



DESIGN
PERSONALISATION
PRODUCTION

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FEBRUARY
2024 – LYON

#11

LET'S IMPACT TOMORROW

FREE
COMMUNICATION
CONTACT
com@salon-cprint.com

An event  **infoprodigital**
TRADE SHOWS

SALES CONTACTS

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COMMUNICATION TOOLS

SUMMARY

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BENEFIT OF
THE SPECIAL RATE

EARLY BIRD

FOR ANY ORDER
PLACED BEFORE
NOVEMBER 24, 2023

www.salon-cprint.com/en

A / FREE COMMUNICATION TOOLS INCLUDED IN YOUR REGISTRATION PACK

USE THE ONLINE MEDIKIT!

Accessible from your exhibitor space, the online mediakit allows you to directly customise your communication tools.

1/ CONTACT YOUR POTENTIAL CLIENTS

- CUSTOMISABLE BANNERS + HIGH DEFINITION LOGO KIT



Customise your banners with your logo and your invitation code to announce your participation in the exhibition on your different communication media (press release, website, email signature, social networks, ...). You will then only have to choose the format that suits you!



- CUSTOMISABLE EMAILING

An emailing that you can customise yourself with your own visuals and text, and directly download the html file ready to be sent to your customer database.

- 50 PRINTED INVITATIONS (FROM NOVEMBRE 9, 2023)

Take advantage of this qualitative medium to invite your best customers to come and meet you. Paper invitations to be sent by you.

! Invitations are sent on request only.

Please tick the appropriate box when confirming your participation. More invitations can be obtained by contacting us.



- 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 your elements November 9, 2023

A / FREE COMMUNICATION TOOLS

INCLUDED IN YOUR REGISTRATION PACK

2 / CONFERENCES: BECOME A SPEAKER



Participate in the development of the C!PRINT conference programme dedicated to the evolution and issues of your market.

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@salon-cprint.com

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

- C!PRINT :
THE OFFICIAL WEBSITE
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 / PAID COMMUNICATION TOOLS

INCREASE
YOUR
-ROI-

1/ WEB

- BANNERS ON C!PRINT WEBSITE 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 130,000 visits on the trade show website, 76,837 of these were during the last three months before the trade show.

TOP BANNER 728 x 90 px

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

RATE: 2,300 € EXCL. VAT

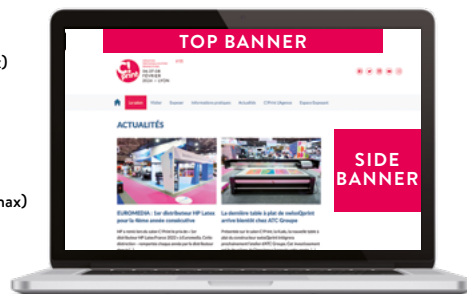
EARLY BIRD RATE: 2,000 € EXCL. VAT

SIDE BANNER 300 X 250 px

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

RATE: 1,150 € EXCL. VAT

EARLY BIRD RATE: 1,000 € EXCL. VAT



FOR 3
MONTHS

- BANNER ON C!PRINT NEWSLETTER



Sent to more than 36,000 contacts, the C!Print newsletter is a digest of market news. It is sent out monthly from February to October and then bi-monthly the three months prior to the trade show, from November to January.

TOP BANNER : 728 x 90 px

RATE: 1,150 € EXCL. VAT

EARLY BIRD RATE: 1,000 € EXCL. VAT

- BANNER ON THE BADGE CONFIRMATION EMAIL

EX-
CLU-
-SIVE

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

RATE: 2,300 € EXCL. VAT

EARLY BIRD RATE: 2,000 € EXCL. VAT

- YOUR EMAILING ON THE ENTIRE DATABASE OF VISITORS REGISTERED AT THE TRADE SHOW

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

RATE: 4,025 € EXCL. VAT

EARLY BIRD RATE:

3,500 € EXCL. VAT



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B / PAID COMMUNICATION TOOLS

INCREASE YOUR -ROI-

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, conference programme, floor plan... and keep the guide after their visit.



ADVERTISING:

BACK COVER

RATE: 2,185 € EXCL. VAT
EARLY BIRD RATE: 1,900 € EXCL. VAT

SOLD OUT

INSIDE FRONT COVER

RATE: 1,265 € EXCL. VAT
EARLY BIRD RATE: 1,100 € EXCL. VAT

SOLD OUT

FULL INSIDE PAGE

RATE: 920 € EXCL. VAT
EARLY BIRD RATE: 800 € EXCL. VAT

GUIDE SIZE:

150 x 210 mm + Bleed background : 5 mm

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

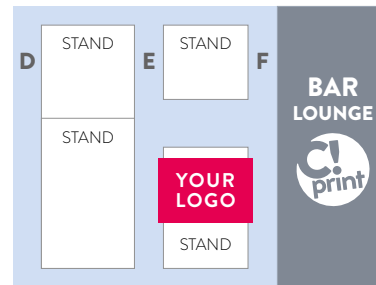


- YOUR LOGO ON THE C!PRINT VISITOR BADGES

SOLD OUT

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. (only 1 advertiser)

RATE: 3,450 € EXCL. VAT
EARLY BIRD RATE: 3,000 € EXCL. VAT



- 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.

RATE: 1,024 € EXCL. VAT
EARLY BIRD RATE: 890 € EXCL. VAT

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B / PAID COMMUNICATION TOOLS



4/ TRADE SHOW SIGNAGE

- FLOOR ADHESIVES



Guide the visitor step by step directly to your stand.

RATE: 1,955 € EXCL. VAT
EARLY BIRD RATE: 1,700 € EXCL. VAT

DOCUMENT SIZE:

5 adhesives - 500 mm x 500 mm
 (max. 3 advertisers)

Printing, lamination, cutting, laying
 Adhesives implementation map drawn up by the organisation.

- ADVERTISEMENT AT THE TRADE SHOW ENTRANCE



Maximum visibility even before entering the trade show.

RATE: 2,990 € EXCL. VAT
EARLY BIRD RATE: 2,600 € EXCL. VAT

DOCUMENT SIZE:

1500 mm x 2 500 mm
 (max. 3 advertisers)

Advertisement visual must be validated by the organisation.



- ADHESIVES ON EUREXPO ENTRANCE DOORS



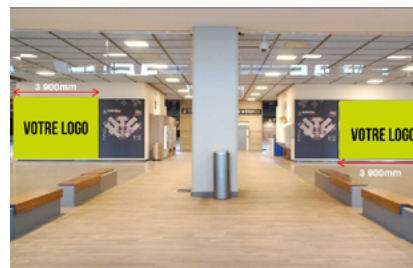
A very effective tool to be seen directly before the entrance of the trade show!

RATE: 3,450 € EXCL. VAT
EARLY BIRD RATE: 3,000 € EXCL. VAT

DOCUMENT SIZE:

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

- CANVAS IN EUREXPO MAIN RECEPTION



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

RATE: 3,680 € EXCL. VAT
EARLY BIRD RATE: 3,200 € EXCL. VAT

DOCUMENT SIZE:

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

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B / PAID COMMUNICATION TOOLS

INCREASE YOUR -ROI-

5/ MERCHANDISING

Be visible at strategic locations at the trade show.
Your promotional product will be distributed at the entrance of C!Print or at the business bar.

The sponsor has to provide the 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.

RATE: 5,175 € EXCL. VAT
EARLY BIRD RATE: 4,500 € EXCL. VAT
6 000 units

Bags have 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.

RATE: 2,300 € EXCL. VAT
EARLY BIRD RATE: 2,000 € EXCL. VAT
6 000 units



- LANYARD

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

RATE: 6,900 € EXCL. VAT
EARLY BIRD RATE: 6,000 € EXCL. VAT
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

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.

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