

COMMUNICATION TOOLS GUIDE

Grow Your Business & Increase Your Brand Awareness

Les Salons du TOURISME

COMEXPOSIUM ASMI

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Les Salons du TOURISME

KEY FIGURES

As true meeting places for travellers and tourism professionals, the Tourism Trade Shows encourage networking, inspiration, and the development of new business opportunities.

2
EVENTS

91k
VISITORS

450
EXHIBITORS

80%
HAPPY EXHIBITORS

88%
OF VISITORS HAVE A TRAVEL PLAN



Source: 2026 Visitor & Exhibitor Satisfaction Survey

GROW YOUR REVENUE & EXPAND YOUR QUALIFIED LEAD DATABASE

BANNERS ON THE EVENT WEBSITE



HOMEPAGE BANNER
Limited offer:
1 advertiser only
Lille : €860 excl. VAT
Paris : €1,300 excl. VAT

BANNER ACROSS THE ENTIRE WEBSITE
Limited offer:
3 advertisers in Paris and 2 advertisers in Lille
Lille : €1685 excl. VAT
Paris : €2,160 excl. VAT

REQUIRED FORMAT
For the website: 728 × 90 px
JPEG, PNG or GIF
+ direct link to your website

GROW YOUR REVENUE & EXPAND YOUR QUALIFIED LEAD DATABASE

BANNERS IN THE EVENT NEWSLETTERS



PRE-EVENT EMAIL BANNER
Limited offer: 2 advertisers
Lille : €1,405 excl. VAT
Paris : €2,380 excl. VAT

POST-EVENT EMAIL BANNER
Limited offer: 2 advertisers
Lille : €650 excl. VAT
Paris : €1,080 excl. VAT

REQUIRED FORMAT
Banner size: 728 × 90 px
JPEG, PNG or GIF
+ direct link to your website

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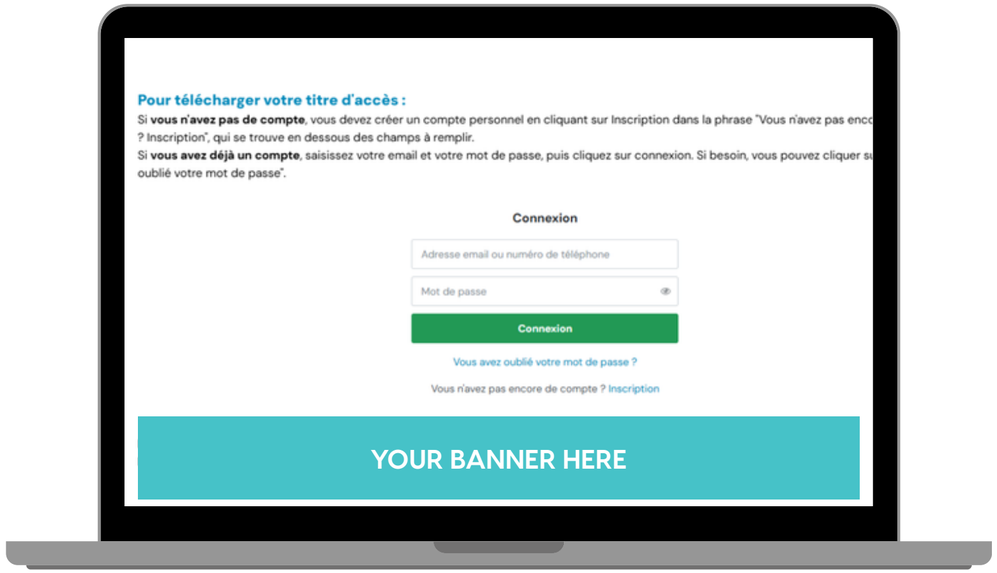
BANNERS ON THE VISITOR PRE-REGISTRATION JOURNEY



VISITOR PRE-REGISTRATION BANNER
Limited offer: 1 advertiser
Lille : €1,620 excl. VAT
Paris : €1,945 excl. VAT

REQUIRED FORMAT
Website: 728 × 90 px
Mobile website: 300 × 250 px
+ direct link to your website

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TEXT INSERTS IN THE EVENT NEWSLETTERS



PRE-EVENT EMAIL INSERT
Limited offer: 1 advertiser in Lille & 3 advertisers in Paris
Lille : €970 excl. VAT
Paris : €1,405 excl. VAT

POST-EVENT EMAIL INSERT
Limited offer: 3 advertisers in Lille & 2 advertisers in Paris
Lille : €970 excl. VAT
Paris : €1,405 excl. VAT

REQUIRED FORMAT
1 headline: maximum 30 characters
1 sentence: maximum 100 characters
1 horizontal image or PNG logo:
Image size: 640 × 400 px /
maximum file size: 100 KB
To be provided 15 days before distribution
+ direct link to your website

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OTHER TOOLS AVAILABLE TO YOU

VISITOR SURVEY SPONSORSHIP
3 questions of your choice included in our visitor survey and results report + your logo featured in the survey

Price upon request

MEETING ROOM RENTAL – HALF DAY
Located within the exhibition hall, the room is equipped with: sound system, hi-Fi equipment, furniture, video projection facilities

Price upon request

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INCREASE YOUR BRAND AWARENESS AMONG EVENT VISITORS









LISTE DES EXPOSANTS

A		CHAILLOT - THEATRE NATIONAL	
A LA CARTA	E015	DE LA DANSE	H05
ABM	F029	COEUR DU VAR	F05
ABYSSINA DECOUVERTE	F039	COOK ME	E02
AEROPORT PARIS-BEAUVAIS	E039	COTE D'AZUR FRANCE TOURISME	F05
ADUNA TOURS GUINEE BISSAU	G025	- CANNES : OFFICE DE TOURISME	
AFRICA COEUR SAFARIS - BOTSWANA	G038	- LE CANNET : OFFICE DE TOURISME	
ALL INCLUSIVE HOTELS	D062	- PAYS DE GRASSE TOURISME	
AME CONSO	D015	- VALLAURIS GOLFE-JUAN : OFFICE DE TOURISME	
AMERICA-VOYAGES	C039	- VILLAGES & VALLEES D'AZUR TOURISME	
ANDALUCIA AFICION	E065	- VILLENEUVE-LOUBET : OFFICE DE TOURISME	
AR MAGAZINE	B036	CROISIEUROPE	A04
ASSOCIATION DES AMIS		CULTURE CONTACT	E03
DU MUSEE DES BLINDES	G050	D	
ASSOCIATION MUGUA	D028	DENTAKAY DENTAL CLINIC	F04
AUTHENTIQUES TOURS	B051	DEPARTEMENT DU NORD	G05
AUSTRALIS	A044	- LE VALJOLY	
B		DESTINATION BOURGOGNE	F04
BAHAMAS TOURIST OFFICE	B045	DESTINATION SAINT-QUENTIN	H06
BERGS INTERNATIONAL	C015	DETOUR ODYSSEY	C02
BON DIA GUINEE-BISSAU	F037	DISCOVERY TRAINS	D01
C		DMD MONGOLIE	C03
CAMPOMAR	C009	DREAM SPORTS ADVENTURE	A04
CAP VERT HDC TRAVELS	G040	E	
CARTOTRAIN	C020	EASY TRIP	C01
CARTE A VOYAGER - ICELANDAIR	F010	EGYPT NILE CRUISES	F02
CEARA	A46	ELITE AMERICAN VOYAGES	B04
CETASEA	E001	ESPACE DES POSSIBLES	H05
		EURASIA TOURS- GUANGDONG	

ADVERTISEMENT IN THE VISITOR GUIDE

Promote your brand in the event's main visitor guide.
Limited offer: 3 advertisers in Lille & 4 advertisers in Paris

Dimensions
Lille :63 × 63 mm
Paris : 135 × 135 mm
To be provided 4 weeks before the event:
High-resolution vectorized PDF

Lille : €330 excl. VAT
Paris : €760 excl. VAT

LOGO ON THE ORIENTATION MAP

Guide visitors to your booth with your logo displayed on the event maps located at strategic points throughout the venue and in the visitor guide distributed to attendees.

Limited offer: 16 advertisers in Lille & 17 advertisers in Paris

To be provided 4 weeks before the event:
Vectorized EPS logo

Lille : €335 excl. VAT
Paris : €760 excl. VAT

BAG DISTRIBUTION AT THE ENTRANCE

Maximize your visibility throughout the event.
Your branded bags will be made available to visitors at the event entrance.

Limited offer: 6 advertisers per event
To be provided the day before the event:
5,000 units for Lille & 15,000 units for Paris
Bag production not included.

Lille : €1,620 excl. VAT
Paris : €4,325 excl. VAT

COMPANY NAME IN BOLD IN THE VISITOR GUIDE

Have your company name highlighted in bold in the Visitor Guide distributed free of charge to all attendees.

Lille : €85 excl. VAT
Paris : €110 excl. VAT

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INCREASE YOUR BRAND AWARENESS AMONG EVENT VISITORS



ADVERTISING PANELS

Showcase your brand at the event entrance.

Two advertising panels positioned at the entrance or in high-traffic areas.

Limited offer: 8 advertisers in Lille & 12 advertisers in Paris

Panel dimensions:
W. 940 mm × H. 2250 mm
Printing included

Lille : €990 excl. VAT
Paris :€1,715 excl. VAT



FLYER DISTRIBUTION

Distribute your flyers directly to visitors.

Limited offer: 6 advertisers in Lille & 7 advertisers in Paris

To be provided the day before the event:
10,000 copies for Lille & 20,000 copies for Paris

Lille : €1,620 excl. VAT
Paris : €2,600 excl. VAT



DOCUMENT INSERT IN OUR DIRECT MAIL CAMPAIGN TO LOYAL VISITORS

Include your promotional document in our direct mail campaign sent to loyal visitors.

Limited offer: 4 advertisers in Paris

QUOTATION PROVIDED BASED ON QUANTITIES

Les Salons du TOURISME

INCREASE YOUR BRAND AWARENESS AMONG EVENT VISITORS



AISLE LETTER SPONSORSHIP

Stand out from the competition and boost your visibility among visitors.

Your logo will be displayed on all aisle letter signs throughout the event.

Limited offer: 1 advertiser in Paris

€4,500 excl. VAT



PHOTOCALL SPONSORSHIP

Put your brand at the center of attention and social sharing.

More than 3,000 photos printed at the show

PRICE UPON REQUEST

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OUR VISIBILITY PACKAGES

VISIBILITY PACK

Banner on salons-tourisme.com
+
Logo on the orientation map
+
Advertisement in the Visitor Guide
+
2 advertising panels displayed at the event

Limited offer: 2 advertisers

Lille : €2,485 excl. VAT
Paris : €3,785 excl. VAT

CONTACT PACK

1 social media post (Facebook + Instagram)
+
Logo on the orientation map
+
Flyer distribution
+
Post-event email campaign sent to visitors and pre-registered attendees

Limited offer: 2 advertisers

Lille : €3,670 excl. VAT
Paris : €5,190 excl. VAT



OUR RECOMMENDATION

- To grow your database of qualified leads, consider including an attractive offer in your banners and website promotions (contest, special offer, discount, etc.).
- To increase traffic to your booth, mention your booth number in your banners and promotional content, and highlight an attractive offer (giveaways, contests, promotional gifts, etc.).

Les Salons du TOURISME

ENHANCE THE VISITOR EXPERIENCE, CREATE LASTING MEMORIES & ENGAGE YOUR COMMUNITY



MEETING ROOM RENTAL

Book a meeting room for your meetings, conferences, presentations, or cocktail receptions, by the hour or half-day.



LITTLE EXPLORERS CHILDCARE AREA PARTNERSHIP

Increase your brand awareness among families by sponsoring the childcare area and the "Seek & Find" activity trail.



TRAVEL PHOTOGRAPHY AREA

Associate your brand with the emotion and inspiration of great travel stories.

BE PART OF THE ADVENTURE!

ASSOCIATE YOUR BRAND WITH HIGH-VISIBILITY AREAS AND BENEFIT FROM PREMIUM EXPOSURE AT THE HEART OF LES SALONS DU TOURISME, MAXIMIZING YOUR IMPACT AMONG A COMMUNITY PASSIONATE ABOUT TRAVEL.

Les Salons du TOURISME

A TEAM DEDICATED TO YOUR SUCCESS



commercialtourisme@comexposium.com

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