



SILMO
Paris
THE OPTICAL FAIR

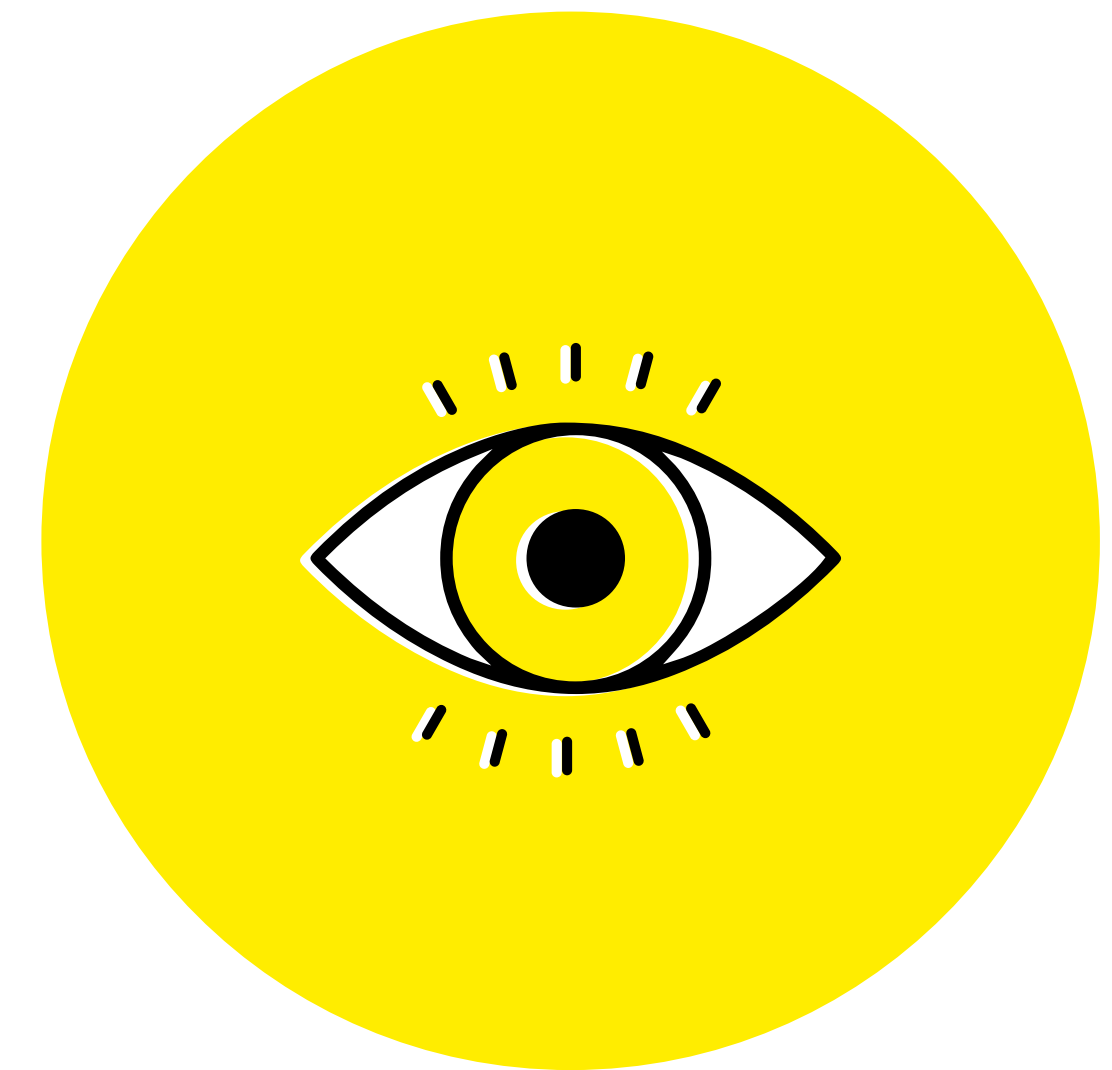
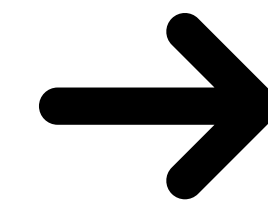
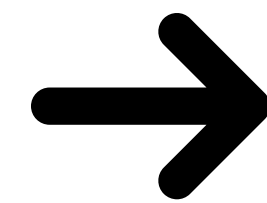


**MAKE YOUR TRADE SHOW A SUCCESS
WITH THE OPPORTUNITIES
OFFERED BY SILMO PARIS**



25 > 28 SEPT. 2026 | PARIS NORD VILLEPINTE

CHECK LIST FOR **A SUCCESSFUL EXHIBITION**



1

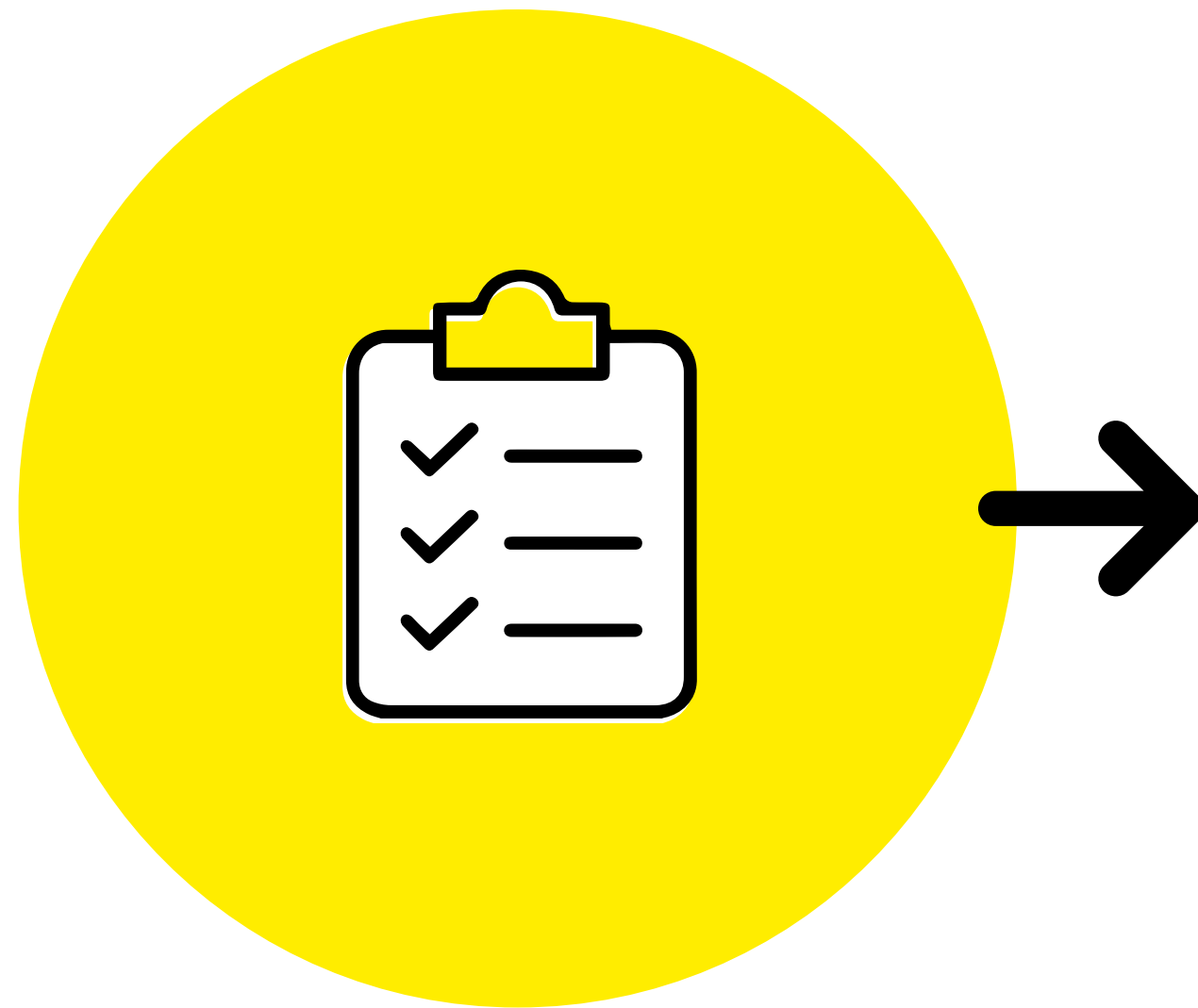
OPTIMIZE
YOUR BUSINESS

2

INVITE
YOUR CUSTOMERS AND
COMMUNICATE ABOUT
YOUR PRESENCE

3

BE
MORE VISIBLE



✓ **YOUR CATALOGUE PAGE** **FREE**

✓ **PLACE YOUR TECHNICAL ORDERS** [HERE](#)

✓ **BUILD A DATABASE OF VISITORS**

- Exhilead Licence badge reader **€160 Excl. VAT**
- Badge reader + Badge reader Licence **€265 Excl. VAT**

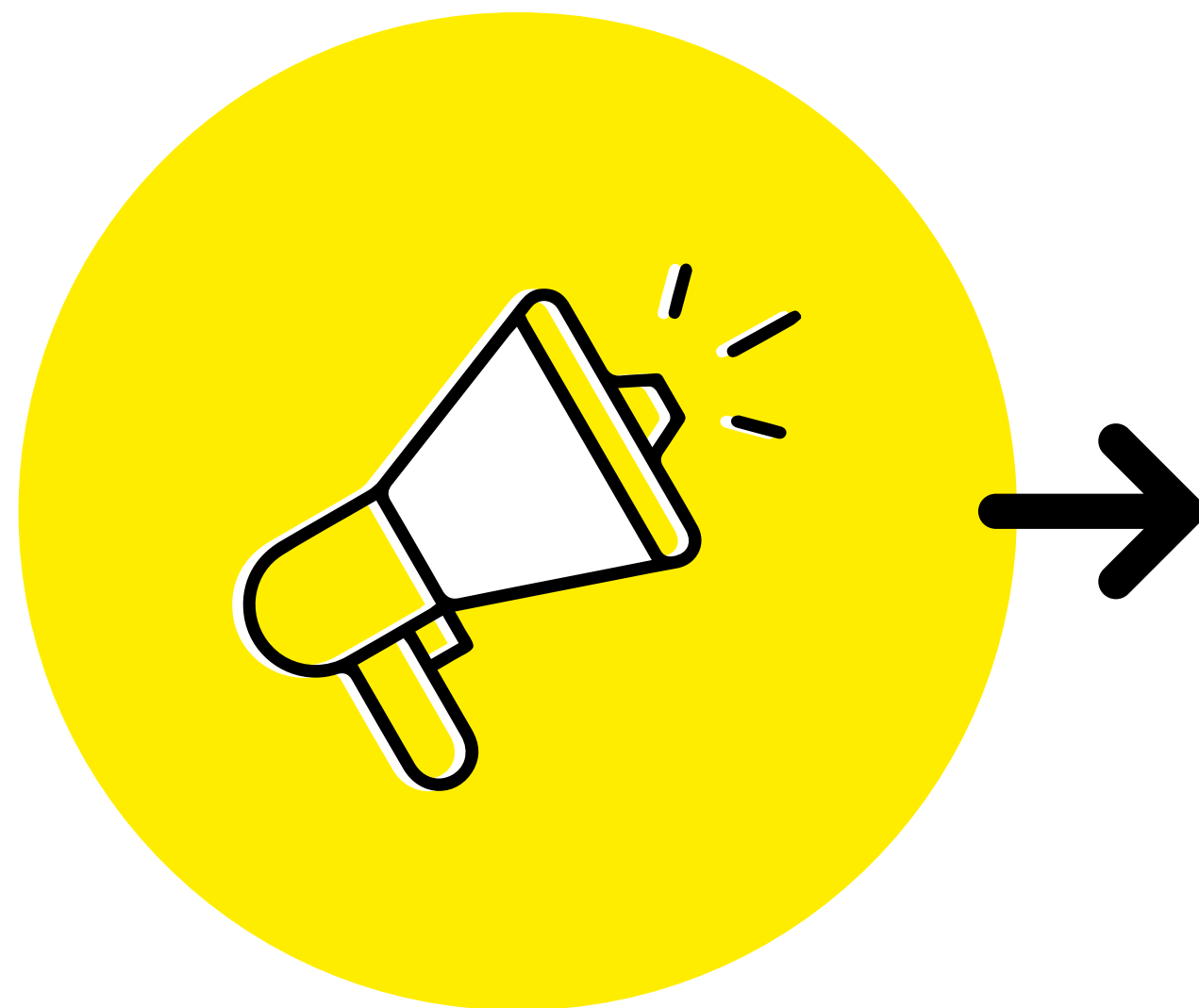
✓ **TAKE PART IN THE SILMO D'OR** **FREE**

✓ **PARTICIPATE IN THE TRENDS FORUM** **FREE**

✓ **PARTICIPATE IN THE RESPONSIBLE COMPANY PRIZE** **FREE**

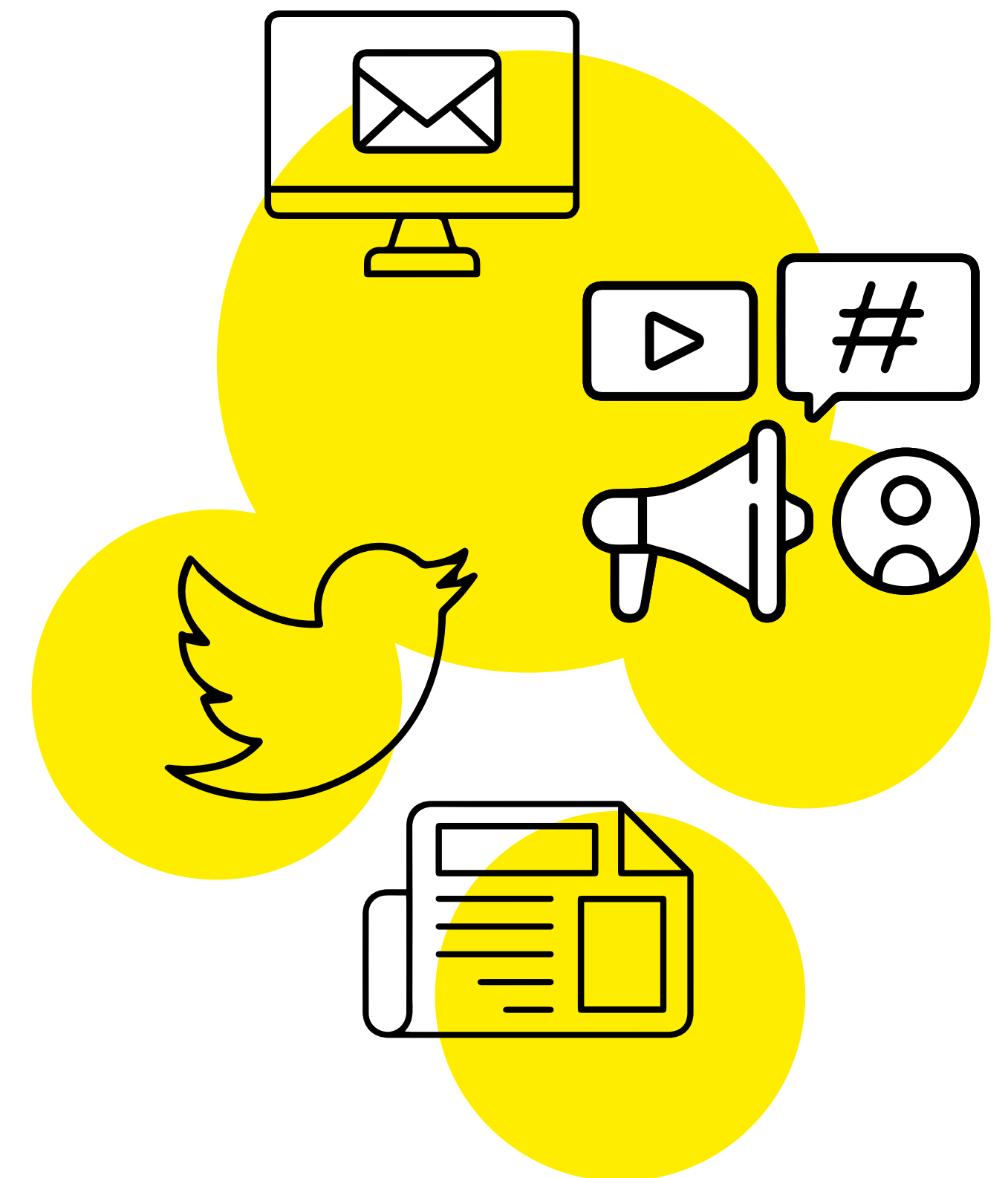
1 OPTIMIZE YOUR BUSINESS

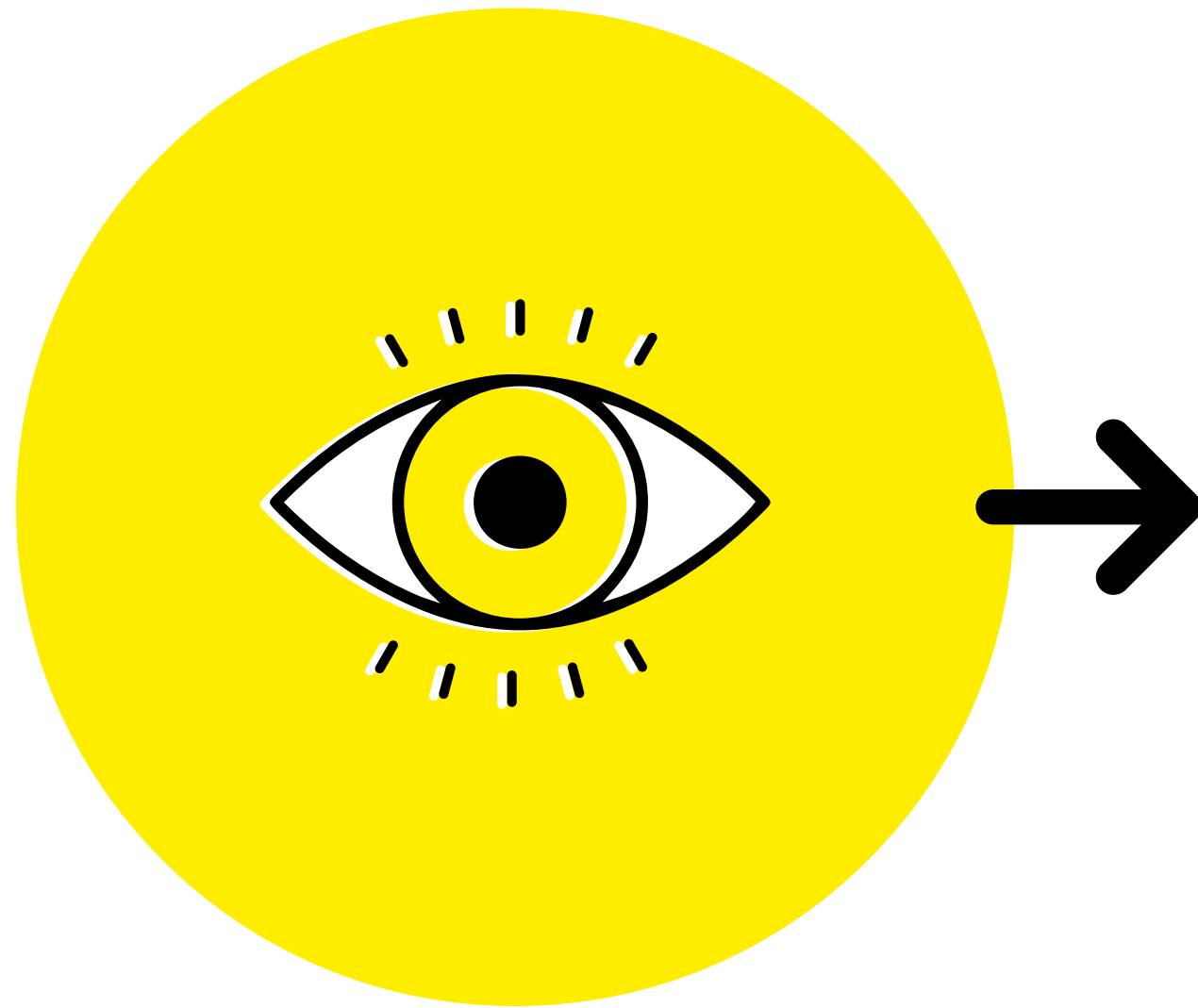




2 INVITE YOUR CUSTOMERS AND COMMUNICATE ABOUT YOUR PRESENCE

- ✓ **E-INVITATION** **FREE**
Invite your customers by email to come and meet you on your stand
- ✓ **MEDIA KIT** **FREE**
Download your kit and share your presence at Silmo on all networks
- ✓ **SHARE ON SOCIAL MEDIA AND YOU'LL BE RELAYED** **FREE**
Benefit from the reputation of #SILMOPARIS
- ✓ **PRESS RELEASE** **FREE**
Send your news and information to our press office





3 BE
MORE VISIBLE

Orders and pricing available [here](#)
and on your exhibitor platform

✓ **YOUR BRAND LOGO** **FREE**
displayed on the exhibitors' catalogue

✓ **GUIDE & EXHIBITION MAP**
Your advertising page in the guide and exhibition
map distributed to all visitors
(20,000+ copies)

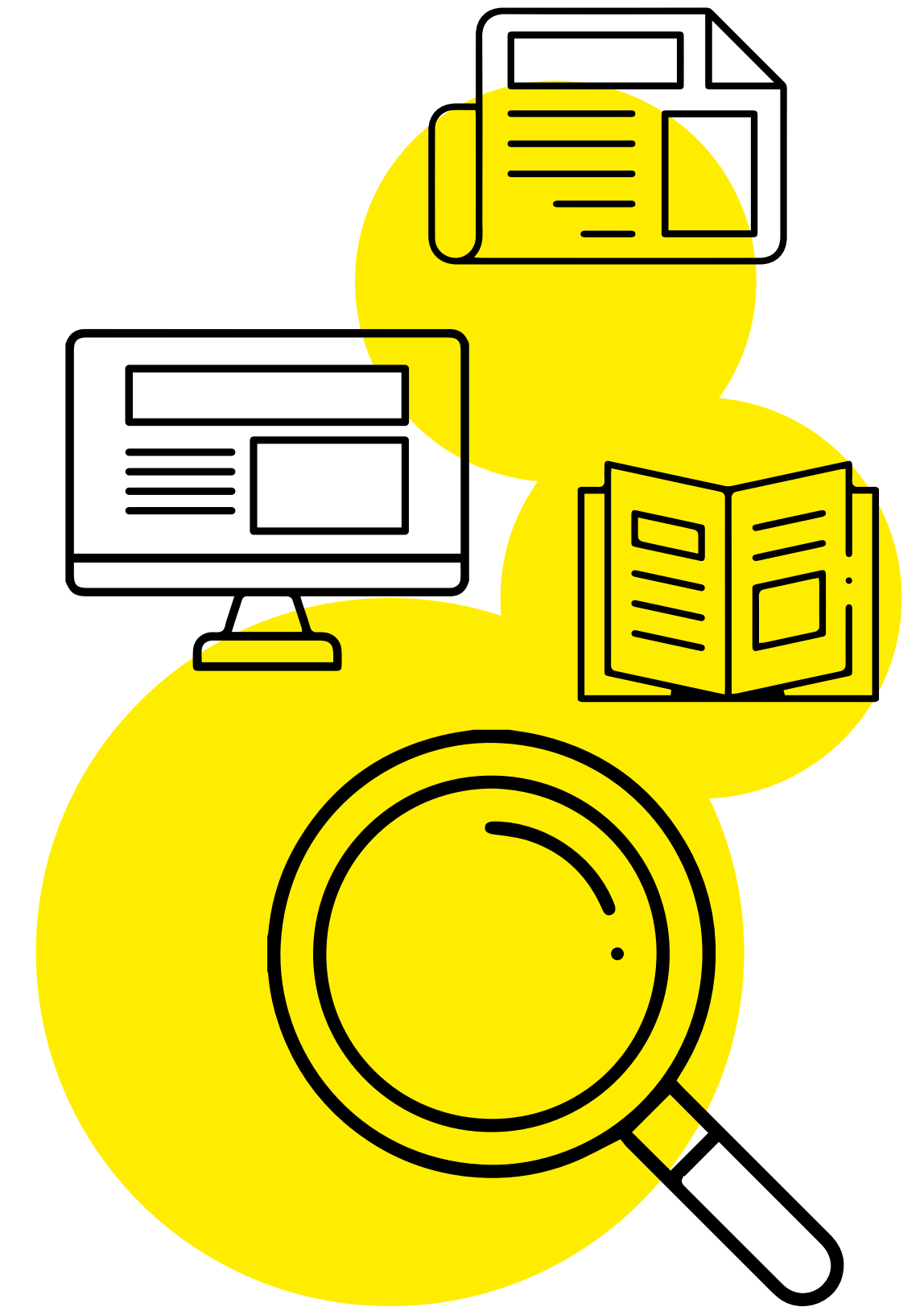
GUIDE PRICING

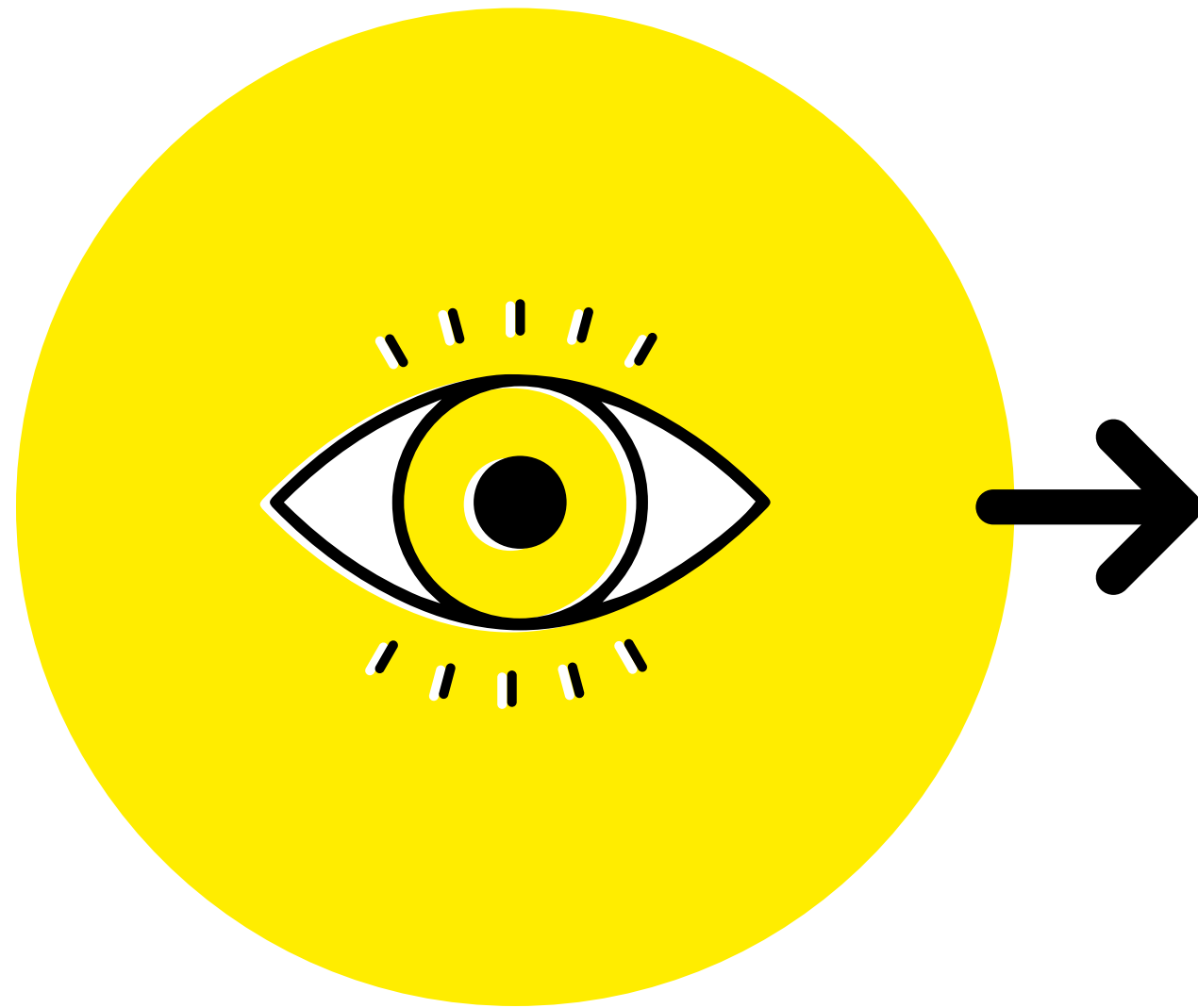
1/8 TH PAGE	€600 Excl. VAT
1/2 PAGE	€1400 Excl. VAT
FULL INTERIOR PAGE	€2400 Excl. VAT
2 ND COVER	€3500 Excl. VAT
3 RD COVER	€4600 Excl. VAT
BACK COVER	€5900 Excl. VAT

MAP PRICING

BACK COVER	€5900 Excl. VAT
INSIDE INSERT	€1500 Excl. VAT

✓ **COMPANY NAME IN BOLD**
(on the map and online catalog) **€70 Excl. VAT**





**3 BE
MORE VISIBLE**

Orders and pricing available [here](#)
and on your exhibitor platform

- ✓ **KAKEMONO**
 Hanging banner above your stand
 Elevate your presence to be seen by all visitors

12 m X 2 m €7500 Excl. VAT

8 m X 2 m €4900 Excl. VAT

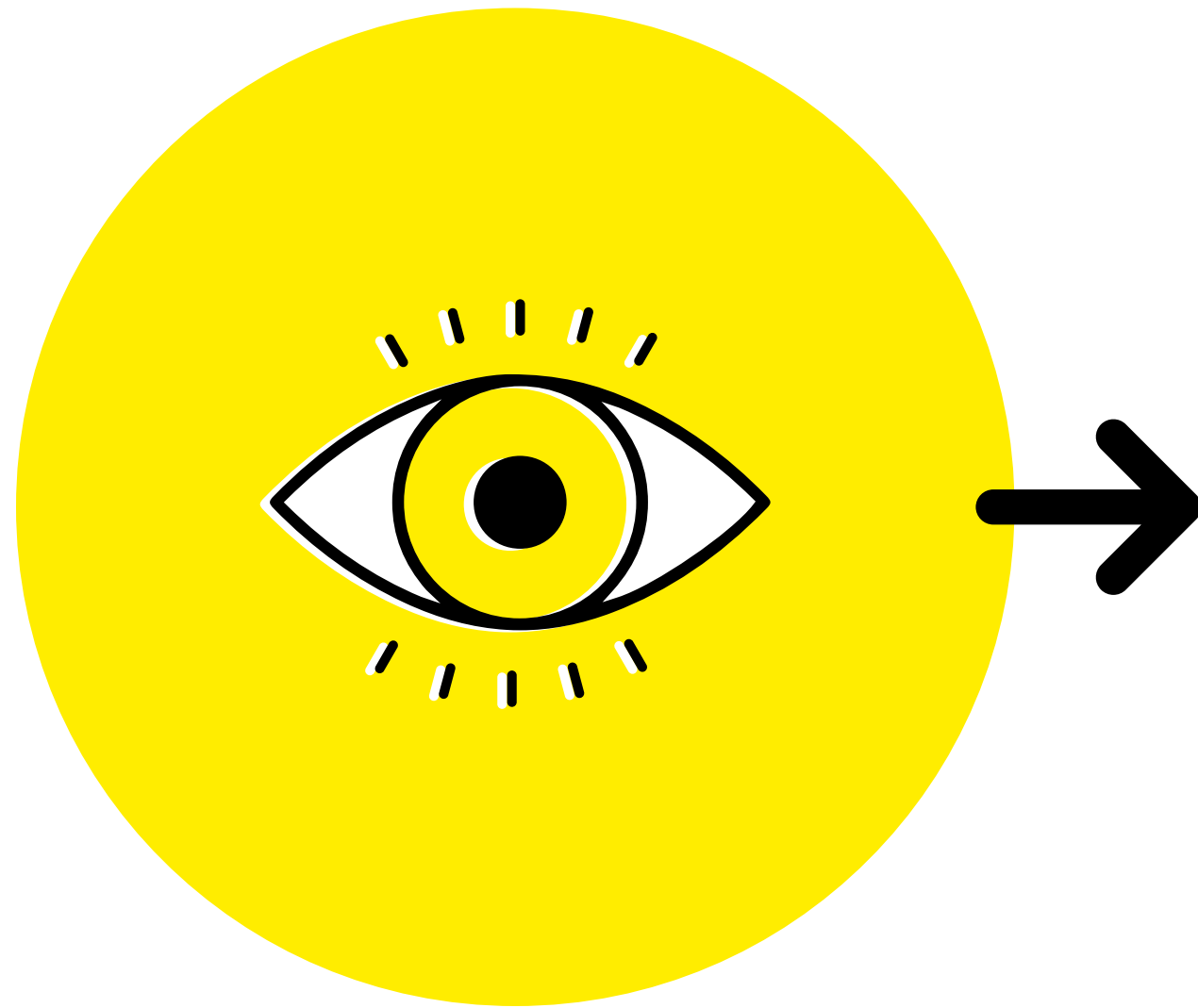
4 m X 2 m €3000 Excl. VAT

- ✓ **DISTRIBUTE YOUR SAMPLES**
 at the entrances to the halls
 Price includes Asile rights for all 4 days of the show **€3500 Excl. VAT**

- ✓ **WALKING RIGHTS**
 Announce your presence to visitors by animating the
 aisles of the trade show **€2000 Excl. VAT**

- ✓ **PERSONALISED CLICKABLE BANNER**
 > Redirect link in a newsletter sent to
 nearly 45,000 qualified professional contacts **€1900 Excl. VAT**

 and on the pre-registration platform,
 +50,000 registrant **€5900 Excl. VAT**



3 BE MORE VISIBLE

Orders and pricing available [here](#)
and on your exhibitor platform

- ✓ **EXHIBITION EVENT CALENDAR** **FREE**
Showcase your events

- ✓ **PRIVATE EVENT**
Evening on your stand
Invite your clients, prospects and team
Friday 25 / Saturday 26 / Sunday 27 :
 - ° Until 9pm **€1250 Excl. VAT**
 - ° Until midnight **€1800 Excl. VAT**

- ✓ **PEVENING PACKAGE - ANNIVERSARY**
on request

- ✓ **SILMO TV - CONTENT CREATION**
Benefit from filming and editing an exclusive interview,
product pitch, or product/innovation launch to broadcast
on your media channels.
€1500 Excl. VAT

Enhance and maximise your participation, and optimise your business!

CONTACT



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