



SILMO

Paris

LE MONDIAL DE L'OPTIQUE

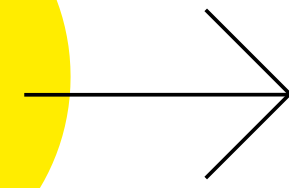
**ANTICIPATE, MAXIMIZE THE POTENTIAL, AND OPTIMISE
THE COST-EFFECTIVENESS OF YOUR PARTICIPATION**

THANKS TO THE OPPORTUNITIES OFFERED BY SILMO PARIS

29 SEPT. > 2 OCT. 2023

| PARIS NORD VILLEPINTE

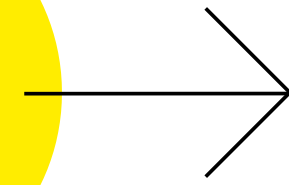
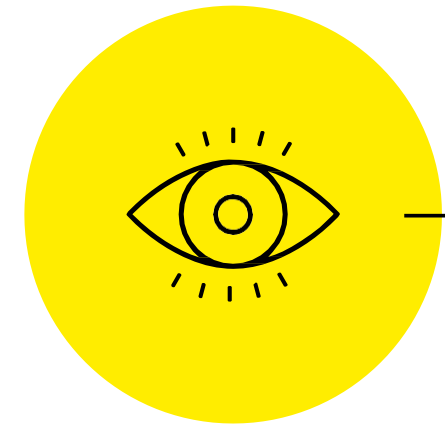
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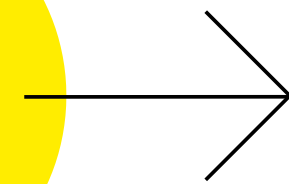
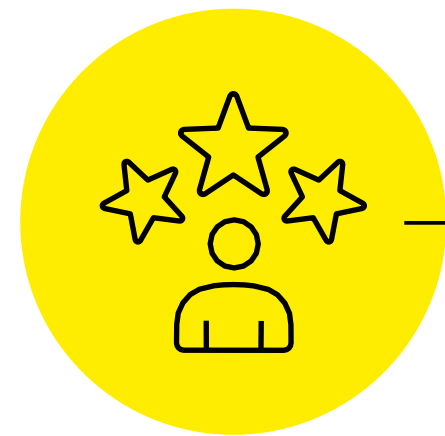
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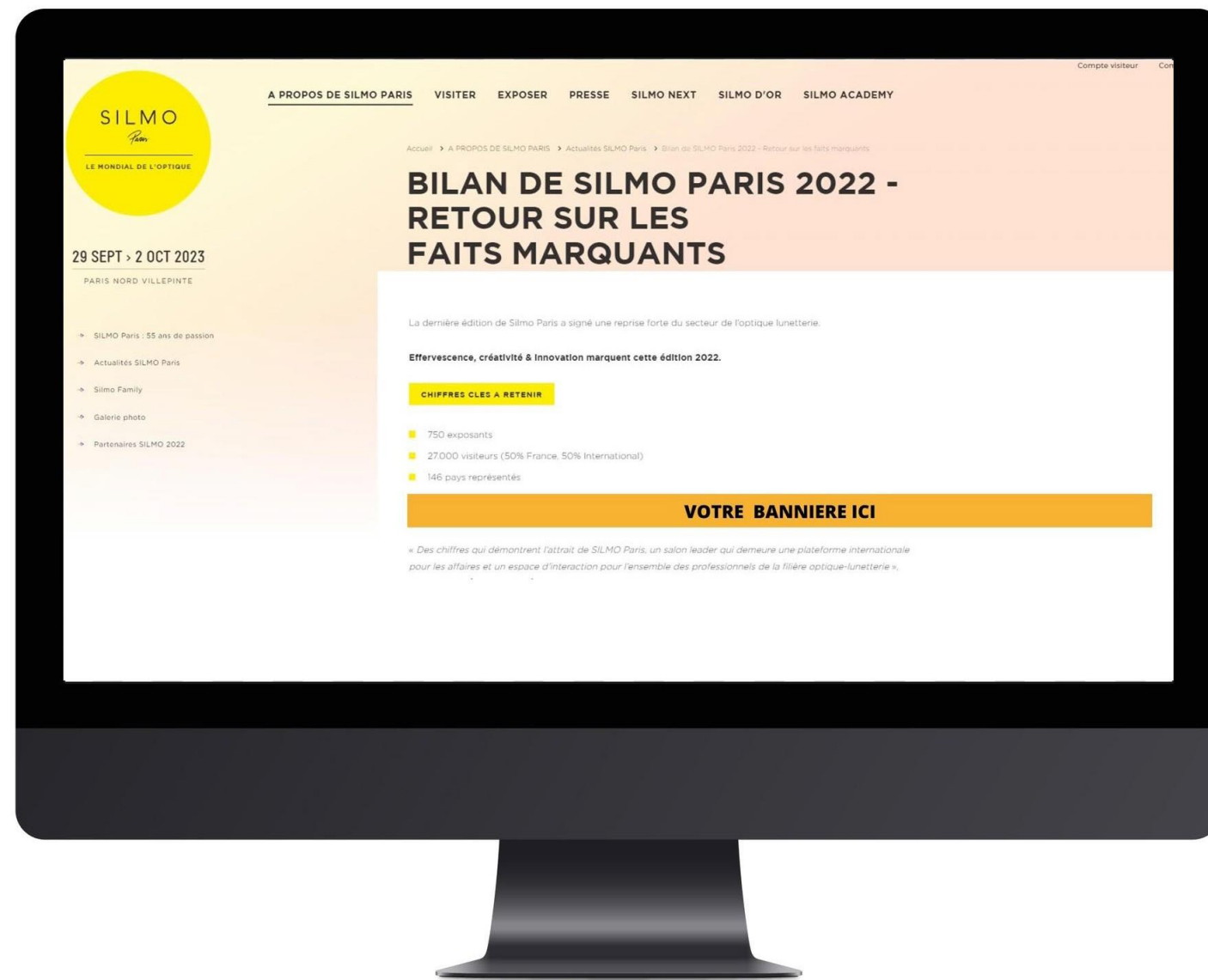
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1 | OPTIMISE YOUR BUSINESS

BOOST TRAFFIC TO YOUR BOOTH, REINFORCE YOUR PROFESSIONAL NETWORK, AND GENERATE LEADS ALL YEAR LONG



✓ BANNERS

Display your ad on www.silmoparis.com

>>> **260,000** copies

GENERAL PAGES

€900 EoT

✓ EMAIL CAMPAIGN:

Publicize your brand quickly and massively to a qualified target from a database of more than 40,000 contacts.

Your clickable, personalised banner appears in an e-news announcement with a redirection link:

€3,000 EoT




✓ E-INVITATION **GRATUIT**

Log on to your digital exhibitor space, download e-invitations for your clients and prospects free of charge, and let them know that you'll be attending SILMO Paris this year.

✓ MANAGEMENT OF A **SPONSORED** MULTI-CHANNEL DIGITAL **CAMPAIGN**

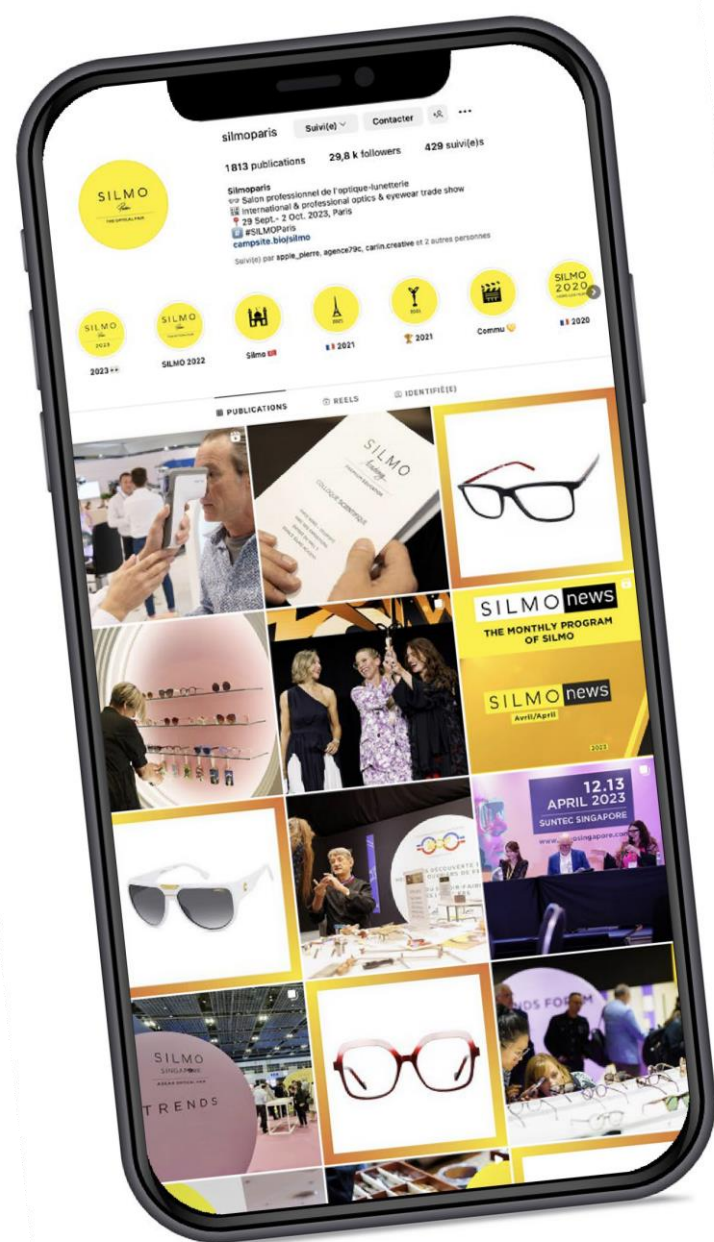
€6,000 EoT

At the approach of the trade fair, enjoy the benefits of a month-long ad campaign under the event's brand through our various publicity channels, and reach an audience that corresponds with your highly qualified core target.

> Campaign broadcast on the media of your choice:    @Silmo Paris

✓ **COMPANY NAME IN BOLD LETTERS** (on visitor's guide + online catalogue)

€60 EoT





✔ **YOUR AD IN TRENDS BY SILMO**
SEPTEMBER 2023

DOUBLE PAGE €1,500 EoT

FULL PAGE €950 EoT

VIDEO €1,110 EoT



Tools to identify your visitors and compile a qualified database:

✔ **EXHILEAD LICENCE** BADGE READER
€160 EoT

✔ **BADGE READER + BADGE READER LICENCE**
€265 EoT

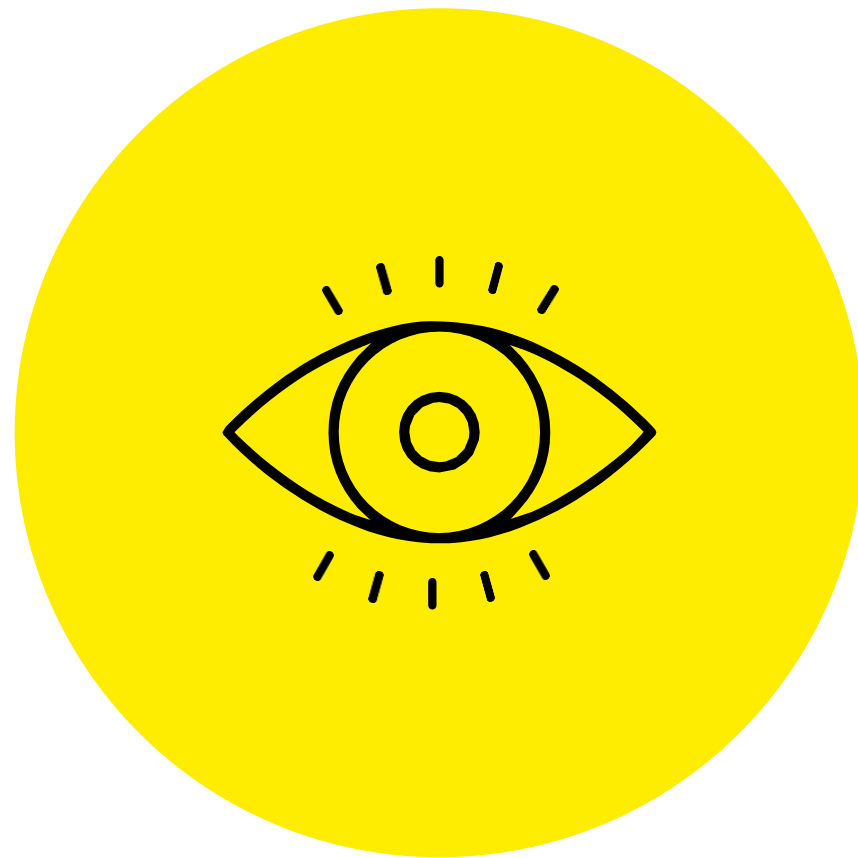
✔ **TICKET PRINTER** EXCLUSIVELY COMPATIBLE WITH THE BADGE READER
€370 EoT

✓ **SILMO SHOWROOM**

PORTO > 16 MAY 2023 1,500€ EoT

PRAGUE > 4 JUNE 2023 1,500€ EoT





2 | INCREASE YOUR VISIBILITY

**CAPTURE ATTENTION,
ENHANCE YOUR BRAND IMAGE, AND
STAND OUT FROM THE COMPETITION**



- ✓ **COMMUNICATE ON YOUR EVENTS**
IN THE CALENDAR OF THE TRADE FAIR'S EVENTS

GRATUIT

- ✓ **LOGO PACKS**
YOUR LOGO ON THE ONLINE CATALOGUE AND EXHIBITOR LIST
€320 EoT

- ✓ **SOCIAL MEDIA STORY**

BENEFIT FROM AN EXCLUSIVE INTERVIEW OR PRODUCT PITCH TO BOOST THE VISIBILITY OF YOUR BRAND AND/OR PRODUCT DURING THE FAIR

Shooting and editing included in the price. Story to broadcast on your social media pages

€1,500 EoT

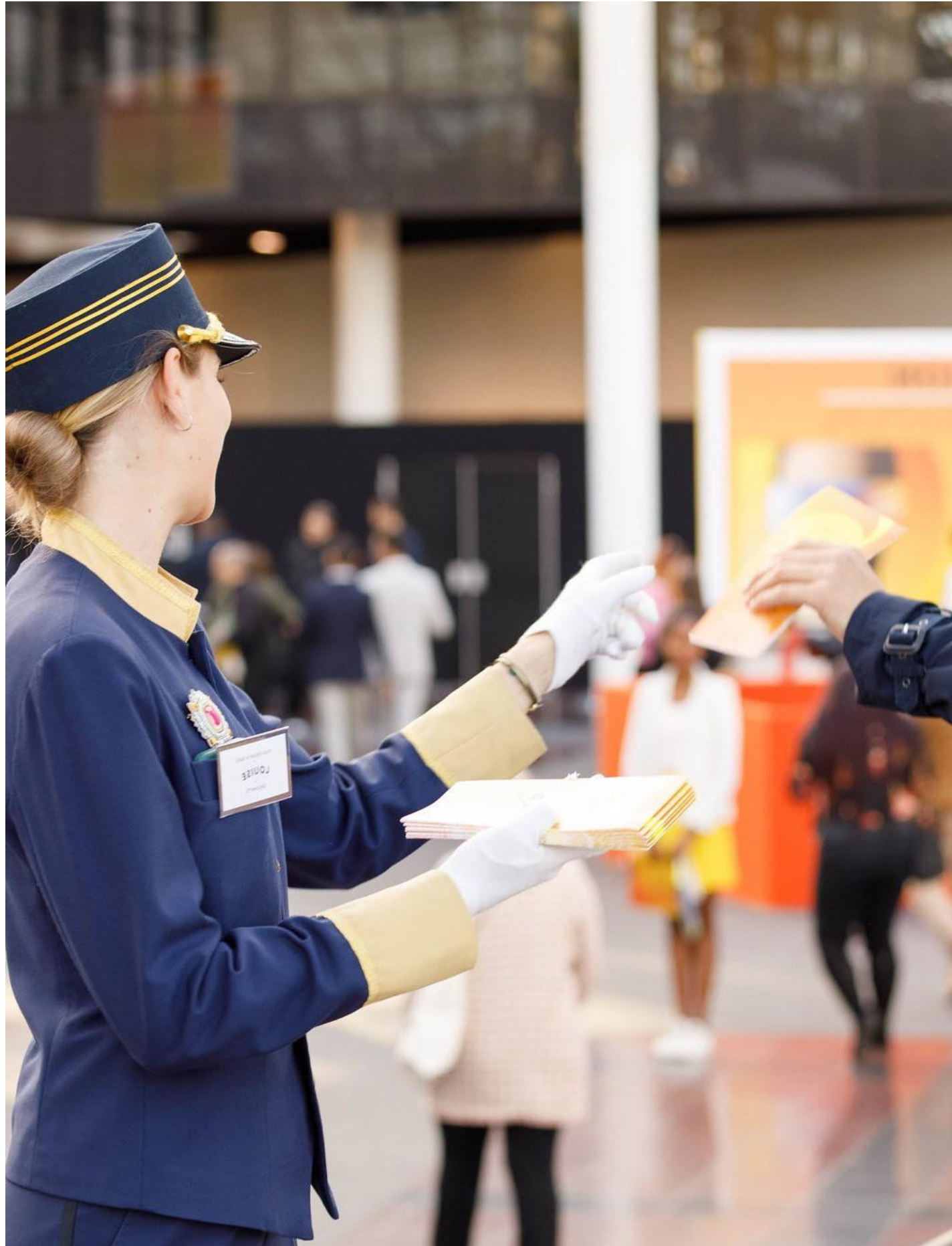




✔ YOUR ADVERTISEMENT IN THE VISITOR GUIDE

>>> **35,000** copies printed

1/8 th PAGE per booth area	€300 EoT
1/8 th PAGE	€550 EoT
1/2 PAGE	€1,300 EoT
1 FULL-PAGE INTERIOR AD	€2,200 EoT
BACK COVER	€3,300 EoT
INSIDE BACK COVER	€4,400 EoT
INSIDE FRONT COVER	€5,500 EoT



- ✔ **RIGHT TO ROAM:**
ANNOUNCE YOUR PRESENCE TO VISITORS AT THE TRADE FAIR!
€1,800 EoT

- ✔ **SAMPLE DISTRIBUTION**
PRICE INCLUDES HOLDING RIGHTS FOR THE 4-DAY EVENT.
MANUFACTURING, DELIVERY, STAFF TO ARRANGE AT AN
ADDITIONAL PRICE.
€3,300 EoT



✔ **VERTICAL BANNER OVER BOOTH**
RISE ABOVE THE CROWD TO BE SEEN BY ALL VISITORS!

12M X 2M €7,000 EoT

8M X 2M €4,500 EoT

4M X 2M €2,800 EoT



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FURTHER THE EXPERIENCE

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

✓ **PRIVATE EVENT: NIGHT-TIME AT YOUR BOOTH**
INVITE YOUR CLIENTS, PROSPECTS AND TEAM

FRIDAY 29 SEPTEMBER 2023

UNTIL 9 P.M.	€1,100 EoT
UNTIL MIDNIGHT	€1,600 EoT

SATURDAY 30 SEPTEMBER 2023

UNTIL 9 P.M.	€1,100 EoT
UNTIL MIDNIGHT	€1,600 EoT

SUNDAY 1 OCTOBER 2023

UNTIL 9 P.M.	€1,100 EoT
UNTIL MIDNIGHT	€1,600 EoT

EVENING – ANNIVERSARY PACKAGE [request a quote](#)



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