

# IDEOBAIN

From Monday 30 September  
to Thursday 3 October 2024  
Paris Porte de Versailles

## OUR STAND AND COMMUNICATION PACKAGES

Period 3



[ideobain.com](https://www.ideobain.com)



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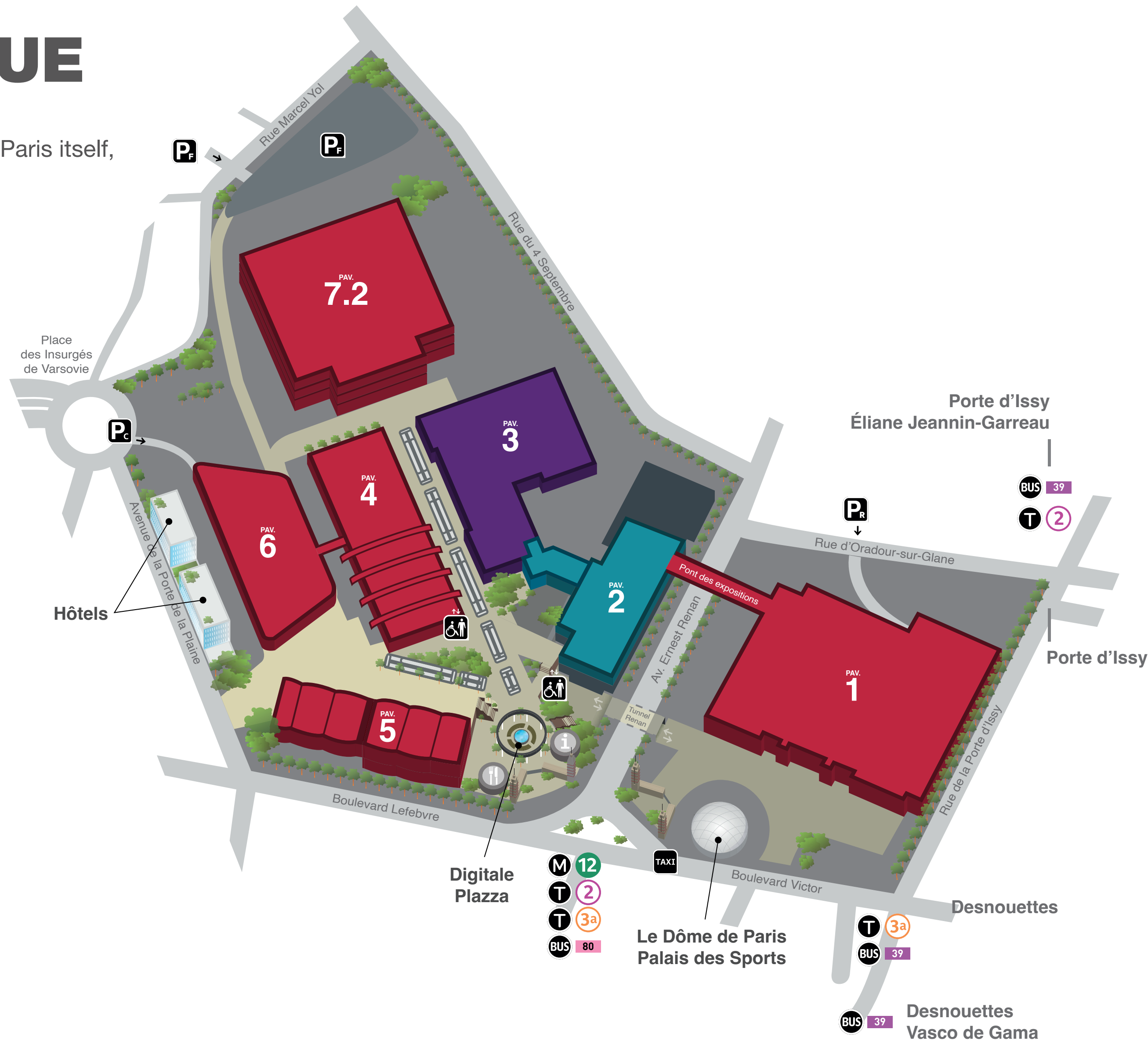
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# THE VENUE

A redesigned experience in Paris itself, at the Porte de Versailles.

For pavilions 1 to 7 the site has benefited from a major programme of renovation, development, services and attractive public spaces.



## BATIMAT

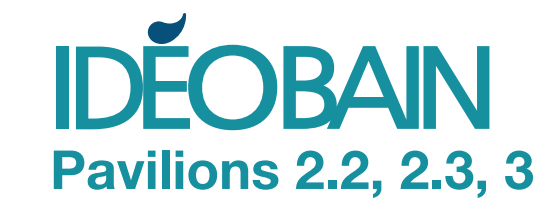
### Pavilion 1

- Civil works
- Structure & envelope
- Construction Tech®
- Off Site construction
- Interior&Garden
- Low Carbon Construction
- Professional services & organizations
- Photovoltaic

### Pavilion 7.2

- Worksite equipment & tools
- Vehicles & equipments

### Pavilions 4, 5.2, 5.3 and 6



### Pavilion 5.1

- International Pavilions
- & international multi-sector offering



# FILL IN YOUR INDUSTRY SECTOR

Among the 8 sectors, choose the main activity of your company. Tick one only:

## ACCESSORIES

- BATHROOM ACCESSORIES, TEXTILE AND DECORATION
- ELECTRIC RADIATORS, TOWEL DRYERS

## SANITARYWARE

- SANITARYWARE

## SHOWER / BALNEO / WELLNESS

- BALNEO
- SHOWER/HYDRO
- TURKISH BATHS, SAUNAS, SPAS

## MATERIALS

- TILE AND FLOORING MATERIALS AND WALLS

## FURNITURE

- BATHROOM FURNITURE

## PROFESSIONAL AND SERVICES

- TRADE ASSOCIATIONS
- PRESS
- SERVICES

## FITTING

- SANITARY FITTING


## PLUMBING TECHNIQS

- PLUMBING TECHNIQS



# REGISTRATION PACK AND 365 DIGITAL PACKAGE

**Included** in your package

	EXHIBITOR		CO-EXHIBITOR		
			9m <sup>2</sup> packages and pavilions	18m <sup>2</sup> to 99m <sup>2</sup> packages (excl. pavilions)	
<p><b>REGISTRATION PACK</b></p> <p>Included in your package, worth <b>€2,120</b> excl. VAT</p> <p><b>NEW</b></p> <p>A fuller registration pack to make the most of your participation and promote your company</p>	Administration fees		✓	✓	
	Assistance with show preparation		✓	✓	
	Multi-risk exhibitor insurance (subject to the conditions set out at item 10.3 of the General Rules for Idéobain)		✓	✓	
	Your exhibitor badges		< 9m <sup>2</sup> : 4 9m <sup>2</sup> : 5 18m <sup>2</sup> : 10 36m <sup>2</sup> : 20	54m <sup>2</sup> : 30 99m <sup>2</sup> / 100m <sup>2</sup> : 55 120m <sup>2</sup> / 130m <sup>2</sup> : 60 140m <sup>2</sup> / 150m <sup>2</sup> : 70	2
	Your free invitation code		✓	✓	
	Registration on the Official Catalogue		✓	✓	
	Advertising your company on the show website (bronze web visibility package)		✓	✓	
	Submit your paper press kit or QR code to the show's press office		✓	✓	
	Participation in the Innovation awards (1 product). <i>(Full description of this service on page 7)</i>		✓	✓	
	Licence for Emperia badge reader (unlimited) to easily get in touch with your visitors, and to capture and qualify your leads. <i>(Full description of this service on page 8)</i> Also includes your dashboard to monitor your performance and contacts.		✓	✓	
<p><b>365 DIGITAL PACKAGE</b></p> <p><b>THE DIGITALLY ENHANCED SHOW</b></p> <p>Worth <b>€1,000</b> excl. VAT Included in your participation package for packages of over 54m<sup>2</sup> and more <i>(See detail next page)</i></p>	 <p>For all-year-round communication, beyond the show <b>BATIADVISOR</b>, the content platform for the construction and building sector</p> <ul style="list-style-type: none"> <li>• A multi-sector blog with SEO-optimised content (Google indexing)</li> <li>• A products / solutions search engine</li> <li>• A tool for boosting your Google ranking all year round</li> </ul>		✓	✗	
<b>PRICES</b>			Included	<b>€2,120</b> excl. VAT <b>€2,770</b> excl. VAT	

\* For 9m<sup>2</sup> packages, contact your sales representative to order the digital pack



# BATIADVISOR 365 DIGITAL PACKAGE

FOR ALL-YEAR-ROUND COMMUNICATION, OUTSIDE THE SHOW AS WELL.

BATIADVISOR, the content platform for the construction and building sector.



- A multi-sector blog with SEO-optimised content (Google indexing)
- A products / solutions search engine
- A tool for boosting your Google ranking all year round

<b>DESCRIPTION</b>	<p>Your company is visible and promoted in the Batiadvisor supplier directory, via a company feature page written and SEO-optimised for GOOGLE.</p> <ul style="list-style-type: none"> <li>+ Marketing support, SEO expertise, performance monitoring, dashboard</li> <li>+ Your product sheets (unlimited) edited and optimised for GOOGLE indexing</li> </ul>
<b>VALIDITY</b>	From the date of your show registration and up to 6 months post-show
<b>PRICES</b>	<p><b>Included in your participation package except for the 9m<sup>2</sup> packages</b></p> <p>EXCLUDED from 9m<sup>2</sup> package worth €650 excl. VAT</p>



# PARTICIPATION IN THE 2024 INNOVATION AWARDS



Register an innovative market product/  
service, launched after October 2022.  
Deadline for completing your online  
entry: Friday 10 May 2024\*

DESCRIPTION	For all entrants	<ul style="list-style-type: none"> <li>Publication of your product sheet on the dedicated Innovation Awards mini website</li> <li>+ Promotion of your product in the show's dedicated "Innovation" PR campaign</li> <li>+ Your product sheet sent out as an insert in the "New Products &amp; Innovations Guide" to French and international journalists before the show and available in the Press room during the show</li> <li>+ Visibility in the innovation Area over the 4 days of the show</li> <li>+ Entry into the public vote</li> </ul>
	+ for nominees	<ul style="list-style-type: none"> <li>Participation in the Press Dating event in Paris for an exclusive meet-and-greet with journalists</li> <li>+ 1 'Innovation' sticker for your stand (provided at the show)</li> </ul>
	+ for winners	<ul style="list-style-type: none"> <li>1 'Innovation' floor visual for your stand (provided at the show)</li> <li>+ Your team's participation in the award ceremony, on the first evening of the show</li> </ul>
PRICE		First product is included with your participation package
OPTION		€1,395 excl. VAT per extra product

**\*IMPORTANT**

Participation in the Innovation Awards is confirmed upon receipt of the completed registration documentation no later than 10 May 2024 (to be completed online on the awards digital platform). After this date, the registration is invalidated and the amount committed will not be refunded. To present multiple innovations, please contact your sales representative.



# EMPERIA SCAN APP

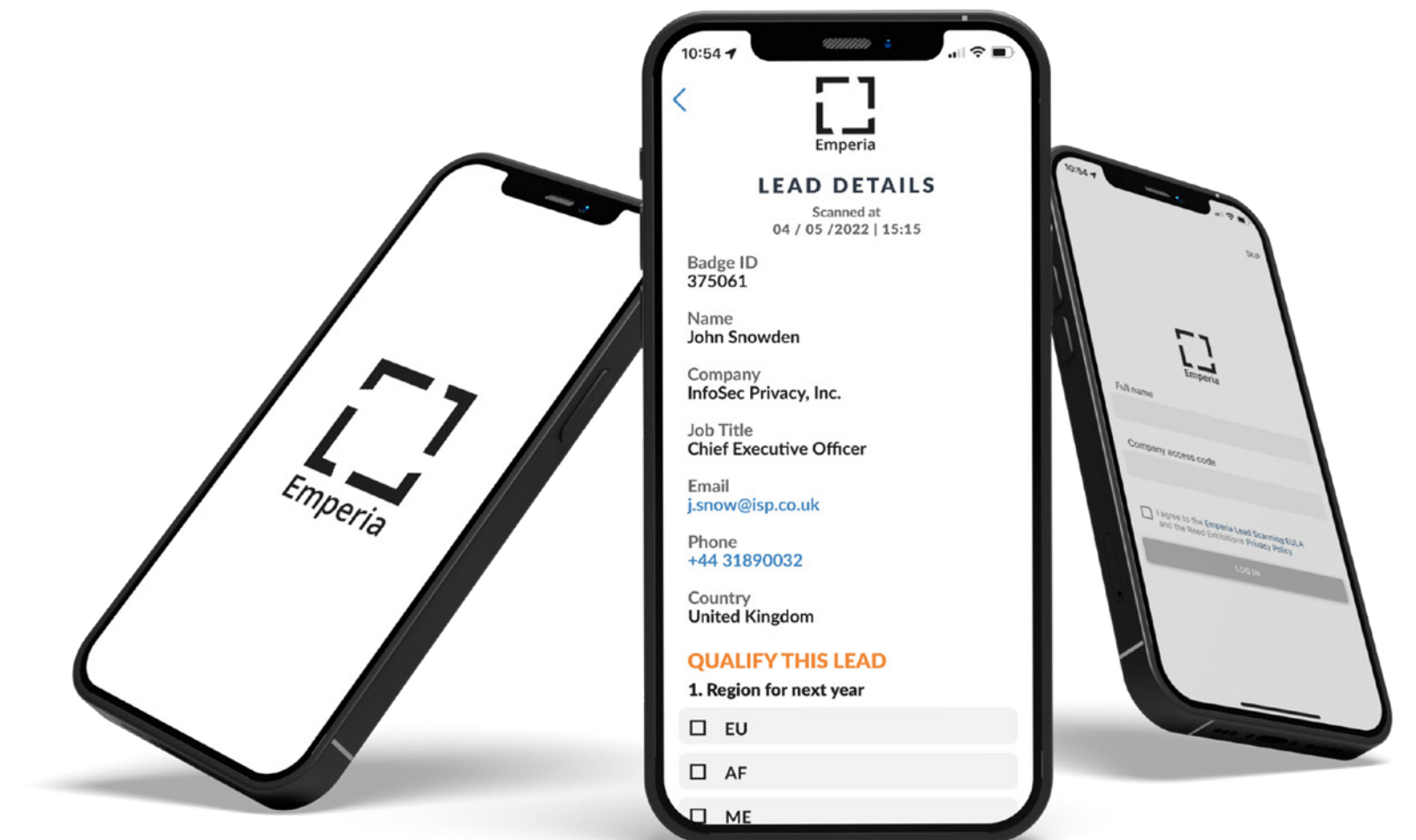
## IN JUST A SCAN, COLLECT AND MONITOR YOUR SHOW LEADS

Emperia is a mobile app that enables you to collect information on your prospects during the show, making it really easy to store, follow-up and retrieve your contacts.

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

**32**  
EXTRA LEADS  
GENERATED ON AVERAGE

			NUMBER OF USER LICENCES
DESCRIPTION	Database containing all visitor profiles	✓	UNLIMITED
	UNLIMITED ACCESS to the ever accessible Database during/after the show	✓	
	Customisable questionnaire for all your prospects	✓	
PRICE	Included in your registration pack		



**1] Add your scores and comment**  
For every contact scanned, you can add comments and scores according to their interest level.

**2] View your contact reports**  
All staff can view their prospects within the app, using their own tab.

**3] Access your prospects** via a direct download link (file format of your choice).

**4] Make full use of the information collected** to increase your ROI and stay in touch with your prospects.

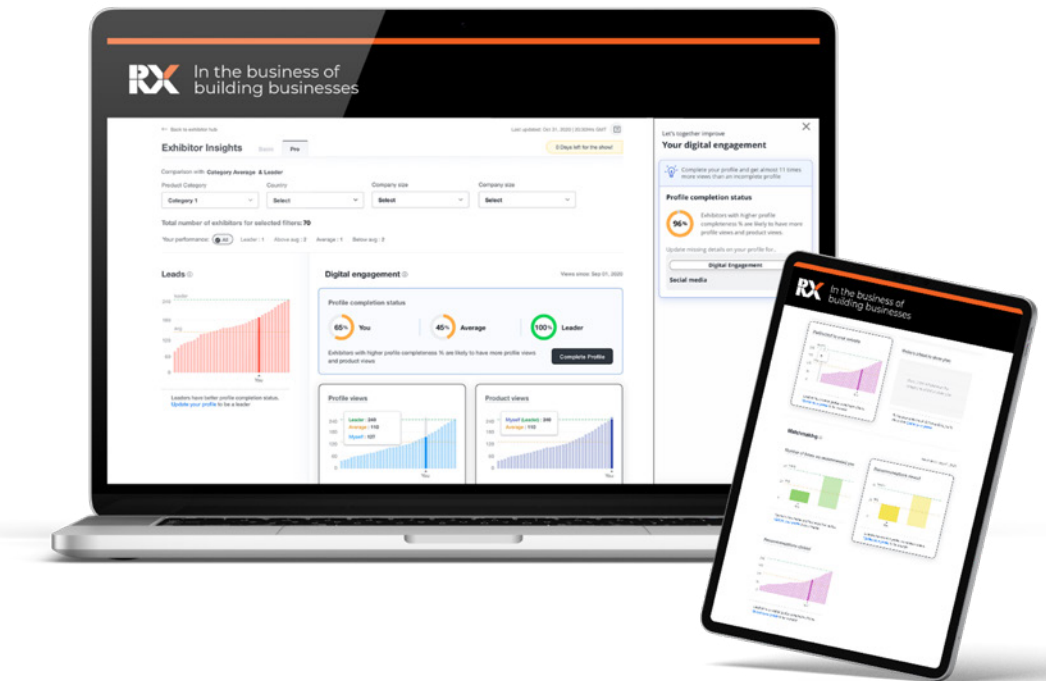




# DASHBOARD

## MEASURE YOUR RETURN ON INVESTMENT

The underlying database of this dashboard offers you actual performance measurement. The Pro dashboard version also gives you the chance to compare your performance with that of your competitors at the show, and so identify where you can improve.



			BASIC	PRO	
DESCRIPTION	Leads	Find the details of your identified prospects	✓	✓	
	Rate of engagement	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 in your registration pack	€1,000 excl. VAT	



# YOUR FITTINGS

Customisable using the “customisation pack” or from our service providers’ catalogue (complete description of this service starts on page 19). **Fittings are mandatory for 9, 18 and 36m<sup>2</sup> stands, and provided by our service partners. Using a decorator’s services is not possible.**

<b>ESSENTIEL</b> available for 9, 18 and 36m <sup>2</sup> stands	<b>EASY</b> available for 9, 18 and 36m <sup>2</sup> stands	<b>BUSINESS</b> available for 9, 18 and 36m <sup>2</sup> stands	<b>IDENTITY</b> available for 18 and 36m <sup>2</sup> stands
			
<p>A package comprising the basic layout for exhibiting at a show (without furniture).</p>	<p>A package including furniture ready for exhibiting.</p>	<p>The ideal package for business meetings (includes furniture).</p>	<p>A stand for displaying your visual identity and showcasing your brand (includes furniture).</p>
<p><b>The Essential for exhibiting</b></p> <p>  Practical              Economical              </p> <p>A functional space complete with the essentials for exhibiting at the show, while keeping costs down.</p> <p> The partitions, LED strips, doors, banners are re-used. We sort our wastes for recycling: carpeting, adhesives.</p>	<p><b>Simple and economical</b></p> <p>  Quality/price ratio              Turnkey              </p> <p>A show-ready package: the simple way to effectively ensure your visibility at the show, at an attractive price.</p> <p> The partitions, spotlights, doors, banners and furniture are re-used. We sort our wastes for recycling: carpeting, brushed cotton, cardboard, adhesives.</p>	<p><b>Welcome your clients and prospects</b></p> <p>  Work space              </p> <p>A modern, turnkey package, ideal for welcoming customers and prospects. The semi-open meeting space offers total confidentiality while you work.</p> <p> The partitions, spotlights, doors, support structures and furniture are re-used. We sort our wastes for recycling: carpeting, brushed cotton, cardboard, adhesives.</p>	<p><b>Be seen and recognised</b></p> <p>  Customisation              Visibility              </p> <p>A customised turnkey package in your colours: display your visual identity across your space with back-lit partitions, promoting your brand and showcasing your business and values to visitors.</p> <p> The supporting structures, partitions, doors and furniture are re-used. Covers are re-used for packaging, tests or prototyping. We recycle the carpet.</p>

Images are not binding.



# ALL-INCLUSIVE 9m<sup>2</sup> PACKAGE

Subject to availability. Areas are limited to 1 stand per company<sup>1</sup>.

<b>YOUR AREA</b>		<b>9m<sup>2</sup></b>		
<b>YOUR PACKAGE</b>		See detail page 5		
<b>SELECT YOUR OWN FITTINGS<sup>2</sup></b> Customisable using the “customisation pack” or from our service providers’ catalogue Complete description of this service starts on page 19		<b>ESSENTIEL PACKAGE</b>	<b>EASY PACKAGE</b>	<b>BUSINESS PACKAGE</b>
<b>YOUR METER</b>		3 kW		4 kW
<b>ALL-INCLUSIVE PRICE</b>		<b>€8,631</b> excl. VAT	<b>€9,621</b> excl. VAT	<b>€10,596</b> excl. VAT
<b>DISCOUNTS</b>	<b>LOYAL EXHIBITOR DISCOUNT</b> You’ve participated in at least 4 of the last 7 editions (between 2009 and 2022)	<b>- €864</b> excl. VAT		

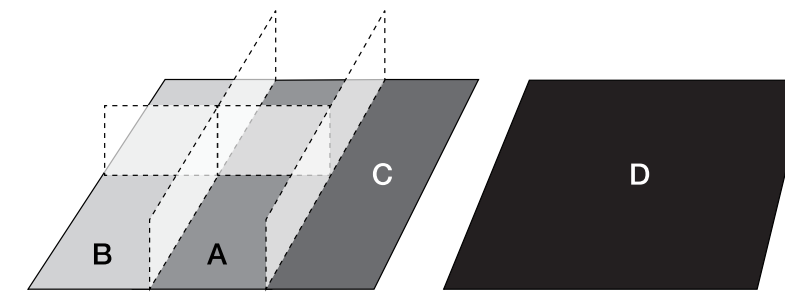
<sup>1</sup> For French companies: maximum stand size for SIREN code / Companies belonging to the European Union is 99m<sup>2</sup>: maximum stand size for intracommunity VAT code / Companies outside the European Union is 99m<sup>2</sup>: maximum of one 99m<sup>2</sup> stand per company name.

<sup>2</sup> Fittings are mandatory for 9, 18 and 36m<sup>2</sup> stands, and provided by our service partners. Using a decorator’s services is not possible.



# CHOOSE HOW YOU WANT TO CUSTOMISE YOUR ALL-INCLUSIVE **9m<sup>2</sup>** STAND

## Options



			ESSENTIEL PACKAGE	EASY PACKAGE	BUSINESS PACKAGE
CHOOSE HOW MANY CORNERS	Corner stand	1 corner on 2 aisles (type B)		€225 excl. VAT	
		2 corners (type C)		€315 excl. VAT	
		4 corners (type D)		€405 excl. VAT	
CHOOSE HOW YOU WANT TO CUSTOMISE YOUR ALL-INCLUSIVE 9m <sup>2</sup> FITTINGS (one only)	<b>Visibility Customisation Package</b> Customise your stand for greater visibility		€1,629 excl. VAT	€815 excl. VAT	€1,089 excl. VAT
	<b>Demonstrations Customisation Package</b> Your products/services demonstration space		€2,097 excl. VAT	€1,953 excl. VAT	⊗
	<b>Workspace Customisation Package</b> Benefit from a more visible workspace		€1,420 excl. VAT	€430 excl. VAT	⊗
<b>NEW CUSTOMISATION PACKAGE</b> Complete description of this service starts on page 19					



# ALL-INCLUSIVE 18m<sup>2</sup> PACKAGE

Subject to availability. Areas are limited to 1 stand per company<sup>1</sup>.

<b>YOUR AREA</b>		<b>18m<sup>2</sup></b>			
<b>REGISTRATION PACK</b>		See detail page 5			
<b>SELECT YOUR OWN FITTINGS<sup>2</sup></b> Customisable using the “customisation pack” or from our service providers’ catalogue Complete description of this service starts on page 19		<b>ESSENTIEL PACKAGE</b>	<b>EASY PACKAGE</b>	<b>BUSINESS PACKAGE</b>	<b>IDENTITY PACKAGE</b>
<b>YOUR METER</b>		3 kW		4 kW	
<b>ALL-INCLUSIVE PRICE</b>		<b>€14,472</b> excl. VAT	<b>€16,452</b> excl. VAT	<b>€18,012</b> excl. VAT	<b>€18,822</b> excl. VAT
<b>DISCOUNTS</b>	<b>LOYAL EXHIBITOR DISCOUNT</b> You’ve participated in at least 4 of the last 7 editions (between 2009 and 2022)	<b>- €1,728</b> excl. VAT			

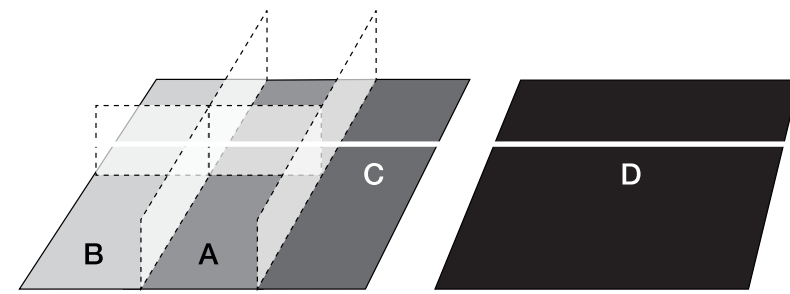
<sup>1</sup> For French companies: maximum stand size for SIREN code / Companies belonging to the European Union is 99m<sup>2</sup>: maximum stand size for intracommunity VAT code / Companies outside the European Union is 99m<sup>2</sup>: maximum of one 99m<sup>2</sup> stand per company name.

<sup>2</sup> Fittings are mandatory for 9, 18 and 36m<sup>2</sup> stands, and provided by our service partners. Using a decorator’s services is not possible.



# CHOOSE HOW YOU WANT TO CUSTOMISE YOUR ALL-INCLUSIVE **18m<sup>2</sup>** STAND

## Options



			ESSENTIEL PACKAGE	EASY PACKAGE	BUSINESS PACKAGE	IDENTITY PACKAGE
CHOOSE HOW MANY CORNERS	Corner stand	1 corner on 2 aisles (type B)	€450 excl. VAT			
		2 corners (type C)	€630 excl. VAT			
		4 corners (type D)	€810 excl. VAT			
CHOOSE HOW YOU WANT TO CUSTOMISE YOUR ALL-INCLUSIVE 18m <sup>2</sup> FITTINGS (one only)	Visibility Customisation Package Customise your stand for greater visibility		€3,258 excl. VAT	€1,629 excl. VAT	€1,746 excl. VAT	⊗
	Demonstrations Customisation Package Your products/services demonstration space		€2,358 excl. VAT	€2,214 excl. VAT	€2,574 excl. VAT	€1,170 excl. VAT
	Workspace Customisation Package Benefit from a more visible workspace		€2,529 excl. VAT	€860 excl. VAT	⊗	⊗

### NEW CUSTOMISATION PACKAGE

Complete description of this service starts  
on page 19



# ALL-INCLUSIVE 36m<sup>2</sup> PACKAGE

Subject to availability. Areas are limited to 1 stand per company<sup>1</sup>.

YOUR AREA		36m <sup>2</sup>				
YOUR REGISTRATION PACK		See detail page 5				
SELECT YOUR OWN FITTINGS <sup>2</sup> Customisable using the “customisation pack” or from our service providers’ catalogue Complete description of this service starts on page 19		ESSENTIEL PACKAGE	EASY PACKAGE	BUSINESS PACKAGE	IDENTITY PACKAGE	BESPOKE MY STAND MAKER
YOUR METER		3 kW		4 kW		Not included
ALL-INCLUSIVE PRICE		€26,154 excl. VAT	€30,114 excl. VAT	€32,844 excl. VAT	€34,464 excl. VAT	€23,264 excl. VAT <sup>3</sup>
DISCOUNTS	LOYAL EXHIBITOR DISCOUNT You’ve participated in at least 4 of the last 7 editions (between 2009 and 2022)	- €3,456 excl. VAT				

<sup>1</sup> For French companies: maximum stand size for SIREN code / Companies belonging to the European Union is 99m<sup>2</sup>: maximum stand size for intracommunity VAT code / Companies outside the European Union is 99m<sup>2</sup>: maximum of one 99m<sup>2</sup> stand per company name.

<sup>2</sup> Fittings are mandatory for 9, 18 and 36m<sup>2</sup> stands, and provided by our service partners. Using a decorator’s services is not possible.

<sup>3</sup> This price includes €3,900 excl. VAT for the creation of the “My stand Maker” bespoke stand. An additional quote will be communicated to you according to your specifications. After acceptance of the My Stand Maker quote, a final invoice will be sent to you.

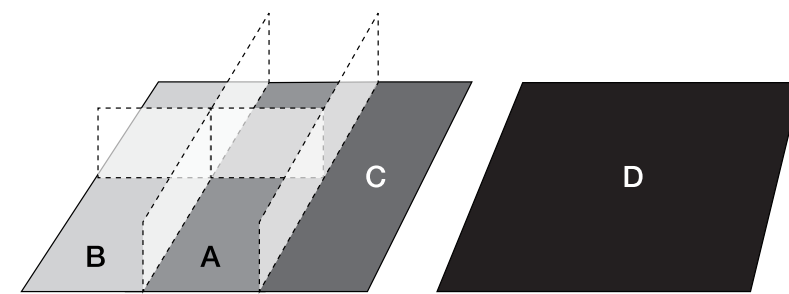
**BESPOKE - MY STAND MAKER:** you want a bespoke stand, one with a unique design. My Stand Maker will guide you through the process from design through to creation of your stand.





# CHOOSE HOW YOU WANT TO CUSTOMISE YOUR ALL-INCLUSIVE **36m<sup>2</sup>** STAND

## Options



		ESSENTIEL PACKAGE	EASY PACKAGE	BUSINESS PACKAGE	IDENTITY FORMULE	BESPOKE MY STAND MAKER
<b>CHOOSE HOW MANY CORNERS</b>	Corner stand					
	1 corner on 2 aisles (type B)			€900 excl. VAT		
	2 corners (type C)			€1,260 excl. VAT		
	4 corners (type D)			€1,620 excl. VAT		
<b>CHOOSE HOW YOU WANT TO CUSTOMISE YOUR ALL-INCLUSIVE 36m<sup>2</sup> FITTINGS</b> (one only)	<b>Visibility Customisation Package</b> Customise your stand for greater visibility	€6,516 excl. VAT	€2,556 excl. VAT	€3,096 excl. VAT	⊗	⊗
	<b>Demonstrations Customisation Package</b> Your products/services demonstration space	€2,417 excl. VAT	€2,412 excl. VAT	€3,996 excl. VAT	€1,404 excl. VAT	⊗
	<b>Workspace Customisation Package</b> Benefit from a more visible workspace	€5,058 excl. VAT	€1,719 excl. VAT	⊗	⊗	⊗
<b>NEW CUSTOMISATION PACKAGE</b> Complete description of this service starts on page 19						



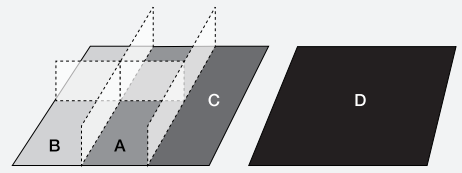



# ALL-INCLUSIVE 54m<sup>2</sup> PACKAGE

Subject to availability. Areas are limited to 1 stand per company<sup>1</sup>.

<b>YOUR AREA</b> - Bare space, floor marking only		<b>54m<sup>2</sup></b>
<b>REGISTRATION PACK AND BATIADVISOR 365 DIGITAL PACKAGE</b>		See detail page 5
<b>ALL-INCLUSIVE PRICE</b>		<b>€30,136</b> excl. VAT
<b>DISCOUNTS</b>	<b>LOYAL EXHIBITOR DISCOUNT</b> You've participated in at least 4 of the last 7 editions (between 2009 and 2022)	<b>- €5,184</b> excl. VAT
<b>SPECIFICS</b>	<b>Demonstration visibility package<sup>2</sup></b> (See detail page 32)	<b>€1,150</b> excl. VAT

## Options

<b>CHOOSE HOW MANY CORNERS</b>	<b>Corner stand</b>		2 corners 3 aisles (type C)	<b>€1,890</b> excl. VAT
			4 angles - island (type D)	<b>€2,430</b> excl. VAT
<b>EXCESSIVE HEIGHT<sup>3</sup></b>	Stand height is limited to 5 metres. If this height is exceeded, you will be charged extra.			<b>€4,558</b> excl. VAT
<b>BESPOKE STAND SERVICE</b>	<p><b>YOU'D LIKE A STAND THAT REFLECTS YOUR BRAND? SOMETHING UNIQUE?</b> My Stand Maker will guide you through the process from design through to creation of your stand. A single, reliable contact - Personalised follow-up - Managed rates. Contact your sales representative for a free quote.</p>			

<sup>1</sup> For French companies: maximum stand size for SIREN code / Companies belonging to the European Union is 99m<sup>2</sup>: maximum stand size for intracommunity VAT code / Companies outside the European Union is 99m<sup>2</sup>: maximum of one 99m<sup>2</sup> stand per company name.

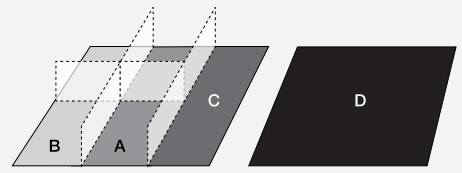

<sup>2</sup> Mandatory for companies with a 54m<sup>2</sup> or 99m<sup>2</sup> stand, and optional for exhibitors on modules of 9m<sup>2</sup>, 18m<sup>2</sup> or 36m<sup>2</sup>.

<sup>3</sup> Where ceiling height of the pavilion allows. Check the height limitations on the siting proposal sent to you by your sales representative.



# ALL-INCLUSIVE 99m<sup>2</sup> PACKAGE

Subject to availability. Areas are limited to 1 stand per company<sup>1</sup>.

<b>YOUR AREA</b> - Bare space, floor marking only		<b>99m<sup>2</sup></b>
<b>REGISTRATION PACK AND BATIADVISOR 365 DIGITAL PACKAGE</b>		See detail page 5
<b>ALL-INCLUSIVE PRICE</b>		<b>€51,691</b> excl. VAT
<b>DISCOUNTS</b>	<b>LOYAL EXHIBITOR DISCOUNT</b> You've participated in at least 4 of the last 7 editions (between 2009 and 2022)	<b>- €9,504</b> excl. VAT
<b>SPECIFICS</b>	<b>Demonstration visibility package<sup>2</sup></b> (See detail page 32)	<b>€1,150</b> excl. VAT
<b>Options</b>		
<b>CHOOSE HOW MANY CORNERS</b>	<b>Corner stand</b>	
		2 corners (type C) 4 corners (type D)
<b>EXCESSIVE HEIGHT<sup>3</sup></b>	Stand height is limited to 5 metres. If this height is exceeded, you will be charged extra.	<b>€8,356</b> excl. VAT
<b>ADD A LEVEL</b>	Exhibitors can design stands with a second level within the overall limit of the area authorised by the safety team. All stands with a second level must include, throughout the safety team's visit, a certificate of stability provided by an approved and competent body. Otherwise, you will be subject to an additional charge.	<b>€6,267</b> excl. VAT
<b>BESPOKE STAND SERVICE</b>	<b>YOU'D LIKE A STAND THAT REFLECTS YOUR BRAND? SOMETHING UNIQUE?</b> My Stand Maker will guide you through the process, from design to creation of your stand. A single, reliable contact - Personalised follow-up - Controlled rates. Contact your sales representative for a free quote.	

<sup>1</sup> For French companies: maximum stand size for SIREN code / Companies belonging to the European Union is 99m<sup>2</sup>: maximum stand size for intracommunity VAT code / Companies outside the European Union is 99m<sup>2</sup>: maximum of one 99m<sup>2</sup> stand per company name.

<sup>2</sup> Mandatory for companies with a 54m<sup>2</sup> or 99m<sup>2</sup> stand, and optional for exhibitors on modules of 9m<sup>2</sup>, 18m<sup>2</sup> or 36m<sup>2</sup>.

<sup>3</sup> Where ceiling height of the pavilion allows. Check the height limitations on the siting proposal sent to you by your sales representative.



# STAND FITTINGS & CUSTOMISATION PACKAGES

## ESSENTIEL

### THE ESSENTIAL FOR EXHIBITING

A functional space complete with the essentials for exhibiting at the show, while keeping costs down.



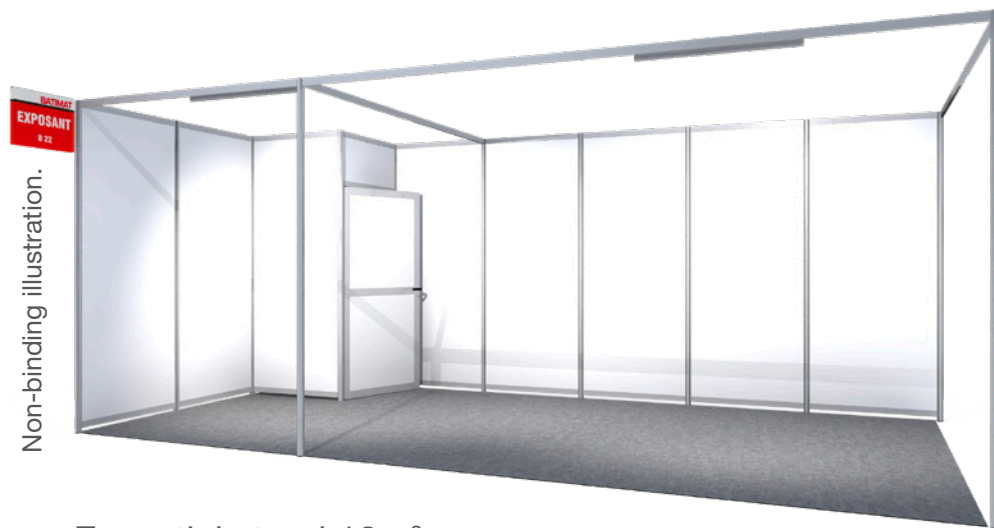
Practical



Economical






The partitions, LED strips, doors, banners, are re-used. We sort our wastes for recycling: carpeting, adhesives.



Non-binding illustration.

Essentiel stand 18m²

	ESSENTIEL
YOUR AREA	Available in 9m <sup>2</sup> , 18m <sup>2</sup> and 36m <sup>2</sup>
SERVICES	Daily cleaning
FIXTURES AND FITTINGS	Storage space depends on the area + LED lighting + Double-sided flag banner (name and stand number) + Choice of 3 carpet colours + White melamine partitions
	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>9m<sup>2</sup> No storage</p> </div> <div style="text-align: center;">  <p>18m<sup>2</sup> 1m<sup>2</sup> of storage</p> </div> <div style="text-align: center;">  <p>36m<sup>2</sup> 3m<sup>2</sup> of storage</p> </div> </div>

Images are not binding.



# STAND FITTINGS & CUSTOMISATION PACKAGES

## ESSENTIEL

### Demonstration customisation package **OPTION**

#### DEMONSTRATION PACKAGE

This option meets the twin objectives of demonstration and visibility, through a demonstration space for featuring your products and/or services, and customisation of your stand.

#### DEMONSTRATION PACKAGE 9m<sup>2</sup>



- This package comprises:
- Customisation of corner partitions (2 x 2.5 m)
  - + Customisation of the reception counter (1 x 1 m)
  - + Furniture: 1 reception desk, 1 tall stool
  - + 1 demonstration pod (1 x 2.5 m)
  - + Customisation of the pod transom (1 x 0.5 m)
  - + Triple power socket
  - + 1 screen (40'') with wall fixing

#### DEMONSTRATION PACKAGE 18m<sup>2</sup>



- This package comprises:
- Customisation of corner partitions (2 x 2.5 m)
  - + Customisation of the reception counter (1 x 1 m)
  - + Furniture: 1 reception desk, 1 tall stool, low seating
  - + 1 demonstration pod (1 x 2.5 m)
  - + Customisation of the pod transom (1 x 0.5 m)
  - + Triple power socket
  - + 1 screen (40'') with wall fixing

#### DEMONSTRATION PACKAGE 36m<sup>2</sup>



- This package comprises:
- Customisation of corner partitions (2 x 2.5 m)
  - + Customisation of the reception counter (1 x 1 m)
  - + Furniture: 1 welcome desk, 1 tall stool, low seating
  - + 1 demonstration pod (1 x 2.5 m)
  - + Customisation of the pod transom (1 x 0.5 m)
  - + Triple power socket
  - + 1 screen (50'') with wall fixing

Images are not binding.






# STAND FITTINGS & CUSTOMISATION PACKAGES ESSENTIEL

## Visibility customisation package **OPTION**

### VISIBILITY PACKAGE

Gain greater visibility by customising your stand.

VISIBILITY PACKAGE 9m <sup>2</sup>	VISIBILITY PACKAGE 18m <sup>2</sup>	VISIBILITY PACKAGE 36m <sup>2</sup>
		
<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of backing partition (3 x 2.5 m)</li> <li>+ Reception counter</li> <li>+ Tall stool</li> <li>+ Customisation of reception counter (1 x 1 m)</li> </ul>	<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of backing partition (6 x 2.5 m)</li> <li>+ Reception counter</li> <li>+ Tall stool</li> <li>+ Customisation of reception counter (1 x 1 m)</li> </ul>	<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of backing partition (6 x 2.5 m)</li> <li>+ Reception counter</li> <li>+ Tall stool</li> <li>+ Customisation of reception counter (1 x 1 m)</li> </ul>

Images are not binding.



# STAND FITTINGS & CUSTOMISATION PACKAGES

## ESSENTIEL

### Workspace customisation package **OPTION**

#### WORKSPACE PACKAGE

This option meets the twin objectives of business and visibility, through a workspace in which to receive clients and prospects, and customisation of your stand.

#### WORKSPACE PACKAGE 9m<sup>2</sup>



This package comprises:

- Customisation of corner partitions (2 x 2.5 m)
- + Customisation of the reception counter (1 x 1 m)
- + Furniture: 1 reception desk, 1 tall stool, 1 set of 3 chairs + 1 table
- + 1 welcome arch (3 x 1 m) customisable (1 x 0.5 m)
- + 1 carpet print to delineate the workspace (2 x 2 m)

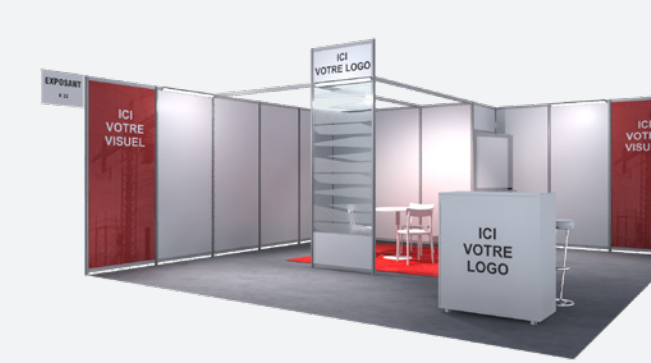
#### WORKSPACE PACKAGE 18m<sup>2</sup>



This package comprises:

- Customisation of corner partitions (2 x 2.5 m)
- + Customisation of the reception counter (1 x 1 m)
- + Furniture: 1 reception desk, 1 tall stool, 1 set of 3 chairs + 1 table
- + 1 welcome arch (3 x 1 m) customisable (x 0.5 m)
- + 1 carpet print to delineate the workspace (3 x 3 m)

#### WORKSPACE PACKAGE 36m<sup>2</sup>



This package comprises:

- Customisation of corner partitions (2 x 2.5 m)
- + Customisation of the reception counter (1 x 1 m)
- + Furniture: 1 reception desk, 1 tall stool, 1 set of 3 chairs + 1 table
- + 1 welcome arch (3 x 1 m) customisable (1 x 0.5 m)
- + 1 carpet print to delineate the workspace (3 x 3 m)

Images are not binding.

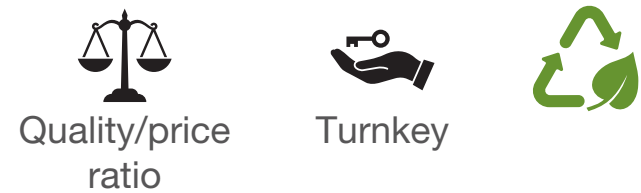


# STAND FITTINGS & CUSTOMISATION PACKAGES

## EASY

### SIMPLE AND ECONOMICAL

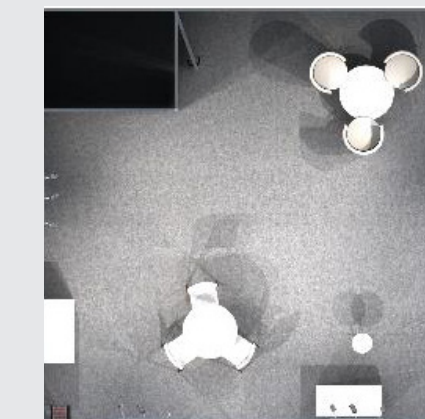
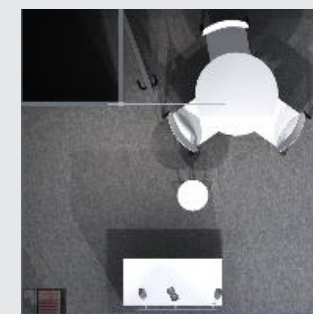
A show-ready package: the simple way to effectively ensure your visibility at the show, at an attractive price.



The partitions, spotlight, doors, banners and furniture are re-used. We sort our wastes for recycling: carpeting, brushed cotton, cardboard, adhesives.



EASY			
YOUR AREA	Stand 9m <sup>2</sup>	Stand 18m <sup>2</sup>	Stand 36m <sup>2</sup>
SERVICES	Daily cleaning		
FIXTURES AND FITTINGS	Customisable double-sided top signage 1 m x 1 m + 1 m <sup>2</sup> key-lockable storage with coat hook + Choice of 4 partition colours + Choice of 3 carpet colours	Customisable double-sided top signage 1 m x 1 m + 1 m <sup>2</sup> key-lockable storage with coat hook + Choice of 4 partition colours + Choice of 3 carpet colours	Customisable double-sided top signage 1 m x 1 m + 3 m <sup>2</sup> key-lockable storage with coat hook + Choice of 4 partition colours + Choice of 3 carpet colours
FURNITURE*	1 table + 3 chairs + 1 reception counter + 1 stool + 1 display unit + 1 paper basket	1 table + 3 chairs + 1 reception counter + 1 stool + 1 display unit + 1 paper basket + 1 key-lockable low storage unit	1 table + 3 chairs + 1 reception counter + 1 stool + 1 display unit + 1 paper basket + 1 key-lockable low storage unit + 1 low table + 3 armchairs



\*Furniture allocation example: choose between several allocations (type/style/colours) in the Exhibitor Area.

Images are not binding.



# STAND FITTINGS & CUSTOMISATION PACKAGES EASY

## Demonstration customisation package **OPTION**

### DEMONSTRATION PACKAGE

This option meets the twin objectives of demonstration and visibility, through a demonstration space for featuring your products and/or services, and customisation of your stand.

#### DEMONSTRATION PACKAGE 9m<sup>2</sup>



This package comprises:

- Customised partitions  
L 0.8 m x H 1.00 x 2 copies
- + Customisation of reception counter  
(1 x 1 m)
- + 1 demonstration pod (1 x 2.5 m)
- + Customisation of the pod transom  
(1 x 0.5 m)
- + Triple power socket
- + 1 screen (40'') with wall fixing

#### DEMONSTRATION PACKAGE 18m<sup>2</sup>



This package comprises:

- Customised partitions  
L 0.8 m x H 1.00 x 4 copies
- + Customisation of reception counter  
(1 x 1 m)
- + Low seating
- + 1 demonstration pod (1 x 2.5 m)
- + Customisation of the pod transom  
(1 x 0.5 m)
- + Triple power socket
- + 1 screen (40'') with wall fixing

#### DEMONSTRATION PACKAGE 36m<sup>2</sup>



This package comprises:

- Customised partitions  
L 0.8 m x H 1.00 x 6 copies
- + Customisation of reception counter  
(1 x 1 m)
- + Low seating
- + 1 demonstration pod (1 x 2.5 m)
- + Customisation of the pod transom  
(1 x 0.5 m)
- + Triple power socket
- + 1 screen (50'') with wall fixing

Images are not binding.





# STAND FITTINGS & CUSTOMISATION PACKAGES EASY

## Visibility customisation package **OPTION**

### VISIBILITY PACKAGE

Gain greater visibility by customising your stand.

### VISIBILITY PACKAGE 9m<sup>2</sup>



This package comprises:  
Customisation of backing partition (2 x 2.5 m)  
+ Customisation of the reception counter (1 x 1 m)

### VISIBILITY PACKAGE 18m<sup>2</sup>



This package comprises:  
Customisation of backing partition (5 x 2.5 m)  
+ Customisation of the reception counter (1 x 1 m)

### VISIBILITY PACKAGE 36m<sup>2</sup>



This package comprises:  
Customisation of backing partition (4 x 2.5 m)  
+ Customisation of the reception counter (1 x 1 m)

Images are not binding.



# STAND FITTINGS & CUSTOMISATION PACKAGES

## EASY

### Workspace customisation package **OPTION**

#### WORKSPACE PACKAGE

This option meets the twin objectives of business and visibility, through a workspace in which to receive clients and prospects, and customisation of your stand.

#### WORKSPACE PACKAGE 9m<sup>2</sup>



This package comprises:

- Customised partitions  
L 0.8m x H 1.00 x 2 copies
- + Customisation of the reception counter  
(1 x 1 m)
- + 1 L-shaped arch in wooden partition  
covered with brushed cotton  
(L 1.00 x H 2.5 x D 2.00 m)
- + 1 carpet print to delineate the workspace  
(2 x 2 m)

#### WORKSPACE PACKAGE 18m<sup>2</sup>



This package comprises:

- Customised partitions  
L 0.8m x H 1.00 x 4 copies
- + Customisation of the reception counter  
(1 x 1 m)
- + 1 L-shaped arch in wooden partition  
covered with brushed cotton  
(L 1.00 x H 2.5 x D 2.5 m)
- + 1 carpet print to delineate the workspace  
(3 x 3 m)

#### WORKSPACE PACKAGE 36m<sup>2</sup>



This package comprises:

- Customised partitions  
L 0.8m x H 1.00 x 6 copies
- + Customisation of the reception counter  
(1 x 1 m)
- + 1 L-shaped arch in wooden partition  
covered with brushed cotton  
(L 1.00 x H 2.5 x D 2.5 m)
- + 1 carpet print to delineate the workspace  
(3 x 3 m)

Images are not binding.



# STAND FITTINGS & CUSTOMISATION PACKAGES

## BUSINESS

### WELCOME YOUR CLIENTS AND PROSPECTS

A modern, turnkey package, ideal for welcoming customers and prospects.

The semi-open meeting space offers total privacy while you work.



Work space



The partitions, spotlights, doors, support structures and furniture are re-used. We sort our wastes for recycling: carpeting, brushed cotton, cardboard, adhesives.

		BUSINESS		
YOUR AREA		Stand 9m <sup>2</sup>	Stand 18m <sup>2</sup>	Stand 36m <sup>2</sup>
SERVICES AND FEATURES		Daily cleaning	Daily cleaning + Internet (WiFi): 3 access accounts + Coffee machine	Daily cleaning + Internet (WiFi): 3 access accounts + Coffee machine + Fully-stocked fridge (soft drinks) + Water fountain + Plant
FIXTURES AND FITTINGS		Signage on partition + Double-sided customisable top signage 1,5 m x 1,2 m + Brushed cotton-covered partitions (choice of 4 colours) + Choice of 3 carpet colours + Meeting space includes electrical power and multiple socket + LED lighting	Signage on partition + Double-sided customisable top signage 1,5 m x 1,2 m + Combination-lockable 1 m <sup>2</sup> of storage (contains coat hook, multi-socket, shelf and mirror) + Brushed cotton-covered wooden partitions (choice of 4 colours) + Choice of 3 carpet colours + Meeting space includes electrical power and multiple socket + LED lighting	Signage on partition + Double-sided customisable top signage 1,5 m x 1,2 m + Combination-lockable 3 m <sup>2</sup> of storage (contains coat hook, multi-socket, shelf and mirror) + Brushed cotton-covered wooden partitions (choice of 4 colours) + Choice of 3 carpet colours + Meeting space includes electrical power and multiple socket + LED lighting
FURNITURE*		1 table + 3 chairs + 1 reception desk + 1 stool + 1 display unit + 1 paper basket	1 table + 3 chairs + 1 table + 3 tall stools + 1 reception desk + 1 stool + 1 display unit + 1 paper basket	1 table + 3 chairs + 2 tables + 6 tall stools + 1 reception desk + 1 stool + 1 display unit + 1 paper basket



\* Example furniture allocation Choose between several allocations (type/style/colours) in the Exhibitor Area.

Images are not binding.



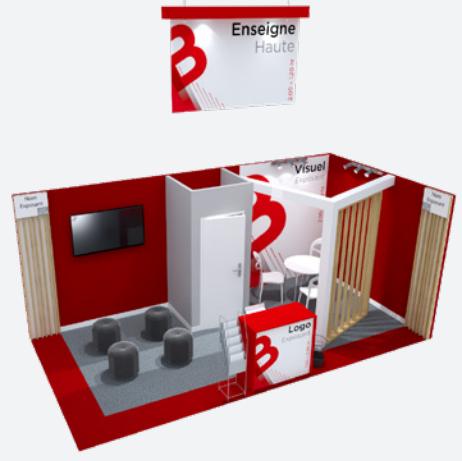
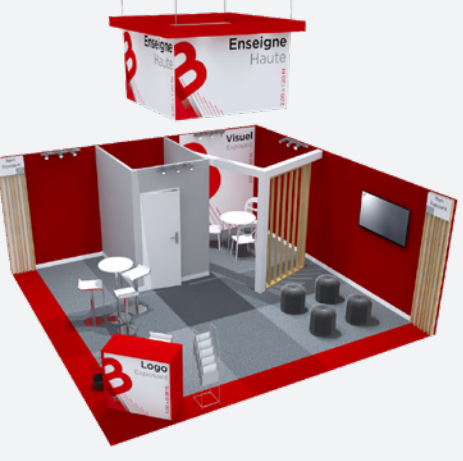
# STAND FITTINGS & CUSTOMISATION PACKAGES

## BUSINESS

### Demonstration customisation package **OPTION**

#### DEMONSTRATION PACKAGE

This option meets the twin objectives of demonstration and visibility, through a demonstration space for featuring your products and/or services, and customisation of your stand.

DEMONSTRATION PACKAGE 9m <sup>2</sup>	DEMONSTRATION PACKAGE 18m <sup>2</sup>	DEMONSTRATION PACKAGE 36m <sup>2</sup>
Option not available	 <p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of partition (2 x 2.5 m)</li> <li>+ Customisation of reception counter: logo (1 x 0.98 m) and contour colour</li> <li>+ Straight signage with spots</li> <li>+ 4 cube low seats</li> <li>+ 1 42" screen</li> </ul>	 <p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of partition (2 x 2.5 m)</li> <li>+ Customisation of reception counter: logo (1 x 0.98 m) and contour colour</li> <li>+ Straight signage with spots</li> <li>+ 6 cube low seats</li> <li>+ 1 42" screen</li> </ul>

Images are not binding.


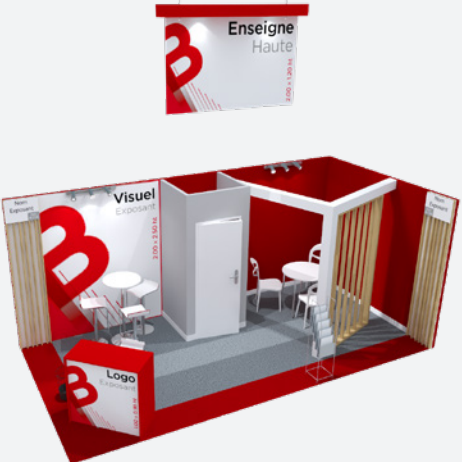



# STAND FITTINGS & CUSTOMISATION PACKAGES BUSINESS

## Visibility customisation package **OPTION**

### VISIBILITY PACKAGE

Gain greater visibility by customising your stand.

VISIBILITY PACKAGE 9m <sup>2</sup>	VISIBILITY PACKAGE 18m <sup>2</sup>	VISIBILITY PACKAGE 36m <sup>2</sup>
		
<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of partition (2 x 2.5 m)</li> <li>+ Customisation of reception counter (1 x 0.98 m) and contour colour</li> </ul>	<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of partition (2 x 2.5 m)</li> <li>+ Customisation of reception counter (1 x 0.98 m) and contour colour</li> <li>+ Straight signage with spots</li> </ul>	<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of partition (2 x 2.5 m)</li> <li>+ Customisation of reception counter (1 x 0.98 m) and contour colour</li> <li>+ Square signage with spots</li> </ul>

Images are not binding.



# STAND FITTINGS & CUSTOMISATION PACKAGES

## IDENTITY

### BE SEEN AND RECOGNISED

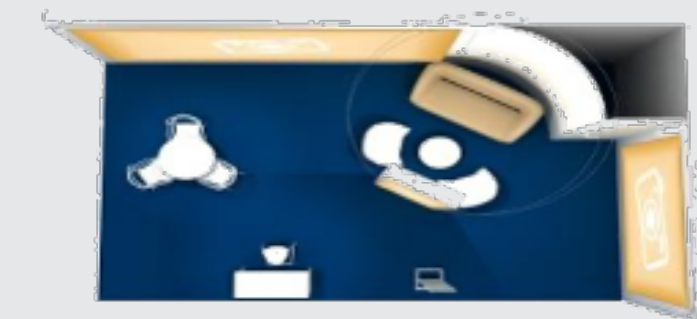
A turnkey package customised in your colours displays your visual identity across your entire space with back-lit partitions, promoting your brand and showcasing your business and values to visitors.



The supporting structures, partitions, doors and furniture are re-used. Covers are re-used for packaging, tests or prototyping. We recycle the carpet.



	IDENTITY	
YOUR AREA	18m <sup>2</sup>	From 36m <sup>2</sup>
SERVICES AND FEATURES	Daily cleaning + Coffee machine + Water fountain	Daily cleaning + Coffee machine + Water fountain + Fully-stocked fridge (soft drinks)
FIXTURES AND FITTINGS	1 to 2 printed backlit sails personalized* depending of your configuration + Signage suspended on hoop 2.5 m diameter and 50 cm high + Key-locking 1 m <sup>2</sup> storage with coat hook + Choice of 3 carpet colours	1 to 2 printed backlit sails personalized* depending of your configuration + Top signage 50cm in height on 3m diameter hoop located over the structure + Key-locking 3 m <sup>2</sup> storage with shelf and coat hook + Choice of 3 carpet colours
FURNITURE**	1 table + 3 chairs + 1 reception counter + 1 stool + 1 lockable low storage unit + 1 display unit + 1 paper basket	Discussion space: 4 armchairs and 1 low table + 1 table + 3 chairs + 1 reception counter + 1 stool + 1 display unit + paper basket



\*Files are supplied by the exhibitor.

\*\* Example furniture allocation. Choose between several allocations (type/style/colours) in the Exhibitor Area.

Images are not binding.



# STAND FITTINGS & CUSTOMISATION PACKAGES IDENTITY

## Demonstration customisation package | OPTION

### DEMONSTRATION PACKAGE

This option meets the twin objectives of demonstration and visibility, through a demonstration space for featuring your products and/or services, and customisation of your stand.

DEMONSTRATION PACKAGE 18m <sup>2</sup>	DEMONSTRATION PACKAGE 36m <sup>2</sup>
	
<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of reception counter</li> <li>+ Low seats</li> <li>+ 1 55" screen</li> </ul>	<p>This package comprises:</p> <ul style="list-style-type: none"> <li>Customisation of reception counter</li> <li>+ Low seats</li> <li>+ 1 55" screen</li> </ul>

Images are not binding.





# OUTDOOR STAND PACKAGES

Exhibitors must submit their exhibition projects to the organisation's technical team (layout and logistics) for all outdoor stands.



LOCATION	SURFACE STAND (m <sup>2</sup> )	AVAILABLE NUMBER	PRICE PER STAND	TECHNICAL REQUIREMENTS	FLOOR LOAD
EXT L1	130	1	€23,440 excl. VAT	Light constructions or presentation vehicles Accessible on the last day of set-up and released during the first hours of dismantling Particular constraint: 6% slope	3 T
EXT 2.2.A	120	2	€21,800 excl. VAT	Light constructions or presentation vehicles Accessible on the last day of set-up and released during the first hours of dismantling	3 T
	140	1	€25,080 excl. VAT		
EXT 3.A	100	3	€18,520 excl. VAT	Light constructions or presentation vehicles Accessible on the last day of set-up and released during the first hours of dismantling	3 T
	140	1	€25,080 excl. VAT		
EXT 4.D	100	1	€18,520 excl. VAT	Light constructions or presentation vehicles Accessible on the last day of set-up and released during the first hours of dismantling (access between travelators) Height restrictions: 10 m	3 T
	150	1	€26,720 excl. VAT	Light constructions or presentation vehicles Accessible on the last day of set-up and released during the first hours of dismantling	3 T
EXT 6.1.D	130	2	€23,440 excl. VAT	Light constructions or presentation vehicles Accessible on the last day of set-up and released during the first hours of dismantling	600 kg





## OUR DIGITAL OFFER

# EXHIBITOR LIST

		BRONZE	SILVER	GOLD
DESCRIPTION	Your company indexed on the search engine “Exhibitors” logo + company name + business sector + stand number + description	✓	✓	✓
	Your products will also be online: Highlight (box on grey background) + product carousel + double block height + detailed company information (side bar: tel, email, website) + why you should visit my stand	✗	✓	✓
	Show website homepage sponsorship (Brand carousel) + category sponsorship (Your company appears on the 1 <sup>st</sup> page of the “Exhibitors” search engine for your business sector)	✗	✗	✓
			Limited to 10 advertisers	Limited to 10 advertisers
PRICES		Included in your participation package	€2,300 excl. VAT	€5,300 excl. VAT



# OUR DIGITAL OFFER IDÉOBAIN WEBSITE

PROMOTE YOUR PRESENCE ON THE WEB!



	<b>ON THE HOME PAGE: LARGE BANNER*</b>
<b>DESCRIPTION</b>	Visible to every visitor to www.ideobain.com, your banner is a tool for brand promotion This banner links back to your chosen page on your website. <b>Worth knowing: almost 800,000 pages are viewed each show year</b>  Maximum 3 advertisers per location
<b>PRICE</b>	<b>€8,320</b> excl. VAT



	<b>HEADINGS “Show / Practical info / Programme / Exhibitor page / Sector page”: LARGE BANNER*</b>
<b>DESCRIPTION</b>	A key section of the www.ideobain.com website, your banner can be seen by most visitors. Your banner links back to your chosen page on your website. <b>Worth knowing: on average, almost 80% of pages are viewed in a show year</b>  Maximum 3 advertisers per location
<b>PRICE</b>	<b>€6,448</b> excl. VAT

**MANDATORY**  
Technical elements to be provided to us for:

LARGE BANNER

- Computer format: 970 x 90 px
- Tablet format: 728 x 90 px
- Mobile format: 320 x 50 px

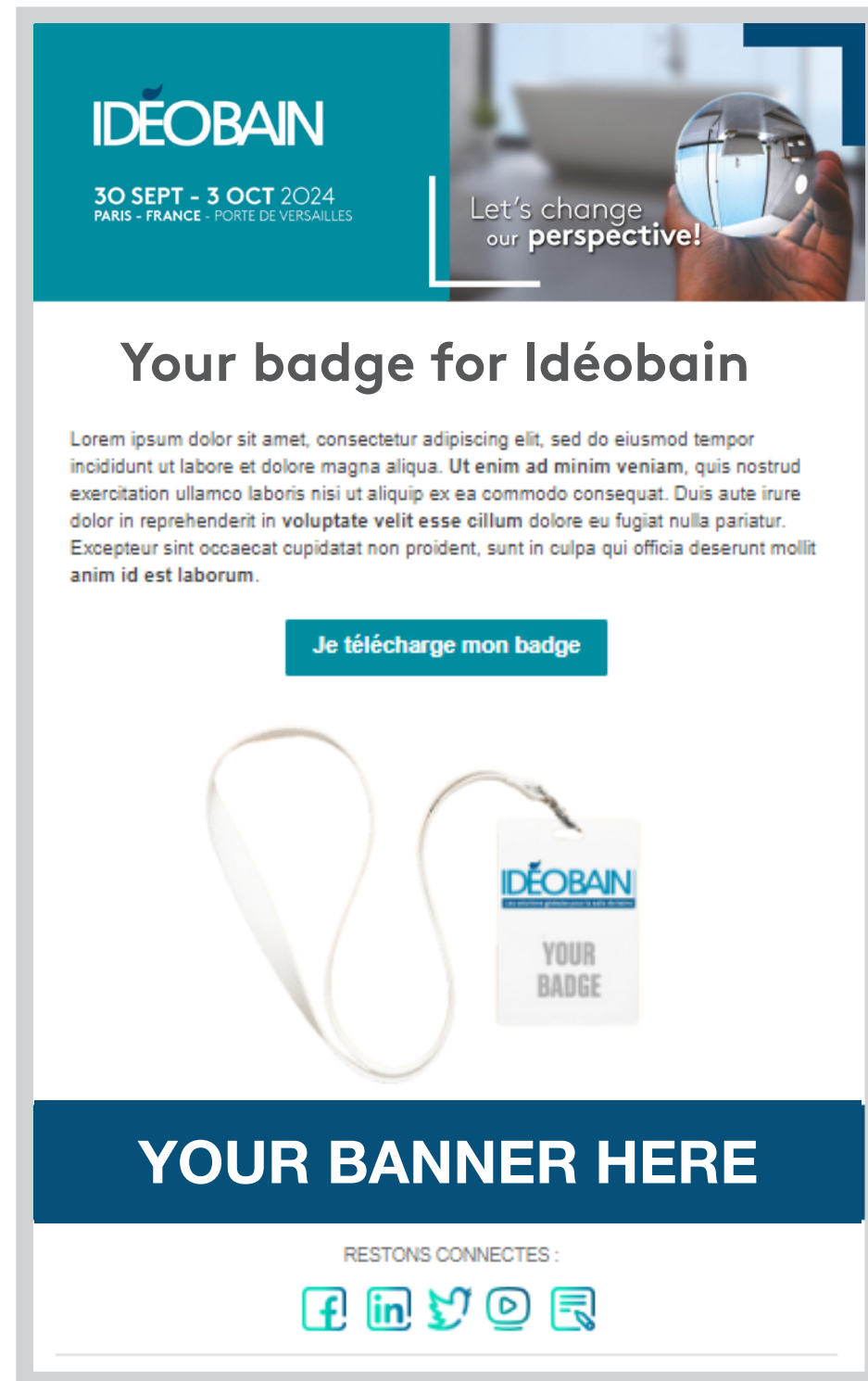
jpg, png or gif format only, RGB colours

\*Limited quantity and subject to availability.



# OUR DIGITAL OFFER BANNER ON THE BADGE ORDER CONFIRMATION EMAIL

BRING TRAFFIC TO YOUR STAND DURING THE SHOW



BANNER ON THE BADGE ORDER CONFIRMATION EMAIL	
DESCRIPTION	<p>The email is sent to all registered participants. (more than 90,000 emails); This is your chance to reach all visitors and journalists.</p> <p>Your banner is a way of promoting your brand. <b>This banner redirects to the page of your choice.</b></p> <p>Exclusive to one advertiser</p>
PRICE	€8,500 excl. VAT

**MANDATORY**  
Items to be provided:

- An HD visual, fixed or gif, in FR and GB with dimensions of 610px x 88px, responsive and classic
- The redirect link





# OUR PRINT OFFER

## THE LOGO PACKAGE

<b>DESCRIPTION</b>	Your logo: in the alphabetical list of exhibitors in the official catalogue (available in paper and digital formats) + on the show's wall maps + on the visitor map distributed free of charge at the show's entrances and information points (available in paper and digital formats)						
<b>PRICE</b>	€3,360 excl. VAT						

## THE VISITOR GUIDE

<b>DESCRIPTION</b>	Distributed free of charge at the entrances and information points of the 3 shows, it's the essential tool used by every visitor						
<b>LOCATION</b>	1/2 inside page	Inside page	Inside front page exhibitor list	Cover, 1/3	Cover, 1/2	Double inside page	Cover, 1/4
<b>PRICES</b>	€5,205 excl. VAT	€8,008 excl. VAT	€9,610 excl. VAT	€15,444 excl. VAT	€16,474 excl. VAT	€16,474 excl. VAT	€17,618 excl. VAT

## THE OFFICIAL CATALOGUE

<b>DESCRIPTION</b>	The catalogue is the essential tool for professionals after the show. Sold online both ahead of and during the show, 5,000 copies are printed. This guarantees you visibility for 2 years!							
<b>LOCATION</b>	1/2 inside page	Inside page	Cover, 1/3	Cover, 1/2	Cover, 1/4	Hardback insert	Outer jacket	Bookmark (provided by the advertiser)
<b>PRICES</b>	€2,840 excl. VAT	€5,720 excl. VAT	€10,710 excl. VAT	€11,760 excl. VAT	€16,220 excl. VAT	€10,610 excl. VAT	€12,080 excl. VAT	€12,600 excl. VAT

## MANDATORY

Items to be provided:

**Deadline to submit the items:  
August 23<sup>rd</sup>**

### THE LOGO PACKAGE

Your logo in HD at the PNG format

### THE VISITOR GUIDE

- 1/2 page:  
210mm W x 148 mm H  
+ 5 mm bleed
- 1 page:  
210 mm W x 297 mm H  
+ 5mm bleed
- 1 double page:  
420 mm W x 297 mm H  
+ 5 mm bleed

### THE OFFICIAL CATALOGUE

- 1/2 page:  
138 mm W x 100 mm H
- 1 page:  
160 mm W + 240 mm H  
+ 5 mm bleed



# OUR DISPLAY OFFER

## BRING TRAFFIC TO YOUR STAND DURING THE SHOW

	INDOOR TOTEMS*	ROUND ADHESIVE STICKERS*	FLOOR TILES*
DESCRIPTION	Highlight your presence at the show with visibility of your show space right at the heart of the traffic aisles	Positioned on the entry doors of your exhibition hall, this product is seen as soon as visitors arrive	This floor display means that you're immediately and unmistakably identified by visitors  Tiles placed according to your instructions on your exhibition space
PRICES	€8,549 excl. VAT per set of 2 directional totems 2 packs available	1 set of 16 stickers €7,200 excl. VAT (limited to one advertiser)	€2,600 excl. VAT per set of 3 tiles



### MANDATORY

Items to be provided:

#### FOR ALL

- PDF, PSD or AI Files (for just a logo: AI)
  - Size's files: ½ or ¼ of the full size
- Resolution of 300 dpi imported at 100%. CMYK colorimetry

#### INDOOR TOTEMS

- Totem's scale : 1m x 1m – 2.5 m/width
- Graphics format: 80 cm x 66 cm (top graphic) & 60 cm x 80 cm (bottom graphic) 4-sided totem

#### ROUND ADHESIVE STICKERS

- 40 cm diameter

#### FLOOR TILES

- 100 cm x 100 cm dimension

Items must be provided before August 30<sup>th</sup>

\*Limited quantity and subject to availability

Rates include technical costs (15% of total excl. VAT). We print and apply your visual.



# OUR DISPLAY OFFER

## BRING TRAFFIC TO YOUR STAND DURING THE SHOW

DIGITAL TERMINALS		
DESCRIPTION	The digital terminal is the ideal tool for guiding visitors around the show: presentation of the floor plan, list of exhibitors, details of conferences, Innovation Awards, etc. Showcase your products and arouse the curiosity of visitors to your stand by inserting your animated advertising banner	
	5 advertisers maximum	5 advertisers maximum
	Your advertising banner is placed at the top of the terminals	Your interstitial ad is placed in full screen on the terminals
PRICES	1 pack of 6 terminals - €5,400 excl. VAT	1 pack of 6 terminals - €5,400 excl. VAT

### MANDATORY

Items to be provided:

#### DIGITAL TERMINALS

Video format: portrait mode

Screen size : 4K (2160x3840) -

recommended format or Full HD (1080x1920)

Compression: MP4  
Frame per image : 25 fpi

- Advertising banner: 1920 px x 710 px  
Format: MP4  
Length: 12 sec

- Interstitial advertising: 1080 px x 1920 px  
Format: MP4  
Length: 12 sec

**The ads must be provided before September 13<sup>th</sup> 2024**



\*Limited quantity and subject to availability

Rates include technical costs (15% of total excl. VAT).

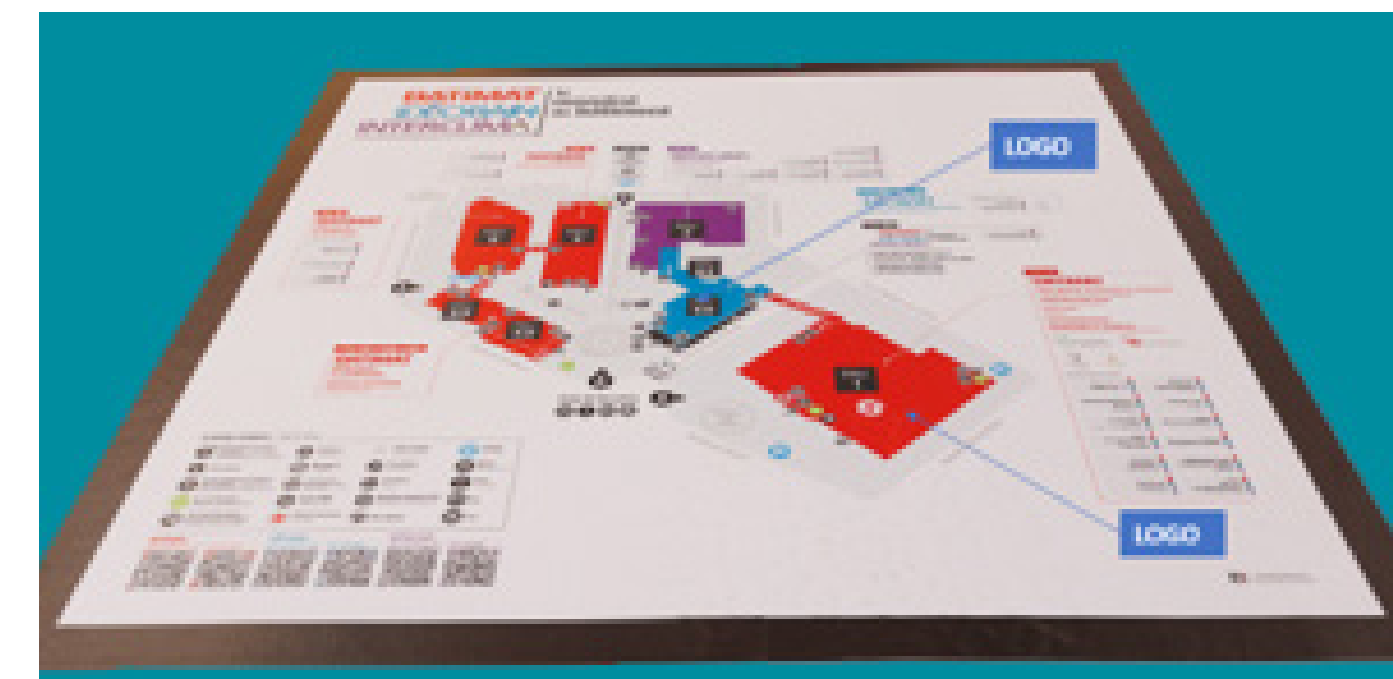
We print and apply your visual.



# OUR DISPLAY OFFER

## BRING TRAFFIC TO YOUR STAND DURING THE SHOW

	HALL MAPS*	GENERAL FLOOR MAP
DESCRIPTION	<p>Banner at the top of each hall plan in your exhibition space</p> <p>Limited to one advertiser</p>	<p>Your logo on all general floor maps in all the exhibition pavilions of Mondial du Bâtiment: Batimat, Ideobain, Interclima.</p> <p>Dimensions: 2000 x 2000 mm</p> <p>Limited to 7 advertisers for all the pavilions of "Mondial du Bâtiment"</p>
PRICES	€10,700 excl. VAT the map	€5,000 excl. VAT per advertiser



\*Limited quantity and subject to availability  
 Rates include technical costs (15% of total excl. VAT).  
 We print and apply your visual.



# OUR PROMOTIONAL ITEMS

## BRING TRAFFIC TO YOUR STAND DURING THE SHOW

	<b>BADGES HOLDERS LANYARDS* (to be provided by the exhibitor)</b>	<b>DISTRIBUTION OF BAGS* (to be provided by the exhibitor)</b>
<b>DESCRIPTION</b>	<p>Associated with each badge given at the entrance of the show, these lanyards remain in the visitor's sight throughout their visit. The lanyards are supplied printed by the exhibitor and distributed by the organiser. <b><i>“Protect the planet: lanyards are to be re-usable, recycled or recyclable”**</i></b></p>	<p>These bags stay with visitors wherever they go. The bags are provided, printed, by the exhibitor and are positioned by the organiser in the various pavilions. <b><i>“Protect our planet: bags are to be re-usable, recycled or recyclable**”</i></b></p>
	Limited to one advertiser for Pavilions 2.2 / 2.3	Limited to one advertiser for Pavilions 2.2 / 2.3
<b>PRICES</b>	<b>€8,000</b> excl. VAT aisle rights for 15,000 copies	<b>€10,700</b> excl. VAT aisle rights for 15,000 bags

\*Limited quantity and subject to availability.



**\*\*Mandatory:** We are committed to reducing our carbon footprint and protecting our environment. Badge lanyards and bags must respect this commitment. The products must be eco-designed, recycled, recyclable or for the lanyards must have a crocodile clip to prevent the use of plastic A product sample must be sent to the organiser no later than 15 July for approval. The organiser reserves the right to reject the product.





# DEMONSTRATION VISIBILITY PACKAGE

**Exclusive** visibility package for Idéobain exhibitors.

**Mandatory** for companies with a 54m<sup>2</sup> or 99m<sup>2</sup> stand, and optional for exhibitors on modules of 9m<sup>2</sup>, 18m<sup>2</sup> or 36m<sup>2</sup>.

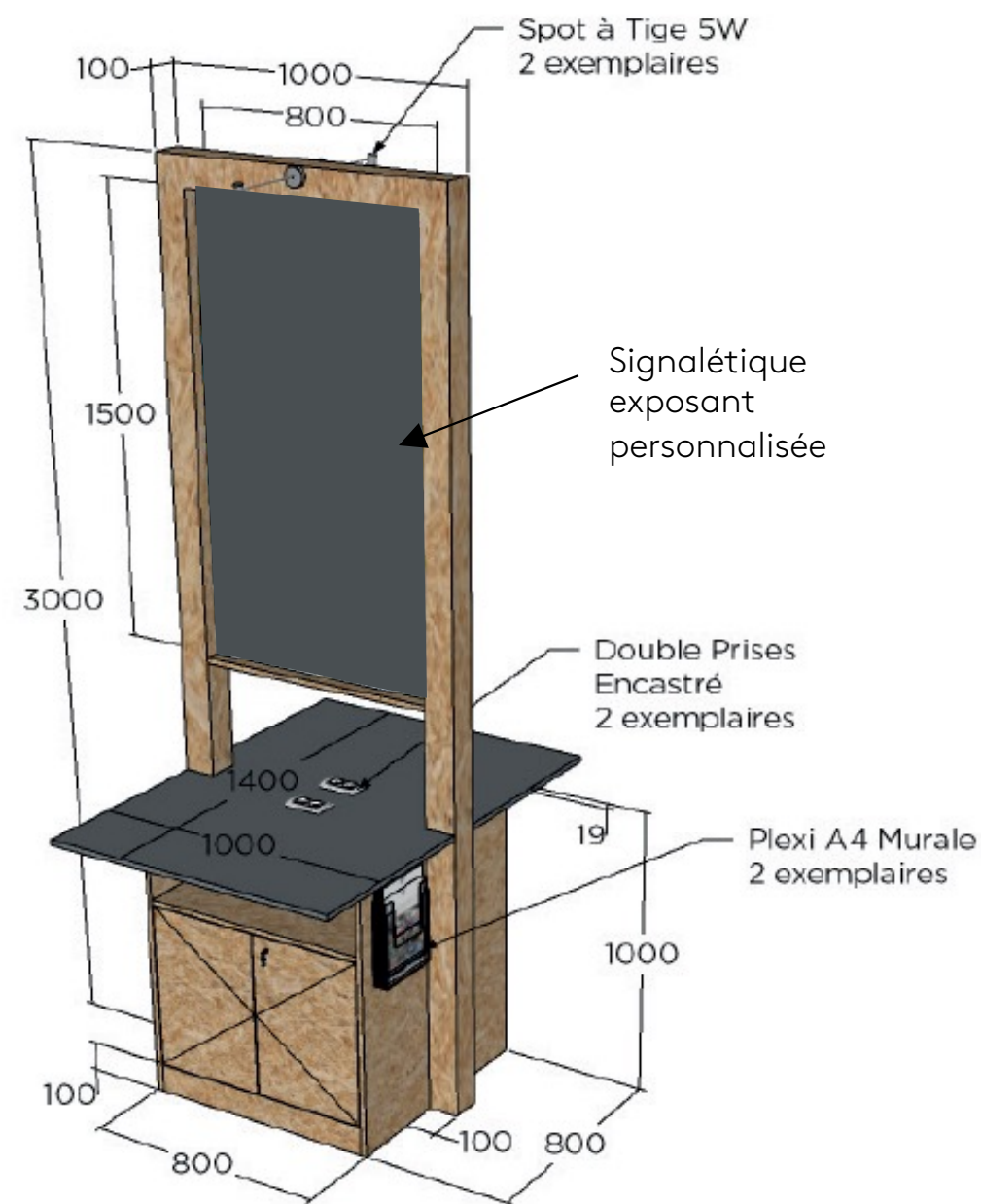
DIGITAL VISIBILITY	BEFORE THE SHOW	AT THE SHOW
“HIGH FIVE IDÉOBAIN” SOCIAL NETWORKS ENGAGEMENTS	1 push “HIGH FIVE IDÉOBAIN” social networks Starting June 2024, production of a video/narrative posted on LinkedIn and Facebook highlighting your company on a brand carousel.	
	Before 28 June 2024 you <b>must</b> provide the following benefit from this visibility: a text of 280 characters, a landscape image in jpg or png format + your logo (dimensions: 1124 px wide x 632 px high) and a hyperlink	
VISUAL IDENTITY	✕	A “Demonstration” icon in front of the brand on the show maps and exhibitor list in the exhibitor catalogue
VISITOR TRAILS	As of June 2024, one page of the show website will be dedicated to demonstrations (programme + logos of participating exhibitors)	At the show a specific visitor trail will be offered to visitors to highlight the demonstrations
<b>PRICE</b>	<b>€1,150</b> excl. VAT	



# START-UP BY IDÉOBAIN

Located in Pavilion 2.3, at the heart of a dynamic content zone, the Start-up area is the place to be for the 21 000 trade visitors from the bathroom ecosystem who wants to source innovative technologies or services.

**This is a unique opportunity to communicate and promote your brand as an absolut must in the bathroom sector.**



	<b>ALL-INCLUSIVE PACKAGE</b>
<b>REGISTRATION PACK</b>	Included (see details on the registration pack page 5): with Pack BatiAdvisor, Pack bronze listing, Emperia...
	<b>EXHIBITION PACK</b>
<b>LAYOUT AND EQUIPMENT</b>	2m <sup>2</sup> pod + Daily cleaning + 1 double flush-mounted socket + 1 customised sign (1,500 mm x 800 mm) + 1 5W LED spotlight + 1 desk + 2 stools
<b>YOUR PITCH</b>	A 10-minute pitch to showcase your solution in the FORUM area, equipped with full sound system and screen for your presentation + Choice of slot on the FORUM area according to your needs and availability
<b>PRICE</b>	<b>€2,850</b> excl. VAT (subject to availability)



## TALK EXHIBITOR WORKSHOP PACKAGE

SHOWCASE YOUR EXPERTISE BY TAKING PART IN A WORKSHOP AT THE FORUM IN PAVILION 2.3 AND BENEFIT FROM THE EXHIBITION'S VISIBILITY



<b>DESCRIPTION</b>	A 45 minute talk module + fully-equipped stage (technical, audio, video projection)
<b>DIGITAL VISIBILITY</b>	Visibility on the <a href="http://www.ideobain.com">www.ideobain.com</a> website on the “conferences” page
<b>VISIBILITY AT THE EXHIBITION</b>	Visibility on signage in the exhibition conference area: display panels, maps, programmes, etc.
<b>VISIBILITY ON YOUR VISIT PRINTS</b>	Mention of your workshop on the visitor guide in the conference programme
<b>LEAD GENERATION</b>	Access to your workshop leads
<b>PRICE</b> (subject to available slot)	<b>€2,200</b> excl. VAT / unit



## SPONSORSHIP

# CLUB INTERNATIONAL DU MONDIAL DU BÂTIMENT



## KEY FIGURES 2022

- **21,228 professionals** came from outside France
- **19 delegations** coming from 14 countries
- **1,300 journalists** reached in 36 countries
- **18 countries** selected to reach out to journalists and decision-makers
- **5 months** international tour
- **1,000 international delegates** on-site (profiles: ministers, secretaries of state, ministry representatives, mayors, union presidents, private company directors, buyers and specifiers, etc).

		SPONSORING THE MONDIAL DU BÂTIMENT INTERNATIONAL CLUB*
DESCRIPTION Visibility Tool	Before the show	<ul style="list-style-type: none"> <li>Your logo + presentation in the press kit sent to journalists (outside France)</li> <li>Your logo + presentation on press releases sent to journalists (outside France)</li> <li>Your logo + presentation on 2 e-newsletters in French and 2 e-newsletters in English sent to the database of pre-registered French speakers (outside France / overseas France) and English speakers</li> <li>+ Feature on the "International Club" of the Idéobain website in French and English</li> </ul>
	During the show	<ul style="list-style-type: none"> <li>Hand delivery of the welcome plans for the international delegation</li> <li>+ Your logo on the photocall banner</li> <li>+ Presentation of your brand to the international delegations</li> <li>+ Meeting table and pop-up in the International Club at your disposal throughout the show (exhibitor's presence required)</li> <li>+ Your flyer in the bag given to international delegates</li> <li>+ Featured on the visitor trails offered to international delegations</li> <li>+ Option of giving a talk if already present in a country, to share feedback on experience</li> </ul>
CONDITIONS OF SALE		Exclusive sponsorship for the IDÉOBAIN show Offer valid until 1 July 2024
PRICE		€10,000 excl. VAT

\*The organiser reserves the right to modify the location in the International Club.