



SILMO

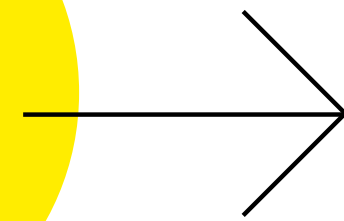
Paris

THE OPTICAL FAIR

ANTICIPATE, ENHANCE, AND PROFIT FROM YOUR PARTICIPATION
THANKS TO THE OPPORTUNITIES OFFERED BY SILMO PARIS

SEPT. 20 > 23, 2024 | PARIS NORD VILLEPINTE

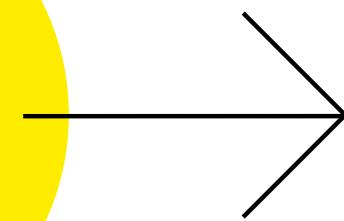
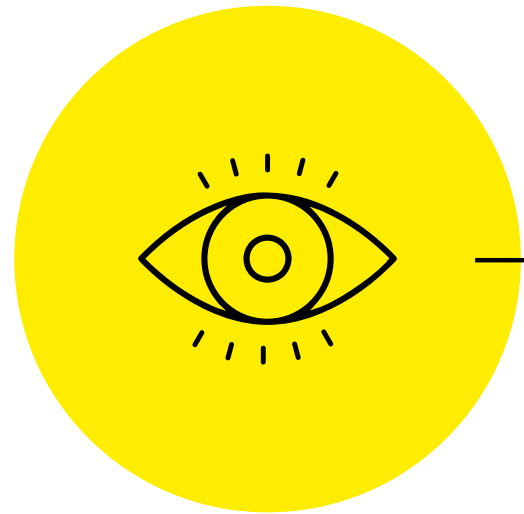
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OPTIMIZE **YOUR BUSINESS**

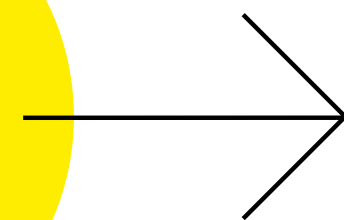
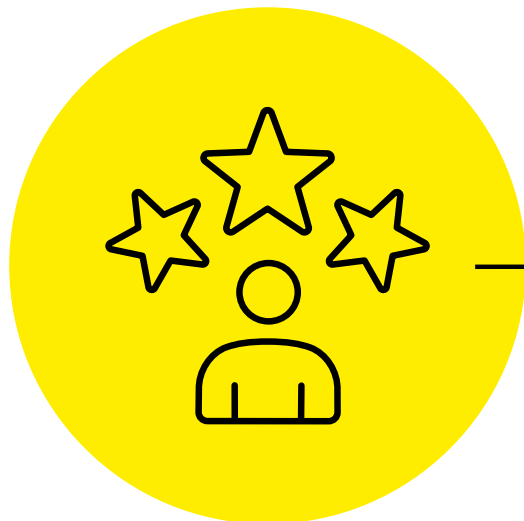
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**1**

OPTIMIZE **YOUR BUSINESS**

- **GENERATE QUALIFIED LEADS,
EXPAND YOUR INTERNATIONAL PRESENCE,
AND GROW YOUR REVENUE.**



✓ **EMAIL CAMPAIGN:**

Your clickable personalized banner with a redirect link in a newsletter sent to nearly 45,000 qualified professional contacts.

€1500 excl. VAT

✓ **E-INVITATION** **FREE**

Download your e-invitations for clients and prospects from your exhibitor space for free and let them know you will be at SILMO Paris this year.



Your tools to identify your visitors and build a qualified database:

✓ **EXHILEAD LICENCE** BADGE READER €160 excl. VAT

✓ **BADGE READER + BADGE READER LICENSE** €265 excl. VAT

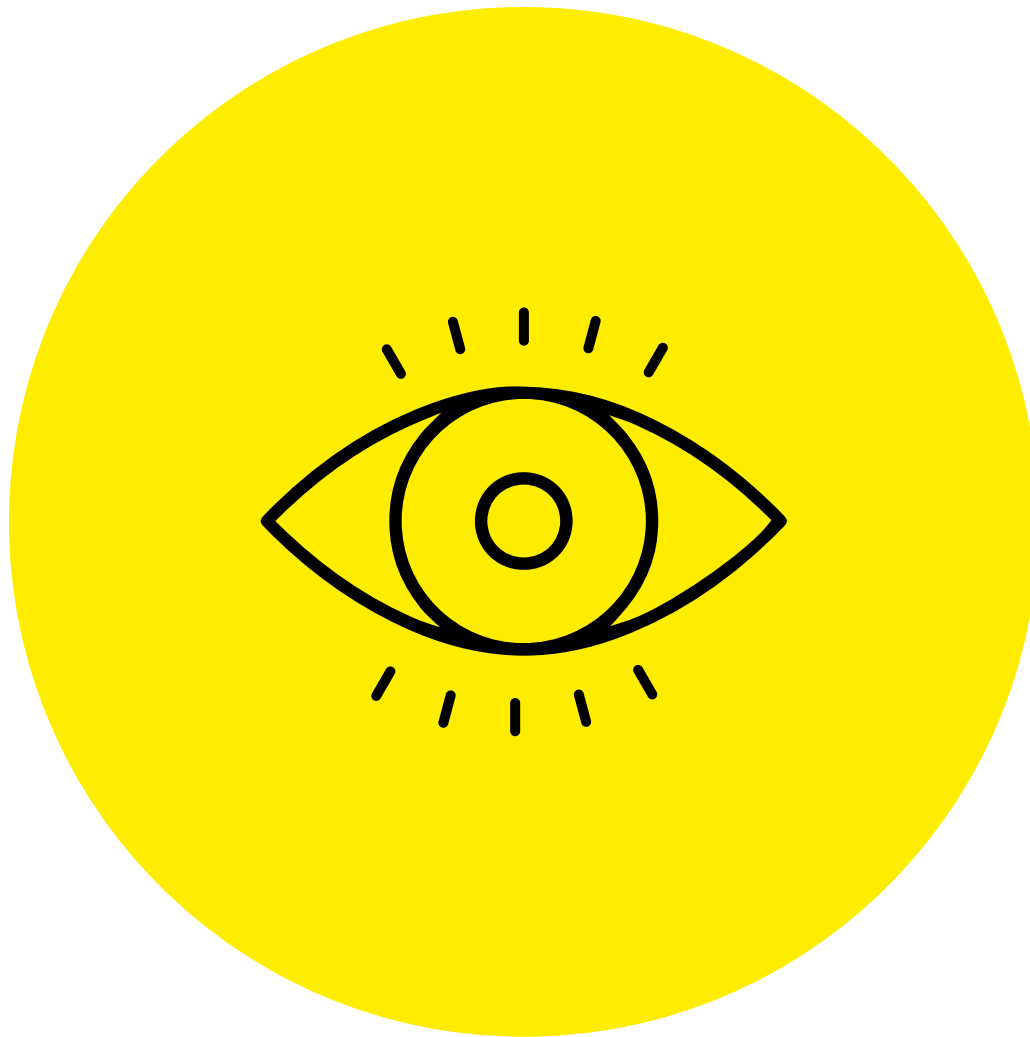


✓ **SILMO TV - CONTENT CREATION!**

Benefit from an exclusive interview, a product pitch, or a product/innovation launch, all filmed and professionally edited by our SILMO TV team.

A strategic opportunity to boost your brand and/or product visibility across all your media channels.

€1500 excl. VAT



2

INCREASE **YOUR VISIBILITY**

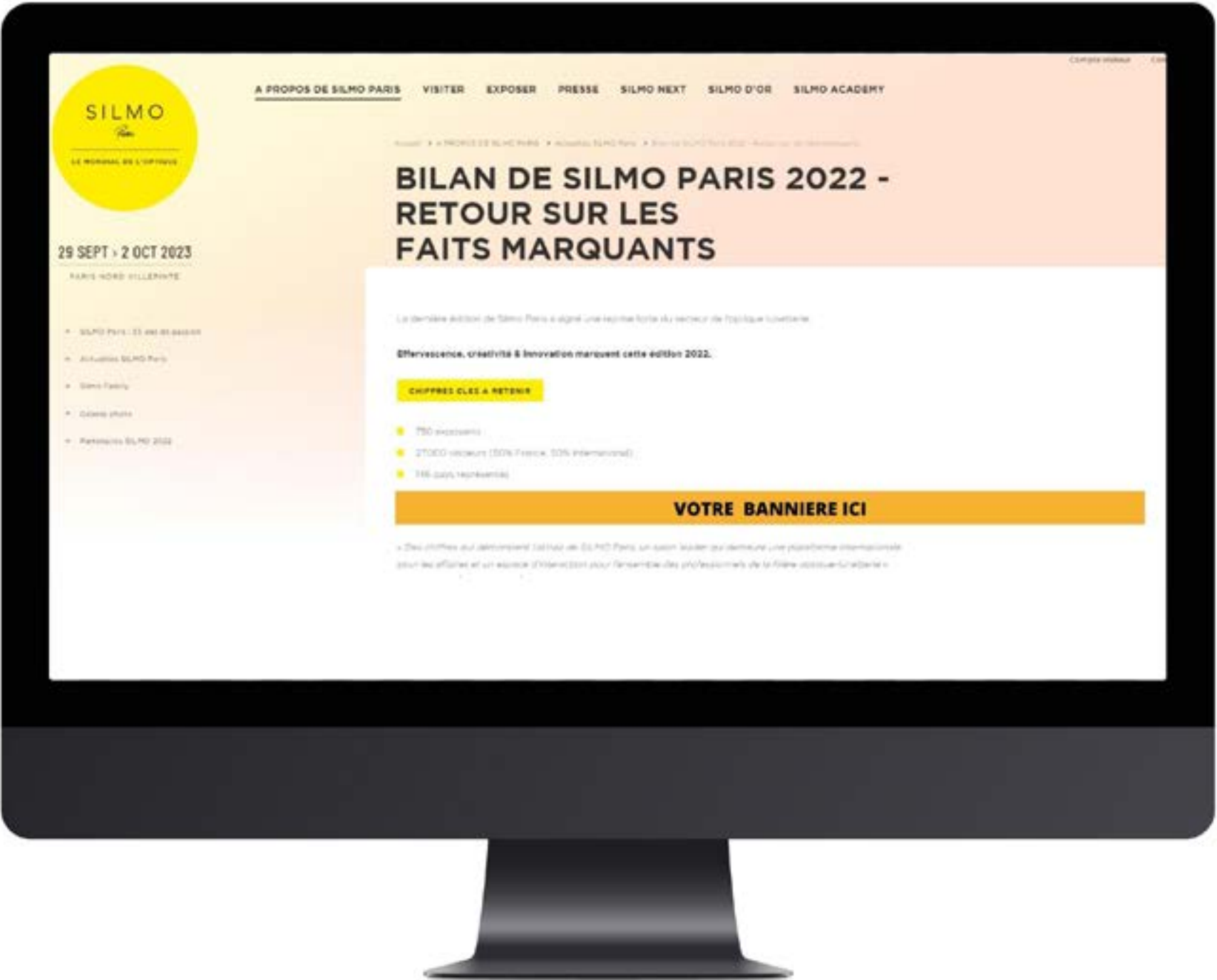
- **IN ADDITION TO YOUR EXHIBITION SPACE, APPEAR ON THE VARIOUS COMMUNICATION MEDIA OFFERED BY SILMO PARIS.**



✓ **YOUR ADVERTISEMENT IN TRENDS BY SILMO**
SEPTEMBER 2024

Be present in *Trends by SILMO*, the Silmo community magazine.

| | |
|-------------|-----------------|
| DOUBLE PAGE | €1500 excl. VAT |
| FULL PAGE | €950 excl. VAT |
| VIDEO | €1110 excl. VAT |



✓ **BANNERS**

Increase your brand awareness, website traffic, and booth visits by displaying your brand on the general pages of silmoparis.com, before, during, and after the fair.

>>> **260 000 impressions**

GENERAL PAGES €2700 excl VAT

EXCLUSIVITY:

Stand out with a banner on the pre-registration platform

>>> **+ 50 000 registrations €5500 excl VAT**



✓ **YOUR ADVERTISEMENT IN THE VISITOR GUIDE**

>>> printed at **20000** copies

| | |
|-----------------------|-----------------|
| 1/8TH PAGE | €550 excl. VAT |
| 1/2 PAGE | €1300 excl. VAT |
| FULL INTERIOR PAGE | €2200 excl. VAT |
| 2 ND COVER | €3300 excl. VAT |
| 3 RD COVER | €4400 excl. VAT |
| BACK COVER | SOLD |

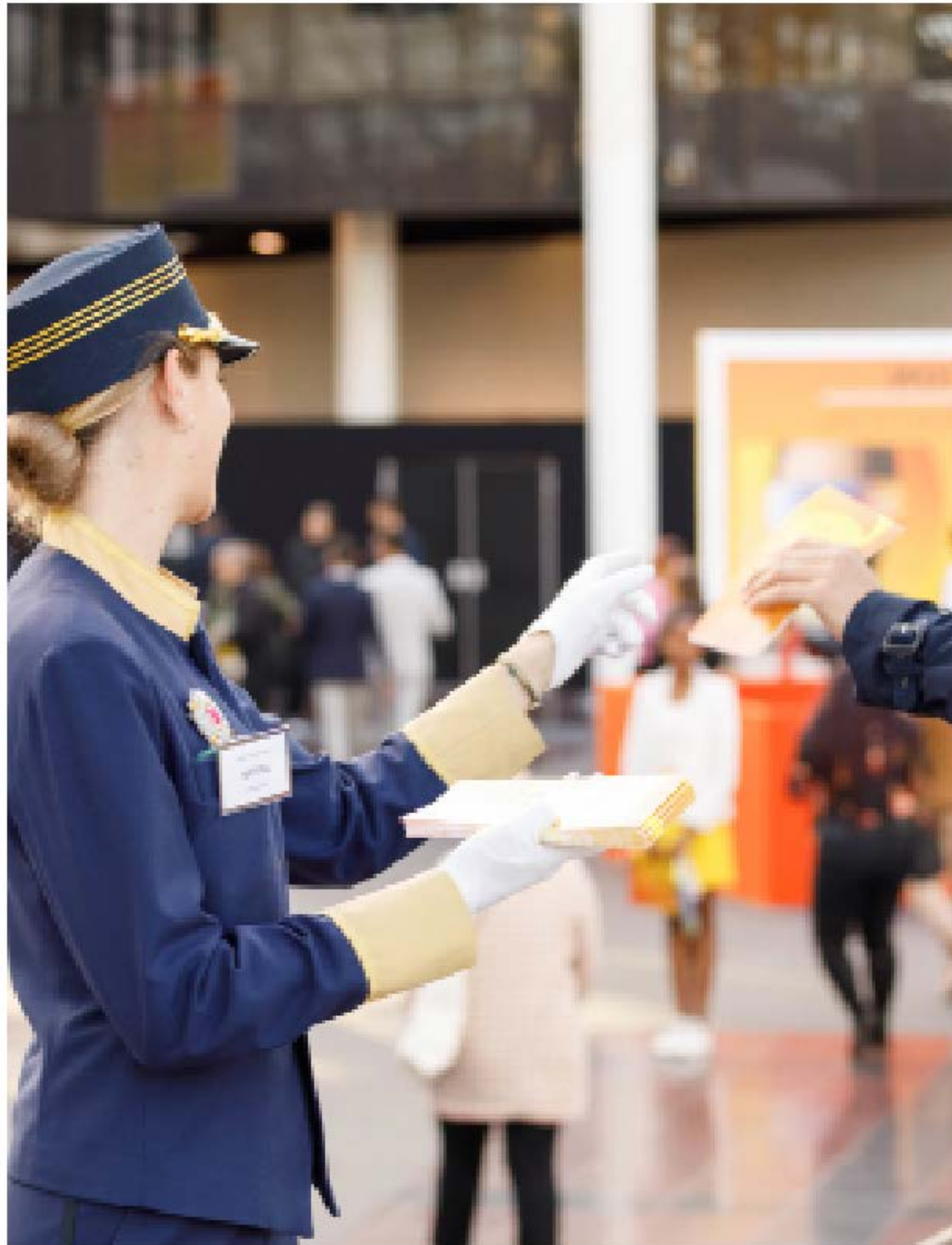
✓ **YOUR ADVERTISEMENT IN THE MAP OF THE FAIR**

>>> printed at **20000** copies

| | |
|----------------------|-----------------|
| BACK COVER (15X21CM) | €5500 excl. VAT |
| INSERT (10X7CM) | €1500 excl. VAT |

✓ **COMPANY NAME IN BOLD** (on the map and online catalog)

€60 excl. VAT



✓ **WALKING RIGHTS:**

ANNOUNCE YOUR PRESENCE TO VISITORS BY ANIMATING THE AISLES OF THE TRADE SHOW.

€1800 excl. VAT

✓ **SAMPLING AT THE ENTRANCES OF THE TRADE SHOW**

PRICE INCLUDES ADMISSION FOR THE 4 DAYS OF THE TRADE SHOW. MANUFACTURING, DELIVERY, AND STAFF TO BE ARRANGED SEPARATELY.

€3300 excl. VAT



✓ **HANGING BANNERS ABOVE YOUR STAND**
ELEVATE YOUR PRESENCE TO BE SEEN BY ALL VISITORS.
(RESERVED FOR STANDS OF 96M² OR MORE)

| | |
|------------|-----------------|
| 12 m X 2 m | €7000 excl. VAT |
| 8 m X 2 m | €4500 excl. VAT |
| 4 m X 2 m | €2800 excl. VAT |



3

ENHANCE **THE EXPERIENCE**

**MAKE YOUR PARTICIPATION EVEN MORE
MEMORABLE, CREATE A UNIQUE EXPERIENCE
FOR YOUR TEAMS AND GUESTS**



✓ **COMMUNICATE YOUR EVENTS**
IN THE SHOW'S EVENT

FREE

✓ **PRIVATE EVENT: EVENING ON YOUR STAND**
INVITE YOUR CLIENTS, PROSPECTS, AND TEAM



FRIDAY, SEPTEMBER 20, 2024

| | |
|----------------|----------------|
| UNTIL 9PM | €1100 excl VAT |
| UNTIL MIDNIGHT | €1600 excl VAT |

SATURDAY, SEPTEMBER 21, 2024

| | |
|----------------|----------------|
| UNTIL 9PM | €1100 excl VAT |
| UNTIL MIDNIGHT | €1600 excl VAT |

SUNDAY, SEPTEMBER 22, 2024

| | |
|----------------|----------------|
| UNTIL 9PM | €1100 excl VAT |
| UNTIL MIDNIGHT | €1600 excl VAT |

EVENING PACKAGE – ANNIVERSARY on request

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