



PROMOTIONAL  
GARMENTS AND GIFTS

#16

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FEBRUARY  
2024 – LYON

# YOUR BUSINESS BOOSTER

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FREE  
COMMUNICATION  
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— An event  
 **infopro**digital  
TRADE SHOWS

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

# COMMUNIC- ATION TOOLS

## SUMMARY

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BENEFIT OF  
THE SPECIAL RATE  
**EARLY BIRD**

FOR ANY ORDER  
PLACED BEFORE  
**OCTOBER 27<sup>TH</sup> 2023 \***

\* Prices shown  
in document include  
the Early Bird discount



# A / FREE COMMUNICATION TOOLS

INCLUDED IN YOUR REGISTRATION PACK

## 1/ CONTACT YOUR POTENTIAL CLIENTS

**EDIT YOUR  
OWN TOOLS WITH  
THE ONLINE  
MEDIKIT.**

*Save time for  
your communication!*

**CTCO PROVIDES  
YOU WITH →**

(from november 2023)

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

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



Customize your banners with your logo and invitation code to announce your participation in the trade show on your various communication media (press release, website, email signature, social networks, etc.).

All you have to do is choose the format that suits you!

**FIND YOUR INVITATION CODE  
IN YOUR PERSONAL SPACE**



### — CUSTOMIZABLE EMAILING

An emailing that you can personalise yourself with your visual and texts before downloading the html file ready to be sent to your customer database.

### — 50 PAPER INVITATIONS (FROM NOVEMBER, 9<sup>th</sup> 2023)



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

**! Invitations are only sent on request.  
Contact us to receive some free of charge.**



# A / FREE COMMUNICATION TOOLS

INCLUDED IN YOUR REGISTRATION PACK

## 2/ SIDE EVENTS DURING THE TRADE SHOW

## 3/ WE BROADCAST YOUR CONTENT

### — THE « MUST » OF CTCO



Try to win the prize for the best promotional item/garment of the year 2024 by participating in the «Must» side event.

Located at the entrance to the show, this area is a mandatory passage for all visitors who can discover your best product displayed in a window.

**Before the 1<sup>st</sup> december 2023**, please send your descriptive text and HD picture of the product to appear in the C!mag magazine\* to [com@salon-ctco.com](mailto:com@salon-ctco.com)

**And before the 12<sup>th</sup> january 2024**, please send us your product that will be displayed in the “Must” area.

N.B: You must present the same product in the magazine and in the “Must” area.

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

### — CONFERENCES: BE IN THE SPOTLIGHT!



Become a speaker: present your market expertise, your ethical, ecological and certification commitments... Choice of topics according to the availability and editorial line of the event.

**Contact us!**

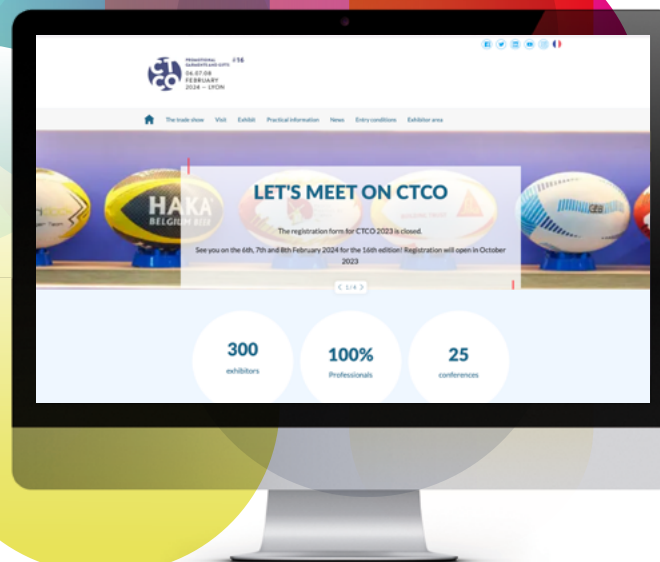
Benefit from visibility on CTCO communication media 365 days a year. Your news is relayed on our website, blog, newsletters or social networks.

> Send\* your press relases and new products to us at [com@salon-ctco.com](mailto:com@salon-ctco.com)

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

### — CTCO : THE OFFICIAL TRADE SHOW WEBSITE [WWW.SALON-CTCO.COM/EN](http://WWW.SALON-CTCO.COM/EN)

The trade show website is essential for visitors. With badge ordering and the exhibitors list, it is invaluable when preparing their visit.





# B / YOUR PAYING COMMUNICATION TOOLS

INCREASE  
YOUR  
-ROI-

## 1/ BANNERS

### — BANNERS ON CTCO WEBSITE

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

All visitors will go onto the CTCO 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 67,000 visits on the trade show website, 36,369 of these were from December to February 2023.



#### FOR 3 MONTHS

> **TOP BANNER 970 x 90 px (desktop) 640 x 100 px (smartphone) - 1 925 €**

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

> **SIDE BANNER 300 x 250 px - 1 100 €**

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

> **WIDE ANGLE 300 x 600 px - 1 615 €**

(Can be seen on all pages except on the homepage / 1 advertiser)

EXCLU-SIVE

### — BADGE ORDERING PAGE

Every visitor who orders his badge must connect to 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 : 1 925 €**

EXCLU-SIVE

### — 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 : 1 925 €**

## 2/ DATABASE RENTAL

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

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

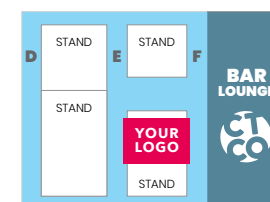
**PRICE : 3 025 €**

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

### — YOUR LOGO ON THE CTCO 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 : 3 850 €**



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

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

**PRICE : 980 €**

### SALES CONTACTS

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# B / YOUR PAYING COMMUNICATION TOOLS



## 4/ VISITOR'S GUIDE / PRESS

### — VISITOR'S GUIDE

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

#### ADVERTISING

- > **BACK COVER** - 1 925 €\* instead of 2 750 €
- > **INSIDE FRONT COVER** - 850 €\* instead of 1 210 €
- > **FULL INSIDE PAGE** - 460 €\* instead of 660 €

#### GUIDE SIZE

150 x 210 mm (Bleed: 5 mm)



—  
-30%

### \*SPECIAL OFFER CTCO PACK

Buy an advert in C!mag  
and get **30% discount**  
off an advert in the  
visitor's guide.

### — C!MAG: THE REFERENCE MAGAZINE OF THE MAR-

The magazine for promotional gift and garment and personalisation techniques posted to 2,500 selected contacts.

January special edition:

- 1,500 supplementary issues distributed at the CTCO trade show.
  - In the January issue : focus on CTCO's Must products.
- Present your new product that will be displayed in the Must area.

#### ADVERTISING (EXHIBITOR RATES)

- > **FULL PAGE**  
(EXCEPT INSIDE COVER AND BACK COVER) - 1 620 €\* instead of 2 310 €
- > **HALF PAGE** - 1 110 €\* instead of 1 580 €



#### MAGAZINE SIZE

**Page:** 215 x 295 mm  
**Half page:** 105 x 295 mm or 215 x 145 mm  
**Bleed:** 5 mm

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# B / YOUR PAYING COMMUNICATION TOOLS

INCREASE  
YOUR  
-ROI-

## 5/ SPONSORING

Be visible at key moments in the visitor experience. Your promotional product will be distributed at the entrance of CTCO.

Your company will become the official sponsor of the trade show and will be displayed on all our communication documents: **sponsor must 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 CTCO.

**PRICE: 6 050 € - 6 000 units**



### — LANYARD

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

**PRICE: 6 050 € - 8 000 units**



### — PEN

Your pen will be used all year long by visitors,  
THE rightway to remember your brand after the trade show!

**PRICE: 3 850 € - 6 000 units**

### — GOODIES AT THE ENTRANCE

Communicate your brand at the entrance of the show, a mandatory step for all visitors.

**PRICE: 2 200 € - 5 000 units**

### — SPONSORING OF CTCO 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 CTCO's bar.

**PRICE: 2 640 €**

### — ADVERTISING VIDEO CLIP SHOWN ON SCREENS


You have an advertising clip or were thinking of making one: put it forward at CTCO and  
capture the interest of the visitors. Your video will be broadcasted all day long on CTCO screens.  
For more details, contact our sales team.

**PRICE: 2 200 €**

**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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# B / YOUR PAYING COMMUNICATION TOOLS

> DURING THE TRADE SHOW

INCREASE  
YOUR  
-ROI-

## 6/ SPEED DEMOS

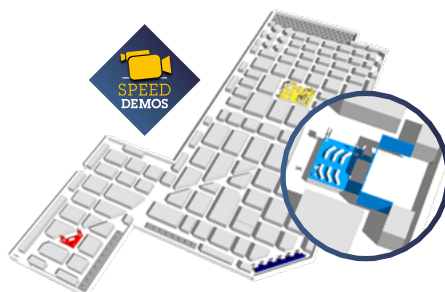
GIFT, GARMENT : SHOWCASE YOUR PRODUCT LIVE ON CTCO!



### — A NEW FORMAT FOR THIS 2024 EDITION

In the heart of the show, on an area animated by a professional presenter, enhance a flagship product in front of the visitors. You have 10 minutes to present the gift or garment of your choice in the Speed Demos area. A hostess will show your object among the public and, in the case of a textile, a professional model will wear your product. Filmed live by a professional team, your Speed Demos is rebroadcast during the show and relayed thereafter on our social networks, website and newsletters.

### — AN ANIMATION AT THE HEART OF THE SHOW



Contact your sales manager quickly,  
only 10 slots available per day!

### — AN EFFECTIVE COMMUNICATION TOOL

In addition to presenting your product live to visitors, the video of your Speed Demos is returned to you by our teams, to be used in your communications. An attractive and professional support to animate your websites, social networks, digital brochures...

Take advantage of visibility before, during and after the show thanks to the Speed Demos animation!

LIMITED TO  
30  
SLOTS

#### BEFORE THE SHOW

- Emailing campaigns dedicated to this animation sent to the entire database of potential visitors to the exhibition
- Relaying the news of the animation on our social networks

#### DURING THE SHOW

- Reach new clients and leads during your live presentation
- An editorial page dedicated to this event in the visitor's guide
- Posts on our social networks
- A page describing the animation, with the brands presented, on the CTCO website

#### AFTER THE SHOW

- Videos posted on CTCO's WebTV
- Broadcasting of videos on our social networks (LinkedIn, Facebook, Instagram)

SPEED DEMO - GIFT	SPEED DEMO - GARMENT
A hostess presents your product on the stage and then passes it around the audience.	A professional model (woman or man) wears your product on the stage in front of the visitors.
<b>EARLY BIRD</b> (until 27/10/2023) 300€ Excl. VAT	<b>EARLY BIRD</b> (until 27/10/2023) 500€ Excl. VAT
<b>LATE PRICE</b> (after 27/10/2023) 390€ Excl. VAT	<b>LATE PRICE</b> (after 27/10/2023) 650€ Excl. VAT



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# C / PURCHASE ORDER

		EARLY BIRD (BEFORE THE 27/10/2023)	LATE PRICE (AFTER THE 27/10/2023)	
DESCRIPTION	QTY	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	TOTAL
<b>BEFORE THE TRADE SHOW</b>				
<b>1 / WEB</b>				
<b>BANNERS ON CTCO WEBSITE (FOR 3 MONTHS)</b>				
TOP BANNER 970 X 90 px (Can be seen on all pages including the homepage / 2 advertisers max)		1 925 €	2 215 €	
SIDE BANNER 300 X 250 px (Can be seen on all pages except on the homepage / 2 advertisers max)		1 100 €	1 265 €	
WIDE ANGLE 300 X 250 px (Can be seen on all pages except on the homepage / 1 advertiser)		1 615 €	1 900 €	
 <b>BANNER ON BADGE ORDERING PAGE</b>		1 925 €	2 215 €	
 <b>BANNER ON CONFIRMATION EMAIL</b>		1 925 €	2 215 €	
<b>2 / DATABASE RENTAL</b>				
<b>YOUR EMAILING ON THE ENTIRE DATABASE OF VISITORS REGISTERED AT THE SHOW</b>		3 025 €	3 480 €	



**TOTAL BANNERS** ..... euros without tax

<b>DURING THE TRADE SHOW</b>				
<b>3 / VISITOR BADGES / FLOOR PLAN &amp; EXHIBITOR'S CATALOGUE</b>				
<b>YOUR LOGO ON THE FLOOR PLAN AND ON THE EXHIBITOR'S CATALOGUE (PRINT VERSION)</b>		980 €	1 130 €	
 <b>YOUR BANNER ON THE CTCO VISITOR BADGES</b>		3 850 €	4 430 €	

**TOTAL FLOOR PLAN / VISITOR BADGES** ..... euros without tax



# C / PURCHASE ORDER

		SPECIAL OFFER -30% *				
		EARLY BIRD (BEFORE THE 27/10/2023)	LATE PRICE (AFTER THE 27/10/2023)	EARLY BIRD (BEFORE THE 27/10/2023)	LATE PRICE (AFTER THE 27/10/2023)	
DESCRIPTION	QTY	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	TOTAL
DURING THE TRADE SHOW						
4 / GUIDE / PRESSE						
CTCO 2024 VISITOR'S GUIDE						
Back cover / 150 x 210 mm 		2 750 €	3 160 €	1 925 € instead of 2 750 €	2 212 € instead of 3 160 €	
Inside front cover / 150 x 210 mm 		1 210 €	1 390 €	820 € instead of 1210 €	973 € instead of 1 390 €	
Full inside page / 150 x 210 mm		600 €	800 €	460 € instead of 660 €	532 € instead of 760 €	



**\*SPECIAL OFFER CTCO PACK**  
Buy an advert in C!mag and get 30% discount off an advert in the visitor's guide.

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





		EARLY BIRD (BEFORE THE 27/10/2023)	LATE PRICE (AFTER THE 27/10/2023)	
DESCRIPTION	QTY	UNIT PRICE (EUROS WITHOUT TAX)	UNIT PRICE (EUROS WITHOUT TAX)	TOTAL
C!MAG: THE REFERENCE MAGAZINE OF THE MARKET - JANUARY 2024 ISSUE				
Full page (not including inside cover and back cover) - 215 x 295 mm		1 620 € instead of 2 310 €	1 863 € instead of 2 310 €	
Half page - 105 x 295 mm or 215 x 145 mm		1 110 € instead of 1 580 €	1 277 € instead of 1 580 €	

 Total to be paid upon publication of C!mag

**TOTAL C!MAG ADVERTISING** \_\_\_\_\_ euros without tax



# C / PURCHASE ORDER

		EARLY BIRD (BEFORE THE 27/10/2023)	LATE PRICE (AFTER THE 27/10/2023)	
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 		6 050 €	6 958 €	
LANYARD - 8 000 units 		6 050 €	6 958 €	
PEN - 6 000 units 		3 850 €	4 428 €	
GOODIES AT THE ENTRANCE - 2 000 units		2 200 €	2 530 €	
SPONSORING OF CTCO CENTRAL BAR (CUPS AND COASTERS) 		2 640 €	3 036 €	
ADVERTISING VIDEO CLIP SHOWN ON SCREEN		2 200 €	2 530 €	
6 / SPEED DEMOS (limited to 30 slots)				
PROMOTIONAL GIFT		300 €	390 €	
PROMOTIONAL GARMENT		500 €	650 €	

**TOTAL SPONSORING** ..... euros without tax

**TOTAL SPEED DEMOS** ..... euros without tax

**TOTALS (EXCEPT TOTAL C!MAG ADVERTISING)** ..... euros without tax

**TTC (+20%)** ..... euros without tax