



MEDIA KIT

All your communication tools in your exhibitor space

www.salonduvegetal.com

An event by





THE SALON DU VEGETAL LAUNCHES ITS APP : DESTINATION ANGERS EVENTS

A new way to communicate !

→ Business listing on the exhibition app

Presentation of an additional product/service (three free with registration):
Flagship products appear on the customized listing and the app marketplace
Technical characteristics indicated directly in each exhibitor listing.
To be completed directly in your exhibitor space when you open the app.

€35 excl.

Personalized background on the business listing (1 personalization possible):
Technical characteristics: 2560 x 1600 pixels, must not exceed 1 MB.
To be uploaded to your space.

€300 excl.

Vertical banner ad on the business listing (1 banner possible):
Technical characteristics indicated directly in each exhibitor listing.
To be uploaded to your space.

€200 excl.

Presentation video on the business listing (1 per business/to be provided to us):
Technical characteristics indicated directly in each exhibitor listing.
To be uploaded to your space.

€100 excl.



THE EXHIBITION APP

→ **A push notification on the day of your choice during the trade show to everyone who downloads the app**

Subject to availability (5 per day in total)

Technical characteristics: 160 characters incl. spaces max. + 1 link to your exhibitor listing or website

We will contact you after you place your order to organize the service.

€200 excl.

→ **Ad insert on the app homepage and splash screen on the day of your choice during the trade show.**

Subject to availability (5 advertisers max - random display of ads)

Viewing statistics provided at the end of the event

Technical characteristics: 1080 x 1920 pixels, not exceeding 1 MB

We will contact you once your order is placed to organize the service.

€500 excl.

ADVERTISE YOUR ATTENDANCE TO YOUR CUSTOMERS !

With the “Exhibiting” sticker, two formats available:



Free to download from the Salon du Végétal website exhibitor space



Please feel free to use these in your ads, emails and email signatures.

INVITE YOUR CUSTOMERS & PROSPECTS TO THE SALON DU VEGETAL

When you sign up to the Salon du Végétal, you are allocated either

- 25 paper invites
- or 25 e-invites

You can also order additional invites

€8 excl. VAT for 25 additional paper invites or e-invites/cf. order form p.9

ON THE WEBSITE WWW.SALONDUVEGETAL.COM

DISPLAY VISIBILITY

4 advertisers per format

On the homepage

On inside pages

BANNER

€350

€150

TECHNICAL SPECIFICATIONS

FILE SUBMISSION : before 1st June
BY BANNER FORMAT: 940 X 99 PX

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

To be sent to: kitmedia@destination-angers.com | subject line: insertion Web
Published after 15 June

IN EXHIBITION VISITOR NEWSLETTERS

More than 80,000 valid unique email addresses from all sectors.
Reserve your banner in the exhibition newsletter !

TECHNICAL SPECIFICATIONS

Banner bookings: before 10 May 2022

File submissions: before 15 May 2022

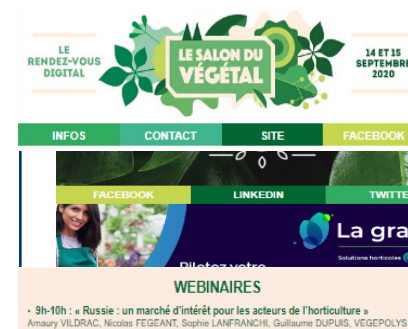
Newsletter banner format: 627x 123 px

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

To be sent to:

kitmedia@destination-angers.com | subject line: insertion Newsletter

One advertiser per newsletter →



€250 excl. VAT/newsletter

SOCIAL MEDIA PACK

Social media offers another way of sharing your presence at the Salon du Végétal and is an excellent communication tool for promoting your products and new releases to a growing community.

2 POSTS on LINKEDIN/1 before and 1 during the show + 1 POST on Twitter scheduled six times between June & August

→ Offer limited to 10 advertisers

€250 excl. VAT



Salon du Végétal
3,059 followers

2 posts on our LINKEDIN page

- 1 before the exhibition
- 1 during

Messages can be different. They must include the text [PubliPost] at the start to show they are sponsored content.

Elements to be submitted:

- Message text
- The URL you want the message to direct to
- The associated photo (format 1200 x 630 px)
- A link to your business LinkedIn page if you have one



@SalonDuVegetal
3,190 followers

Publication on our @SalonDuVegetal account of your tweet (6 times) at different times and days to target as wide an audience as possible.

- 3 tweets between June and August
- 3 tweets in September

Messages must include the text [PubliTweet] at the start to show they are sponsored content.

Please send us:

- The message text (max: 280 characters)
- The URL you want the message to direct to
- The associated photo (format 1024 x 512 px) - copyright-free or with photo credit
- Your Twitter account if you have one: @...
- The keywords you want to use for positioning

Submission: 15 days before publication

To be sent to: kitmedia@destination-angers.com | subject line: Réseaux sociaux

ON THE EXHIBITION MAP



TECHNICAL SPECIFICATIONS

File submission: **before 10 June 2022**

Logo format: 40 mm x 40 mm

HD PDF file, in exact dimensions - 300 DPI

To be sent to:

kitmedia@destination-angers.com | subject line: Logo sur plan

To find out more, please do not hesitate to get in contact with your sales representatives:

François Bizard / francois.bizard@destination-angers.com or
 Malory Dietrich / malory.dietrich@destination-angers.com

Your logo and stand no. on the map! Excellent flyer usability (5,000 copies)

Map visible in very large format at all exhibition receptions
 Can be viewed on the website and exhibition app.

Spaces limited, book early !

€800 excl. VAT

YOUR EVENT AT THE EXHIBITION

For a product launch or business meeting...
To bring together your customers, prospects and partners
For receptions and conferences, the Salon du Végétal offers rooms with a capacity for 10 to 200 people

Hourly room hire

- Room for max. 12 people => €45 excl. VAT
- Room for max. 50 people => €80 excl. VAT
- Room for max. 200 people => €140 excl. VAT

Half-day room hire

- Room for 10-50 people (half-day) => €300 excl. VAT
- Room for > 50 people (half-day) => €500 excl. VAT



For information and bookings, please contact Anita Gouesse
anita.gouesse@destination-angers.com



Loire Lounges



Aubance Room



Maine Room 1-2



Ardésia Room



Authion Room



Lys Room

SPREAD THE WORD IN THE TRADE PRESS !

Please feel free to leave your press pack in the press room for journalists.

Press contact:
AGENCE VACHE
Anaëlle Marie | +33 (0)6 83 37 21 11
anaelle.marie@agencefls.fr

ORDER FORM / AD INSERTS



	excl. VAT	Quantity	TOTAL excl. VAT
WEB INSERTS			
BANNER on the homepage	€350		
BANNER on inside page (excl. exhibitor list)	€150		
LINKEDIN+TWITTER POST	€250		
GENERIC NEWSLETTER FR	€250		
LOGO ON MAP	€800		
SERVICES ON THE EXHIBITION APP			
PRESENTATION OF A PRODUCT / ADDITIONAL SERVICE	€35		
PERSONALIZED BACKGROUND ON BUSINESS LISTING	€300		
VERTICAL BANNER AD ON BUSINESS LISTING	€200		
PRESENTATION VIDEO on business listing	€100		
ONE PUSH NOTIFICATION ON THE APP	€200		
AD INSERT ON HOMEPAGE FOR THE EXHIBITION APP	€500		
SUBTOTAL excl. VAT			
VAT 20%			
SUBTOTAL 1 incl. VAT			
PRINT INVITE (per batch of 25 invites)	€8		
E-INVITE (per batch of 25 invites)	€8		
SUBTOTAL EXCL. VAT			
VAT 10%			
SUBTOTAL 2 INCL. VAT			
OVERALL TOTAL FOR ORDER (Subtotal incl. VAT 1 and 2)			

EXHIBITOR :

CONTACT :

Please return order forms :

by post, along with payment and a signed copy of the terms and conditions, made out to d'Angers Loire Tourisme Expo Congres (altec)

by email, along with the transfer order to: valerie.rayer@destination-angers.com
Payment by:

by cheque

by bank transfer to our bank Crédit Mutuel Angers (ref. see below)
10278-39449-00025053801 - 47 - CMA Centre d'Affaires
(Please give your business name as the title for the transfer)
virement)

Date :

Company stamp,
Signature and name of person placing the order,

NOTA BENE :

We cannot make any changes to the graphics, content or any other elements of your ad. Placements are booked in order of arrival or of orders accompanied by payment and are subject to approval from the event organizer.

All requests not accompanied by payment will be deemed null.