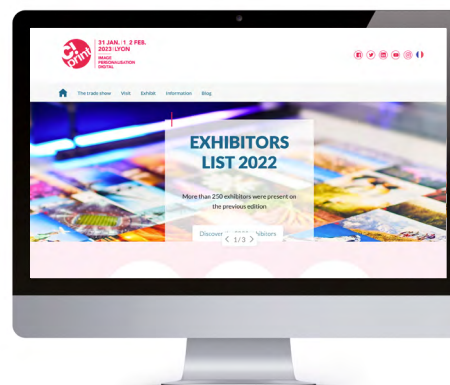
## **3/ WE BROADCAST YOUR CONTENT**

Beyond the three days of the show, C!PRINT is there for you all year round. As a C!Print exhibitor, you can also be **visible on our media 365 days/year**. We broadcast your content on our website, blog, newsletters and social media.

→ **Send\* your press releases and new products to us at [com.cprint@656editions.net](mailto:com.cprint@656editions.net)**

\* Subject to availability and in accordance with the editorial line of our media.

**— C!PRINT :  
THE OFFICIAL WEBSITE  
[WWW.SALON-CPRINT.COM](http://WWW.SALON-CPRINT.COM)**



The trade show website is essential for visitors. With badge ordering and the exhibitors list, it is the essential tool to prepare their visit.

## B / PAYING COMMUNICATION TOOLS

INCREASE  
YOUR  
-ROI-

→ BEFORE THE TRADESHOW

# 1/ WEB

## — BANNERS ON C!PRINT WEBSITE

[WWW.SALON-CPRINT.COM](http://WWW.SALON-CPRINT.COM)

All visitors will go onto the C!Print website to order their badge, to check the list of exhibitors, to find out about the market... Our targeted emailing campaigns will redirect visitors to our website.

In one year, there were more than 110,000 visits on the tradeshow website, 58,000 of these were during the last three months before the tradeshow.

### FOR 3 MONTHS

→ **TOP BANNER 970 X 250 px - 2 000 €**

(Can be seen on all pages including the homepage / 2 advertisers max)

→ **SIDE BANNER 300 X 250 px - 1 000 €**

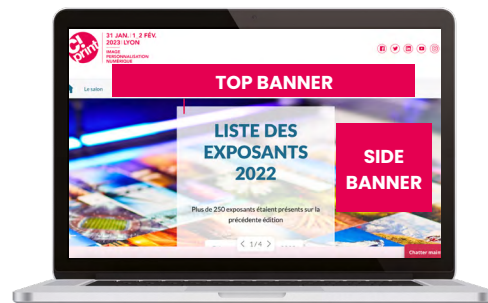
(Can be seen on all pages except on the homepage / 2 advertisers max)

## — BANNER ON THE BADGE ORDERING PAGE

EXCLUSIVE

Every visitor who orders his badge must enter on this page. Enjoy maximum visibility by being the only one to have a banner on this page. A guaranteed visibility for a quality target audience.

**PRICE: 2 000 €**



SOLD  
OUT

## — BANNER ON CONFIRMATION EMAIL

Every visitor who orders his badge will receive an email with the badge in PDF. Be the only one to be present on this email. Benefit from optimal visibility.

**PRICE: 2 000 €**

## — YOUR EMAILING ON THE ENTIRE DATABASE OF VISITORS REGISTERED AT THE TRADESHOW

Send a message to all companies pre-registered at the tradeshow. Communicate on a core target audience before the event. Bring visitors to your stand (4 slots are available in January).

**PRICE: 3 500 €**



### DO YOU WANT TO GET MORE INFORMATION ? CONTACT US:

— **Emilie EGGENSCHWILLER** 🇫🇷 🇬🇧 🇮🇹

Sales director

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## B / PAYING COMMUNICATION TOOLS

INCREASE  
YOUR  
-ROI-

→ DURING THE TRADESHOW

## 2/ VISITOR'S GUIDE

### — C!PRINT VISITOR'S GUIDE

The essential visiting tool for our visitors. They will find all important informations, lists and contact details of exhibitors, conferences programme, floor plan... and keep the guide after their visit.



#### ADVERTISING:

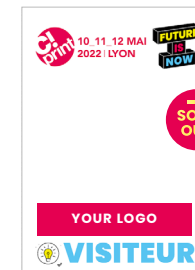
- **BACK COVER** - 1 900 €
- **INSIDE FRONT COVER** - 1 100 €
- **FULL INSIDE PAGE** - 800 €

#### GUIDE SIZE:

150 x 210 mm + Bleed background : 5 mm

## 3/ VISITOR BADGES - FLOOR PLAN & EXHIBITOR'S CATALOGUE

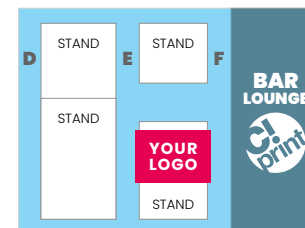
### — YOUR LOGO ON THE C!PRINT VISITOR BADGES



Essential to access the event, the badge is used by all visitors during the three days of the trade show.

Reserve this communication tool as soon as possible to be visible from the first registration.

**PRICE: 3 000 €**



### — YOUR LOGO ON THE FLOOR PLAN AND ON THE EXHIBITOR'S CATALOGUE (PRINT VERSION)

Gain even more visibility and maximise your chances to be found by your clients.

**PRICE: 890 €**

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## B / PAYING COMMUNICATION TOOLS

INCREASE  
YOUR  
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→ DURING THE TRADESHOW

### 4 / TRADESHOW SIGNAGE

#### — FLOOR ADHESIVES



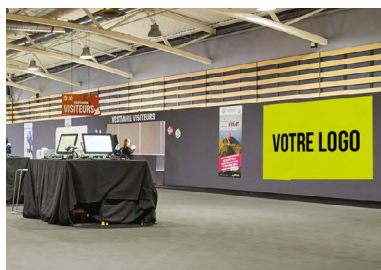
Guide the visitor step by step directly to your stand.

**PRICE: 1 700 €**

##### DOCUMENT SIZE:

5 adhesives – 500 mm x 500 mm  
Printing, lamination, cutting, laying  
(max 3 advertisers)  
Adhesives implementation plan drawn up by the organisation.

#### — ADVERTISEMENT AT THE TRADESHOW ENTRANCE



Maximum visibility even before entering the tradeshow.

**PRICE: 2 600 €**

##### DOCUMENT SIZE:

1 500 mm x 2 500 mm  
Advertisement visual must be validated by the organisation.  
(max 3 advertisers).

SOLD  
OUT

#### — ADHESIVES ON THE TRADESHOW ENTRANCE DOORS



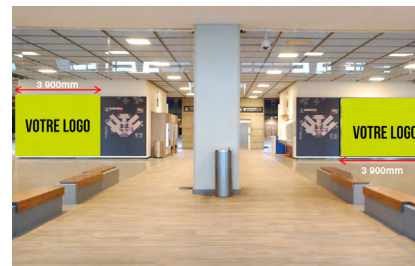
A very effective tool to be seen directly before the entrance of the tradeshow!

**PRICE: 2 800 €**

##### DOCUMENT SIZE:

785 mm x 1530 mm  
8 faces per advertiser  
(max 2 advertisers)

#### — CANVAS IN EUREXPO RECEPTION



Show you brand in the heart of the lounge area in Eurexpo reception.

**PRICE: 3 200 €**

##### DOCUMENT SIZE:

3 900 mm x 2 920 mm or 2 930 mm  
(max 2 advertisers).

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## B / PAYING COMMUNICATION TOOLS

INCREASE  
YOUR  
-ROI-

→ DURING THE TRADESHOW

## 5/ SPONSORING

Be visible at strategic locations at the tradeshow. Your promotional product will be distributed at the entrance of the C!Print tradeshow. Your company will become the official sponsor of the tradeshow and will be displayed on all our communication documents: **the sponsor has to provide products.** The organiser reserves the right to provide the customisation file.

### — OFFICIAL TRADE SHOW BAG

It is one of the unmissable goodies of the trade show. The visitors will show your brand in the aisles of C!Print.

**PRICE: 4 500 € – 6 000 units**

**Bags has to be provided by the sponsor.**



### — INSERT A DOCUMENT OR GOODIES IN THE C!PRINT BAG

Increase your presence among visitors in the tradeshow bag.  
Maximum weight and dimensions of the insertion: 300 gr. 210 x 297 mm.

**PRICE: 2 000 € – 6 000 units**

→ **IF YOU HAVE A PARTICULAR DESIRE OR IDEA FOR SPONSORSHIP,**

**ASK OUR SALES TEAM FOR ADVICE.**

**THE SALES REPRESENTATIVES ARE AT YOUR DISPOSAL TO PROVIDE YOU WITH A TAILOR-MADE OFFER.**

### — LANYARD

Be the only one to benefit from this maximum visibility. All visitors will wear the lanyard during the two days show.

**PRICE: 6 000 € – 10 000 units**



### — SPONSORING OF C!PRINT CENTRAL BAR (CUPS AND COASTERS)

Located at the heart of the event, the central bar is the ideal place to develop your networking in a friendly atmosphere! In the form of exclusive sponsorship, associate your brand with the friendliness of this space. You will be the only one on all the cups and coasters at the C!Print bar.



**PRICE ON REQUEST**

#### DO YOU WANT TO GET MORE INFORMATION ? CONTACT US:

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# C / PURCHASE ORDER

		EARLY BIRD (BEFORE THE 25/11/2022)	LATE PRICE (AFTER THE 25/11/2022)	
DESCRIPTION	QTY	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	TOTAL
BEFORE THE TRADESHOW				
1 / WEB				
BANNERS ON C!PRINT WEBSITE (FOR 3 MONTHS)				
TOP BANNER 970 X 250 px (Can be seen on all pages including the homepage / 2 advertisers max)		2 000 €	2 300 €	
SIDE BANNER 300 X 250 px (Can be seen on all pages except on the homepage / 2 advertisers max)		1 000 €	1 150 €	
BANNER ON BADGE ORDERING PAGE 		2 000 €	2 300 €	
BANNER ON CONFIRMATION EMAIL 		2 000 €	2 300 €	
YOUR EMAILING ON THE ENTIRE DATABASE OF VISITORS REGISTERED AT THE SHOW		3 500 €	4 025 €	

**TOTAL WEB** \_\_\_\_\_ euros without tax




# C / PURCHASE ORDER


		EARLY BIRD (BEFORE THE 25/11/2022)	LATE PRICE (AFTER THE 25/11/2022)	
DESCRIPTION	QTY	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	TOTAL
DURING THE TRADE SHOW				
2 / C!PRINT VISITOR'S GUIDE				
Back cover / 150 x 210 mm		1 900 €	2 185 €	
Inside front cover / 150 x 210 mm		1 100 €	1 265 €	
Full inside page / 150 x 210 mm		800 €	920 €	

**TOTAL VISITOR'S GUIDE ADVERTISING** \_\_\_\_\_ euros without tax

# C / PURCHASE ORDER




DESCRIPTION	QTY	EARLY BIRD (BEFORE THE 25/11/2022)	LATE PRICE (AFTER THE 25/11/2022)	TOTAL
<b>DURING THE TRADE SHOW</b>				
<b>3/ VISITOR BADGES – FLOOR PLAN &amp; EXHIBITOR'S CATALOGUE</b>				
YOUR LOGO ON THE FLOOR PLAN AND ON THE EXHIBITOR'S CATALOGUE (PRINT VERSION)		890 €	1 024 €	
YOUR BANNER ON THE C!PRINT VISITOR BADGES 		3 000 €	3 450 €	

**TOTAL VISITOR BADGE / FLOOR PLAN** \_\_\_\_\_ euros without tax

DESCRIPTION	QTY	EARLY BIRD (BEFORE THE 26/11/2021)	LATE PRICE (AFTER THE 26/11/2021)	TOTAL
<b>DURING THE TRADE SHOW</b>				
<b>4/ TRADE SHOW SIGNAGE</b>				
<b>FLOOR ADHESIVES</b> 5 units – 500 mm x 500 mm – max 3 advertisers		1 700 €	1 955 €	
<b>ADVERTISEMENT AT THE TRADE SHOW ENTRANCE</b> max 3 advertisers		2 600 €	2 990 €	
<b>ADHESIVES ON THE EUREXPO ENTRANCE DOORS</b>  8 units – 785 mm x 1530 mm – max 2 advertisers		2 800 €	3 220 €	
<b>CANVAS IN EUREXPO RECEPTION</b> 3 900 mm x 2 920 mm ou 2 930 mm – max 2 advertisers		3 200 €	3 680 €	

**TOTAL SIGNAGE TRADE SHOW** \_\_\_\_\_ euros without tax

# C / PURCHASE ORDER

		EARLY BIRD (BEFORE THE 25/11/2022)	LATE PRICE (AFTER THE 25/11/2022)	
DESCRIPTION	QTY	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	TOTAL
DURING THE TRADE SHOW				
5/ SPONSORING				
OFFICIAL TRADE SHOW BAG 6 000 units - max 1 advertiser 		4 500 €	5 175 €	
INSERT A DOCUMENT OR GOODIES IN THE C!PRINT BAG 6 000 units		2 000 €	2 300 €	
LANYARD 10 000 units - max 1 advertiser 		6 000 €	6 900 €	
SPONSORING OF C!PRINT CENTRAL BAR (CUPS AND COASTERS) 		ON DEMAND	ON DEMAND	

**TOTAL SPONSORING** \_\_\_\_\_ euros without tax

**TOTAL COMMUNICATION TOOLS** \_\_\_\_\_ euros without tax