



OPTIMISE YOUR VISIBILITY

All your communication tools are in your exhibitor space

www.salonduvegetal.com/en/



SUMMARY

360° PACK

Our complete package for guaranteed visibility before, during and after the event, using different communication channels and materials.

P.3

ON PARLE DE VOUS (WE TALK ABOUT YOU) PACK

P.5

The Salon du Végétal talks about you through its communication channels. Ideal if you want to share important news about your company in greater detail!

BOOST JOUR J (D-DAY BOOSTER) PACK

P.6

Our condensed package offering visibility only during the event itself, using several communication channels.

LES ESSENTIELS (THE ESSENTIALS) PACK

P.7

Our flagship offering, simple and effective, to optimise your visibility.

À LA CARTE

P.8

Build your visibility package by choosing the services that match your company strategy!

ROOM RENTAL

P.10

For your meetings, AGMs, presentations, etc.

COMMUNICATION KIT

P.11

All the exhibition's communication tools, enabling you to promote your attendance!

IN SUMMARY

P.12

TECHNICAL SPECIFICATIONS

P.13

ORDER FORM

P.14



We would like to draw your attention on the fact that buying services as a pack is more advantageous than buying them individually.



PACKS

→ 360° PACK

Our complete package for guaranteed visibility before, during and after the event, using different communication channels and materials.

€1,450
excl. VAT
instead of
€1,780 excl. VAT

WEB AND MOBILE APPLICATION

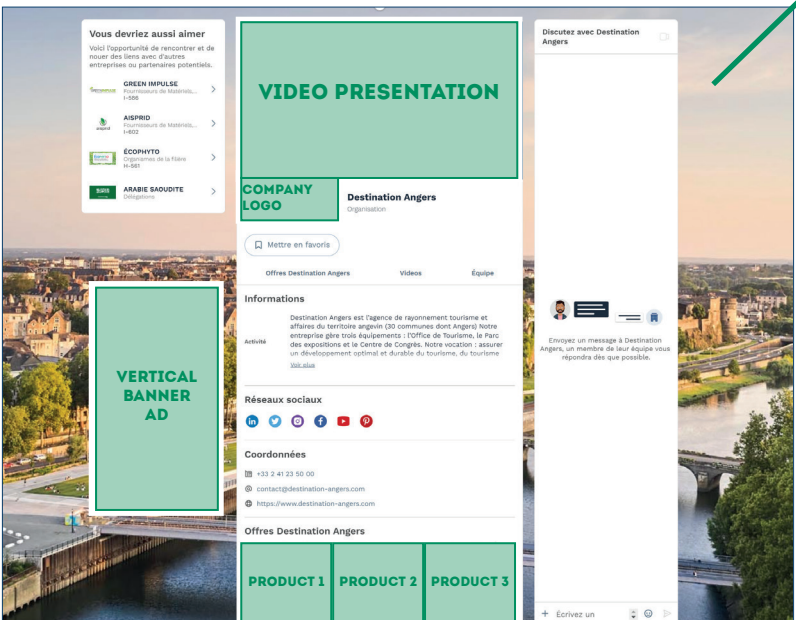
COMPANY PROMOTION

Your company will appear on top of the exhibitors list on the web and mobile app.

A VERTICAL BANNER AD ON YOUR COMPANY SHEET

Showcase an offering, a product or a service on your company sheet by giving it additional visibility!

Put your ad online from the app's exhibitor space, add a clickable link to the URL of your choice, and access your ad's statistics from the "Dashboard" tab.



Personalised background (Not included in the pack. Cf. À la carte services p.8)

A PRESENTATION VIDEO ON YOUR COMPANY SHEET

This video is automatically played when your page opens. An attractive way to present your company to visitors and encourage them to come and meet you during the Exhibition!

Your video must be hosted on YouTube, Vimeo or any other video player authorising integration with a website. You just have to paste the video link into the field provided for this purpose on your business listing.

2 ADDITIONAL PRODUCTS ON THE MARKETPLACE

A product is visible simultaneously on your exhibitor sheet and on the marketplace (a dedicated catalogue bringing together the exhibitors products).

PACKS

→ 360° PACK



BANNER IN AN EXHIBITION NEWSLETTER

Offering another way to share your presence, a communication tool to promote your products and new releases to a base of over 100,000 valid unique email addresses from all sectors. Subject to availability.



LOGO ON THE EXHIBITION MAP

Your logo and stand no. on the map. Map distributed to visitors and displayed in large format in the exhibition, can be viewed on the website. Subject to availability.



2 ADDITIONAL PASSES (EVENING + PROSPECTIVE CONFERENCE)

Social event organised on the Tuesday evening bringing together exhibitors and professional visitors. Evening starting with a prospective conference.



VISITOR CONTACT COLLECTION TOOL

The mobile app enables you to scan visitors' badges during the exhibition using your phone to collect their contact information, and to take notes to add context to your encounters. At any time, you can export all the contacts collected by your team into an Excel spreadsheet from the app's exhibitor space (on a computer).



PACKS

→ "ON PARLE DE VOUS" ("WE TALK ABOUT YOU") PACK

The Salon du Végétal talks about you through its communication channels. This is ideal if you want to share important news about your company in greater detail.

€720 excl. VAT
VAT
instead of
€890 excl. VAT

ACTU PARTENAIRE



YOUR COMPANY NEWS ON THE WEBSITE

An article written by you, which can be viewed on the exhibition's website. An opportunity to communicate innovations or news from your company. (Text, images and redirect link provided by you)

YOUR COMPANY NEWS IN A NEWSLETTER

Sharing your "Company news" in a newsletter with a redirect button to read the rest of the article (hosted on our website)

in Salon du Végétal
more than 4,800 followers

🐦 @SalonDuVegetal
more than 3,000 followers

SOCIAL MEDIA PACK - 3 POSTS

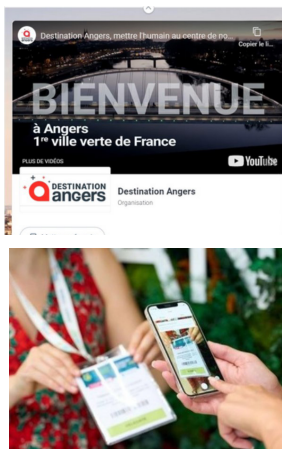
"Advertorial"-tagged posts on our LinkedIn and Twitter accounts:

- 2 POSTS on LinkedIn: 1 before + 1 during the event
- 1 POST on Twitter scheduled 3 times between March and September 2024

Post written by you, subject to approval by the organisation.

Subject to availability.

→ AS A BONUS (included in the pack)



A PRESENTATION VIDEO ON YOUR COMPANY SHEET

This video is automatically played when your page opens. An attractive way to present your company to visitors and encourage them to come and meet you during the Exhibition!

Your video must be hosted on YouTube, Vimeo or any other video player authorising integration with a website. You just have to paste the video link into the field provided for this purpose on your business listing.

VISITOR CONTACT COLLECTION TOOL

The mobile app enables you to scan visitors' badges during the exhibition using your phone to collect their contact information, and to take notes to add context to your encounters. At any time, you can export all the contacts collected by your team into an Excel spreadsheet from the app's exhibitor space (on a computer).





PACKS

→ BOOST JOUR J (D-DAY BOOSTER PACK)

Our condensed package offering visibility only during the event itself, using several communication channels.

**€670 excl.
VAT**
instead of
€840 excl. VAT



YOUR FLAG AT THE EVENT ENTRANCE

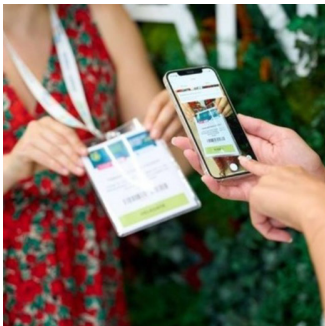
Have a flag at one of the exhibition entrances.



PUSH NOTIFICATION

The push notification, similar to a text with a redirect link to your business listing, will be sent during the exhibition to all the app users (on computers, tablets and smartphones). If this notification is not opened in the 30 mins following its sending, the users will be informed by email.

Limited to 5 advertisers per day.



VISITOR CONTACT COLLECTION TOOL

The mobile app enables you to scan visitors' badges during the exhibition using your phone to collect their contact information, and to take notes to add context to your encounters. At any time, you can export all the contacts collected by your team into an Excel spreadsheet from the app's exhibitor space (on a computer).



The must-have!



PACKS

→ "LES ESSENTIELS" ("THE ESSENTIALS") PACK

Our flagship offering, simple and effective, to optimise your visibility.



€300 excl. VAT
VAT
instead of
€360 excl. VAT

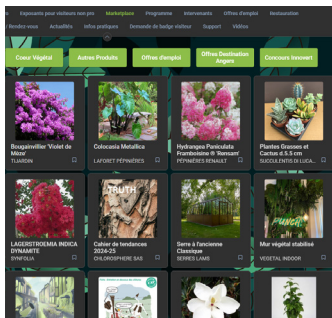
SALON DU VÉGÉTAL
10/11/12 SEPTEMBER 2024



A PRESENTATION VIDEO ON YOUR COMPANY SHEET

This video is automatically played when your page opens. An attractive way to present your company to visitors and encourage them to come and meet you during the Exhibition!

Your video must be hosted on YouTube, Vimeo or any other video player authorising integration with a website. You just have to paste the video link into the field provided for this purpose on your business listing.



2 ADDITIONAL PRODUCTS ON THE WEB AND MOBILE APP'S MARKETPLACE

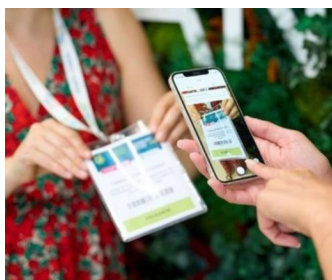
A product is visible simultaneously on your exhibitor listing and from a dedicated catalogue bringing together all the products submitted by the Show's exhibitors (the marketplace).

 **Salon du Végétal**
more than 4,800 followers

 **@salonduvegetal**
more than 1,700 followers

YOUR ATTENDANCE ANNOUNCED ON OUR SOCIAL MEDIA

1 "They are attending" post on Instagram OR LinkedIn with your logo, a short presentation and the mention/tag of your company.
(3 to 5 companies per post)



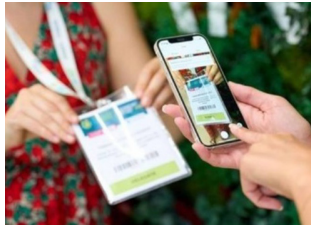
VISITOR CONTACT COLLECTION TOOL

The mobile app enables you to scan visitors' badges during the exhibition using your phone to collect their contact information, and to take notes to add context to your encounters. At any time, you can export all the contacts collected by your team into an Excel spreadsheet from the app's exhibitor space (on a computer).



À LA CARTE

WEB AND MOBILE APP



VISITOR CONTACT COLLECTION TOOL €40 excl. VAT

The must-have!

The mobile app enables you to scan visitors' badges during the exhibition using your phone to collect their contact information, and to take notes to add context to your encounters. At any time, you can export all the contacts collected by your team into an Excel spreadsheet from the app's exhibitor space (on a computer).



VERTICAL AD BANNER ON THE APP'S HOMEPAGE AND SPLASH SCREEN €800 excl. VAT

Great visibility!

Your ad insert is displayed on the app homepage on computers, and full-screen on smartphones when the app opens.

Random display of ads, subject to availability

COMPANY PROMOTION

Your company will appear at the top of the exhibitors list on the web and mobile app.

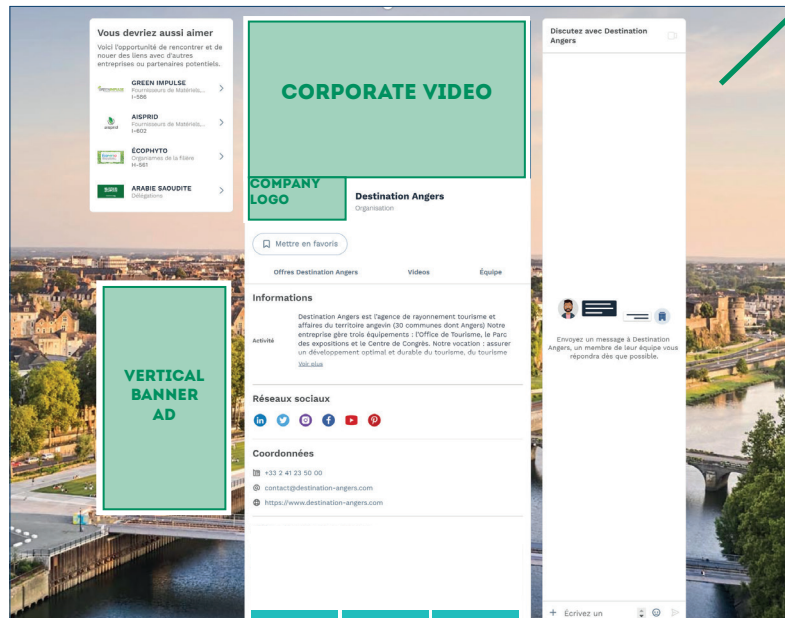
€400 excl. VAT **Great visibility!**

A VERTICAL BANNER AD ON YOUR COMPANY SHEET

Showcase an offering, a product or a service on your business listing by giving it additional visibility!

Put your ad online from the app's exhibitor space, add a clickable link to the URL of your choice, and access your ad's statistics from the "Dashboard" tab.

€100 excl. VAT



PERSONALIZED BACKGROUND ON YOUR COMPANY SHEET

Replace your business listing's neutral background with an image in the colours of your brand! A good way to stand out from the crowd.

€100 excl. VAT

A PRESENTATION VIDEO ON YOUR COMPANY SHEET

This video is automatically played when your page opens. An attractive way to present your company to visitors and encourage them to come and meet you during the Exhibition!

Your video must be hosted on YouTube, Vimeo or any other video player authorising integration with a website. You just have to paste the video link into the field provided for this purpose on your business listing.

€200 excl. VAT

À LA CARTE

YOUR COMPANY NEWS ON OUR WEBSITE

An article written by you, which can be viewed on the exhibition's website. An opportunity to communicate innovation or news from your company. (Text, images and redirect link provided by you)



YOUR COMPANY NEWS ON THE WEBSITE WITH RELAY ON A NEWSLETTER

An article written by you, which can be viewed in the “Actus/News” section on the exhibition's website. An opportunity to communicate innovations or news from your company. Your news are then relayed to an exhibition newsletter with a redirect button to read the rest of the article.



BANNER IN AN EXHIBITION NEWSLETTER

Offering another way to share your presence, a communication tool for promoting your products and new releases to a base of over 100,000 valid unique email addresses from all sectors. Subject to availability.



LOGO ON THE EXHIBITION MAP

Your logo and stand no. on the exhibition map! 5,000 copies of the map published; also displayed in large format in the exhibition, can be viewed on the website. Subject to availability.

SOCIAL MEDIA PACK - 3 POSTS

“Advertorial”-tagged posts on our LinkedIn and Twitter accounts:

- 2 POSTS on LinkedIn: 1 before + 1 during the event
- 1 POST on Twitter scheduled 3 times between March and September 2024

Post written by you, subject to approval by the organisation.

Subject to availability.

in Salon du Végétal
more than 4,800 followers

@SalonDuVegetal
more than 3,000 followers

€200
excl. VAT

€450
excl. VAT

€250
excl. VAT

€600
excl. VAT

€250
excl. VAT

À LA CARTE

ROOM RENTAL



Loire Lounges



Aubance Room



Oudon-Mayenne-Louet Rooms



Ardésia Room

HALF-DAY

To bring together your customers, prospects and partners, or for board meetings, the exhibition offers rooms with a capacity of up to 200 people.

- 10 to 30 people
- 30 to 40 people
- more than 50 people

€300 excl. VAT

€400 excl. VAT

€500 excl. VAT

SPREAD THE WORD IN THE TRADE PRESS!

Almost a hundred journalists, including around 20 foreign journalists, will be at the exhibition. Don't hesitate to leave your press pack free of charge in the press room.

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





COMMUNICATION KIT

ANNOUNCE YOUR ATTENDANCE TO THE EXHIBITION!

The “Attending the show” sticker, to put on your letters, ads and communication materials:



Email signature:



Brand logo:



Free to download from the Salon du Végétal website exhibitor space.

INVITE YOUR CLIENTS & PROSPECTS!

When you register for the Salon du Végétal, you are allocated :

- 50 paper invites and/or
- 50 e-invites

You can also order additional invites:

€15 excl. VAT for 50 additional paper invites or €10 excl. VAT for additional e-invites
Cf. order form on the last page.



Optimise your online presence:

- Follow the exhibition’s news on Twitter, LinkedIn and Facebook @SalonduVégétal
- Take part in, and invite your colleagues and partners to, the dedicated LinkedIn event
- Feed the discussion and share your thoughts with the hashtag #salonduvégétal24
- Talk about innovation with the hashtag #innovertcontest24
- Add the Salon du Végétal event to your website’s calendar!



IN SUMMARY

→ 360° PACK

- **Company promotion**
- **A vertical banner ad on your company sheet**
- **A presentation video on your company sheet**
- **2 additional products on the marketplace**
- **Your banner ad in a newsletter**
- **Logo on the exhibition map**
- **2 passes (evening + prospective conference)**
- **Visitor contact collection tool**

€1,450 excl. VAT
instead of €1,780 excl. VAT

→ D-DAY BOOSTER PACK

- **Your flag at the event entrance**
- **Push notification**
- **Visitor contact collection tool**

€670 excl. VAT
instead of €840 excl. VAT

→ "WE TALK ABOUT YOU" PACK

- **Your company news on our website**
- **Your company news relayed on a newsletter**
- **Social media pack**
- **A presentation video on your company sheet**
- **Visitor contact collection tool**

€720 excl. VAT
instead of €890 excl. VAT

→ THE ESSENTIALS PACK



Our flagship offering

- **A presentation video on your company sheet**
- **2 additional products on the marketplace**
- **Your attendance announced on our social media**
- **Visitor contact collection tool**

€300 excl. VAT
instead of €360 excl. VAT

À LA CARTE

WEB AND MOBILE APP

Visitor contact collection tool	The must-have! €40 excl. VAT
Ad on homepage & splash screen	Great visibility! €800 excl. VAT
Company promotion	Great visibility! €400 excl. VAT
A vertical banner ad on your company sheet	€100 excl. VAT
Personalized background on your company sheet	€100 excl. VAT
A presentation video on your company sheet	€200 excl. VAT

OTHER SERVICES

Your company news on the website	€200 excl. VAT
Your company news on the website + newsletter relay	€450 excl. VAT
Banner in an exhibition newsletter	Great visibility! €250 excl. VAT
Logo on the exhibition map	€600 excl. VAT
Social media pack	€250 excl. VAT
50 additional paper invites	€15 excl. VAT
50 additional e-invites	€10 excl. VAT

ROOM RENTAL (HALF-DAY)

10 to 30 people	€300 excl. VAT
30 to 40 people	€400 excl. VAT
More than 50 people	€500 excl. VAT

For all requests or further information,
don't hesitate to contact your sales representatives:

François Bizard | francois.bizard@destination-angers.com | +33 (0)2 41 93 40 41
Malory Dietrich | malory.dietrich@destination-angers.com | +33 (0)2 41 93 62 78



TECHNICAL SPECIFICATIONS

A VERTICAL BANNER AD ON YOUR COMPANY SHEET

Put your ad online from the app's exhibitor space, add a clickable link to the URL of your choice, and access your ad's statistics from the "Dashboard" tab.

File type and size: Image size 1080 x 1920 px, less than 1 MB.

A PRESENTATION VIDEO ON YOUR COMPANY SHEET

Enter the link for your video (hosted on YouTube, Vimeo or any other video player authorising integration with a website) into the field provided for this purpose on your business listing.

VERTICAL BANNER AD & SPLASH SCREEN

Submission of materials: between June and September 2024

File type and size: Image size 1080 x 1920 px, less than 1 MB.

BANNER AD IN AN EXHIBITION NEWSLETTER

Submission of materials: between June and September 2024

Size: 600 x 120 px

File type: PNG or JPG, exact dimensions - 72 DPI

LOGO ON THE EXHIBITION MAP

Submission of materials: before 13 July 2024

Size: 40 mm x 40 mm

File type: PNG, in exact dimensions - 300 DPI

SOCIAL MEDIA PACK

Submission of materials: 15 days before publication

Please provide:

- A visual of your post (Measurements 1200 x 630 px for LinkedIn and 1024 x 512 px for Twitter)
- A description of your post (based on max number of characters for Twitter, hashtags included)
- Redirect link
- Your user names on Twitter and LinkedIn (e.g. @SalonduVegetal)
- The hashtags you want to mention

YOUR ATTENDANCE ANNOUNCED ON OUR SOCIAL MEDIA

Submission of materials: 15 days before publication

Please provide:

- Your logo
- Your user names on Instagram and LinkedIn (e.g. @SalonduVegetal)
- A short presentation of your company

3 to 5 companies by post



Contact for submission of your communication materials:

Pauline Bidard

pauline.bidard@destination-angers.com

+33 (0)2 53 61 70 17





ORDER FORM

	Excl. VAT	Quantity	TOTAL ex. VAT
VISIBILITY PACKS			
<input type="checkbox"/> 360° PACK	€1,450		
<input type="checkbox"/> "WE TALK ABOUT YOU" PACK	€720		
<input type="checkbox"/> D-DAY BOOSTER PACK	€670		
<input type="checkbox"/> THE ESSENTIALS PACK	€300		
"A LA CARTE" SERVICES ON THE EXHIBITION APP			
<input type="checkbox"/> Company promotion	€400		
<input type="checkbox"/> A presentation video on your company sheet	€200		
<input type="checkbox"/> Vertical banner ad on homepage & splash screen	€800		
<input type="checkbox"/> A vertical banner ad on your company sheet	€100		
<input type="checkbox"/> Personalized background on your company sheet	€100		
<input type="checkbox"/> Visitor contact collection tool	€40		
OTHER "À LA CARTE" SERVICES			
<input type="checkbox"/> Your company news on our website	€200		
<input type="checkbox"/> Your company news on our website + newsletter	€450		
<input type="checkbox"/> Banner in the exhibition newsletter	€250		
<input type="checkbox"/> Logo on the exhibition map	€600		
<input type="checkbox"/> Social media pack	€250		
<input type="checkbox"/> Room rental (half-day) 10 to 30 people	€300		
<input type="checkbox"/> Room rental (half-day) 30 to 40 people	€400		
<input type="checkbox"/> Room rental (half-day) more than 50 people	€500		
SUBTOTAL excl. VAT			
VAT 20%			
SUBTOTAL 1 incl. VAT			
<input type="checkbox"/> PAPER INVITES (per batch of 50 invites)	€15		
<input type="checkbox"/> E-INVITES (per batch of 50 e-invites)	€10		
SUBTOTAL EXCL. VAT			
VAT 10%			
SUBTOTAL 2 INCL. VAT			
OVERALL TOTAL FOR ORDER (Subtotal incl. VAT 1 and 2)			

EXHIBITOR:

CONTACT:

Please return order form:

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

by post, along with your payment made out to
ANGERS LOIRE TOURISME EXPO CONGRES (ALTEC)

Payment:

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 well as "végétal" as the title for the transfer)

by cheque

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.