

COMMUNICATIONS TOOLS

1 BEFORE THE EXHIBITION

Publicise your presence

Banners on exhibition pages

Limited to 3 exhibitors per exhibition.

Raise your profile at the exhibition on www.salons-du-tourisme.com or www.destinations-nature.com with your animated banner on home page for the town of your choice for 1 year.

More than 1 570 000 pages seen en 2020

To be provided: animated banner in 728x90 pixel format + link to your website.

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €2,000 excl. VAT • Lille or Lyon: €800 excl. VAT

Dedicated e-mailshot

Limited to a maximum of 3 advertisers.

Send out details of your offer as part of a group mailshot. We can produce and send out e-mailshots to the people in our email database (database of previous visitors' email addresses).

Distribution*:

Lille: 36,100 copies, Lyon: 38,000 copies, Paris - Salon Mondial du Tourisme: 102,000 copies / Destinations Nature: 30,200 copies.

To be provided: 15 days before dispatch, see technical file

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €950 excl. VAT • Lille or Lyon: €450 excl. VAT

2 DURING THE EXHIBITION

Generate traffic

Logo on orientation plan

Limited to a maximum of 10 advertisers (Except partners)

- Plan on site at the entrance to the exhibition, in the good tips area
- Plan in the visitor's guide with which visitors are provided

To be provided: 4 weeks before the exhibition: your logo in vectorised EPS format

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €700 excl. VAT • Lille or Lyon: €300 excl. VAT

Distribution of your flyers

Limited to 4 exhibitors per exhibition.

Your flyers distributed at the entrance to the exhibition.

To be provided: the day before the exhibition, 10,000 copies for Lille, Lyon; 40,000 copies for Paris (Salon Mondial du Tourisme/Destinations Nature).

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €2,400 excl. VAT (distribution by your own) • Lille or Lyon: 1,500 excl. VAT (Distribution by our hostesses)

Advertising inserts for the visitor's guide

Limited to 3 advertisers.

Distributed free of charge to all visitors. 7x5 cm advertising insert.

To be provided: 4 weeks before the exhibition, HD vectorised PDF.

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €700 excl. VAT • Lille or Lyon: €300 excl. VAT

2 advertising boards at the exhibition

Positioned in the good tips area or traffic areas.

Dimensions: approx. 2m (H) x 1m (l)

To be provided: 4 weeks before the exhibition, visual in 300 dpi EPS format or HD vectorised PDF

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €1,600 excl. VAT • Lille or Lyon: €900 excl. VAT

Bags' Distribution

Limited to 3 exhibitors.

Broadcasting rights of your bags in free service at the show's entrance. (Manufacturing possibility on quote).

To be provided: the day before the exhibition, 5,000 copies for Lille and Lyon; 15,000 copies for Paris.

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €4,000 excl. VAT • Lille or Lyon: €1,500 excl. VAT

Room rental. Half day.

On the Hall, equipped room: sono, hi-fi, furniture, videoprojection.

Rate: **Paris: Salon Mondial du Tourisme/Destinations Nature - On quotation**

Provision of badges cords

Limited to 2 exhibitors.

Broadcasting rights of badges cords to professionals, VIP press, Exhibitors (Manufacturing possibility on quote).

To be provided: the day before the exhibition, 1,500 copies for Lille and Lyon, 5,000 copies for Paris.

Rate: **On quotation**

3 PACKS

Pack Visibility

Banner on website + logo on orientation plan + advertising insert on tour guide + 2 billboards on the exhibition

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €5,000 excl. VAT • Lille, Lyon: €2,300 excl. VAT

Pack Contact

Emailing visitors before the exhibition + logo on orientation plan + distribution of your flyer + emailing of visitors and prerecorded after the show.

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €6,900 excl. VAT • Lille, Lyon: €3,800 excl. VAT

Pack Premium Partner

Offer limited to one partner except media or institutional partners.

Logo on all exhibition's documents on line and off line + daily attendance (Invitations, visitor's guide, newsletters, web site, press release...) on the Forum.

Rate:

Paris (Salon Mondial du Tourisme or Destinations Nature): €50,000 excl. VAT • Lille or Lyon: €25,000 excl. VAT