

Our communication  
and stand offers

3-7 Nov. 2024

# EQUIPHOTEL

**EARLYBOOK 2**

Offers valid until December 15<sup>th</sup>, 2023





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# REGISTRATION PACK

## MANDATORY

	STANDARD PACK	PREMIUM PACK	PREMIUM+ PACK limited to 10 exhibitors
<b>DESCRIPTIF</b>	Administrative fees + Multi-risk exhibitor Insurance (see Art. 10.3 of the General Regulations of the exhibition) <b>Visibility</b> Subscription to the eh! ONLINE digital platform to promote your products + Registration in the official catalogue and on the list of exhibitors on the website + Company profile on equiphotel.com + Registration of product sheets & innovation sheets on the equiphotel.com website (3 products max) + Communication pack: customisable stamp, banner and electronic signature + Inclusion of your press kits in the exhibition's Press Club + Your press release on equiphotel.com (in the press section and on your presentation page) + Inclusion in the visitor Innovation Path <b>Invitations</b> + 10 VIP badges for your customers + Unlimited electronic invitations + Unlimited name badges for exhibitors <b>Measure your return on investment</b> + Basic exhibitors' dashboard + Emperia application for scanning visitor badges at our exhibition		
<b>+ BRONZE LISTING</b> Logo & cover photo in the search engine, company description and contacts	✓	✓	✓
<b>+ SILVER LISTING</b> Carousel of 3 products visible directly on the list of exhibitors	✗	✓	✓
<b>+ GOLD LISTING</b> Banner on the show's home page in sponsor's carousel + Up at the top of the list on a category of your choice on the search engine exhibiting on our website	✗	✗	✓
<b>PRICE</b>	€1,695 excl. VAT	€2,685 excl. VAT	€3,875 excl. VAT



# CO-EXHIBITOR AND BRANDING PACKS

	CO-EXHIBITOR STANDARD PACK	CO-EXHIBITOR PREMIUM PACK	CO-EXHIBITOR PREMIUM+ PACK limited to 10 exhibitors	BRANDING PACK <sup>1</sup>
<b>PACK DESCRIPTION</b>	Administrative fees + Multi-risk exhibitor Insurance (see Art. 10.3 of the General Regulations of the exhibition) <b>Visibility</b> Subscription to the eh! ONLINE digital platform to promote your products + Registration in the official catalogue and on the list of exhibitors on the website + Company profile on equiphotel.com + Registration of product sheets & innovation sheets on the equiphotel.com website (3 products max) + Communication pack: customisable stamp, banner and electronic signature + Inclusion of your press kits in the exhibition's Press Club + Your press release on equiphotel.com (in the press section and on your presentation page) + Inclusion in the visitor Innovation Path <b>Invitations</b> + 10 VIP badges for your customers + Unlimited electronic invitations + Unlimited name badges for exhibitors <b>Measure your return on investment</b> + Basic exhibitors' dashboard + Emperia application for scanning visitor badges at our exhibition			Administrative fees + Entry in the official catalogue and on the equiphotel.com website
<b>+ BRONZE LISTING</b> Logo & cover photo in the search engine, company description and contacts	✓	✓	✓	
<b>+ SILVER LISTING</b> Carousel of 3 products visible directly on the list of exhibitors	✗	✓	✓	
<b>+ GOLD LISTING</b> Banner on the show's home page in sponsor's carousel + Up at the top of the list on a category of your choice on the search engine exhibiting on our website	✗	✗	✓	
<b>PRICE</b>	€1,695 excl. VAT	€2,685 excl. VAT	€3,875 excl. VAT	€357 excl. VAT/ company

<sup>1</sup> The companies represented must have a legal or commercial link with your company. These are companies whose products you represent but which are not physically present on your Exhibitor Area. Only the companies or brands represented that have returned this form and paid the company or branding fees may be represented at EquipHotel.



# BARE SPACE

SURFACE AREA	STANDARD BARE SURFACE		PREMIUM★ BARE SURFACE		PREMIUM★★ BARE SURFACE		PREMIUM★★★ BARE SURFACE	
	< 120 M <sup>2</sup>	> 120 M <sup>2</sup>	< 120 M <sup>2</sup>	> 120 M <sup>2</sup>	< 120 M <sup>2</sup>	> 120 M <sup>2</sup>	< 120 M <sup>2</sup>	> 120 M <sup>2</sup>
FACILITIES AND SERVICES	DETAILS CONCERNING THE EXACT LOCATION AND CONFIGURATION OF THE SPACE (INCLUDING PREMIUM* ZONE) Includes floor surface + a sign with your stand number. Partitions not included. Select your price according to your location and date of registration.							
EARLYBOOK 2 PRICES	€382 excl. VAT/m <sup>2</sup>	€354 excl. VAT/m <sup>2</sup>	€401 excl. VAT/m <sup>2</sup>	€366 excl. VAT/m <sup>2</sup>	€421 excl. VAT/m <sup>2</sup>	€387 excl. VAT/m <sup>2</sup>	€439 excl. VAT/m <sup>2</sup>	€398 excl. VAT/m <sup>2</sup>

\* Premium area: Please note that your wishes will be taken into consideration subject to availability and are not guaranteed. The exhibitor's wishes as to the location of the stand do not constitute grounds for cancellation in any event. The modalities are defined in article 10 of the General Regulations of the Exhibition. Invoices will be adjusted according to your final location.

**Premium** location areas have been identified within each exhibition hall (4, 7.1, 7.2 and 7.3). **Contact your sales manager if you wish to be positioned in a premium zone and find out about availability.**

Whether you're looking for a customised stand to suit  
your business or a unique design

Use our tailored service to create your stand:  
[mystandmaker.france@rxglobal.com](mailto:mystandmaker.france@rxglobal.com)





# FURNISHED SPACES

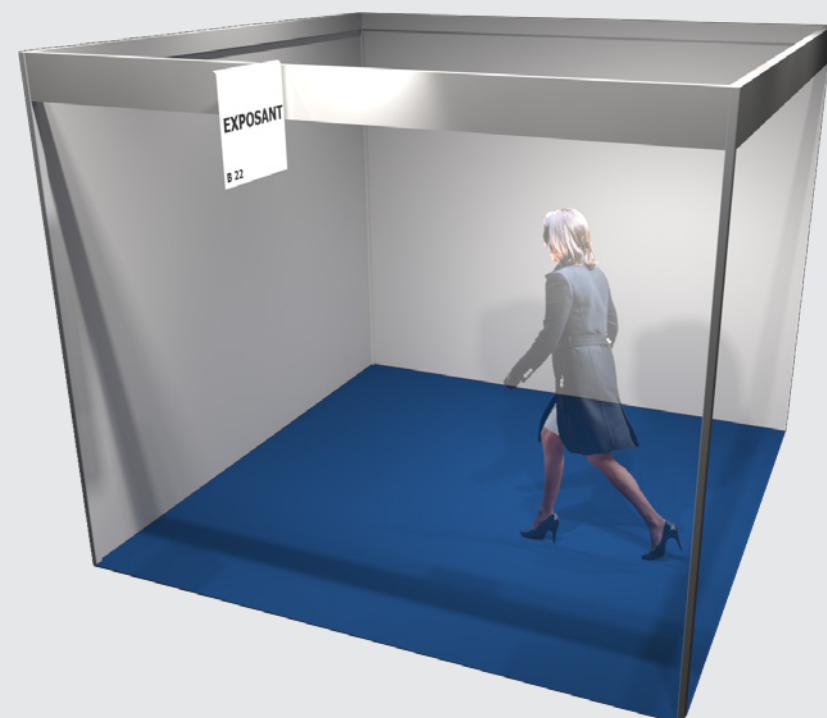
From 12 m<sup>2</sup>

## ESSENTIAL



This offer includes the construction of a modular space.  
Additional facilities **MUST** be chosen for surfaces between 12 and 23 m<sup>2</sup>.  
Not allowed for the decoration, lighting and furniture sectors.

## ESSENTIAL +



This offer includes the construction of a space with wooden partitions coated with brushed cotton.  
Additional facilities **MUST** be chosen for surfaces between 12 and 23 m<sup>2</sup>.

## EASY



Includes the construction of a space with wooden partitions coated with brushed cotton + a furniture pack.  
Additional facilities **MUST** be chosen for surfaces between 12 and 23 m<sup>2</sup>.

## IDENTITY



This offer includes the construction of a complete space.  
Additional facilities **MUST** be chosen for surfaces between 12 and 23 m<sup>2</sup>.

Non contractual design.



# FURNISHED SPACES

From 12 m<sup>2</sup>

		ESSENTIAL	ESSENTIAL +	EASY	IDENTITY
		Space that can be scaled according to the surface area 1 m <sup>2</sup> from 12 m <sup>2</sup> /2 m <sup>2</sup> from 25 m <sup>2</sup> /3 m <sup>2</sup> from 36 m <sup>2</sup> + Double-sided flag sign (name and number of the stand) + Choice of 3 carpet colours + Daily cleaning			
<b>FACILITIES* AND SERVICES</b>	Lighting	Low energy directional spotlights			Backlit
	Partitions - Coating - Colours of your choice	Modular partitions (1 colour)	Partitions coated with brushed cotton (3 colours)	Partitions coated with brushed cotton (4 colours)	Customisable (printed) light box
	Height of the partition	2,40 m	2,50 m		
	Customisable double-sided tall sign (1 m x 1 m)	⊗	⊗	✓	✓
	Coffee machine (included: 150 capsules)	⊗	⊗	⊗	✓
	Water fountain + 2 bottles	⊗	⊗	⊗	✓
	Cups, sugar and spoons	⊗	⊗	⊗	✓
	1 m <sup>2</sup> lockable space with a coat hook that can be scaled according to the surface area of the stand	⊗	⊗	✓	✓
	Custom printed and backlit canvas	⊗	⊗	⊗	✓
	Sign suspended from a hoop with a diameter of 2.50 m and a height of 50 cm**	⊗	⊗	⊗	✓
<b>FURNITURE***</b>	1 table, 3 chairs + 1 reception counter, 1 stool + 1 display stand + 1 waste paper basket	⊗	⊗	✓	✓
<b>PRICES</b>	Additional facilities	€111 excl. VAT/m <sup>2</sup>	€168 excl. VAT/m <sup>2</sup>	€247 excl. VAT/m <sup>2</sup>	€409 excl. VAT/m <sup>2</sup>
<b>MANDATORY</b>	Electrical box	3 Kw/€1,010 excl. VAT/m <sup>2</sup>			4 Kw/ €1,650 excl. VAT/m <sup>2</sup>

\*Below 9 m<sup>2</sup>, facilities are not possible.

\*\*From 36 m<sup>2</sup>, the hoop measures 3 m in diameter and is installed on partitions and totems. It will not be suspended.

\*\*\*The furniture included in the offer can be scaled according to your surface area and can be chosen from several allocations in your exhibitor area.

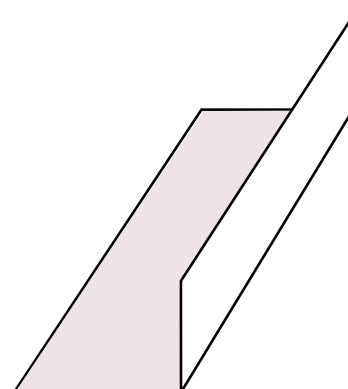


# CORNERS

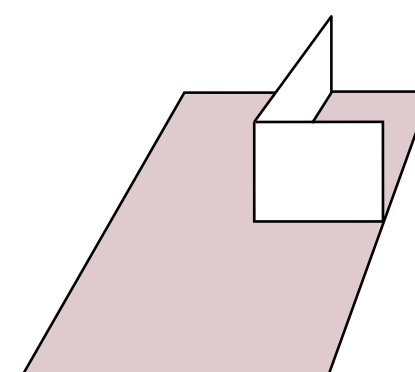
Subject to availability

## SELECT THE TYPE OF OPENING

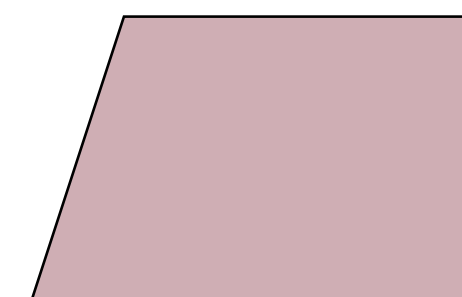
The basic price of the package is for a stand with 1 corner. You can reserve one or more corners as shown in the configurations below.



**TYPE A**  
2 corners



**TYPE B**  
3 corners



**TYPE C**  
Island package

	CORNERS		
	TYPE A	TYPE B	TYPE C
DESCRIPTION	2 corners, stand open on 3 sides	3 corners, stand open on 3 sides and part of the 4 <sup>th</sup>	Island package, stand open on all 4 sides
PRICES	€ <b>296</b> excl. VAT	€ <b>357</b> excl. VAT	€ <b>779</b> excl. VAT

**Please note:** the Essential, Essential + and Easy offers are only available with a maximum of 2 corners.





# FOOD & BEVERAGES CORNER

4 m<sup>2</sup> units

## TURNKEY CONFIGURATION

A space designed by us and integrated into pavilion 4 in the “F&B Corner”.

Dedicated communication plan.



	4 M <sup>2</sup> UNIT
<b>FACILITIES AND SERVICES</b>	Furniture/Counter + Shelves + Signage + Light + Average intermittent electricity of 3kW per exhibitor + Carpet + Common space
<b>REGISTRATION PACK</b>	Standard pack included
<b>PRICE</b>	€2,900 excl. VAT



# WELLNESS

15 m<sup>2</sup> unit

## STRATEGIC LOCATION IN THE SPA SECTOR

In an area dedicated to Wellness,  
for the duration of the exhibition

- Staged to represent the well-being and evolution of the spa
- A quality environment dedicated to skincare brands
- Customised Premium stands
- A dedicated marketing plan for exhibitors in this area
- Spa equipment and fitness devices



Sample photo wellness stand

	ALL INCLUSIVE PACKAGE	START UP WELLNESS PACKAGE
	15 m <sup>2</sup>	6 m <sup>2</sup>
<b>FACILITIES AND SERVICES</b>	Backlit partitions + Hanging sign on a hoop measuring 2.50 m diameter and 50 cm in height + Space of 1 m <sup>2</sup> + Choice of 3 carpet colours + 4Kw electric box + Coffee machine (including 150 capsules) + Water fountain and 2 bottles + Cups, sugar and spoons + Daily cleaning + WIFI access x 1	Signs + Common space + Carpet + 3Kw electric box + WIFI access x 1
<b>FURNITURE</b>	1 table et 3 chairs + 1 front counter and 1 stool + 1 display + 1 wastepaper basket	1 table et 3 chairs + Display + low storage unit + Spotlight + Printed logo + wastepaper basket
<b>REGISTRATION PACK</b>	Standard pack included	
<b>PRICE PER PACKAGE</b>	€14,400 excl. VAT	€6,100 excl. VAT

Non contractuel design.



# START UP

4 m<sup>2</sup> unit

A dedicated and equipped turnkey space in the technology hall 7.3.

Dedicated communication plan to the Start Up Area, before and during the show.



Non contractuel design.

Sample photo stand in the Start up area

	4 M <sup>2</sup> UNIT
<b>FACILITIES AND SERVICES</b>	Overhead signage + Common space + Electricity and WIFI access + Carpet
<b>FURNITURE</b>	1 counter + 2 chairs + Sign <i>Does not include shelves or lights</i>
<b>REGISTRATION PACK</b>	Standard pack included
<b>PRICE</b>	€2,900 excl. VAT



## COMMUNICATION TOOLS SPONSORING OFFER

	CONFERENCE SPONSOR	EXPERIENTIAL SPACE SPONSOR	EXHIBITION RECEPTION AREA SPONSOR	TOP BUYER SPONSOR
DESCRIPTION	<p>A conference speaker with VIP badge</p> <ul style="list-style-type: none"> <li>+ logo on screen/panels</li> <li>+ logo on conference promotional material</li> <li>+ social media push</li> </ul>	<p>Presentation of 1 or 2 products in the sponsored experiential space</p> <ul style="list-style-type: none"> <li>+ 30 VIP access badges</li> <li>+ logo on signage space</li> <li>+ logo on space promotional material</li> </ul> <p>+ logo and company presentation on the sponsors section of the website</p> <ul style="list-style-type: none"> <li>+ social media push</li> </ul>	<p>Presentation of 1 product in the reception area</p> <ul style="list-style-type: none"> <li>+ logo on reception area signage</li> <li>+ logo on sponsors section of equiphotel.com website,</li> </ul> <p>+ logo on pocket guide (hard copy)</p> <ul style="list-style-type: none"> <li>+ logo on catalogue (hard copy)</li> <li>+ social media push</li> </ul>	<p>2 goodies (maximum) in the Top Buyers bag</p> <ul style="list-style-type: none"> <li>+ a banner</li> </ul> <p>on 2 Top Buyers E-News</p> <ul style="list-style-type: none"> <li>+ 2 invitations to Top Buyers events at the exhibition</li> </ul> <p><b>EXCLUSIVE</b></p>
PRICES	€3,150 excl. VAT	€6,300 excl. VAT	€9,450 excl. VAT	€3,800 excl. VAT





## COMMUNICATION TOOLS DIGITAL PACKS

		PREMIUM VISIBILITY PACK	PREMIUM VISIBILITY PACK +
DESCRIPTION	Highlighting on search engine	✓	✓
	Banner on the equiphotel.com website internal page	✓	✓
	Listing offers	Silver	Gold
	Banner on the ehonline.eu website	✗	✓
PRICES		€2,560 excl. VAT	€4,900 excl. VAT



# COMMUNICATION TOOLS COMMUNICATION OFFER AT THE EXHIBITION

## INCREASE THE VISIBILITY OF YOUR PARTICIPATION

Communicate a maximum amount of information about your company to a large number of visitors



DISTRIBUTION AT THE ENTRANCE OF THE SHOW

## BOOST YOUR COMMUNICATION

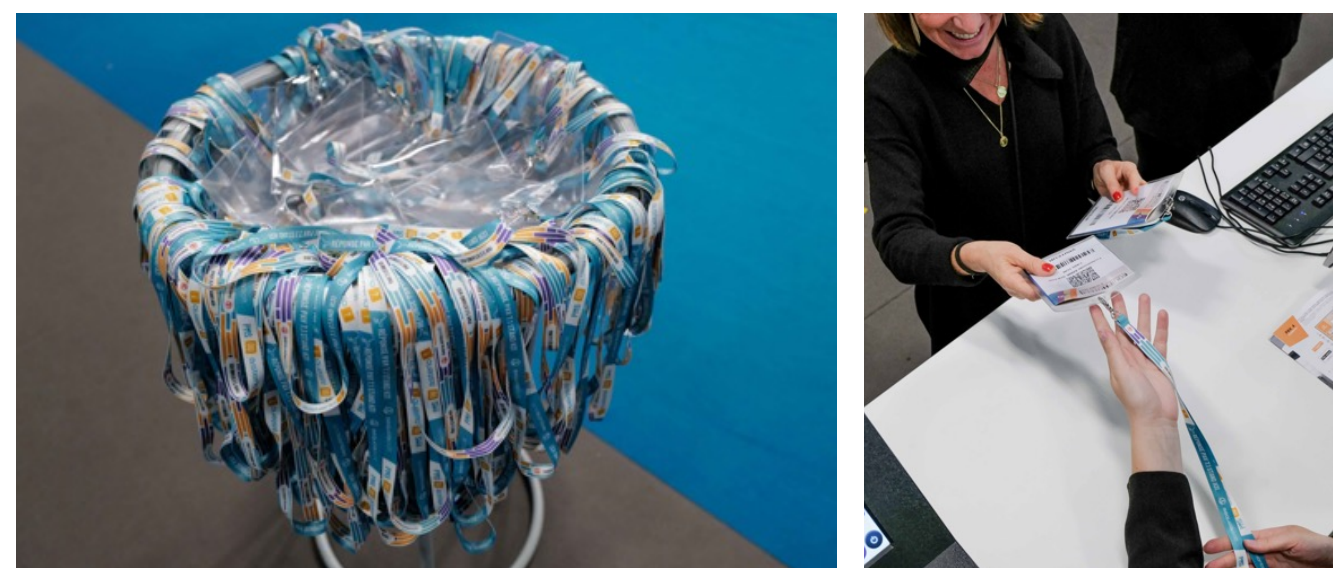
and guide visitors to your exhibition space.



FLOOR TILES IN THE AISLES

## SPONSORING OF LANYARDS

Distributed free of charge to all visitors upon their arrival.  
50,000 lanyards.



YOUR LOGO ON VISITOR LANYARDS

## BE VISIBLE ON THE VISITING AID TOOLS SUR PLACE

They are located at the entrance to the pavilions and measure 3 m x 1.5 m.



LOGO ON GIANT PLAN



# COMMUNICATION TOOLS COMMUNICATION OFFER AT THE EXHIBITION

Take advantage of the attractiveness of EquipHotel to **ORGANIZE YOUR OWN EVENT** - Use of the main stage.



ORGANISATION CONVENTION

## COMMUNICATE THROUGHOUT THE POCKET GUIDE

Your visual on the visitor guide distributed free at the show and available online (QR code displayed at the show and pdf version sent to all visitors).



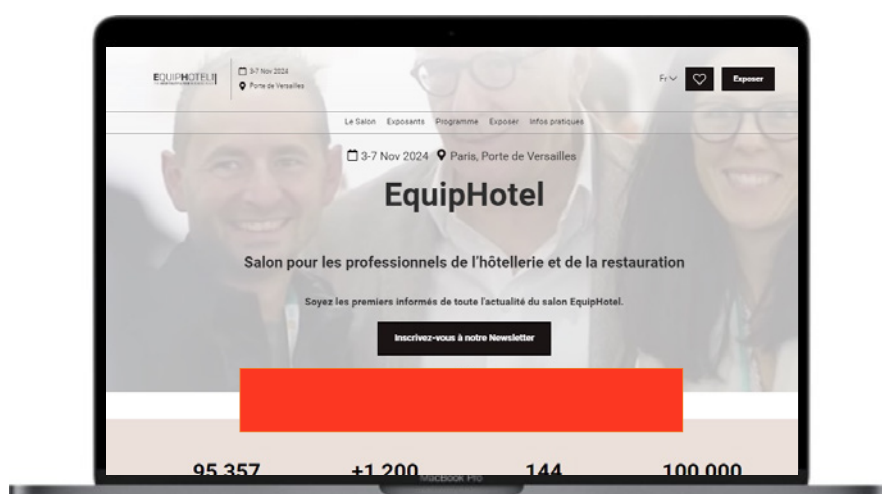
INSIDE



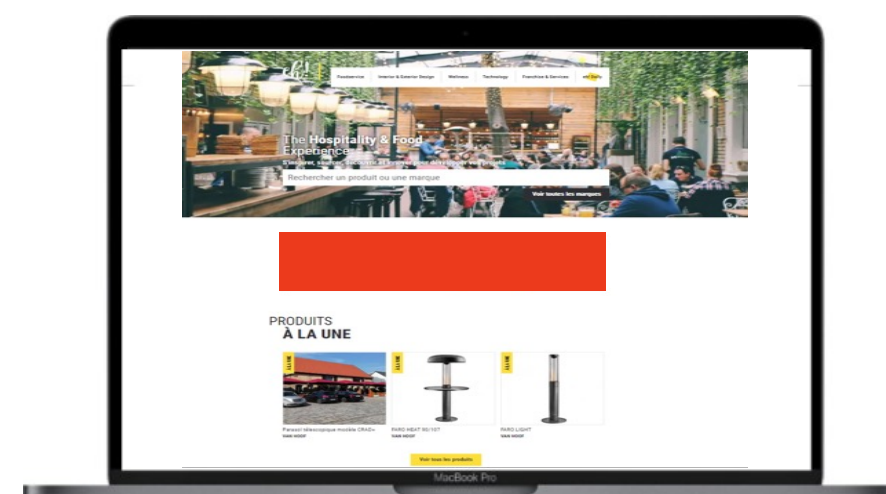
2<sup>ND</sup>, 3<sup>RD</sup>, 4<sup>TH</sup> COVER

## INCREASE THE VISIBILITY OF YOUR BRAND AND THE NUMBER OF PROSPECTS AND CUSTOMERS

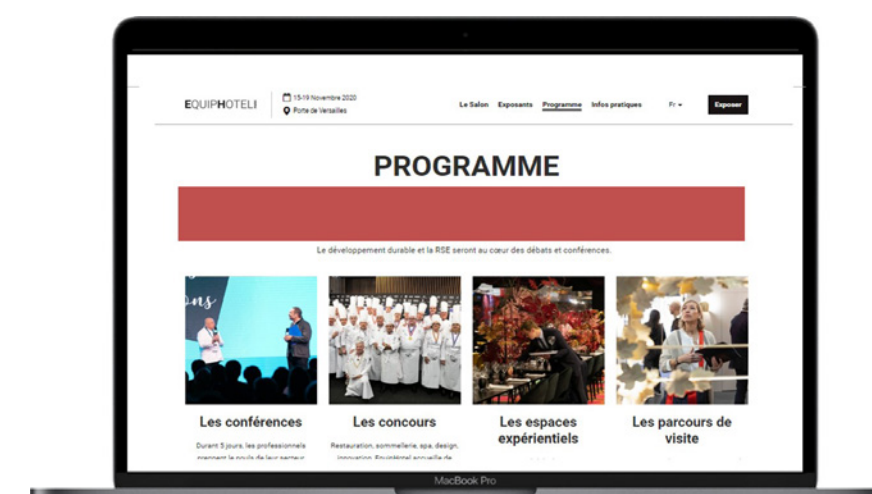
A source of inspiration, visitors to equiphotel.com can find information on exhibitors, order badges and more. Take advantage of the official website's audience : 348,000 sessions and 1,150,000 page views.



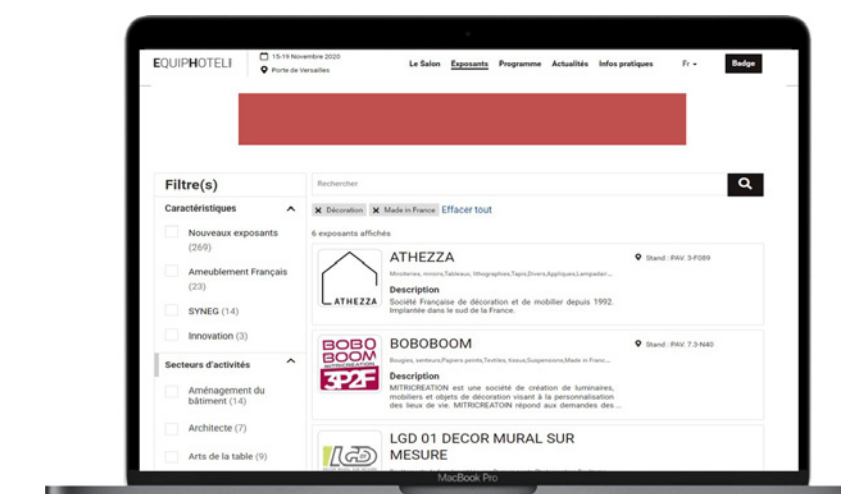
HOME PAGE BANNER – EQUIPHOTEL



HOME PAGE BANNER – EH! ONLINE



BANNER ON AN INTERNAL PAGE



BANNER ON THE EXHIBITOR LIST



## COMMUNICATION TOOLS

# COMMUNICATION OFFER AT THE EXHIBITION

		PACKS	
		TRAFFIC PACK 1	TRAFFIC PACK 2
DESCRIPTION	Set of 4 stickers (0.5 x 0.5 m)	✓	✓
	3 floor tiles	✓	✓
	Logo on giant floor plan (2 x 1.5 m)	✗	✓
	Logo on giant map on walls (3 x 2 m)	✗	✓
PRICES		€1,200 excl. VAT	€3,020 excl. VAT





## COMMUNICATION TOOLS

# COMMUNICATION OFFER AT THE EXHIBITION

	MARKETING						
	DISTRIBUTION AT THE ENTRANCE TO THE EXHIBITION	FLOOR TILES		LOGO ON GIANT MAP		20 CM BANNER ON GIANT MAP <b>EXCLUSIVE</b>	
DESCRIPTION	2 products (max.)	Pack of 3 tiles	Pack of 5 tiles	Floor (2 x 1.5 m)	Wall (3 x 2 m)	Floor (2 x 1.5 m)	Wall (3 x 2 m)
PRICES	€3,925 excl. VAT	€1,065 excl. VAT	€1,685 excl. VAT	€2,480 excl. VAT		€3,875 excl. VAT	
	BADGE AND LANYARD	1/2 DAY AGREEMENT		FULL DAY AGREEMENT		GIANT DISPLAYS (set of 3)	
DESCRIPTION	50,000 badges and lanyards to hand out	Use of the large stage - 600 pax - stage, screen, sound system, technical control room, seats				In the aisles Reach new heights with optimal visibility in terms of exhibition orientation	
PRICES	€16,050 excl. VAT	€6,000 excl. VAT		€10,300 excl. VAT		€5,350 excl. VAT	



## COMMUNICATION TOOLS

# PRINT & DIGITAL COMMUNICATION OFFER

	POCKET GUIDE			
	INSIDE THE POCKET GUIDE	COVER OF THE POCKET GUIDE		
PLACEMENT	1 ADVERTISING PAGE	INSIDE COVER	INSIDE BACK COVER	BACK COVER
PRICES	€2,690 excl. VAT	€4,895 excl. VAT	€4,895 excl. VAT	€7,335 excl. VAT

	BANNERS					
PLACEMENT	ON E-NEWS	ON EH! ONLINE HOME PAGE	ON THE INTERNAL PAGE OF THE WEBSITE	ON THE LIST OF EXHIBITORS ON THE WEBSITE	ON THE HOME PAGE	VISITOR BADGE + ON CONFIRMATION EMAIL + PUSH NEWS TICKET OPENING <b>EXCLUSIVE</b>
DESCRIPTION	Send to min. of 100,000 contacts	Min. 100 000 visits over 6 months	The EquipHotel website attracts near to 110,000 unique visitors on the month of the exhibition			
PRICES	€900 excl. VAT	€2,200 excl. VAT	€3,215 excl. VAT	€4,990 excl. VAT	€9,650 excl. VAT	



## DIGITAL PRODUCTS

# LIST OF EXHIBITORS



### STAND OUT FROM YOUR COMPETITORS

Promote your company, your products and your stand on the show website.

			BRONZE	SILVER	GOLD
			Promote your company	Stand out from your competitors - get 5x more views	Opt for exclusive online visibility!
DESCRIPTION	Visible directly on the LIST OF EXHIBITORS	Company logo + Company name + Categories + Stand number + Description	✓	✓	✓
		Double height-listing + Your contact details are highlighted + You benefit from an additional text on the reasons to visit your stand + Product gallery: direct access and visibility to the presentation of your solutions	✗	✓	✓
		Your brand at the top of the list of your choice* (exclusive to the chosen category)	✗	✗	✓
	Visible directly on the TRADE SHOW HOMEPAGE	Your products (max. 3) or brand logos on the homepage of the website Equiphotel (most visited page!)	✗	✗	✓
PRICES			Included in the participation fee	€990 excl. VAT	€2,180 excl. VAT

\*xxxxxxx

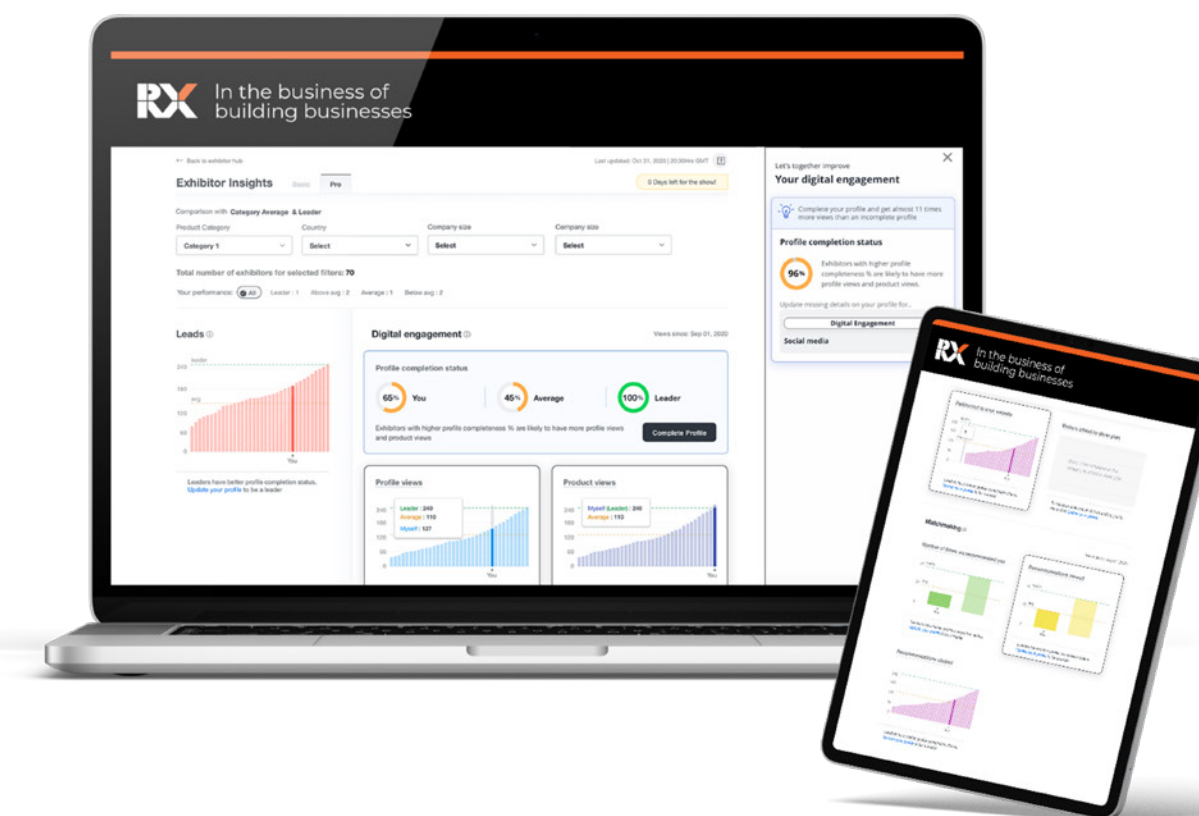


## DIGITAL PRODUCTS

# EXHIBITOR DASHBOARD

### MEASURE YOUR RETURN ON INVESTMENT

Thanks to its data-driven system, this dashboard enables you to concretely measure your performance. The Pro version also offers you the possibility of comparing your performance against your competitors at the show, enabling you to identify areas for improvement.



			BASIC	PRO
DESCRIPTION	Leads	Find the details of your identified prospects	✓	✓
	Engagement rate	Track the engagement generated by your profile with performance indicators	✓	✓
	Matchmaking	Track all interactions between visitors and your brand	✓	✓
	Benchmark	Compare your performance with your competitors	✗	✓
		Use filters to select and refine your searches	✗	✓
	Visualize your market position	✗	✓	
PRICE			Included on your registration pack	€650 excl. VAT



# DIGITAL PRODUCTS EMPERIA SCANNING APP

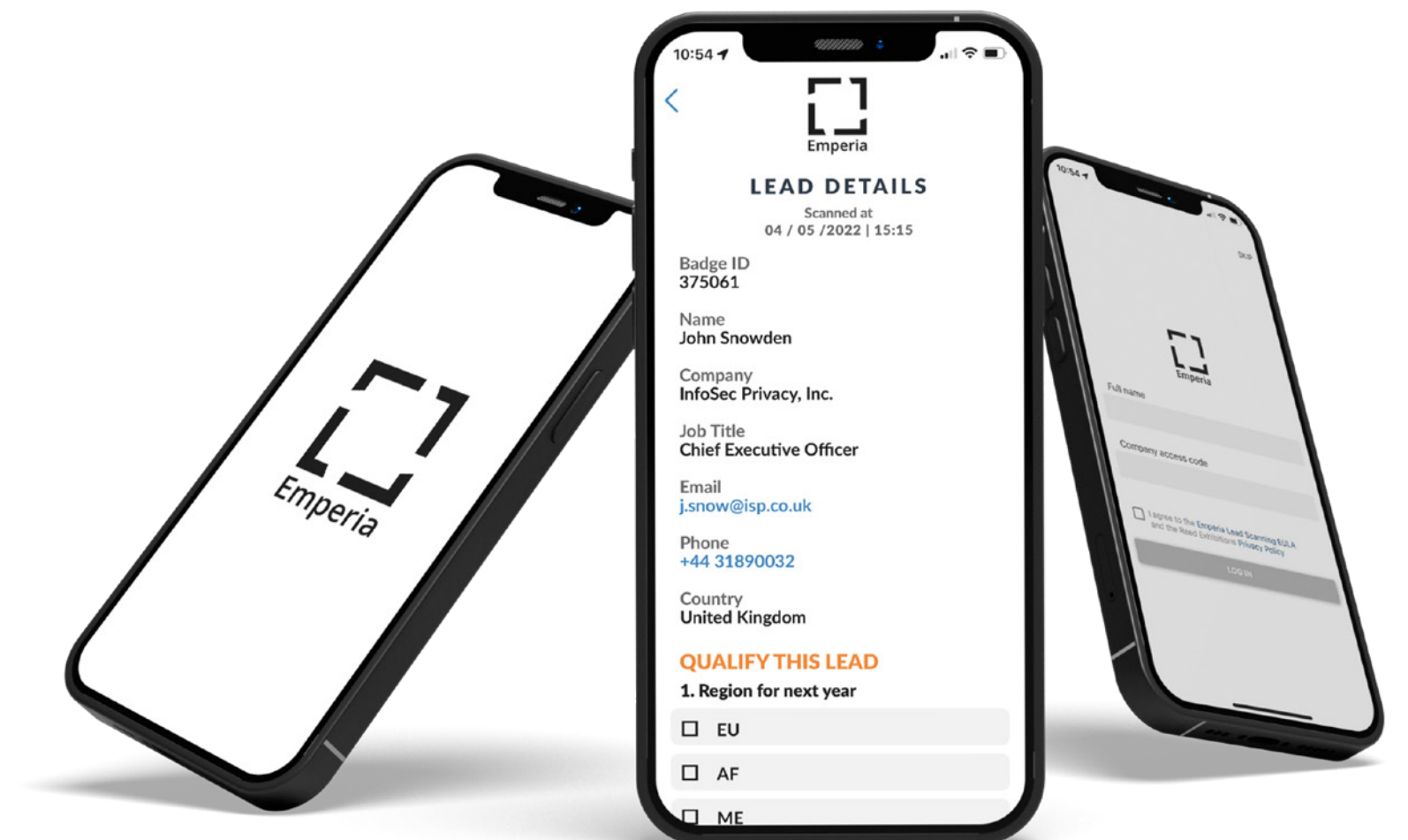
## CAPTURE YOUR LEADS EASILY AND FAST

Emperia is a mobile application for collecting information from your prospects during the trade show, making it easier to store, follow-up on and find contacts.

			NUMBER OF USER LICENCES
DESCRIPTION	Enhanced database with all visitor profile information	✓	UNLIMITED
	Database available at any time during and after the trade show	✓	
	Customisable questionnaire for your prospects	✓	
PRICE	Offer included on your registration pack		

**83%**  
OF EXHIBITORS DOWNLOAD  
THE PROSPECT REPORT

**32**  
ADDITIONAL LEADS GENERATED  
ON AVERAGE



**1] Rate your leads and add comments**  
You can edit, add further notes and adjust your lead scoring.

**2] Open the end of show email**  
Access your lead report via a direct link, you can download an excel file with all the details. The link is also available in the Emperia welcome email and the exhibitor portal.

**3] Follow your leads on each device**  
The company admin can download the global leads report at anytime.

**4] Use the collected information**  
Keep in touch to follow up, send quote, or any information and increase your ROI.



THE **HOSPITALITY**  
& **FOOD** EXPERIENCE

# MEDIA 365 PLATFORM

## The world of Hospitality and Foodservice at your fingertips!

Included in your registration pack

Available throughout the year, eh! ONLINE is an opportunity for buyers and prescribers to discover and source all of the products and solutions on offer in their sector. This digital platform also gives access to content provided by experts, a real instant immersion in current trends!

### DIVERSIFIED EDITORIAL OFFER

**+800** articles  
**343** videos  
**1** news stand  
**25** books

### VARIED CONTENT

**+2,000** online supplier  
product sheets  
**200** leads per month  
on average

### A GROWING COMMUNITY

**20,000** sessions per  
month on average  
**88%** of visits come  
from SEO

Maintain your digital presence within a qualified community and develop your business until the exhibition.

Thanks to your subscription:

- 1.** ENJOY 24/7 VISIBILITY
- 2.** BENEFIT FROM A 100% PERSONALISED SUPPLIER PROFILE
- 3.** SAVE TIME WITH A SUPPORT TEAM THAT HELPS YOU COMPLETE YOUR PROFILE
- 4.** REACH A QUALIFIED AUDIENCE

READ MORE!

