



MEDIA KIT

INCREASE THE **VISIBILITY** OF YOUR BRAND
OPTIMISE YOUR PARTICIPATION



All your communication tools are on <https://salonduvegetal.com> in your exhibitors area

An event by  **DESTINATION
angers**

Salon du Végétal - a brand
of


BHR
Votre expertise végétale

With the support of





ANNOUNCE YOUR PRESENCE TO YOUR CUSTOMERS!



With the **SIGNATURE** « Salon du Végétal »

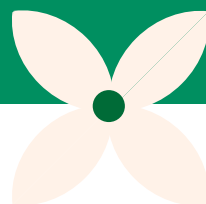
**10 AND 11
FEBRUARY
2021**

**TRADESHOW
EXHIBITION
CENTER
ANGERS**



On your advertisements, your letters or quite simply as an email signature, do not hesitate to use them

Downloadable for free from the Salon du Végétal website, exhibitors area



ON THE WEBSITE

<https://salonduvegetal.com>



Advertise your presence on our dedicated pages, with an **advertising banner** In 2019, **21,000 connections** between August and September

YOUR BANNER

- On the Exhibitors List page **€400 EX VAT***
- On the Home Page **€300 EX VAT***
- On the inside Pages **€200 EX VAT***

* 4 possible advertisers

Technical specifications

Digital file: PNG or JPG file, exact dimensions - 72 DPI

Format : 728 x 90 px

To be sent to: kitmediavegetal@destination-angers.com

No later than december 20 / Online from the beginning of January until the end of February

YOUR LOGO

- On the web exhibitors list **€100 EX VAT**

Technical specifications

Digital file: PNG or JPG file, exact dimensions - 72 DPI

Max height and width 450 px - weight 3 Mo maximum

To be transmitted as soon as possible to :

kitmediavegetal@destination-angers.com

YOUR HIGHLIGHTS

This option allows you to highlight 3 ranges, products or services (photo, title, description)

€150 EX VAT

IN THE NEWSLETTERS SHOW VISITORS



Insertion of an exclusive advertising banner promoting your business in one of the newsletters sent to our database of more than **50,000** valid unique **emails**.

In the NEWSLETTER : 1 unique advertiser per Newsletter

-> €280 EX VAT / news

Offer limited to 5 advertisers per newsletter
Order subject to validation depending on availability.

Technical specifications

PNG or JPG files, exact size - 72 DPI

Format : 627 x 123 px

To be sent to: kitmediavegetal@destination-angers.com

«NEWS» PACK WEB / FACEBOOK / NEWSLETTER



The "news" pack is the relay of your activity on the fair's Facebook account, on the monthly newsletter and on the news section of the site www.salonduvegetal.com.

-> €350 EX VAT

Technical specifications

Logo and / or image, 150 signs, link to your website

To be sent to: kitmediavegetal@destination-angers.com

IN THE EXHIBITORS CATALOGUE



Official catalogue published in **5,000 copies** and distributed at the reception of the event

ADVERTISING INSERT

Full page W130 x H202 mm €900 EX VAT	1/2 page width W130 x H101 mm €450 EX VAT	1/2 page height W65 x H202 mm €450 EX VAT	Band W120 x H30 mm €165 EX VAT
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Full page**€900 EX VAT**
1/2 page width**€450 EX VAT**
1/2 page height**€450 EX VAT**
Band**€165 EX VAT**

PREFERRED LOCATIONS:

Inside back cover €1,000 EX VAT
Inside front cover € 1,495 EX VAT
Back cover €1,895 EX VAT

Technical specifications

Catalog format: **W145 x H210mm**
To be sent to: kitmediavegetal@destination-angers.com
File reception **by December 20, 2020**

IN THE EXHIBITORS CATALOGUE



Your logo on the exhibitor sheet -> €100 EX VAT

Logo which will also be visible on your web exhibitor sheet
Format W25 mm x H20 mm minimum
300 DPI - JPEG, GIF or PNG

Your bookmark -> €1,000 EX VAT

Inserted in the catalog
Format W50 mm x H210 mm / double-sided

Submission of files by **December 20**
To be sent to: kitmediavegetal@destination-angers.com



YOUR EVENT AT THE FAIR



A product launch, a business meeting ...

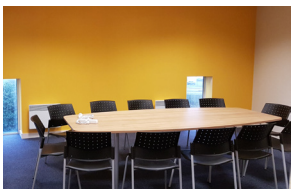
To bring together your customers, prospects, employees,
To organise a reception or conference,
Salon du Végétal offers rooms that can accommodate from 10 to 200 people.

Half-day rate

- €300 for a room maxi 40/50 people
- €500 for a room (mini 50; maxi 200 people)

Hourly rate

- Small room (max 12 people) => €45 EX VAT per hour
- Room Maxi 40/50 people => €80 EX VAT per hour
- Room (mini 50; maxi 200 people) => €140 EX VAT per hour



Information and reservation with Anita GOUESSE
anita.gouesse@destination-angers.com

IN THE SPECIALIZED PRESS

make people talk about you!



Nearly a hundred **French and international journalists** travel to the Salon du Végétal.

Do not hesitate to leave your press kit or other documents available in the dedicated press room.

Press contact:

AGENCE VACHE

Anaëlle MARIE

📞 06 83 37 21 11

anaelle.marie@agencefls.fr

2021 ORDER FORM

ADVERTISING INSERT



	EX VAT	Quantity	TOTAL EX VAT
WEB INSERTS			
<input type="checkbox"/> Web banner on exhibitor list page	€ 400		
<input type="checkbox"/> Web banner on Home Page	€ 300		
<input type="checkbox"/> Inner Pages web banner	€ 200		
<input type="checkbox"/> Your highlights	€ 150		
<input type="checkbox"/> Banner on specialized newsletter	€ 280		
<input type="checkbox"/> "News" pack: web, facebook, newsletter	€ 350		
EXHIBITORS CATALOG			
<input type="checkbox"/> Back cover	€ 1,895		
<input type="checkbox"/> Inside front cover	€ 1,495		
<input type="checkbox"/> Inside back cover	€ 1,000		
<input type="checkbox"/> Bookmark inserted in the catalog	€ 1,000		
<input type="checkbox"/> Full page	€ 900		
<input type="checkbox"/> 1/2 page width	€ 450		
<input type="checkbox"/> 1/2 page height	€ 450		
<input type="checkbox"/> Footer banner	€ 165		
<input type="checkbox"/> YOUR LOGO ON YOUR EXHIBITOR SHEET (catalog + Fair website)	€ 100		
TOTAL EX VAT			
20% VAT			
OVERALL ORDER AMOUNT			

EXHIBITOR:

STAND :

Order form to return:

by mail, accompanied by your payment payable to
ANGERS LOIRE TOURISME EXPO CONGRES (ALTEC)

by email accompanied by the transfer order to:
valerie.rayer@destination-angers.com

Payment by:

by check

by bank transfer to our bank
Credit Mutuel Angers (ref. Below)
10278-39449-00025053801 - 47 - CMA Business centre
(Please indicate your company name in the title of the transfer)

Date :

Company stamp,
Signature and name of the sponsor,