

IDÉOBAIN

**From Monday 28 September
to Thursday 01 October 2026**

Paris Porte de Versailles

OUR STAND AND COMMUNICATION PACKAGES

Period 3



ideobain.com

1 REGISTER YOUR PARTICIPATION

Our **BUSINESS BUILDER** packs

Exhibitor and co-exhibitor

Exhibitor profile, priority profile, priority plus profile

Our leads capture & R.O.I offers

Business Meetings by PBS:

Business meetings platform **NEW!**

Lead Manager (Emperia)

Collect QR Code **NEW!**

Dashboard

Lead Booster **NEW!**

Entry for the 2026 Innovation Awards

2 CONFIGURE YOUR SPACE

Our **STANDS** packages

All-inclusive 9 sqm pack

Choose the customization of your 9 sqm all inclusive stand

All-inclusive 18 sqm pack

Choose the customization of your 18 sqm all inclusive stand

All-inclusive 36 sqm pack

Choose the customization of your 36 sqm all inclusive stand

All-inclusive 54 sqm pack

All-inclusive 99 sqm pack

Stand fittings & customisation packages

Essentiel

Easy

Business

Identity

Outdoor stand packages

3 PROMOTE YOUR EXPERTISE

Our **SECTOR-SPECIFIC** packs

“Made in Europe” Village

Inspiration Space

Visibility demonstration pack

Speaking opportunity

4 BOOST YOUR VISIBILITY

Our **COMMUNICATION** supports

Communication packs

Brand visibility pack

Stand visibility pack

Digital offer

Homepage large banner

Website sections large banner

Email banner – Badge download

Banner on registered visitors email

Digital terminals

Print offer

Visit & exhibition guide

Official catalog

Interior signage

Floor tiles

Signage offer

Indoor totems

Sponsorship offer

Badge holders lanyards

Bags distribution

International Club sponsorship



BUSINESS SECTORS

Indicate your company's main activity to your sales representative (one choice only) :

ACCESSORIES

- BATHROOM ACCESSORIES & DECORATION RADIATORS/TOWEL WARMERS
- ELECTRIC RADIATORS, TOWEL DRYERS

SANITARY EQUIPMENT

- SANITARY EQUIPMENT

WELLNESS & BALNEO SHOWERS

- BALNEO
- SHOWER/HYDRO
- HAMMAM/SAUNAS/SPAS

MATERIALS

- TILING AND FLOOR COVERING MATERIALS

FURNITURE

- BATHROOM FURNITURE

INSTITUTIONAL ORGANIZATIONS & SERVICES

- PROFESSIONAL ORGANIZATIONS
- PRESS
- SERVICE PROVIDERS

TAPS & FITTINGS

- SANITARY TAPS AND FITTINGS

SANITARY TECHNOLOGIES

- SANITARY TECHNOLOGIES

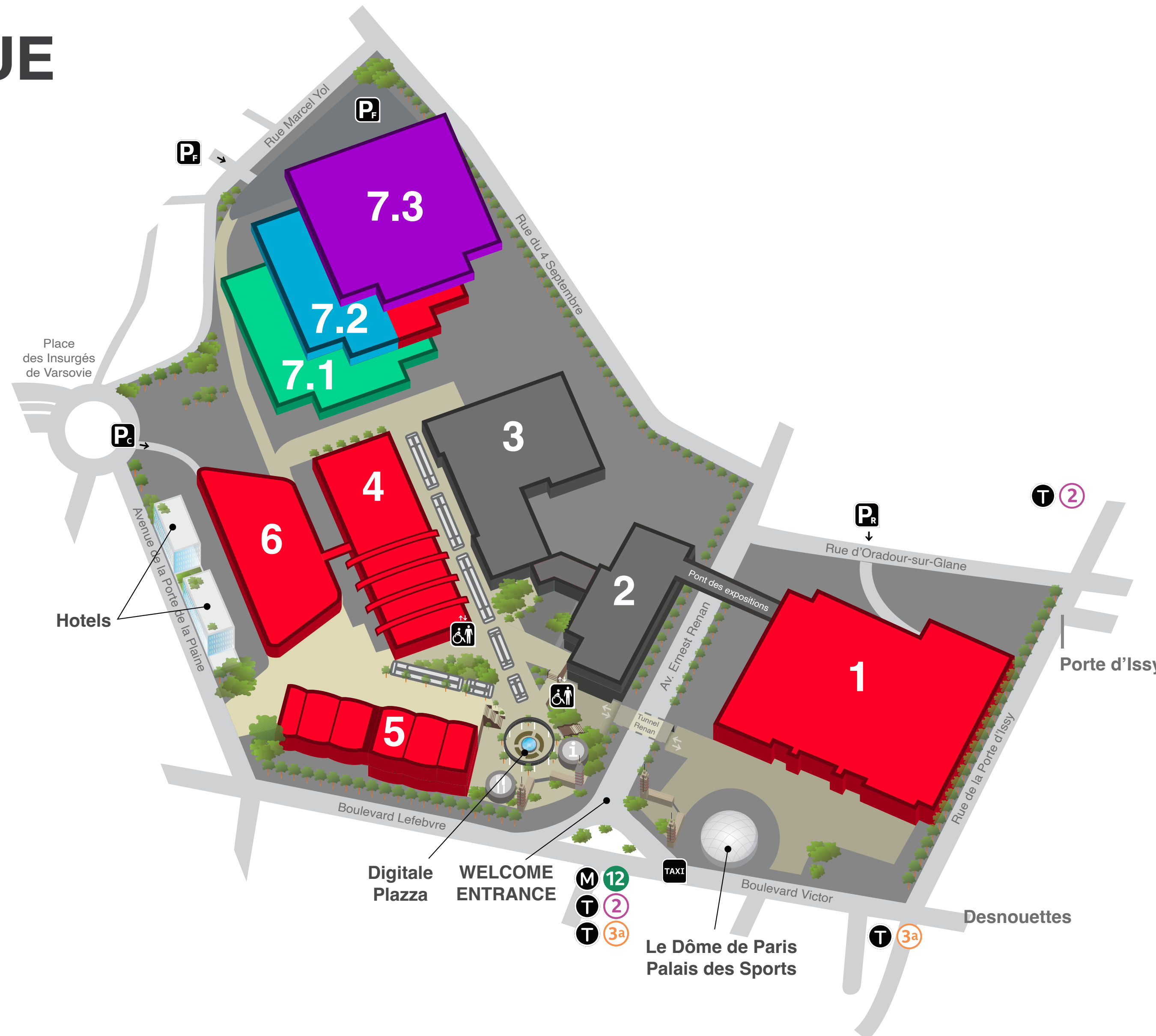




THE VENUE

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

Spanning pavilions 1 to 7, the site has undergone an extensive renovation program, development of services, and attractive spaces for visitors.



IDÉOBAIN

Pavilion 7.2

INTERCLIMA

Pavilion 7.3

BATIMAT

Pavilion 1

- Civil work, structure & envelope
- Interior & Design
- Construction Tech®
- Organizations & Services
- Photovoltaic
- Off-site

Pavilion 5.1

- Construction site equipment & tools

Pavilion 7.2

- Construction site equipment & tools
- Vehicles & Equipment

ÉQUIPBAIE

Pavilions 4, 5.2/5.3, 6

RENODAYS

Pavilion 7.1

Our
BUSINESS BUILDER
packs





PACK BUSINESS BUILDER

MANDATORY

These registration fees will be automatically included in the calculation of your participation cost, based on the package and options you have chosen.

			+30% visibility	+60% visibility
		EXHIBITOR PROFILE	PRIORITY PROFILE	PRIORITY PLUS PROFILE**
EXHIBITOR PROFILE Promote your company, products, and stand on the trade show website	Logo and company description in the exhibitor list	✓	✓	✓
	Enhanced visibility in the online exhibitor list with: "Premium" label + A text: "Why visit our stand?" + Link to your company website + Presentation of 3 of your products	✗	✓	✓
	Premium ranking on www.ideobain.fr in top search results within a product category (of your choice) + Featured banner on the homepage	✗	✗	✓
VISIBILITY	Registration on the Official Catalogue + Communication pack + Participation in the Innovation awards (except for the "Made in Europe" Village) + Submit your paper press kit or QR code to the show's press office	✓	✓	✓
LEAD ACQUISITION & PERFORMANCE New for 2026 Maximise your R.O.I!	Lead Acquisition Unlimited electronic invitations: invite as many clients and prospects + Lead Manager : Badge reader App (unlimited) to capture and qualify your leads (Full description here) + Colleqt QR code New (Full description here) + Business Meetings by PBS New : the networking and business platform (Included for pavilions and 54 sqm and 99 sqm stands) (Full description here)	✓	✓	✓
	Performance Tracking Dashboard : Monitor your performance and view contact profiles (Full description here)	✓	✓	✓
SERVICES	Access to your online exhibitor space to organize your participation, manage your setup, and promote your presence	✓	✓	✓
	Personalized exhibitor badges	< 9 sqm and co-exhibitors: 4 • 9 sqm: 5 • 18 sqm: 10 36 sqm: 20 • 54 sqm: 30 • 99 sqm / 100 sqm: 55 120 sqm / 130 sqm: 60 • 140 sqm/ 150 sqm: 70		
	Support for your trade show preparation + Comprehensive exhibitor insurance (see Article 10.3 of the General Regulations) + Administrative fees	✓	✓	✓
PRICES	9 sqm, 18 sqm, 36 sqm and pavilions (exhibitors et co-exhibitors)	Included in the offer – actual value: €2,460 excl.VAT	+€1,530 excl.VAT*	+€2,890 excl.VAT*
	54 sqm, 99 sqm (co-exhibitors)	Included in the offer – actual value: €2,960 excl.VAT	+€1,530 excl.VAT*	+€2,890 excl.VAT*
	54 sqm, 99 sqm (exhibitors)	Included in the offer – actual value: €3,325 excl.VAT	+€1,530 excl.VAT*	+€2,890 excl.VAT*
OPTION	Lead Booster New : Create an irresistible offer to drive qualified traffic to your stand (Full description here)	€2,500 excl. VAT		

*Rate if the option is selected at the time of registration. Outside of registration: Priority Profile: +€1,800 excl. VAT - Priority Plus Profile: +€3,400 excl. VAT

**Exclusive offer limited to 10 exhibitors



EXHIBITOR PROFILE, PRIORITY PROFILE, PRIORITY PLUS PROFILE

BOOST YOUR VISIBILITY!

Promote your company, products, and stand on the exhibitor list and the event website.

Stand out from the competition from the moment you register by enhancing your visibility with a Priority or Priority Plus Profile.

IDEOBAIN.COM
/ Key Figures /

938,850 sessions	2,868,078 Page views	65,482 Page views on the exhibitor list
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EXHIBITOR PROFILE

(Included in the standard Business Builder Pack)



- Booth number
- Your company description
- Your company logo

Your company logo, description, and stand number

PRIORITY PROFILE



BENEFITS

- Your profile rotating in position 3 and 4 (below Priority profile plus)
- Twice the height, twice the impact with a standout highlighted profile
- Product carousel on your exhibitor profile

Get seen first and more often with Priority Profiles

Ensure you are seen, noticed and remembered.

Tell visitors why you're a must-see exhibitor and unlock even more business opportunities.

2X More engagement*
on average than Exhibitor Profiles

PRIORITY PLUS PROFILE



BENEFITS

- Exposure to relevant audiences with a guaranteed top placement in your chosen product category
- Increased visibility with profiles rotating in top 2 positions in the exhibitor list
- Twice the height, twice the impact with a standout highlighted profile
- Product carousel on your exhibitor profile

BENEFITS

Maximum exposure with your profile promoted in a carousel on the website homepage



Stand out, get noticed, unlock business

Outshine the competition with the ultimate visibility opportunity before and during the show. All the exposure of a Priority Profile, PLUS more, to help buyers easily find you and contact you.

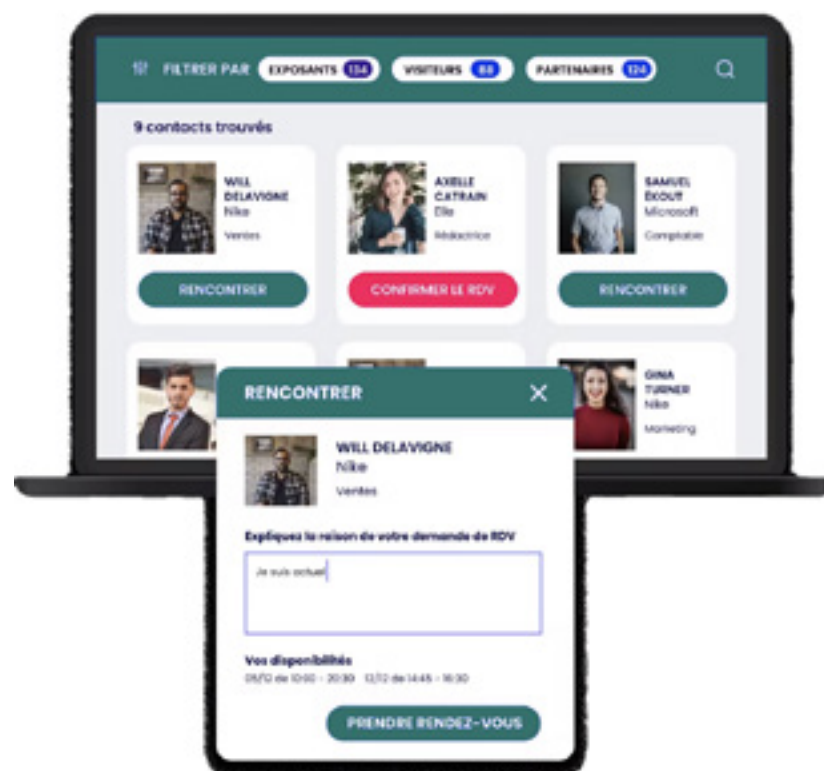
5X More engagement*
on average than Exhibitor Profiles

*Based on 76,076 exhibitors at 285 RX international shows that took place from April to December 2024.



OUR LEADS CAPTURE & R.O.I OFFERS

BUSINESS MEETINGS, LEAD ACQUISITION / TRACKING R.O.I



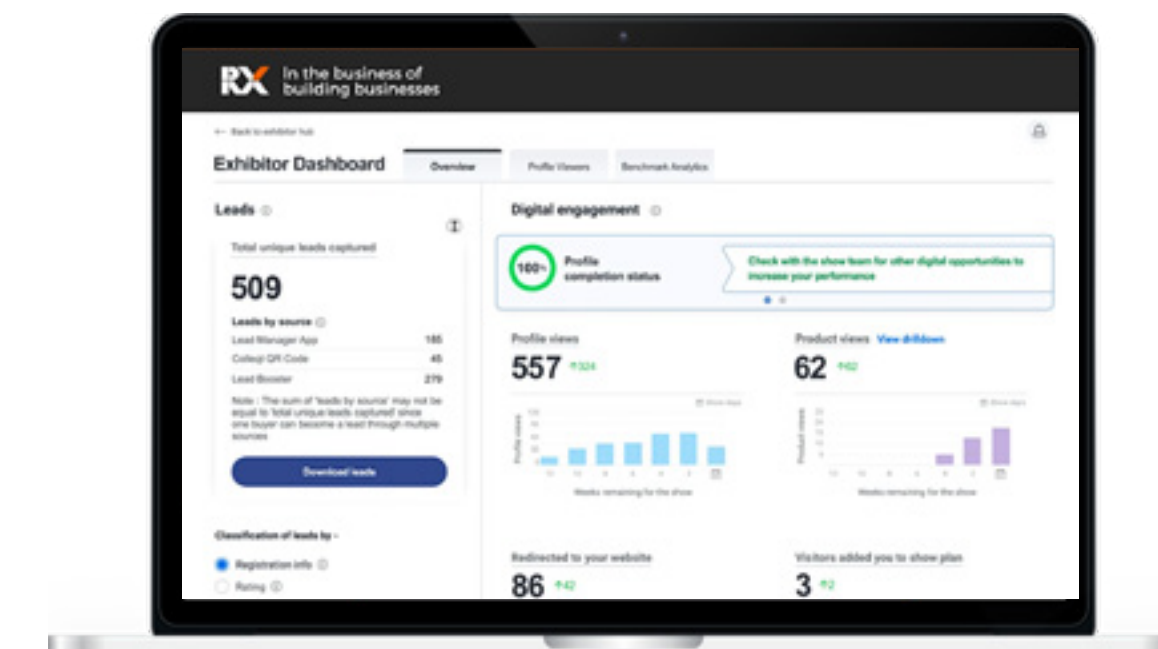
BUSINESS MEETINGS BY PBS:
BUSINESS MEETINGS PLATFORM



COLLEQT QR CODE

LEAD MANAGER (EMPERIA)

LEAD BOOSTER



DASHBOARD

BEFORE THE EVENT

DURING THE EVENT

AFTER THE EVENT

BUSINESS MEETINGS

Access the list of trade show visitors and schedule your meetings

Business Meetings by PBS: Business Meetings Platform

Included in the Business Builder packages (except for the 9 sqm and the Business Builder Start-up by Idéobain pack)

LEAD ACQUISITION

Capture leads effortlessly:

Lead Manager (Emperia) + Collectq QR Code
Included in all Business builder packs

Optional: Generate even more qualified leads with **Lead Booster**

+ 200 Additional leads

TRACKING R.O.I

Use data from clicks on your **exhibitor profile, Lead Manager, Collectq** and **Lead Booster** (optional) to build an effective and impactful follow-up strategy.

Dashboard included in all Business builder packs.

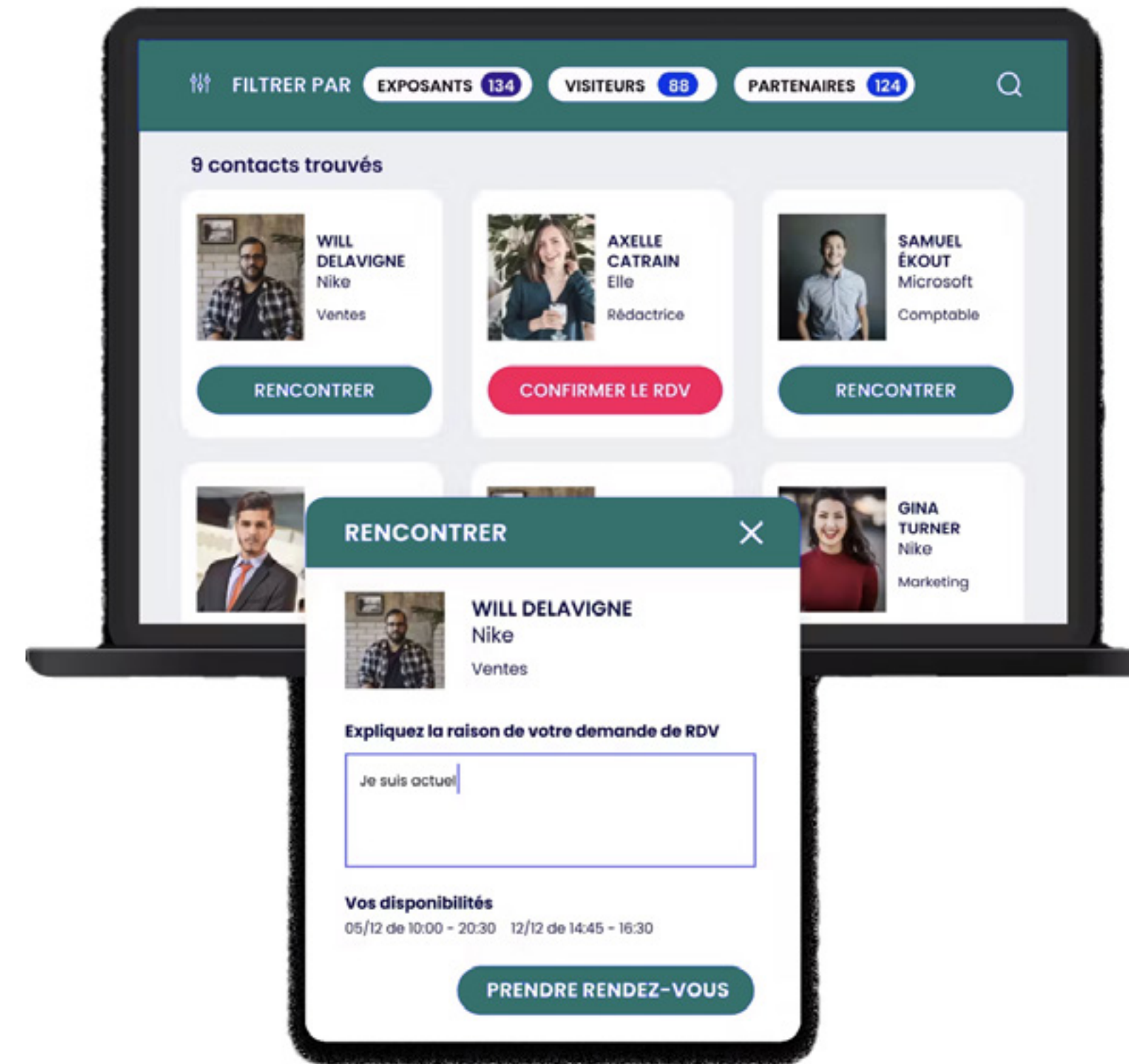


BUSINESS MEETINGS PLATFORM **NEW!**

Visitors and exhibitors alike, search for partners and schedule your business meetings ahead of the event.

Benefits

- Personalized search and recommendations based on your interests & profile.
- Qualified and pre-scheduled business meetings with your prospects before the show.



BUSINESS MEETINGS BY PBS

INCLUDED in the Business Builder Pack (included only for pavilions and 54 sqm and 99 sqm stands)

OPTION for 9 sqm, 18 sqm, 36 sqm and “Made in Europe” Village: €500 excl. VAT



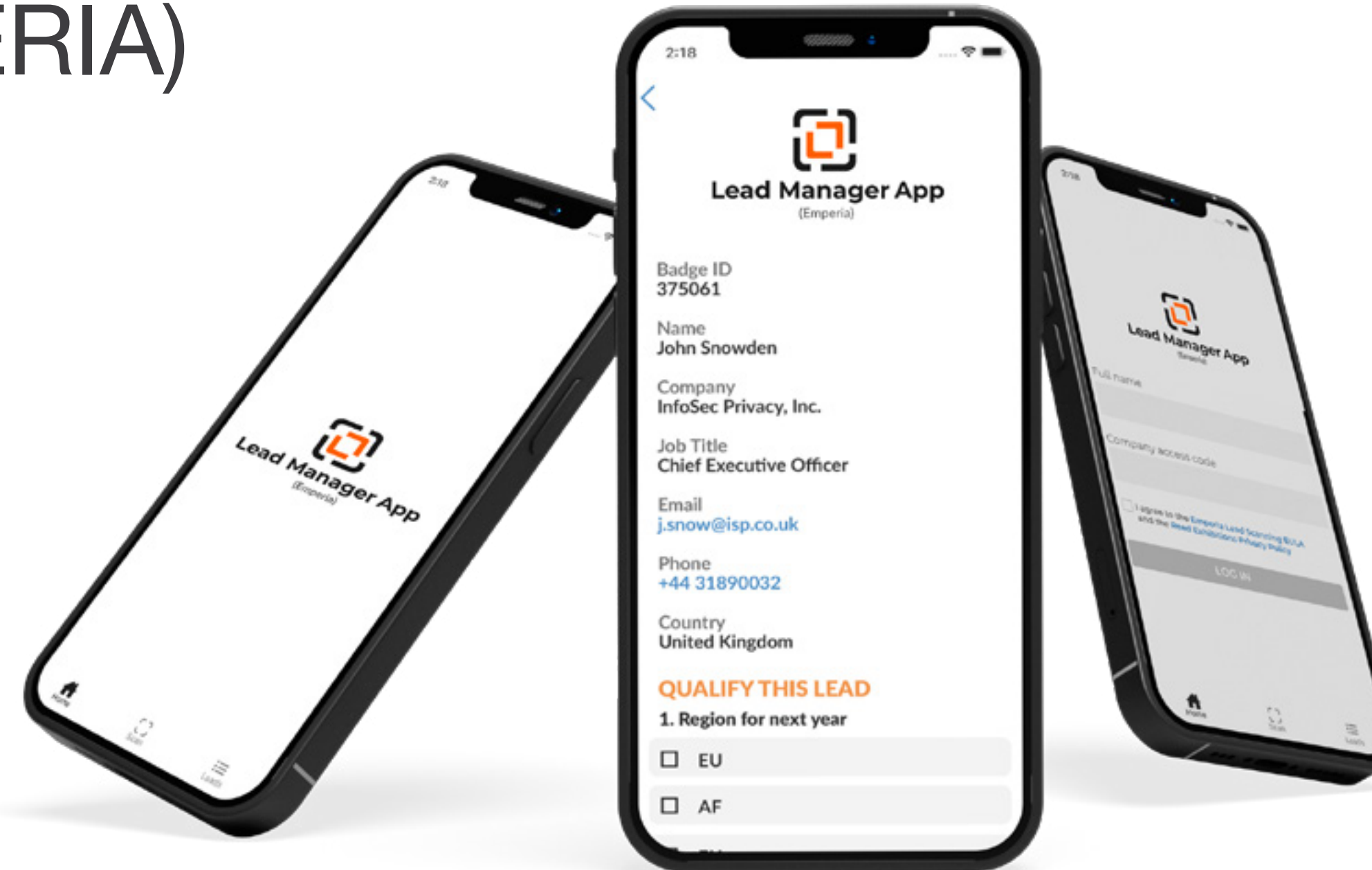
LEAD MANAGER (EMPERIA)

CAPTURE YOUR LEADS EASILY AND FAST

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

Benefits

- Enriched database with all visitor profile information
- Database available at any time during/after the exhibition
- Customizable questionnaire for your prospects
- Unlimited number of user licenses to capture your leads



215
contacts scanned
on average per exhibitor

Find out how
Lead Manager
(formerly **Emperia**)
works



[1] Add your notes and comments
For each scanned contact, you can add comments and assign a rating based on their level of interest.

[3] Access your prospects through a direct link to download them (file format of your choice).

[2] View your contact reports
In the app, each team member has a tab to view their prospects.

[4] Leverage collected information to increase your R.O.I and maintain contact with your prospects.

LEAD MANAGER (EMPERIA)

INCLUDED in the Business Builder Pack



COLLEQT QR CODE **NEW!**

NEVER MISS A BUSINESS OPPORTUNITY AGAIN

Are you in high demand at the exhibition?

Colleqt takes care of multiplying business opportunities for you!

Retrieve the detailed contacts of visitors you couldn't meet but who showed interest in your business. They can scan your QR code at any time to learn more about your company (via a link to your exhibitor space).

The benefits of Colleqt for exhibitors

- Collect information on visitors when you're not present or busy at your stand
- Make your information quickly accessible to all prospects, even the most urgent ones

The benefits of Colleqt for visitors

- During and after their visit, they create and find a selection of exhibitors likely to interest them
- No need to carry large amounts of brochures as they can find all the information through Colleqt



80%
of stands scanned

Find out how
Colleqt QR Code
works



COLLEQT QR CODE
INCLUDED in the Business Builder Pack





DASHBOARD

ALL YOUR DATA IN A SINGLE TOOL TO MEASURE YOUR R.O.I

You can use the dashboard to measure your concrete performance.

Use the data generated by clicks on your exhibitor profile, Lead Manager, Colleqt and Lead Booster (optional) to create a high-performance, high-impact follow-up strategy.

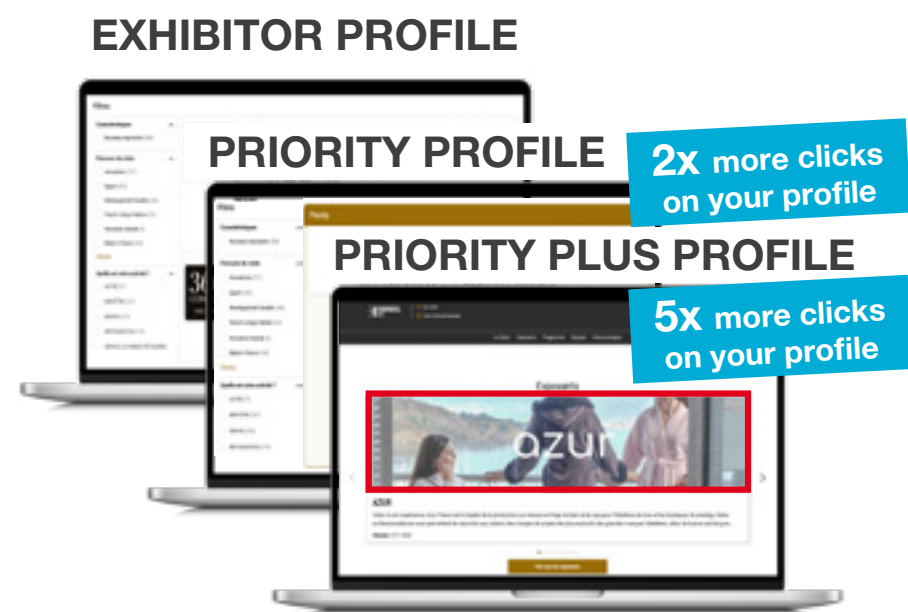
Advantages

- Analysing your audience
- Real-time monitoring
- Lead management

Suggestions to improve your performance

- Measure and evaluate your brand's exposure to boost your results
- Find out which companies have viewed your profile to unlock new business opportunities
- Statistics on your performance on the trade show website
- Comparison with other exhibitors and key figures on competition
- Information on potential customers

EXHIBITOR PROFILE VISIBILITY



more clicks on your exhibitor profile = more business opportunities!

LEAD MANAGER



An average of **215 leads scanned**

COLLEQT QR CODE

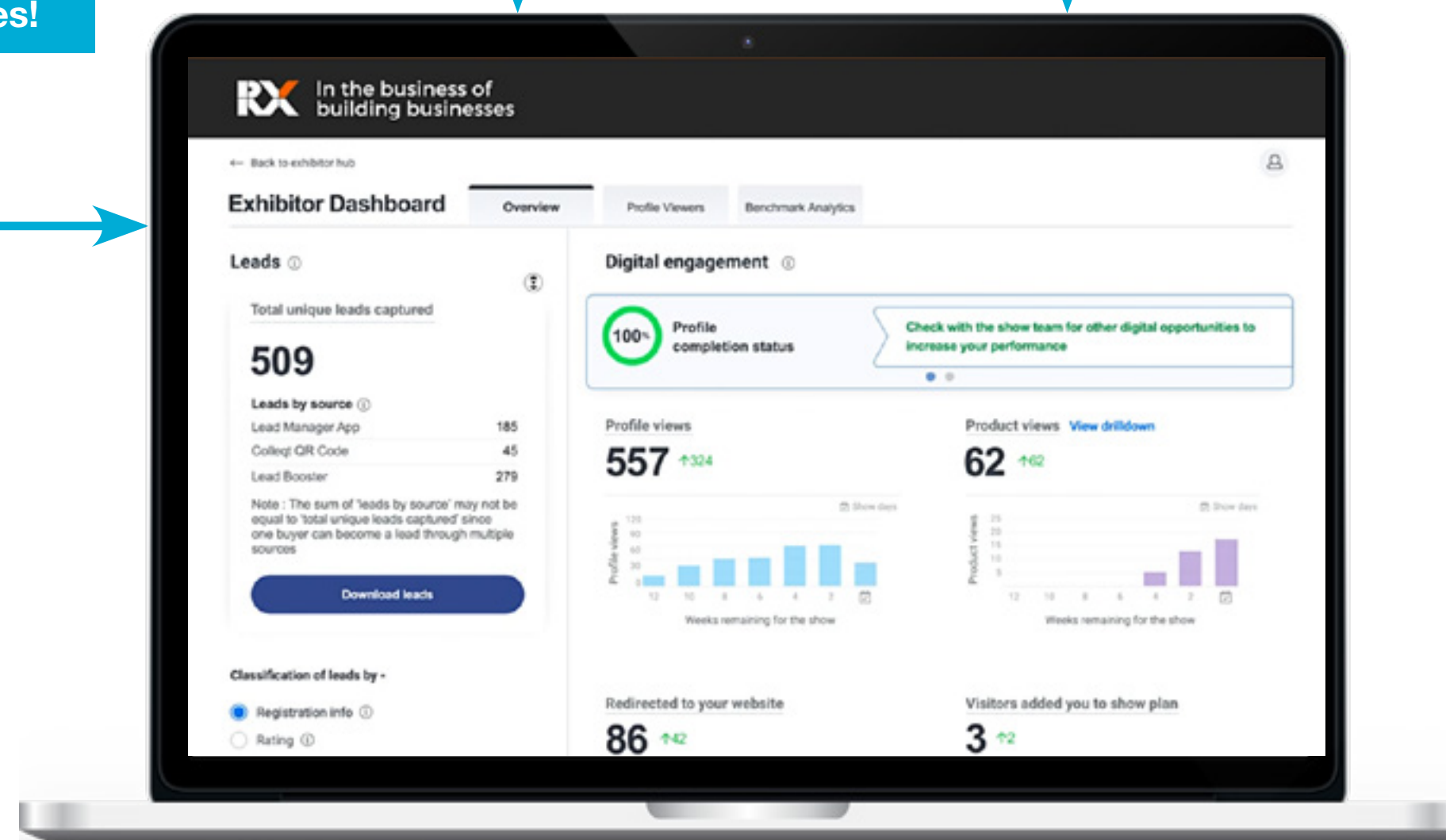


80% of stands scanned

OPTION LEAD BOOSTER



1,884 views on average per offer* + 50 more leads on average per offer*



EXHIBITOR DASHBOARD

INCLUDED in the Business Builder Pack

Use your Dashboard now!

*Source: use of RX Exhibitor Lead Booster at 51 international trade shows in 2024.



LEAD BOOSTER **NEW!**

ATTRACT EVEN MORE PROSPECTS!

Do you want to promote your new products, announce an event, or highlight a special show offer? Lead Booster helps you stand out and make the most of your participation!

How Lead Booster Works:

1. Create an offer through your exhibitor space to attract visitors to your stand (product demos, special offers, free samples, etc.).
2. A link to the new offers is sent by e-mail to registered participants.
3. Receive visitor contact details from those who accepted your offer and generate new business opportunities!



279
average leads
per offer*

2,120
views on average
per offer*

LEAD BOOSTER Lead Booster meets all your objectives	
Generate leads before and during the event	✓
Ensure optimal visibility, no matter the size of your stand	✓
Promote your participation and booth location	✓
Build brand awareness around your products or a new launch	✓
Gain additional opportunities beyond those acquired during the show	✓

€2,500 excl. VAT

*Study conducted across 12 trade shows between March and May 2024





ENTRY FOR THE 2026 INNOVATION AWARDS



Registration of an innovative product or service launched after October 2024.

Deadline to complete your online application: Friday, May 15, 2026*.

DESCRIPTION	For all entrants	<ul style="list-style-type: none"> Publication of your product sheet on the dedicated Innovation Awards mini website + Promotion of your product in the show's dedicated "Innovation" PR campaign + Your product sheet sent out as an insert in the "New Products & Innovations Guide" to French and international journalists before the show and available in the Press room during the show
	+ for nominees	<ul style="list-style-type: none"> Participation in the Press Dating event in Paris for an exclusive meet-and-greet with journalists + 1 'Innovation' sticker for your stand (provided at the show)
	+ for winners	<ul style="list-style-type: none"> 1 'Innovation' floor visual for your stand (provided at the show) + Your team's participation in the award ceremony, on the first evening of the show
PRICE	First product is included with your participation package	
OPTION	€1,475 excl. VAT per extra product	

***IMPORTANT**

Participation in the Innovation Awards will be confirmed upon receipt of the completed application form before the deadline of May 15, 2026 (to be completed online via the digital awards platform). After this date, registration will be invalid and the amount paid will not be refunded. To submit multiple innovations, please contact your sales representative.



Our
STANDS
packages





PACKAGED STAND SOLUTIONS

Can be customized with our “customization pack” offers, or from our service provider's catalog (here is a full description of the service).
Equipment is compulsory for 9, 18 and 36 sqm stands and supplied by our service providers. No possibility of calling in a decorator.

BARE SPACE without fittings		CUSTOMIZATION OPTIONS Choose according to your participation objectives. The price per sqm of the chosen formula is added to that of your bare space.						
TO BE COMPLETED WITH A FORMULA	+	ESSENTIEL	OR	EASY	OR	BUSINESS	OR	IDENTITY
From 9 sqm		Available for 9, 18 and 36 sqm stands		Available for 9, 18 and 36 sqm stands		Available for 9, 18 and 36 sqm stands		Available for 9, 18 and 36 sqm stands
Floor surface		Exhibiting essentials		Easy and economical		Ideal for your co-exhibitors		Be seen and recognized

Non-contractual visuals

Partitions, spotlights, doors, banners and furniture are reused.
We sort our waste for recycling: carpeting, scraped cotton, cardboard, adhesives...
Covers are reused for packaging, tests or prototypes.



ALL-INCLUSIVE 9 SQM PACK

Subject to stand availability. Space is limited to 1 stand per company¹.

YOUR STAND SPACE		9 sqm		
YOUR BUSINESS BUILDER PACK		<i>(See description here)</i>		
YOUR CHOICE OF EQUIPMENT² <i>Customizable with our “packaged offers” or from our service provider's catalog (See description here)</i>		ESSENTIEL PACK	EASY PACK	BUSINESS PACK
YOUR ELECTRIC METER		3 kW		4 kW
ALL-INCLUSIVE PRICE		€9,392 excl. VAT	€10,445 excl. VAT	€11,492 excl. VAT
DISCOUNTS Non-cumulative	You've participated in at least 4 of the last 7 editions (between 2011 and 2024) = you're a loyal exhibitor	- €918 excl. VAT		

¹ For French companies: a maximum of one 99 sqm stand per SIREN code / For EU companies: a maximum of one 99 sqm stand per intra-Community VAT code / For non-EU companies: a maximum of one 99 sqm stand per company name.

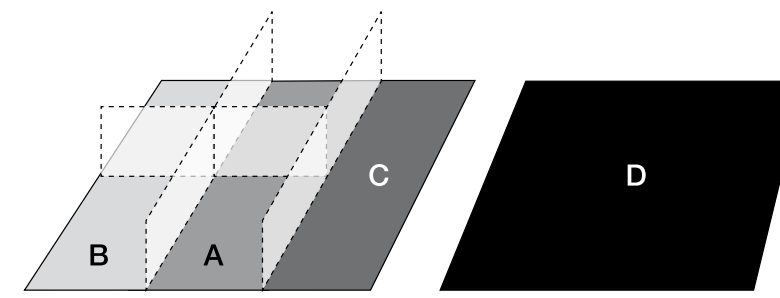
² Equipment is compulsory for 9, 18 and 36 sqm stands and supplied by our service providers. It is not possible to hire a decorator.





CHOOSE THE CUSTOMIZATION OF YOUR 9 SQM ALL INCLUSIVE STAND*

Options



			ESSENTIEL PACK	EASY PACK	BUSINESS PACK
CHOOSE THE NUMBER OF ANGLES	Corner stand	1 corner on 2 aisles (type B)	€243 excl. VAT		
CHOOSE THE CUSTOMIZATION OF YOUR EQUIPMENT 9 SQM ALL INCLUSIVE STAND* (one choice possible) CUSTOMIZATION PACKAGE OFFER (See description here)	Visibility customization pack Enhance your visibility by personalizing your stand		€1,728 excl. VAT	€864 excl. VAT	€1,161 excl. VAT
	Demo Customization Pack Your product/service demonstration area		€2,223 excl. VAT	€2,070 excl. VAT	⊗
	Workspace Customization Pack Enjoy enhanced workspace and visibility		€1,501 excl. VAT	€448 excl. VAT	⊗

*Each pack is different depending on the stand packages chosen





ALL-INCLUSIVE 18 SQM PACK

Subject to stand availability. Space is limited to 1 stand per company¹.

YOUR STAND SPACE		18 sqm			
YOUR BUSINESS BUILDER PACK		<i>(See description here)</i>			
YOUR CHOICE OF EQUIPMENT² <i>Customizable with our “packaged offers” or from our service provider's catalog (See description here)</i>		ESSENTIEL PACK	EASY PACK	BUSINESS PACK	IDENTITY PACK
YOUR ELECTRIC METER		3 kW		4 kW	
ALL-INCLUSIVE PRICE		€15,584 excl. VAT	€17,690 excl. VAT	€19,349 excl. VAT	€20,949 excl. VAT
DISCOUNTS Non-cumulative	You've participated in at least 4 of the last 7 editions (between 2011 and 2024) = you're a loyal exhibitor	- €1,836 excl. VAT			

¹ For French companies: a maximum of one 99 sqm stand per SIREN code / For EU companies: a maximum of one 99 sqm stand per intra-Community VAT code / For non-EU companies: a maximum of one 99 sqm stand per company name.

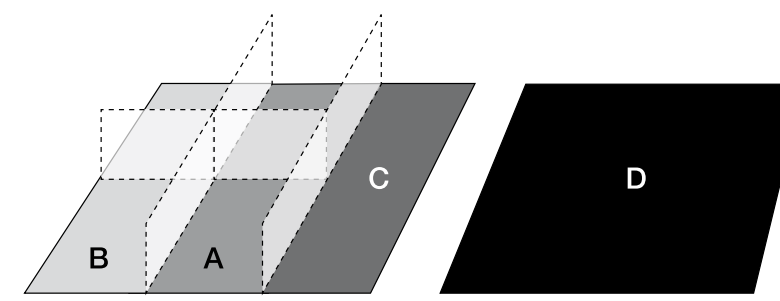
² Equipment is compulsory for 9, 18 and 36 sqm stands and supplied by our service providers. It is not possible to hire a decorator.





CHOOSE THE CUSTOMIZATION OF YOUR 18 SQM ALL INCLUSIVE STAND*

Options



			ESSENTIEL PACK	EASY PACK	BUSINESS PACK	IDENTITY PACK
CHOOSE THE NUMBER OF ANGLES	Corner stand	1 corner on 2 aisles (type B)	€486 excl. VAT			
		2 corners (type C)	€684 excl. VAT			
		4 corners (type D)	€846 excl. VAT			
CHOOSE THE CUSTOMIZATION OF YOUR EQUIPMENT 18 SQM ALL INCLUSIVE STAND* (one choice possible) CUSTOMIZATION PACKAGE OFFER (See description here)	Visibility customization pack Enhance your visibility by personalizing your stand		€3,483 excl. VAT	€1,751 excl. VAT	€1,854 excl. VAT	Included
	Demo Customization Pack Your product/service demonstration area		€2,502 excl. VAT	€2,358 excl. VAT	€2,754 excl. VAT	€1,242 excl. VAT
	Workspace Customization Pack Enjoy enhanced workspace and visibility		€2,673 excl. VAT	€896 excl. VAT	Included	Included

*Each pack is different depending on the stand packages chosen



ALL-INCLUSIVE 36 SQM PACK

Subject to stand availability. Space is limited to 1 stand per company¹.

YOUR STAND SPACE		36 sqm				
YOUR BUSINESS BUILDER PACK		<i>(See description here)</i>				
YOUR CHOICE OF EQUIPMENT² Customizable with our “packaged offers” or from our service provider's catalog <i>(See description here)</i>		ESSENTIEL PACK	EASY PACK	BUSINESS PACK	IDENTITY PACK	CUSTOM STAND FITTING WITH MY STAND MAKER*
YOUR ELECTRIC METER		3 kW		4 kW		
ALL-INCLUSIVE PRICE		€27,968 excl. VAT	€32,180 excl. VAT	€35,063 excl. VAT	€36,863 excl. VAT	
DISCOUNTS Non-cumulative	You've participated in at least 4 of the last 7 editions (between 2011 and 2024) = you're a loyal exhibitor	- €3,672 excl. VAT				
*CUSTOM STAND FITTING WITH MY STAND MAKER	Your bare space at the price of €20,748 (excl. VAT), custom-fitted with My Stand Maker for a unique design, from concept to completion. An additional quote should be requested from My Stand Maker based on your specific needs					

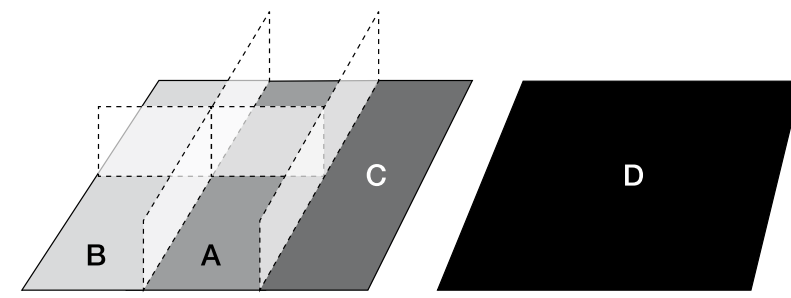
¹ For French companies: a maximum of one 99 sqm stand per SIREN code / For EU companies: a maximum of one 99 sqm stand per intra-Community VAT code / For non-EU companies: a maximum of one 99 sqm stand per company name.

² Equipment is compulsory for 9, 18 and 36 sqm stands and supplied by our service providers. It is not possible to hire a decorator.



CHOOSE THE CUSTOMIZATION OF YOUR 36 SQM ALL INCLUSIVE STAND*

Options



			ESSENTIEL PACK	EASY PACK	BUSINESS PACK	IDENTITY PACK	CUSTOM STAND FITTING WITH MY STAND MAKER	
CHOOSE THE NUMBER OF ANGLES	Corner stand	1 corner on 2 aisles (type B)	€972 excl. VAT					
		2 corners (type C)	€1,368 excl. VAT					
		4 corners (type D)	€1,692 excl. VAT					
CHOOSE THE CUSTOMIZATION OF YOUR EQUIPMENT 36 SQM ALL INCLUSIVE STAND* (one choice possible) CUSTOMIZATION PACKAGE OFFER (See description here)	Visibility customization pack Enhance your visibility by personalizing your stand		€6,966 excl. VAT	€2,754 excl. VAT	€3,276 excl. VAT	⊗	⊗	
	Demo Customization Pack Your product/service demonstration area		€2,556 excl. VAT	€2,556 excl. VAT	€4,248 excl. VAT	€1,512 excl. VAT	⊗	
	Workspace Customization Pack Enjoy enhanced workspace and visibility		€5,346 excl. VAT	€1,791 excl. VAT	⊗	⊗	⊗	

*Each pack is different depending on the stand packages chosen

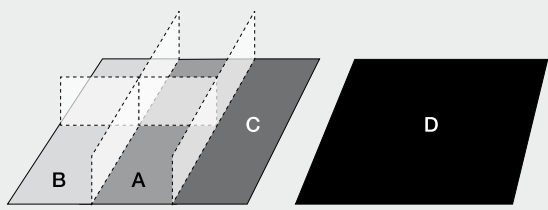



ALL-INCLUSIVE 54 SQM PACK

Subject to stand availability. Space is limited to 1 stand per company¹.

YOUR STAND SPACE - Bare space, floor markings only		54 sqm
YOUR BUSINESS BUILDER PACK		<i>(See description here)</i>
SPECIFICITIES	Visibility demonstration pack² mandatory <i>(See description here)</i>	Value: €1,150 excl. VAT
ALL-INCLUSIVE PRICE		€30,757 excl. VAT
DISCOUNTS Non-cumulative	You've participated in at least 4 of the last 7 editions (between 2011 and 2024) = you're a loyal customer	- €5,508 excl. VAT

Options

CHOOSE THE NUMBER OF ANGLES	Corner stand		2 corners on 3 aisles (type C)	€2,052 excl. VAT
			4 corners - island (type D)	€2,538 excl. VAT
EXCEEDING HEIGHT³	The height of stands is limited to 5 meters. In case of height exceeding this limit, you will have to pay a flat fee.			€4,999 excl. VAT
CUSTOMIZED STAND SERVICE	<p>WOULD YOU LIKE A STAND THAT REFLECTS YOUR IMAGE ? A STAND WITH A UNIQUE DESIGN ?</p> <p>My Stand Maker supports you from the design to the realization of your stand. A single, reliable contact - Personalized follow-up - Controlled prices Contact your sales manager for a free quote.</p>			

¹ For French companies: a maximum of one 99 sqm stand per SIREN code / For EU companies: a maximum of one 99 sqm stand per intra-Community VAT code / For non-EU companies: a maximum of one 99 sqm stand per company name.

² Mandatory for companies with a 54 sqm or 99 sqm stand, and optional for exhibitors on modules of 9 sqm, 18 sqm or 36 sqm.

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

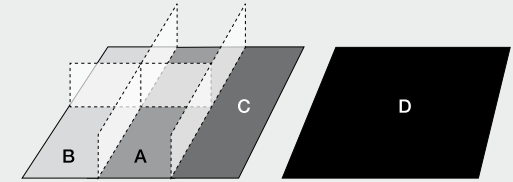



ALL-INCLUSIVE 99 SQM PACK

Subject to stand availability. Space is limited to 1 stand per company¹.

YOUR STAND SPACE - Bare space, floor markings only		99 sqm
YOUR BUSINESS BUILDER PACK		<i>(See description here)</i>
SPECIFICITIES	Visibility demonstration pack² mandatory <i>(See description here)</i>	Value: €1,150 excl. VAT
ALL-INCLUSIVE PRICE		€53,617 excl. VAT
DISCOUNTS Non-cumulative	You've participated in at least 4 of the last 7 editions (between 2011 and 2024) = you're a loyal customer	- €10,098 excl. VAT

Options

CHOOSE THE NUMBER OF ANGLES	Corner stand		2 corners on 3 aisles (type C)	€3,762 excl. VAT
			4 corners - island (type D)	€4,653 excl. VAT
EXCEEDING HEIGHT³	The height of stands is limited to 5 meters. In case of height exceeding this limit, you will have to pay a flat fee.			€8,999 excl. VAT
ADD A FLOOR	Exhibitors may design stands with an upper storey within the overall surface area authorized by the security services. All double-storey stands must be accompanied by a stability certificate issued by an approved and competent organization when they are inspected by the security services. Without this certificate, an additional fee will be charged.			€5,999 excl. VAT
CUSTOMIZED STAND SERVICE	<p>WOULD YOU LIKE A STAND THAT REFLECTS YOUR IMAGE ? A STAND WITH A UNIQUE DESIGN ?</p> <p>My Stand Maker supports you from the design to the realization of your stand. A single, reliable contact - Personalized follow-up - Controlled prices Contact your sales manager for a free quote.</p>			

¹ For French companies: a maximum of one 99 sqm stand per SIREN code / For EU companies: a maximum of one 99 sqm stand per intra-Community VAT code / For non-EU companies: a maximum of one 99 sqm stand per company name.

² Mandatory for companies with a 54 sqm or 99 sqm stand, and optional for exhibitors on modules of 9 sqm, 18 sqm or 36 sqm.

³ 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

Stand fittings Essentiel

Customisation packages Demonstration / Visibility / Workshop

Stand fittings Easy

Customisation packages Demonstration / Visibility / Workshop

Stand fittings Business

Customisation packages Demonstration / Visibility

Stand fittings Identity

Customisation packages Demonstration

Outdoor stand packages





STAND FITTINGS ESSENTIEL

9 sqm - 18 sqm - 36 sqm

Maximum of 2 aisles corner
No Island possible (4 aisles corner)

THE ESSENTIAL FOR EXHIBITING

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

		9 sqm	18 sqm	36 sqm
SERVICES AND FEATURES	Set-up and services	Carpet in 3 colors of your choice + White melamine partitions + Lighting with low-energy directional spotlights on rails + Daily cleaning		
	3-socket power strip	⊗	1	2
SIGNAGE		1 double-sided flag sign (name and stand number)		
FURNITURE		⊗	⊗	⊗
EQUIPMENT		⊗	⊗	⊗
LOCKABLE SPACE		⊗	1 sqm	3 sqm + Coat hook / Shelves

Non-binding illustration





CUSTOMISATION PACKAGES

ESSENTIEL / Demonstration

DEMONSTRATION PACK

This option allows you to achieve a dual objective of demonstration and visibility through a dedicated demonstration space to showcase your products and/or services, as well as the customization of your booth.

DEMONSTRATION PACK 9 sqm



- This pack includes:
- + Customization of corner partitions (2 x 2.5 m)
 - + Customization of reception counter (1 x 1 m)
 - + Furniture: 1 reception desk, 1 high stool
 - + 1 demonstration pod (1 x 2.5 m)
 - + Customization of pod transom (1 x 0.5 m)
 - + 3-socket power strip
 - + 1 screen (40") with wall mount

DEMONSTRATION PACK 18 sqm



- This pack includes:
- + Customization of corner partitions (2 x 2.5 m)
 - + Customization of reception counter (1 x 1 m)
 - + Furniture: 1 reception desk, 1 high stool + low seats
 - + 1 demonstration pod (1 x 2.5 m)
 - + Customization of pod transom (1 x 0.5 m)
 - + 3-socket power strip
 - + 1 screen (40") with wall mount

DEMONSTRATION PACK 36 sqm



- This pack includes:
- + Customization of corner partitions (2 x 2.5 m)
 - + Customization of reception counter (1 x 1 m)
 - + Furniture: 1 reception desk, 1 high stool + low seats
 - + 1 demonstration pod (1 x 2.5 m)
 - + Customization of pod transom (1 x 0.5 m)
 - + 3-socket power strip x 2 units
 - + 1 screen (50") with wall mount

Non-contractual visuals.



CUSTOMISATION PACKAGES

ESSENTIEL / Visibility

VISIBILITY PACK

Benefit from increased visibility by customizing your stand.

VISIBILITY PACK 9 sqm



- This pack includes:
- Customization of the back wall panel (3 x 2.50 m)
 - + A reception counter
 - + A high stool
 - + Customization of the reception counter (1 x 1 m)

VISIBILITY PACK 18 sqm



- This pack includes:
- + Customization of the back wall panel (6 x 2.50 m)
 - + A reception counter
 - + A high stool
 - + Customization of the reception counter (1 x 1 m)

VISIBILITY PACK 36 sqm



- This pack includes:
- + Customization of the back wall panel (3 x 2.50 m)
 - + A reception counter
 - + A high stool
 - + Customization of the reception counter (1 x 1 m)

Non-contractual visuals.



CUSTOMISATION PACKAGES

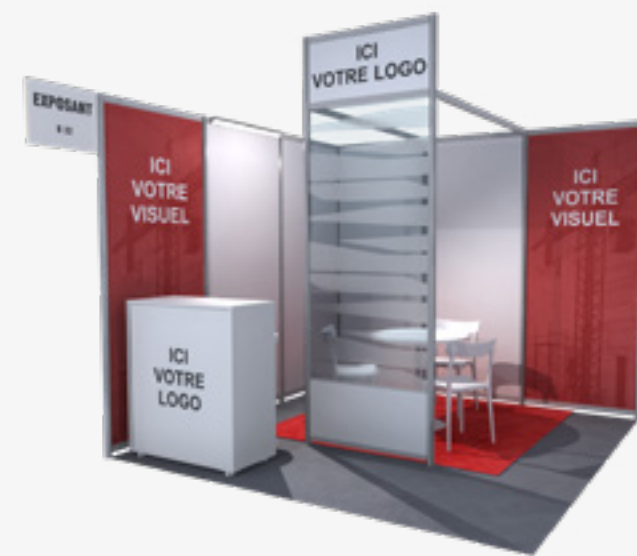
ESSENTIEL / Workspace

WORKSPACE PACK

This option meets a dual objective: growing your business while enhancing your visibility.

It offers a functional workspace to welcome your clients and prospects, along with optimal customization of your booth.

WORKSPACE PACK 9 sqm



- This pack includes:
- Customization of corner partitions (2 x 2.5 m)
 - + Customization of the reception counter (1 x 1 m)
 - + Furniture: 1 reception desk, 1 high stool, 1 set of 3 chairs + 1 table
 - + 1 customizable branding arch (3 x 1 m) with a personalized panel (1 x 0.5 m)
 - + 1 carpet area to define the workspace (2 x 2 m)

WORKSPACE PACK 18 sqm



- This pack includes:
- Customization of corner partitions (2 x 2.5 m)
 - + Customization of the reception counter (1 x 1 m)
 - + Furniture: 1 reception desk, 1 high stool, 1 set of 3 chairs + 1 table
 - + 1 customizable branding arch (3 x 1 m) with a personalized panel (1 x 0.5 m)
 - + 1 carpet area to define the workspace (3 x 3 m)

WORKSPACE PACK 36 sqm



- This pack includes:
- Customization of corner partitions (2 x 2.5 m)
 - + Customization of the reception counter (1 x 1 m)
 - + Furniture: 1 reception desk, 1 high stool, 1 set of 3 chairs + 1 table
 - + 1 customizable branding arch (3 x 1 m) with a personalized panel (1 x 0.5 m)
 - + 1 carpet area to define the workspace (3 x 3 m)

Non-contractual visuals.



STAND FITTINGS EASY

9 sqm - 18 sqm - 36 sqm

Maximum of 2 aisles corner
No Island possible
(4 aisles corner)

SIMPLE AND COST-EFFECTIVE

A ready-to-use solution that allows you to ensure an effective presence at the trade show at an attractive price.

Non-binding illustration



		9 sqm	18 sqm	36 sqm
SERVICES AND FEATURES	Set-up and services	Carpet in 3 colors of your choice + Partitions covered with brushed cotton in 4 available colors + Lighting with low-energy directional spotlights on rails + Perimeter fascia + Electrical meter + Daily cleaning		
	3-socket power strip	⊗	1	2
SIGNAGE		1 double-sided flag sign (name and stand number) + 1 customizable high sign, 1m x 1m, double-sided		
FURNITURE	Basic furniture	1 table + 3 chairs + 1 reception counter + 1 stool + 1 display stand + 1 waste bin		
	Low storage cabinet	⊗	✓	✓
	1 low table + 3 poufs	⊗	⊗	⊗
EQUIPMENT		⊗	⊗	⊗
LOCKABLE SPACE	Lockable space with a coat hook	1 sqm	1 sqm	3 sqm

The partitions, spotlight, doors, banners and furniture are re-used.



CUSTOMISATION PACKAGES

EASY / Demonstration

DEMONSTRATION PACK

This package meets a dual objective: demonstrating the effectiveness of your solutions while maximizing your visibility.

Benefit from an optimized demonstration space that allows you to showcase your products and services to prospects in a tangible way, while customizing your booth.

DEMONSTRATION PACK 9 sqm



- This pack includes:
- Customization of partitions W0.8m x H1.00 x 2 units
 - + Customization of reception counter (1 x 1 m)
 - + 1 demonstration pod (1 x 2.5 m)
 - + Customization of pod transom (1 x 0.5 m)
 - + 3-socket power strip
 - + 1 screen (40") with wall mount

DEMONSTRATION PACK 18 sqm



- This pack includes:
- Customization of partitions W0.8m x H1.00 x 4 units
 - + Customization of reception counter (1 x 1 m)
 - + Low seats
 - + 1 demonstration pod (1 x 2.5 m)
 - + Customization of pod transom (1 x 0.5 m)
 - + 3-socket power strip
 - + 1 screen (40") with wall mount

DEMONSTRATION PACK 36 sqm



- This pack includes:
- Customization of partitions W0.8m x H1.00 x 6 units
 - + Customization of reception counter (1 x 1 m)
 - + Low seats
 - + 1 demonstration pod (1 x 2.5 m)
 - + Customization of pod transom (1 x 0.5 m)
 - + 3-socket power strip
 - + 1 screen (50") with wall mount

Non-contractual visuals.



CUSTOMISATION PACKAGES

EASY / Visibility

VISIBILITY PACK

Gain greater visibility by customising your stand.

VISIBILITY PACK 9 sqm



This pack includes:
Customization of the back wall panel (2 x 2.50 m)
+ Customization of the reception counter (1 x 1 m)

VISIBILITY PACK 18 sqm



This pack includes:
Customization of the back wall panel (5 x 2.50 m)
+ Customization of the reception counter (1 x 1 m)

VISIBILITY PACK 36 sqm



This pack includes:
Customization of the back wall panel (4 x 2.50 m)
+ Customization of the reception counter (1 x 1 m)

Non-contractual visuals.



CUSTOMISATION PACKAGES **EASY / Workspace**

WORKSPACE PACK

This option meets a dual objective: growing your business while enhancing your visibility.

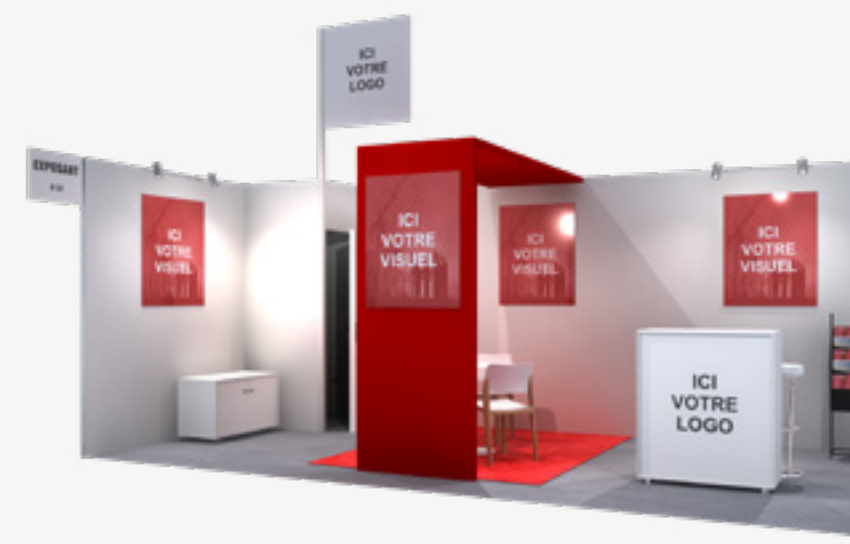
It offers a functional workspace to welcome your clients and prospects, along with optimal customization of your booth.

WORKSPACE PACK 9 sqm



- This package includes:
- Customization of partitions
W0.8m x H1.00 x 2 units
 - + Reception counter customization (1 x 1 m)
 - + 1 L-shaped arch in wood partition covered with brushed cotton (W1.00 x H2.5 x D2.00 m)
 - + 1 carpet footprint to define the workspace (2 x 2 m)

WORKSPACE PACK 18 sqm



- This package includes:
- Customization of partitions
W0.8m x H1.00 x 4 units
 - + Reception counter customization (1 x 1 m)
 - + 1 L-shaped arch in wood partition covered with brushed cotton (W1.00 x H2.5 x D2.50 m)
 - + 1 carpet footprint to define the workspace (3 x 3 m)

WORKSPACE PACK 36 sqm



- This package includes:
- Customization of partitions
W0.8m x H1.00 x 6 units
 - + Reception counter customization (1 x 1 m)
 - + 1 L-shaped arch in wood partition covered with brushed cotton (W1.00 x H2.5 x D2.50 m)
 - + 1 carpet footprint to define the workspace (3 x 3 m)

Non-contractual visuals.



STAND FITTINGS BUSINESS

9 sqm - 18 sqm - 36 sqm

Maximum of 2 aisles corner
No Island possible
(4 aisles corner)

WELCOME YOUR CLIENTS AND PROSPECTS

The semi-open meeting space will allow you to work in complete confidentiality.



Non-binding illustration

		9 sqm	18 sqm	36 sqm
SERVICES AND FEATURES	Daily cleaning + Partition height: 2.5 m + 2 signs with your name and booth number + Choice of 3 carpet colors + Choice of 4 partition colors + 1 power strip	✓	✓	✓
	High signage	Rectangular 1,5 m x 1,2 m	Rectangular 2 m x 1,2 m	Cube 2 m x 2 m x 1,2 m
	Internet (Wi-Fi): 3 access accounts	⊗	✓	✓
	Coffee machine (150 coffees included)	⊗	✓	✓
	Stocked refrigerator (soft drinks)	⊗	⊗	✓
	Water dispenser + 1 bottle	⊗	⊗	✓
	1 plant	⊗	⊗	✓
FURNITURE	Meeting area: 1 table + 3 chairs + 1 reception counter + 1 stool + 1 display stand + 1 waste bin	✓	✓	✓
	High table	⊗	1	2
	Stool	⊗	3	6
	Lockable space with a coat hook	⊗	1 sqm	3 sqm
ELECTRIC METER	4 kw	✓	✓	✓



CUSTOMISATION PACKAGES

BUSINESS / Demonstration

DEMONSTRATION PACK

Benefit from enhanced visibility through the customization of your booth.

DEMONSTRATION PACK 9 sqm

Not available

DEMONSTRATION PACK 18 sqm



- This package includes:
- Partition customization (2 x 2.5 m)
 - + Reception counter customization: logo (1 x 0.98 m) and border color
 - + Straight sign with spotlights
 - + Low seating
 - + 1 x 42" screen

DEMONSTRATION PACK 36 sqm



- This package includes:
- Partition customization (2 x 2.5 m)
 - + Reception counter customization: logo (1 x 0.98 m) and border color
 - + Square sign with spotlights
 - + Low seating
 - + 1 x 42" screen

Non-contractual visuals.



CUSTOMISATION PACKAGES

BUSINESS / Visibility

VISIBILITY PACK

Benefit from enhanced visibility through the customization of your booth.

VISIBILITY PACK 9 sqm



This package includes:
Partition customization (2 x 2.5 m)
+ Reception counter customization: logo (1 x 0.98 m) and border color

VISIBILITY PACK 18 sqm



This package includes:
Partition customization (2 x 2.5 m)
+ Reception counter customization: logo (1 x 0.98 m) and border color
+ Straight sign with spotlights

VISIBILITY PACK 36 sqm



This package includes:
Partition customization (2 x 2.5 m)
+ Reception counter customization: logo (1 x 0.98 m) and border color
+ Square sign with spotlights

Non-contractual visuals.



STAND FITTINGS IDENTITY

9 sqm - 18 sqm - 36 sqm

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.



Non-binding illustration



		18 sqm	36 sqm
SERVICES AND FEATURES	Set-up and services	Carpet in 3 color options + Stretch fabric partitions on frame + Printed, personalized, and backlit fabric wall* + Electrical supply + Daily cleaning	
	3-socket power strip	1	2
SIGNAGE		Suspended signage on circular frame** 2.5 m diameter x 50 cm height	Signage mounted on frame structure 3 m diameter x 50 cm height
FURNITURE	Basic furniture	1 table + 3 chairs + 1 reception counter + 1 stool + 1 display stand + 1 waste bin	
	Low storage cabinet with lock	✓	✗
	1 low table + 3 poufs	✗	✓
	Extra pouf	✗	✓
EQUIPMENT	Basic equipment	Coffee machine + 150 capsules + Water fountain	
	Fully-stocked fridge (soft drinks)	✗	✓
LOCKABLE SPACE	Lockable space with a coat hook	1 sqm	3 sqm + shelve

*Number depending on the stand layout.

** A double-sided printed frame could replace the hoop if the depth of your stand does not allow for its placement.

The partitions, spotlights, doors, strips and furniture are reused.
 The Identity booth graphics are reused for packaging, testing or prototypes.



CUSTOMISATION PACKAGES

IDENTITY / Demonstration

DEMONSTRATION PACK

This option meets a dual objective: growing your business while enhancing your visibility.

It offers a functional workspace to welcome your clients and prospects, along with optimal customization of your booth.

DEMONSTRATION PACK 18 sqm



- This pack includes:
- Customization of the reception counter (1 x 1 m)
 - + low seats
 - + 1 screen (55") with wall mount

DEMONSTRATION PACK 36 sqm



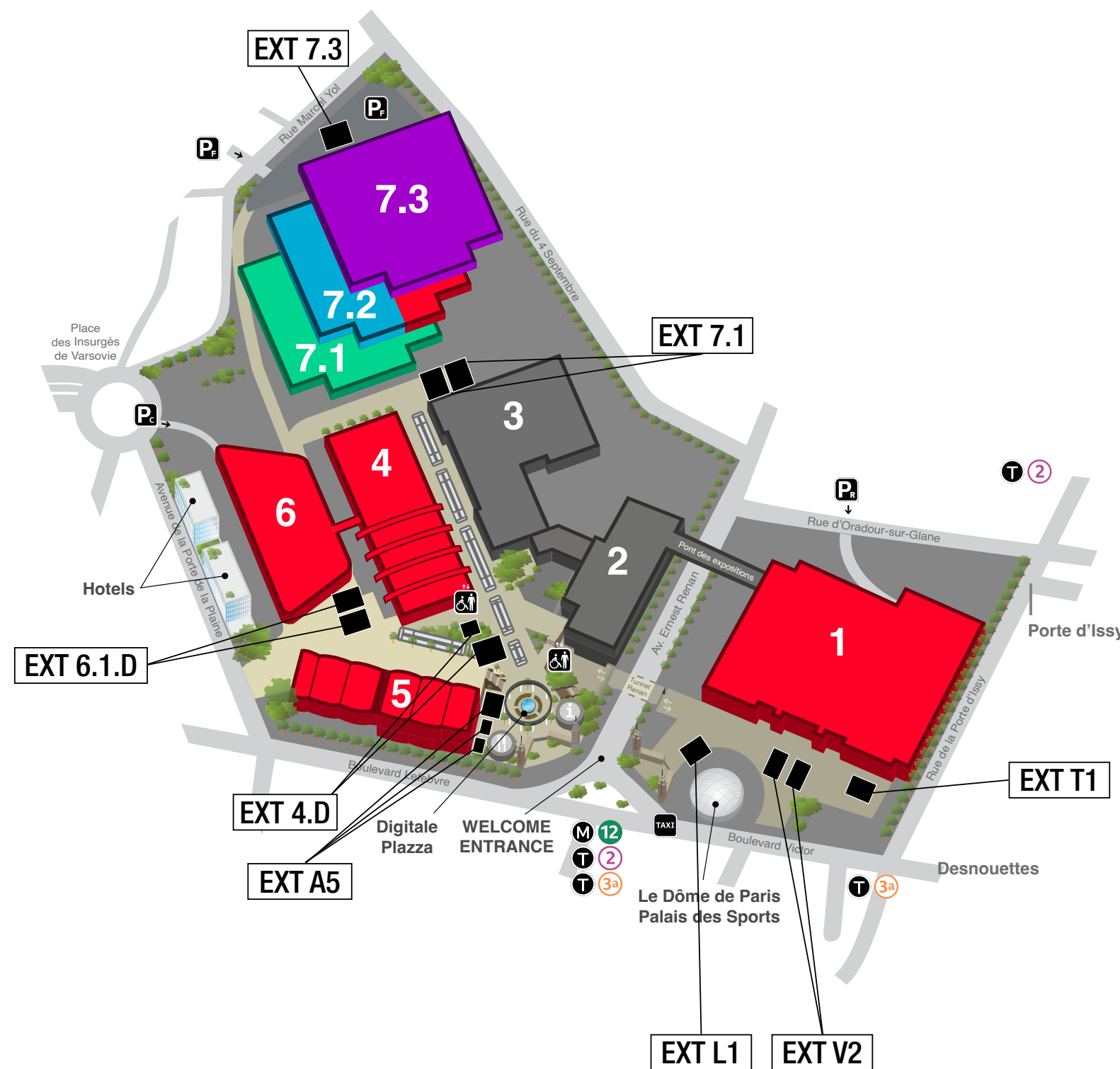
- This pack includes:
- Customization of the reception counter (1 x 1 m)
 - + low seats
 - + 1 screen (55") with wall mount

Non-contractual visuals.



OUTDOOR STAND PACKAGES

Exhibitors must submit their exhibition projects to the organisation's technical team (layout and logistics) for all outdoor stands. The indicated price includes the Business Builder pack.



LOCATION	SURFACE STAND (m ²)	NUMBER OF AVAILABLE STANDS	PRICE PER STAND	TECHNICAL REQUIREMENTS	FLOOR LOAD
EXT L1	97	1	€19,338 excl. VAT	Light structures or presentation vehicles Accessible from D-2 (Saturday) released during the early hours of dismantling Slope constraint: 6% incline	3 T
EXT V2	100	2	€19,860 excl. VAT	Light structures or presentation vehicles Accessible on the last day of set-up (sunday) and released during the early hours of dismantling Slope constraint: 6% incline	3 T
EXT T1	100	1	€19,860 excl. VAT	Light constructions only Project subject to approval by VIPARIS and McDonald's Accessible from D-2 (Saturday) and released during the early hours of dismantling (access between travelators) Height constraint: 10 m	3 T
EXT 4.D	56	1	€12,204 excl. VAT	Light structures or presentation vehicles Accessible from D-2 (Saturday) released during the early hours of dismantling	3 T
	150	1	€28,560 excl. VAT	Uneven ground, restricted access area with fire lanes Accessible from D-2 (Saturday) released during the early hours of dismantling	600 kg
EXT A5	48	2	€10,812 excl. VAT	Light structures or presentation vehicles Accessible from D-2 (Saturday) released during the early hours of dismantling	3 T
	99	1	€19,686 excl. VAT	Light structures or presentation vehicles Accessible from D-2 (Saturday) released during the early hours of dismantling	3 T
EXT 6.1.D	130	2	€25,080 excl. VAT	Light structures or presentation vehicles Accessible from D-2 (Saturday) released during the early hours of dismantling	3 T
EXT 7.1	140	2	€26,820 excl. VAT	Accessible from D-2 (Saturday) released during the early hours of dismantling	3 T
EXT 7.3	144	1	€27,516 excl. VAT	Accessible from D-2 (Saturday) released during the early hours of dismantling	

Our
SECTOR-SPECIFIC
packs

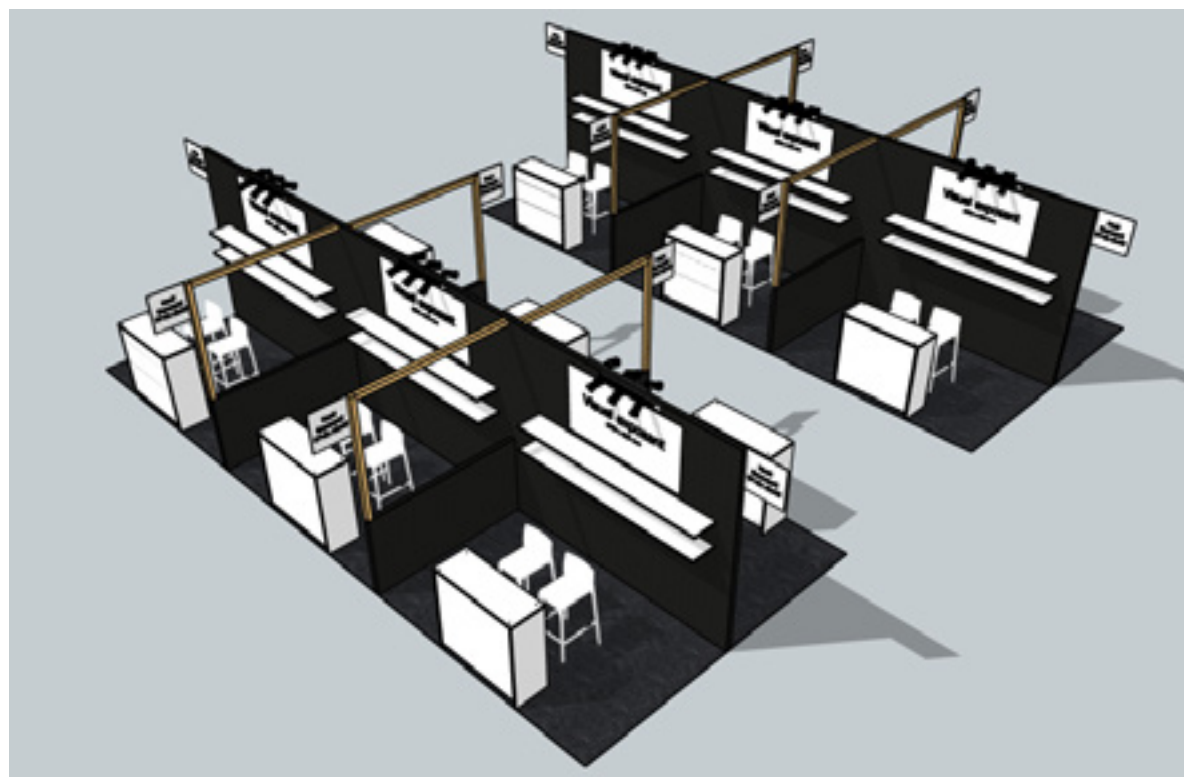




“MADE IN EUROPE” VILLAGE

Dive into the heart of European excellence with a space dedicated to craftsmanship, design, and innovation. Located at the center of the exhibition, near the Ideobain Forum, the “Made in Europe” village brings together a selection of brands on stands designed to encourage direct, high-quality interactions.

A space for discovery and networking, where you can explore trends and build new partnerships.



	ALL-INCLUSIVE “MADE IN EUROPE” VILLAGE PACK
BUSINESS BUILDER PACK	Included (without participation in the Innovation Awards) <i>(See description here)</i>
	TRADE SHOW PRESENCE PACK
SERVICES AND FEATURES	6 sqm of carpet flooring + 1 low partition wall with raw wooden structure and aisle signage + 1 track with 3 LED spotlights + 1 visual on partition wall (1500 mm x 800 mm H) + 1 electrical box 2 kW + 2 shelves on the back walls + 1 counter + 2 high stools + 1 waste bin
PRICE	€4,994 excl. VAT (12 stands available)
OPTIONS	
BUSINESS MEETINGS BY PBS <i>(Full description here)</i>	€500 excl. VAT
PARTICIPATION IN THE INNOVATION AWARDS <i>(Full description here)</i>	€1,475 excl. VAT



INSPIRATION SPACE

NEW!

Located in the immediate vicinity of the Ideobain Forum, the Inspiration Space features a curated selection of compact, turnkey stands, each dedicated to a flagship product range.

Designed as refined showcases, these spaces highlight a single product or strong collection through a clean and elegant staging that enhances design, finishes, and usability.

A clear and efficient format to capture attention, gain inspiration quickly, and identify practical solutions at the heart of the exhibition.

Exhibitors in this space benefit from enhanced, premium visibility, within a dedicated area limited to four stands.



INSPIRATION SPACE	
SETTINGS	Raised technical floor h. 40 mm with black needle-punched carpet (imposed color) <ul style="list-style-type: none"> + Black melamine partition 19 mm h. 2.50 m + Digital printing + Cut-out format 900 x 900 mm h – Client visual hexagon + Track lighting with 2 x 16 W LED spotlights + 1 built-in electrical socket per exhibitor + Brushed cotton curtain at the back of the stand + Lighting truss + White melamine electrical box cover + 1 KW intermittent electrical box (1 per exhibitor)
FURNITURES	1 white stool per exhibitor <ul style="list-style-type: none"> + 1 white cocktail table (1 for 2 exhibitors)
SPEAKING SLOT	One 20-minute speaking slot on the Idéobain forum, in the form of an inspiration focus
PRICE	€6,409 excl. VAT (Limited to 4 exhibitors)



VISIBILITY DEMONSTRATION PACKAGE

Exclusive visibility package for Idéobain exhibitors.

Mandatory for companies with a 54 sqm or 99 sqm stand, and optional for exhibitors on modules of 9 sqm, 18 sqm or 36 sqm.

DIGITAL VISIBILITY	BEFORE THE SHOW	AT THE SHOW
“HIGH FIVE IDÉOBAIN” SOCIAL NETWORKS ENGAGEMENTS	1 push “HIGH FIVE IDÉOBAIN” social networks Starting June 2026, production of a video/narrative posted on LinkedIn and Facebook highlighting your company on a brand carousel.	
	Before 28 June 2026 you must 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 2026, 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
PRICE	€1,150 excl. VAT	





SPEAKING OPPORTUNITY

Take the floor at the Idéobain Forum to showcase your solutions and highlight your expertise.



“HIGH-PERFORMANCE SOLUTIONS” WORKSHOP

A 45-minute practical workshop on the Idéobain Forum stage (including a 10-minute Q&A session)
- 1 time slot of your choice over the 4 days (subject to availability)
- Audience of 80 participants

- + Visibility on the website www.ideobain.com on the “Conferences” page
- + On-site visibility in the conference area (signage and digital terminals)
- + Integration of your workshop in the official conference program and dedicated communication

€2,300 excl. VAT / per slot
(maximum 4 slots available)



Our
COMMUNICATION
supports



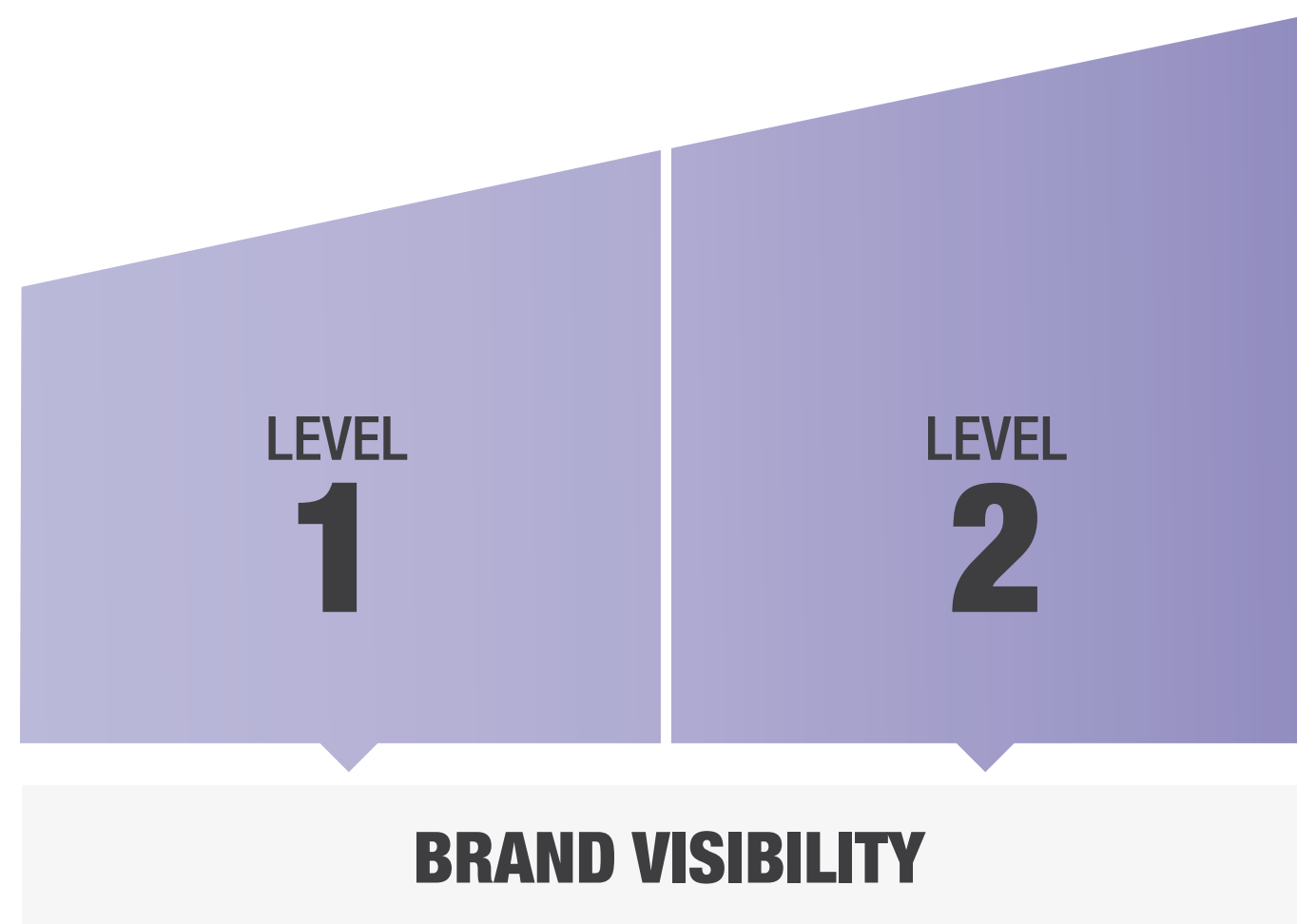


COMMUNICATION PACKS

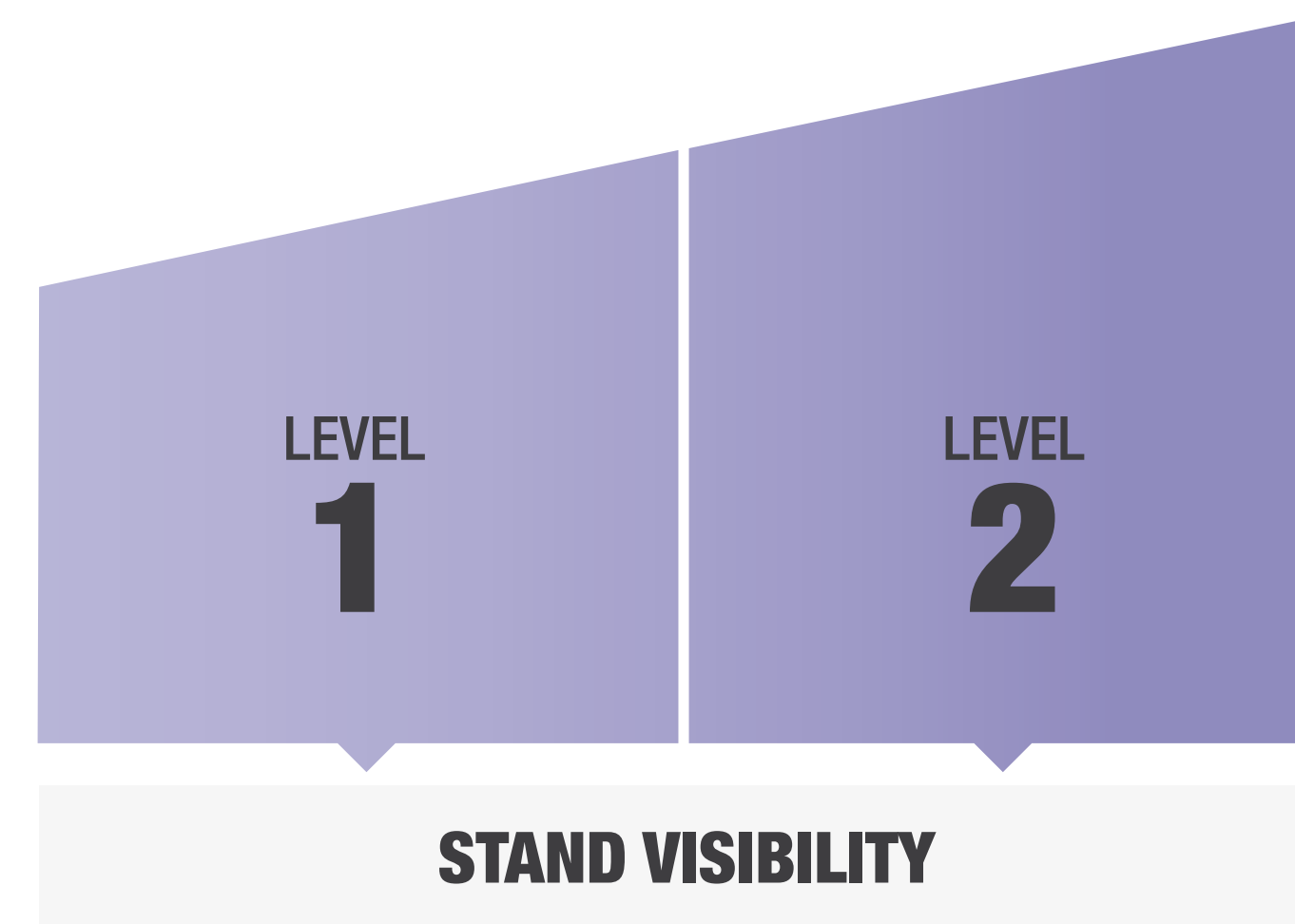
Boost your visibility before and during the show with our 15% discount packages specially built according to your objectives and budget!



STRENGTHEN YOUR BRAND AWARENESS
2 formulas to choose from



INCREASE THE TRAFFIC ON YOUR STAND
2 formulas to choose from





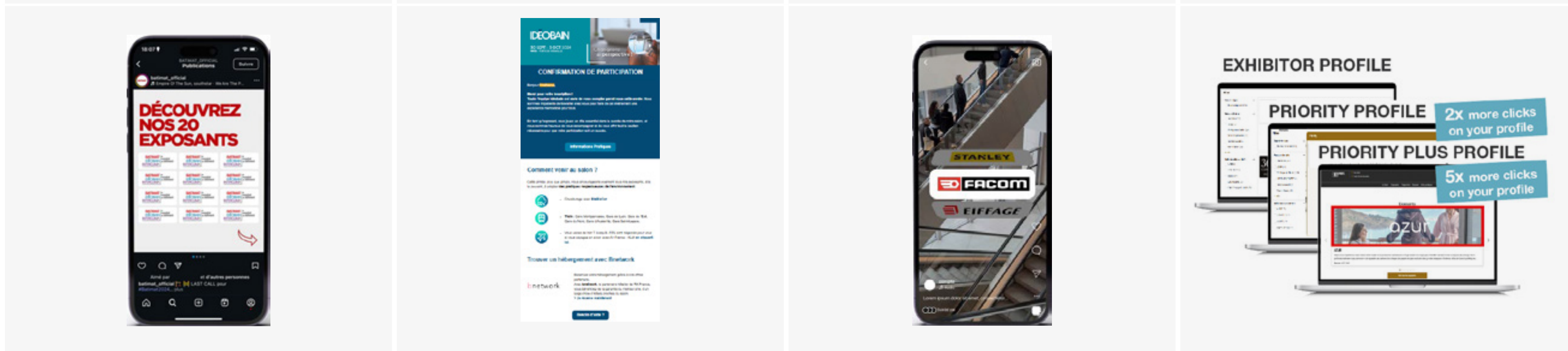
BRAND VISIBILITY PACK

STRENGTHEN YOUR BRAND AWARENESS

With this visibility pack, combine tools of effective communication and targeted strategies to make you stand out sustainably.

BRAND VISIBILITY PACK

<p>1 static wall logo post on our social medias: your logo on a visual announcing your participation and among a total of 8 exhibitors. (€500 excl. VAT unit value of the product)</p>	<p>Your logo or banner in an emailing to registered visitors. The email is broadcasted to all pre-registered, the opportunity to reach all visitors of the show.</p>	<p>Your logo in a dedicated video: 20 exhibitor logos max scrolling to announce your participation on social medias. (€1,000 excl. VAT unit value of the product)</p>	<p>Your online exhibitor profile upgraded to “Priority” or “Priority +” profile Promote your company, products, and stand on the exhibitor list and the event website. Stand out from the competition from the moment you register by enhancing your visibility with a Priority or Priority Plus Profile.</p>
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<p>LEVEL 1 (offer limited to 20 advertisers per hall)</p>	<p>Price: €3,000 excl. VAT</p>	<p>✓</p>	<p>Logo</p>	<p>✗</p>	<p>Priority</p>
<p>LEVEL 2 (offer limited to 3 advertisers per hall)</p>	<p>Price: €8,000 excl. VAT</p>	<p>✗</p>	<p>Banner</p>	<p>✓</p>	<p>Priority +</p>





STAND VISIBILITY PACK

INCREASE THE TRAFFIC ON YOUR STAND

Direct visitors to your stand and increase your R.O.I. thanks to adapted tools.

STAND VISIBILITY PACK

		3 floor tiles in your exhibition hall	Your head banner on 5 digital terminals in your hall	Your logo on the visitor's guide	Pack logos	Lead Booster
		<p>This display on the floor allows you to be immediately identified by visitors and encourage them to come to your stand.</p> <p>The tiles are positioned in the aisles of your pavilion, according to your instructions and technical constraints.</p>	<p>The ideal tool to guide the visitor on the show: presentation of the orientation plans, exhibitors, conferences, Innovation Awards...</p> <p>Arouse the curiosity of visitors towards your stand by inserting your animated banner ad.</p>	<p>Be visible on the visit guide distributed free of charge at the exhibition entrances and at the information points.</p>	<p>Your logo on the visitor's guide, on the orientation plan of your hall and on the official catalog.</p> <p>Be visible on all the tools that accompany visitors at the show.</p> <p>(€3,560 excl. VAT unit value of the product)</p>	<p>to generate even more qualified leads.</p> <p>Promote your new products, announce an event, or highlight a special offer?</p> <p>Lead Booster helps you stand out and make the most of your participation!</p> <p>(€2,500 excl. VAT unit value of the product)</p>
LEVEL 1 (offer limited to 5 advertisers per hall)	Price: €7,000 excl. VAT	✓	✓	✓	✗	✗
LEVEL 2 (offer limited to 1 advertiser per hall)	Price: €11,500 excl. VAT	✓	✓	✗	✓	✓



DIGITAL OFFER

HOMEPAGE LARGE BANNER

PREMIUM VISIBILITY ON THE HOMEPAGE OF THE WEBSITE!

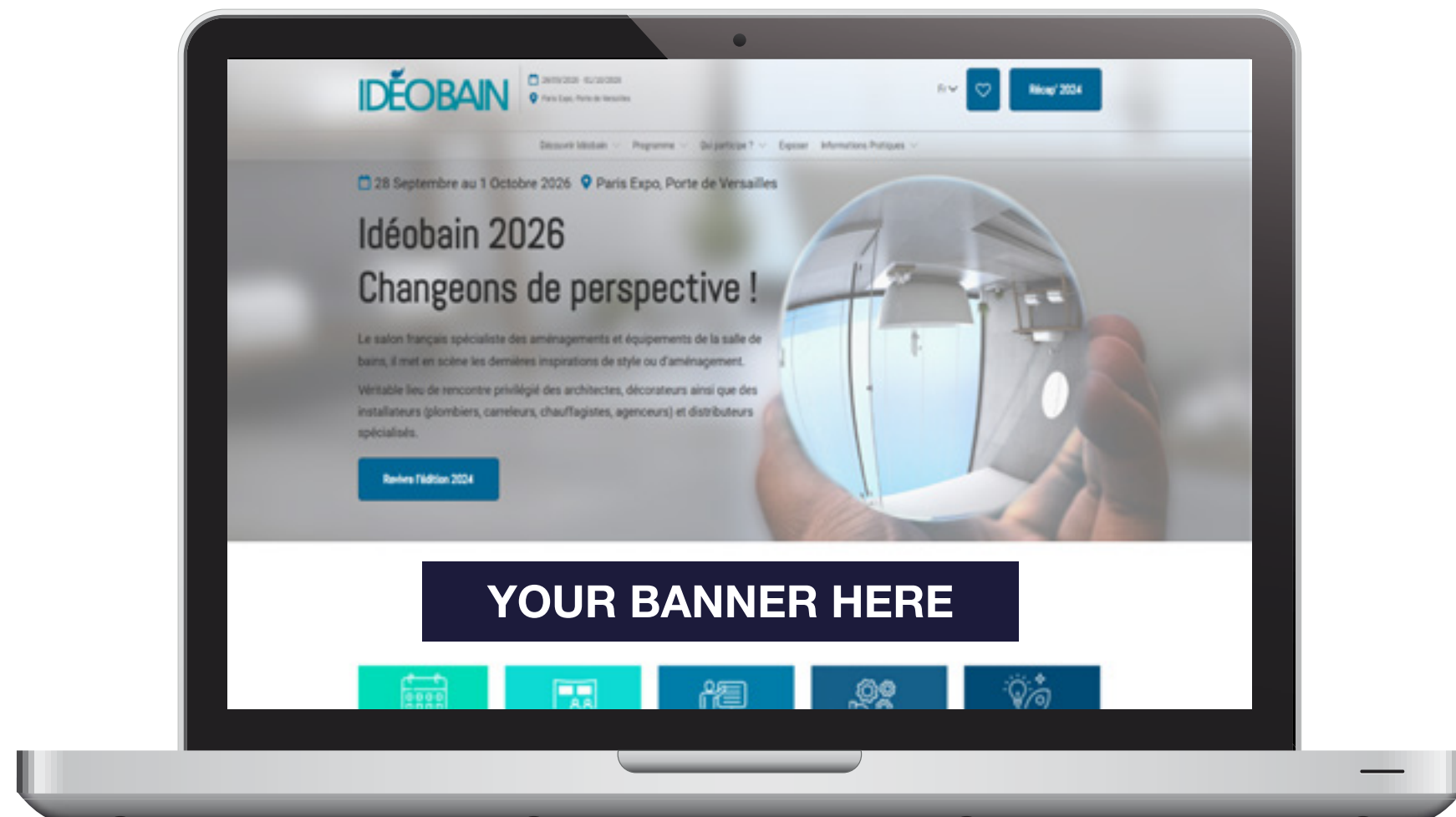
Your banner, visible by all visitors of www.ideobain.com, represents a unique opportunity to highlight your brand image. It redirects to the page of your choice, allowing you to generate targeted traffic and promote engagement with your products or services.

HOMEPAGE AUDIENCE

1,550,000
pages viewed in the show year

3 maximum advertisers in rotation

€8,800 excl. VAT





DIGITAL OFFER

WEBSITE SECTIONS LARGE BANNER

A STRATEGIC VISIBILITY AT THE HEART OF THE WEBSITE!

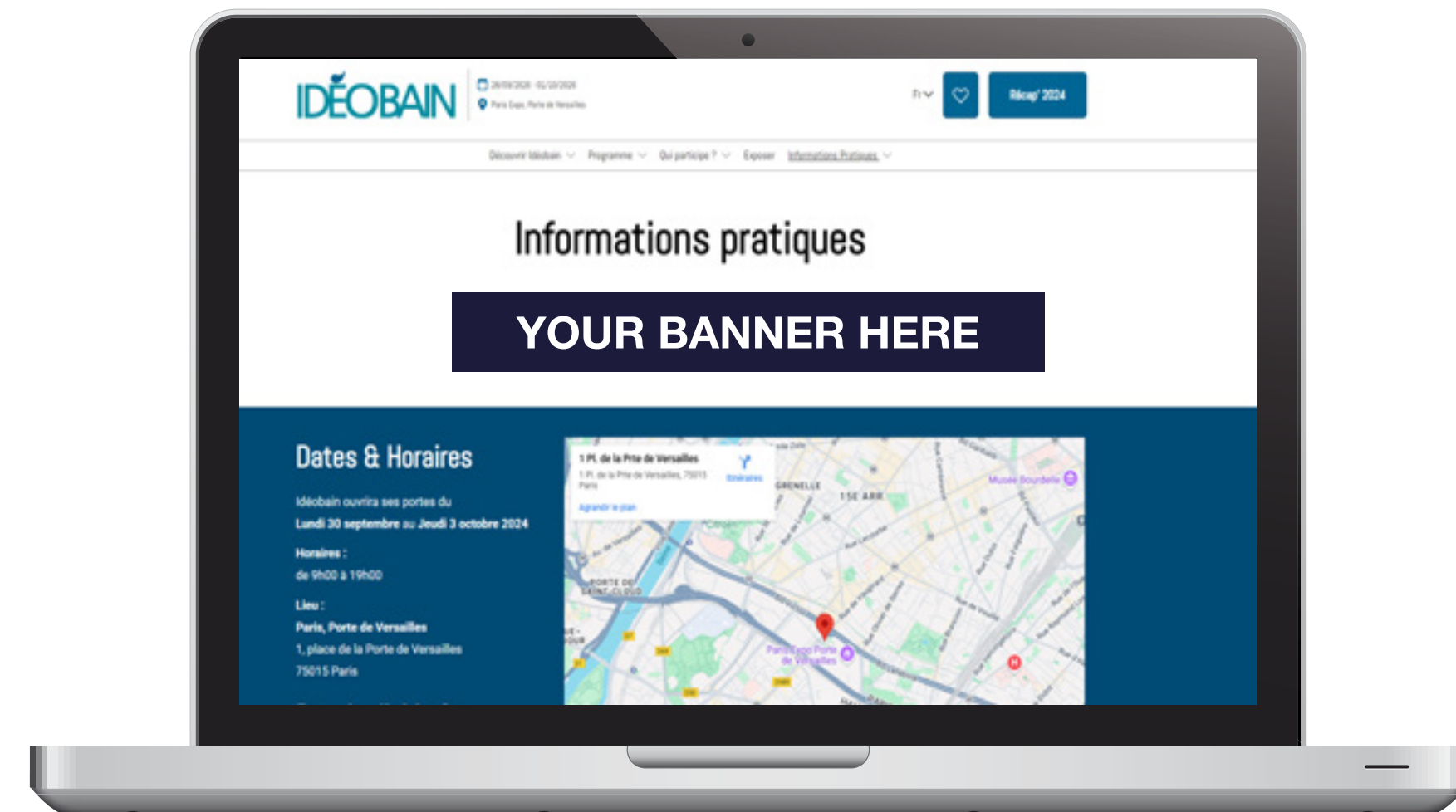
The “Show/ Practical Information/ Programme/ Exhibitors/ Sectors” pages are a real source of information for visitors.

Your banner, placed in one of these sections, effectively redirects to the page of your choice, thus maximizing the impact of your communication and strengthening the commitment towards your brand.

SITE WEB AUDIENCE

80%

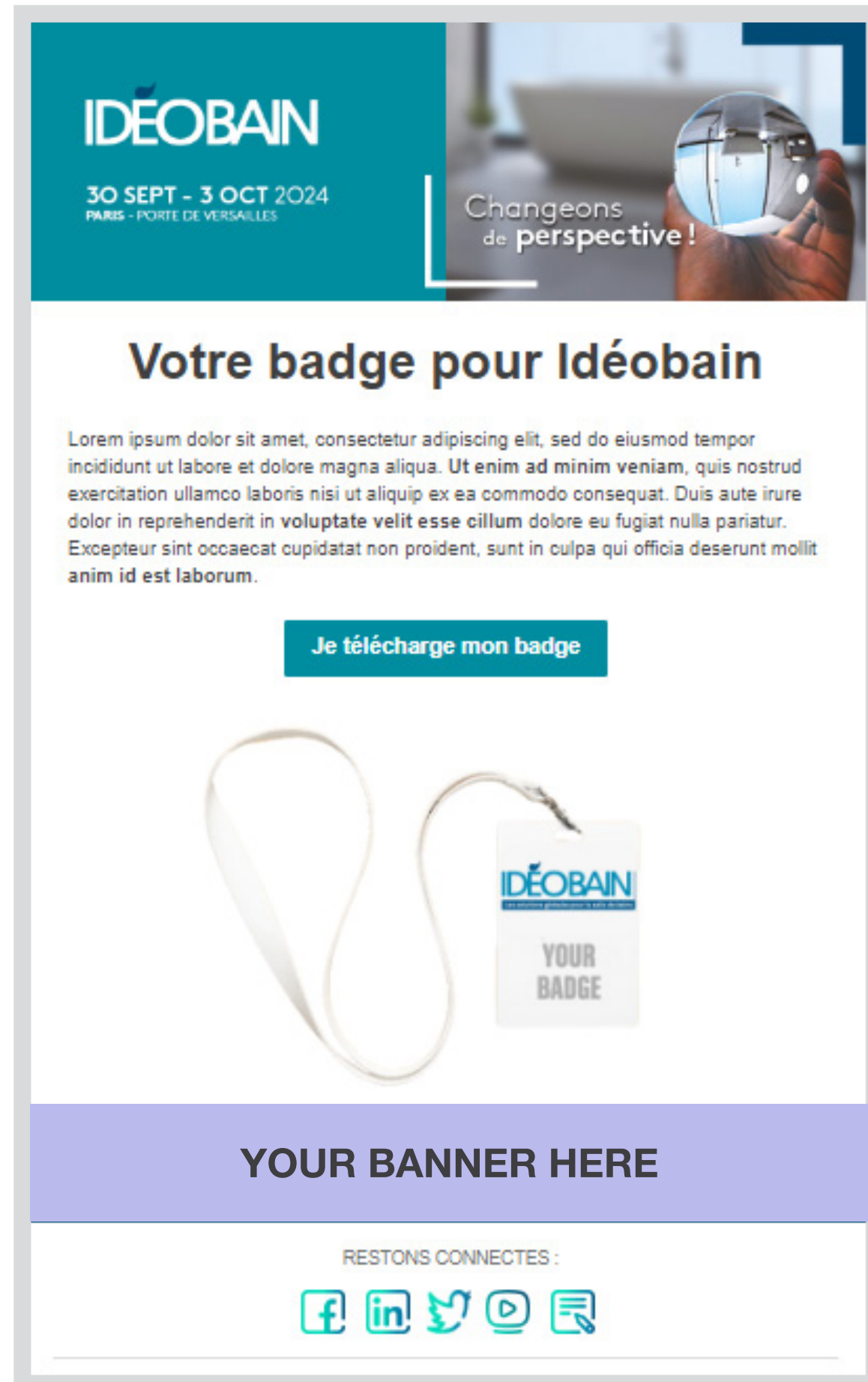
pages viewed in the show year



3 maximum advertisers in rotation per location

€6,800 excl. VAT





DIGITAL OFFER

EMAIL BANNER – BADGE DOWNLOAD

**INFORM ALL THE PRE-REGISTERED OF YOUR PRESENCE
AND INCREASE THE TRAFFIC ON YOUR STAND**

The email is sent to all pre-registered participants, visitors, and exhibitors at D-15 and D-7 – a great opportunity to reach all trade show attendees.

Your banner redirects the audience to the page of your choice and allows to strengthen the visibility of your stand.

AUDIENCE

+ 36,000
visitors

OPEN RATE

44%

Exclusively for one advertiser

€8,000 excl. VAT



DIGITAL OFFER

BANNER ON REGISTERED VISITORS EMAIL

INFORM THE VISITORS OF YOUR PRESENCE AND INCREASE THE TRAFFIC ON YOUR STAND

The email is sent to all pre-registered attendees.
The opportunity to reach all visitors of the show.

Your banner redirects the audience to the page of your choice and allows to strengthen the visibility of your stand.

AUDIENCE

+ 36,000
visitors

OPEN RATE

59%

3 advertisers max

€3,400 excl. VAT



DIGITAL OFFER

DIGITAL TERMINALS

GENERATE TRAFFIC ON YOUR STAND DURING THE SHOW

The digital terminal is the ideal tool to guide the visitor on the show: presentation of the orientation plans, list of exhibitors, details of the conferences, highlighting the Innovation Awards... Give visibility to your products and arouse the curiosity of visitors towards your stand by inserting your animated banner ad.



Advertising banner placed at the top of the terminals



Interstitial advertising placed in full screen on the terminals

	Advertising banner placed at the top of the terminals	Interstitial advertising placed in full screen on the terminals
	5 advertisers maximum	5 advertisers maximum
PAVILION 7.2	1 set of 4 terminals - € 3,800 excl. VAT	1 set of 4 terminals - € 6,000 excl. VAT





PRINT OFFER

VISIT & EXHIBITION GUIDE

YOUR ADVERTISEMENT ON THE VISIT GUIDE DISTRIBUTED AT THE SHOW

Indispensable tool for all visitors of the 4 shows (Idéobain/Batimat/Interclima/Renodays), it is distributed free of charge at all entrances and information points.

Printed in
40,000
copies

1/2 inside page	1 inside page	1 inside page facing list of exhibitors	Third cover page	Second cover page	Double inner page	Back cover
10 advertisers max	10 advertisers max	1 advertiser max	1 advertiser max	1 advertiser max	3 advertisers max	1 advertiser max
€2,600 excl. VAT	€4,800 excl. VAT	€6,300 excl. VAT	€7,200 excl. VAT	€9,600 excl. VAT	€9,600 excl. VAT	€14,400 excl. VAT





PRINT OFFER

OFFICIAL CATALOG

YOUR VISUAL ON THE OFFICIAL CATALOG DISTRIBUTED AT THE SHOW

The catalog is the essential tool for professionals after the show.
Sold online before and during the show, it guarantees you visibility for 2 years!

Printed in
5,000
copies

1/2 inside page	1 inside page	Third cover page	Second cover page	Back cover
10 advertisers	20 advertisers	1 advertiser	1 advertiser	1 advertiser
€1,800 excl. VAT	€3,200 excl. VAT	€4,800 excl. VAT	€6,400 excl. VAT	€12,800 excl. VAT





INTERIOR SIGNAGE

FLOOR TILES

DIRECT THE VISITORS TO YOUR STAND

This display on the floor allows you to be immediately identified by visitors and encourage them to come to your stand.

The tiles are positioned in the aisles of your pavilion, according to your instructions and technical constraints.

+36,000
visitors

Strong visual
impact

3 floor tiles per pack

€2,440 excl. VAT



SPONSORSHIP OFFER

BADGE HOLDERS LANYARDS

DISTRIBUTED FREE TO ALL VISITORS UPON THEIR ARRIVAL AT THE SHOW

Associated with each badge given at the main entrances of the park, these cords remain under the eyes of visitors throughout their visit.

The cords are provided printed by the exhibitor and distributed by the organizer.

“Protect the planet: lanyards, recycled or recyclable”**

Distributed at

15,000

copies per pavilion

Lanyards

Limited to one advertiser

€8,000 excl. VAT
aisles right for 15,000 copies



****Mandatory:** We are committed to reducing our carbon footprint and respecting the environment. The lanyards and bags must comply with this commitment. They will have to be produced in eco-designed, recycled, recyclable materials or for badge holders to have a mandatory central ring to eliminate the use of plastic. A sample of the product must be sent to the organizer no later than July 15 for validation. The organizer reserves the right to refuse the product.



SPONSORSHIP OFFER

BAGS DISTRIBUTION

DISTRIBUTED FREE TO ALL VISITORS UPON THEIR ARRIVAL AT THE SHOW

These bags accompany visitors in all their travels, ideal for carrying their belongings. The bags are provided printed by the exhibitor and set up by the organizer in the different pavilions.

*“Protect the planet: reusable, recycled or recyclable bags”***

Distributed at
15,000
copies per pavilion

Bags distribution

Limited to one advertiser

€10,700 excl. VAT
aisles right for 15,000 copies



****Mandatory:** We are committed to reducing our carbon footprint and respecting the environment. The lanyards and bags must comply with this commitment. They will have to be produced in eco-designed, recycled, recyclable materials or for badge holders to have a mandatory central ring to eliminate the use of plastic. A sample of the product must be sent to the organizer no later than July 15 for validation. The organizer reserves the right to refuse the product.





SIGNAGE OFFER

INDOOR TOTEMS

GENERATE TRAFFIC ON YOUR STAND DURING THE SHOW

Display your presence on the show thanks to visibility in the heart of the circulation aisles of your exhibition space.

Strategically positioned, the totems allow to capture the attention of visitors during their wanderings and guide them on your stand.

Indoor Totems

1 set of 2 totems (2 sets available)

€9,000 excl. VAT per set





SPONSORSHIP OFFER

SPONSORSHIP & SPEAKING SLOT PACKAGE – INTERNATIONAL CLUB

KEY FIGURES 2024

- **25,434 professional visitors** from international markets
- **28 delegations** from 22 countries
- **24 media partnerships** across 9 countries
- **12 target countries** in 2024 (Germany, Belgium, Spain, Italy, Morocco, Netherlands, Portugal, Senegal, Switzerland, Tunisia, and Turkey)
- **5 months of international roadshow**



SPONSORSHIP & SPEAKING SLOT PACKAGE – INTERNATIONAL CLUB	
VISIBILITY PACKAGE DESCRIPTION	Before the show <ul style="list-style-type: none"> + Your logo + presentation in the press kit sent to journalists (outside France) + Your logo + presentation on press releases distributed to journalists (outside France) + Your logo + presentation in email marketing campaigns dedicated to international audiences + Highlighted on the international section of the IDÉOBAIN website (French and English) + Information included in the welcome schedule for international delegations
	During the show <ul style="list-style-type: none"> Information about the welcome schedule for international delegations + Your logo displayed on the photocall backdrop + Presentation of your brand to international delegations + Opportunity to distribute flyers in the International Club + Opportunity to install a hanging banner or printed visual in the Club + 30-minute speaking slot (20 minutes presentation + 10 minutes Q&A) + Networking cocktail with attending delegations
SALES CONDITIONS	Exclusive sponsorship: 1 advertiser max Offer valid until July 1, 2026
PRICE	€10,600 excl. VAT

