



Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

ACHIEVE YOUR SALES AND MARKETING OBJECTIVES THANKS TO OUR COMMUNICATION TOOLS

COMEXPOSIUM

SIAL

19-23 OCTOBER 2024
PARIS NORD VILLEPINTE

SIALPARIS.COM

#SIALParis    

SIAL

IN A FEW WORDS

The food industry's biggest source of inspiration and innovation!

A worldwide renowned event.

SIAL Paris brings together the key players in the food industry of tomorrow.

7,500 exhibitors present their know-how, their innovations and their more than **400,000 products** to **285,000 Professionals**, among them, **8,000 Top buyers** representing alone **50+ Billion euros** in purchasing power.

The **SIAL Innovation** area, a concentration of new products and global trends.



**INSPIRE
FOOD
BUSINESS**

 **60 YEARS OF EXPERTISE**

Purchasing power of our Top Buyers : over 50 billion €

A reach of over 80M people

Promotion campaigns in 50 countries



1,500 journalists from 45 countries

AUDIENCE UNRIVALLED VISIBILITY



285,000 ATTENDING PROFESSIONNALS

8M VIEWS

on the website for 1 session

A 1,2 M DIGITAL COMMUNITY

spread over 200 countries



1,800 INNOVATIVE PRODUCTS PRESENTED AT SIAL INNOVATION

NEAR 2500M€

of business impacts

(Source: Figures from Cléo/ Unimev SIAL Paris 2018)

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Increase the reach of your participation!

Choose from our solutions and compose your own communication plan according to your objectives.

P.5

BUSINESS

Boost your stand traffic, strengthen your professional network and generate leads all year round. competitors.



P.14

EXPERIENCE & COMFORT

Give your colleagues and guests a unique experience.



P.22

VISIBILITY

Capture attention, enhance your image and stand out among your competitors.





BUSINESS\$



Boost your booth traffic



Strengthen your professional network



Generate leads year round



NEW EXHIBITORS PACK

Stack all the odds in your favor for your first attendance at SIAL Paris!

(reserved to new exhibitors)

An increased visibility for your brand : Integration in the «Hot & New» section of the official catalogue + Logo in the «new exhibitors» section of the website + Logo on the «new exhibitors wall» during the show

Boost your sales efficiency thanks to a pack of webinar before the show
dedicated on the secrets to maximize ROI on SIAL Paris



✓
20%
SAVINGS

~~2,500~~ €

2,000 € EX.VAT



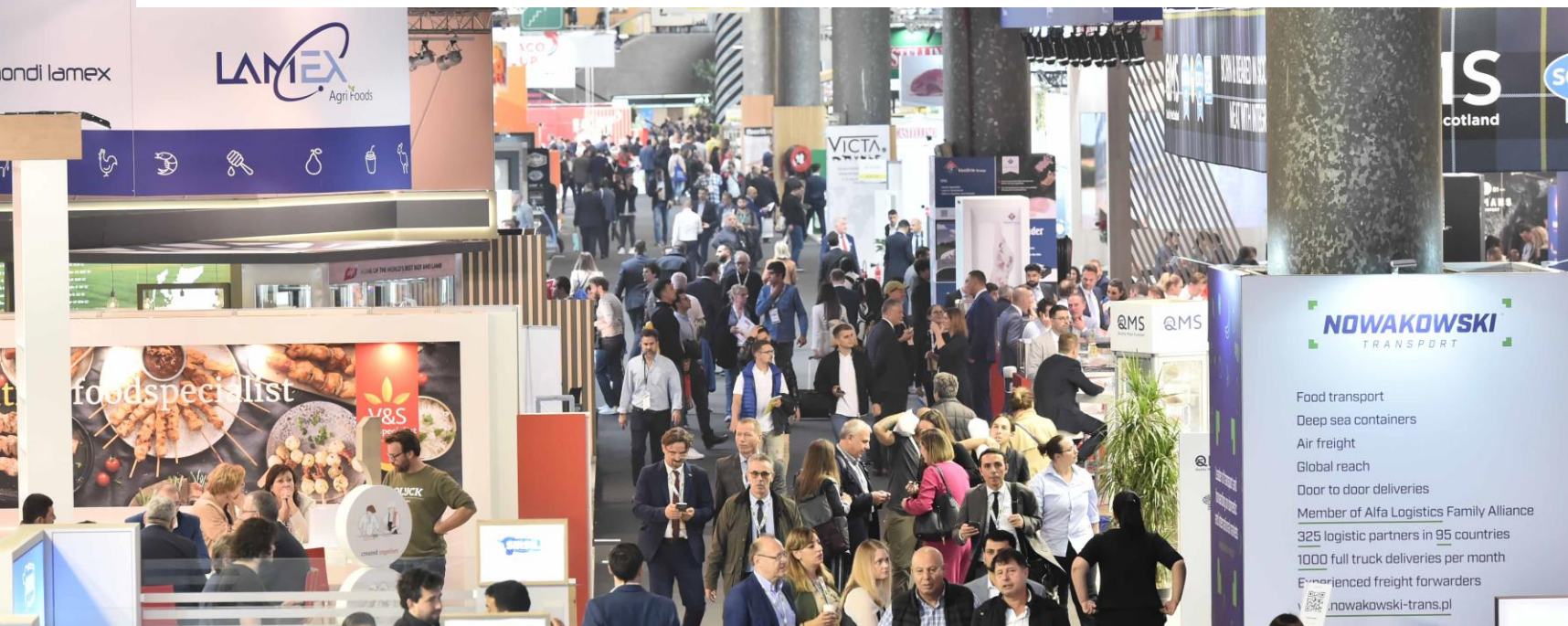
TRAFFIC BOOSTER PACK

Gain visibility for your brand on the tradeshow and attract qualified attendees in your stand thanks to 3 visibility tools, selected for their efficiency.

Logo on interactive map : stand out of the crowd thanks to your logo integrated to all the interactive digital maps used by visitors to orientate in the show.

Logo on giant orientation map : The highlighting of your logo and company name in bold and red to attract visitors' attention and direct them to your stand.

Advertising on information screens : Get a slot for your advertising (15 seconds, image or video), logo and stand number to appear on the 70 official information screens, dispatched in all the show (over 1500 apparition of your advertising during the 5 days)




22%
SAVINGS

~~2,550~~ €

2,000 € EX.VAT



LEAD GENERATION PACK

Don't wait to generate leads!

Showcase your products to SIAL Paris buyers community upstream from the show

Organize your own webinar, pushed and highlighted by SIAL Paris toward the show database and communities (website visibility, social network posts, CRM campaign)

1 in-depth article (600 words) in SIAL Paris Newsroom + push toward the article on SIAL Paris X (ex Twitter) account



✓
38%
SAVINGS

3,200 €

2,000 € EX.VAT



MAILSHOTS

E-mail sent by SIAL Paris to their exhibitors or visitors database



1 clickable banner with redirection link in 1 email of the SIAL Paris editorial planning

IMAGE

Size : 600 x 100px
Format : jpg
Weight : 40 kb max

Choice of date among the availabilities

2,000 € EX.VAT



1 image and short text with redirection link in 1 email of the SIAL Paris editorial planning

IMAGE

Taille : 150 x 150px
Format : jpg
Weight : 20 kb max

TEXTE :

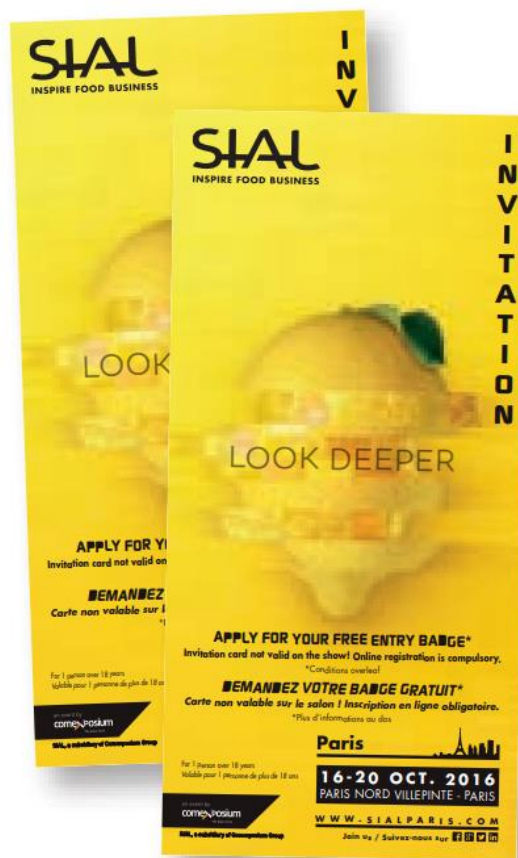
Text of max 300 characters (including spaces)
1 CTA* of 30 characters maximum with tracked redirect url.

2,000 € EX.VAT

*CTA = «Call To Action». This is a clickable button that prompts the user to take action.



THE INVITATION CARDS



Invite your network to visit your booth, create traffic and maximize your visibility !

PACK OF 10 INVITATION CARDS *

Retain your network and build new partnerships by meeting your customers and prospects.

400 € EX.VAT

*Digital invitation leading to a free Pre-registration



YOUR PRESENCE IN THE DIGITAL CALENDAR OF EVENTS

Register your event in the official program of SIAL Paris!

Are you organising an animation, a conference or any other event on your stand and would like to attract a maximum number of participants ?

Take the opportunity to include your event in the official SIAL Paris programme and to be visible on the show's digital calendar of events.



500 € EX.VAT
for 1 event

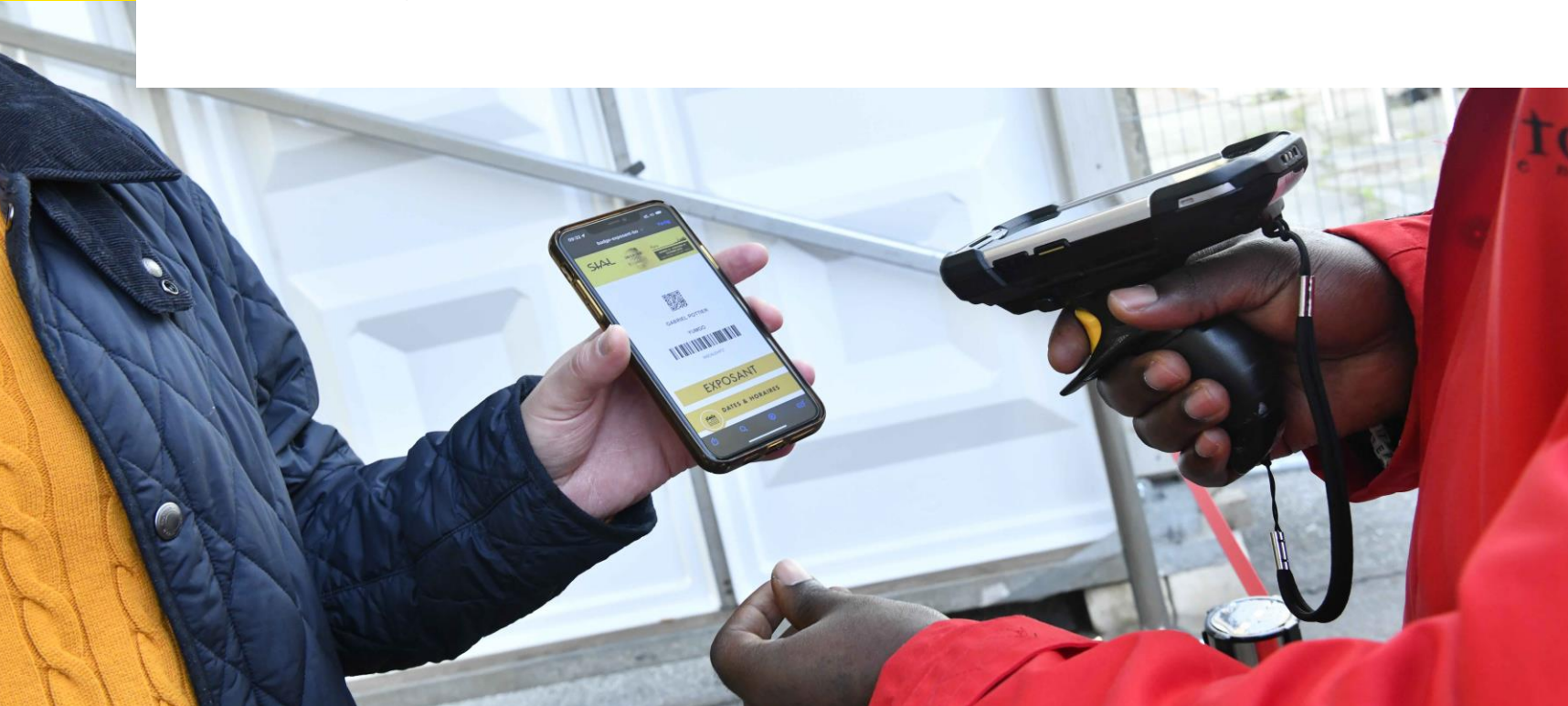


HALL INTERIORS

Badge reading

Get a licence to scan visitors badge.

Easy and convenient to use from your smartphone, get all the datas from your visitors, personalize your stats, in conformity with the users data protection regulation RGPD.



200 € EX.VAT

NEW

CONTENT SPONSORSHIP

Sponsorship of SIAL Off

SIAL Off is the SIAL Paris off-site event programme! Offering dozens of places to go out, in partnership with SIAL, in the heart of Paris: restaurants, bars, cultural and festive venues, etc.

Associating your brand with the outings, entertainment and leisure activities of SIAL's participants is your sure-fire way of enhancing your image and generating brand awareness and leads at the show.

Available to all the 285,000 participants of SIAL Paris, SIAL Off gives them the chance to enjoy the City of Lights with exclusive benefits only available to the holders of SIAL badges.

For 80% of trade fair attendees, visiting and enjoying the exhibition's host city is a must-do, and is one of the key factors that contributes to their appreciation of their trip.

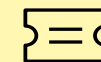


**Visibility of advertiser in all the materials promoting SIAL Off:
press releases, web site, visitor guide, social media posts, Newsroom
articles, SIAL Daily, newsletter emails.**

Advertiser's logo and an advertorial in SIAL Off materials (printed & digital)

25,000 € EX.VAT

EXPERIENCE & COMFORT



Privileged access



Comfort services



**Organisation
of events**

NEW

EXPERIENCE PACK

Make your exhibitor experience at SIAL Paris unforgettable!

1 VIP badge: Benefit from the privileges of this much coveted badge: privilege gate access to the show, access to the VIP Club (networking, resting area, free F&B...), invitation to social events... You can use it for you or a guest

4 lunches to SIAL Paris gastronomic pop-up restaurant: Invite your best leads to the most exclusive area of the show to live a gastronomic experience.

1 Shuttle Pass (5j): Going to and from Paris is not an issue anymore !



✓
23%
SAVINGS

650 €

500 € EX.VAT

NEW

SIAL GALA DINNER: CRUISE ON THE SEINE



Book a table on the most exclusive dinner of SIAL 2024 !

Surprise your clients, prospects or teams with a gala dinner and evening on the largest and most luxurious of the Paris Yachts boats, *the Paquebot*

Date: Monday 21st from 8PM to Midnight



NEW

SIAL GALA DINNER: CRUISE ON THE SEINE



A 2h30 cruise on the Seine, with one of the most incredible views in the world: Paris by night!

From the Louvre to Eiffel Tower, from Notre Dame to the Grand Palais, From Les Invalides to l'Île Saint Louis, the most beautiful Parisian monuments will unfold while you and your guests will enjoy the best of the French Haute-cuisine.

**A gastronomic dinner crafted and served by one of the most famous and exclusive French Caterers: LENOTRE
Champagne, appetizers, 3 course dinner, wines , water & soft drinks, coffee & tea.**

A party time with live music, DJ and dancefloor



Table of 10 guests
(only 30 tables available) :

3,000 € EX.VAT

1 guest* :

350 € EX.VAT

*seating done by SIAL Teams

NEW

SPONSOR OF SIAL PARIS 60TH ANNIVERSARY

Associate your brand with the biggest celebration at SIAL Paris!



For its 60th anniversary, SIAL Paris will be laying on an exceptional event for all the show's participants.

Communications campaigns ahead of the event.

Unrivalled buzz during the event through User Generated Content and on the show's various social media feeds.

Highlighting of sponsor on all the materials (website, social media, newsroom, press release, SIAL Daily with 30,000-copy print run) promoting the special event

Visibility of sponsor's logo during the event.

50,000 € EX.VAT

*Digital format leading to compulsory free pre-registration



NEW

CELEBRATE TOGETHER !

Celebrate your brand's anniversary with us !



Are you celebrating a special anniversary in 2024. Is it the anniversary of your company or one of your brands?

For its 60th, SIAL offers you the chance to share in its festivities and highlight your celebrations during the show.

Depending on what you want to do, we can discuss how to showcase your anniversary at the exhibition:

A festive event, an article in SIAL Daily, an article+interview in the Newsroom, visibility on signage...

We can adapt to your needs!

ON QUOTATION, DEPENDING ON PROJECT DEFINED TOGETHER





SIAL

**HOSPITALITY
SERVICES
OFFER**

ABOUT

LES PORTIQUES

VENUE

Les Portiques is a room on the mezzanine floor of Paris Nord Villepinte hall 6. It can be privatised for your drinks receptions, lunches and dinners.

This smart space spanning 770 sqm, which can be reached directly from the hall entrance, has large windows facing outside, but also overlooking the hall.

The venue is an ideal place to offer your guests an unforgettable time during SIAL.



Three types of service exist for this venue:

**DRINK RECEPTION****SIT-DOWN MENU****BREAKFAST****CATERER**

Our caterer offers positive impact receptions. It has held ISO 20121 certification since 2019, entailing practical commitments on receptions in terms of food (100% seasonal products), services proposed (10% of staff on social integration and/or with disabilities) the cellar (HEV certified champagne and 85% of the cellar organic, HEV, sustainable or biodynamic agriculture) and waste (100% waste sorted on site, recycled or recovered).

FOR MORE INFORMATION

[Fleur de Mets CSR Policy 2023 \(flippingbook.com\)](https://www.fleurdemets.com/fr/actualites/2023/01/2023-flippingbook-com)



FLEUR DE METS
RÉCEPTIONS

Naturellement responsable

LES PORTIQUES

DRINK RECEPTION CATERING

Drinks reception 18 items

- 1 plated starter (equivalent to 2 items)
- 2 hot finger food items
- 5 cold finger food items
- 1 plated main (equivalent to 5 items)
- 4 sweet finger food items
- 1 glass of champagne / 1 glass of wine / soft drinks
- Tableware, furniture, service

*Non contractual images and examples

EXAMPLES

Savoury Items



Vegetable gyoza

Pan-fried prawn, avocado and spicy guacamole

Paris ham and comté toastie

Salmon buns

Andalucía style focaccia

Waffle, buckwheat carrot and crunchy vegetables

Bagnat style finger roll

Lobster navette

Tartare style egg on bun

EXAMPLES

Plated Main



Green wheat risotto, peanut and bean sprout emulsion

Marinated cod, creamy sweetcorn, olives, asparagus, tomatoes

Stewed beef cottage pie

EXAMPLES

Sweet Items



Mojito delight

Black sesame raspberry tartlet

Chocolat chou pastry

Vanilla, chocolate and brownie tartlet

Apple tatin chou

Crunchy chocolate ball

Snickers style chocolate shell

Vegetable charcoal, raspberry and black sesame shortbread

Creamy lemon cushion

Strawberry and rhubarb treat

Green apple bite

LES PORTIQUES

LUNCH/ DINNER CATERING

Gourmet dinner

- 1 starter
- 1 hot main course
- 1 dessert
- Petits fours
- Bread rolls and butter
- 1 glass of champagne
- 2 glasses of wine
- Soft drinks
- Tableware, furniture, service

*Non contractual images and examples

EXAMPLES

Starters



Bouquet of tomato and green melon,
white peach emulsion,
fleur d'Allymis

Lightly cooked salmon, crushed
herbs, lemon emulsion

Beef gravlax with peppercorns,
pickled beetroot, Thom ka sauce

EXAMPLES

Mains



Multicoloured raw and cooked
carrots, miso sauce reduction,
tagetes sprouts

Pollack crystalline in caponata
sauce

Roast quail fillets, shades
of carrot, thyme-infused jus

EXAMPLES

Desserts



Amatika chocolate and apricot
biscuit, vegan streusel

Granny Smith and dill pavlova

Red fruit soup with jasmine tea and
lime sorbet

LES PORTIQUES

SPECIAL FEATURES

LIVE CONCERT



(choice of theme possible)

DJ



360° PHOTO BOOTH



* Non contractual photos

LES PORTIQUES

PRICES

* Other capacities possible,
please enquire.

Times and days

Privatisation possible: Breakfast, lunch or dinner on 19, 21, 22 October 2024 / Breakfast & Lunch only:
20 and 23 October 2024

Breakfast from 9 or 10AM (90 minutes), Lunch from 11 or 12AM (3h), Evenings from 6:30 to 9:30PM

All-day privatisation possible depending on services selected.

Breakfast for 200 pax

Venue hire
Breakfast, cold & hot drinks
Technique prise de parole micro
Lights & sound technical equipment
Decoration of venue
Seats, tables
Tableware
1 reception host(ess) & 1 cloakroom host(ess)

15,000 € EX.VAT

18-item reception for 400 pax

Venue hire
18-item finger food and drinks
Lights & sound technical equipment
Decoration of venue
Seats, tables
Tableware
Music with a DJ, live band, 360° photobooth
1 reception host(ess) & 1 cloakroom host(ess)

90,000 € EX.VAT

Sit-down lunch or dinner, 150 pax

Venue hire
Lunch or dinner (starter, main and dessert & petits fours)
& drinks
Lights & sound, technical equipment
Decoration of venue
Seats, tables
Tableware
Music with a DJ, live band, 360° photobooth
1 reception host(ess) & 1 cloakroom host(ess)

65,000 € EX.VAT

Additional pack:

2h extra-time with service & drinks

15,000 € EX.VAT

400 people

7,000 € EX.VAT

150 people

ABOUT

TERRASSE DE LA VERRIÈRE

VENUE

The Terrasse de la Verrière is a privatisable venue in the middle of the Paris Nord Villepinte reception gallery, located in front of hall 4. It offers an opportunity to welcome guests in an open area conducive to dialogue.

Two types of service exist for this venue:



DRINKS RECEPTION
50 PAX



SIT-DOWN MENU
50 PAX



CATERER

Our caterer offers positive impact receptions. It has held ISO 20121 certification since 2019, entailing practical commitments on receptions in terms of food (100% seasonal products), services proposed (10% of staff on social integration and/or with disabilities) the cellar (HEV certified champagne and 85% of the cellar organic, HEV, sustainable or biodynamic agriculture) and waste (100% waste sorted on site, recycled or recovered).

MORE INFORMATION (IN FRENCH) AT:

[Fleur de Mets CSR Policy 2023 \(flippingbook.com\)](https://www.flippingbook.com)



FLEUR DE METS
RÉCEPTIONS

Naturellement responsable

TERRASSE DE LA VERRIÈRE

DRINKS RECEPTION CATERING

Drinks reception 6 items

- 1 mini-sandwich (equivalent to 2 items)
- 1 cold lunch item (equivalent to 2 items)
- 1 sweet lunch item (equivalent to 2 items)
- 1 glass of wine
- 1 glass of soft drink
- Tableware, furniture, service

*Non contractual images and examples

EXAMPLES

SAVOURY ITEMS



Salmon buns

Andalucía style focaccia

Waffle, buckwheat carrot and crunchy vegetables

Bagnat style finger roll

Lobster navette

Tartare style egg on bun

EXAMPLES

SWEET ITEMS



Mojito delight

Black sesame raspberry tartlet

Chocolat chou pastry

Vanilla, chocolate and brownie tartlet

Apple tatin chou

TERRASSE DE LA VERRIÈRE

DINNER CATERING

Gourmet dinner

- 1 starter
- 1 hot main course
- 1 dessert
- Petits fours
- Bread rolls and butter
- 1 glass of champagne
- 2 glasses of wine
- Soft drinks
- Tableware, furniture, service

*Non contractual images and examples

EXAMPLES

STARTERS



Bouquet of tomato and green melon,
white peach emulsion, Fleur d'Allymis

Lightly cooked salmon, crushed
herbs, lemon emulsion

Beef gravlax with peppercorns,
pickled beetroot, Thom ka sauce

EXAMPLES

MAINS



Multicoloured raw and cooked
carrots, miso sauce reduction,
tagetes sprouts

Pollack crystalline
in caponata sauce

Roast quail fillets, shades
of carrot, thyme-infused jus

EXAMPLES

DESSERTS



Amatika chocolate and apricot
biscuit, vegan streusel

Granny Smith and dill pavlova

Red fruit soup with jasmine tea and
lime sorbet

TERRASSE DE LA VERRIÈRE

BREAKFAST CATERERS

Breakfast

- 2 viennoiseries
- 1 fruits stick
- 1 hot beverage (expresso or tea)
- 1 refreshment
- Tableware, furniture, service



Images and examples are non-contractual, as the menu is composed of seasonal ingredients.

TERRASSE DE LA VERRIÈRE

PRICES

* Other capacities possible,
please enquire

Times and days

Privatisation possible on evenings of 19, 21, and 22 October 2024

Possibility of privatising the patio during opening hours or after the show closes
for a minimum of 2 hours (overtime optional)

6-item reception for 50 pax

Venue hire

6-item finger food and drinks

Technical service for microphone

Brand visibility

Decoration of venue

Seats, tables

Tableware

1 reception host(ess)

10,000 € EX.VAT

Sit-down dinner, 50 pax

Venue hire

Lunch or dinner (starter, main and dessert & petits fours) & drinks

Technical service for microphone

Brand visibility

Decoration of venue

Seats, tables

Tableware

1 reception host(ess)

20,000 € EX.VAT

Option 2

2 hours of dancing to extend your cocktail or dinner, including 1 glass of champagne, 2 glasses of alcohol, 2 glasses of soft drinks



3,000 € EX.VAT

50 pax

VISIBILITY



**Capture
attention**



**Enhance
your image**



**Stand out
among your
competitors**



AREA SPONSORSHIP

Sponsorship of rest areas

SPONSORSHIP OF ONE OF THE REST AREAS (subject to availability)

Promotion of the sponsor's brand and advertising material (kakemonos, posters, flyers...)

Possibility of distributing goodies or samples

*Contact your sales manager for details

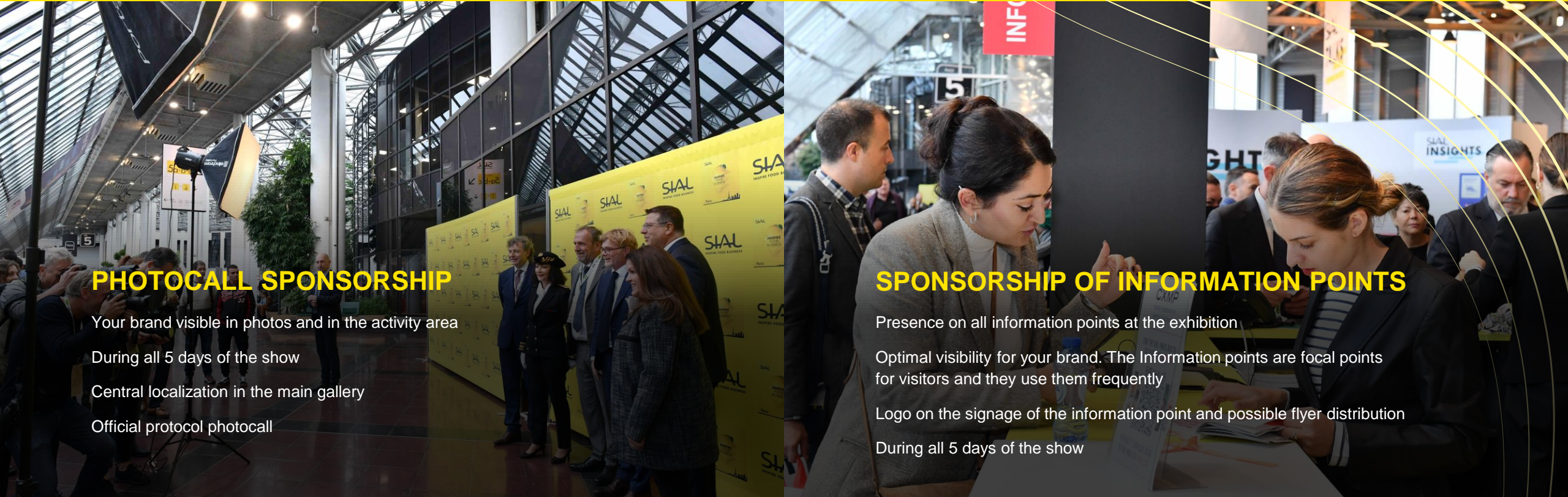
⚠ Exclusive to 1 Advertiser per rest area

15,000 € EX.VAT



AREA SPONSORSHIP

Photocall & Info points



PHOTOCALL SPONSORSHIP

- Your brand visible in photos and in the activity area
- During all 5 days of the show
- Central localization in the main gallery
- Official protocol photocall

SPONSORSHIP OF INFORMATION POINTS

- Presence on all information points at the exhibition
- Optimal visibility for your brand. The Information points are focal points for visitors and they use them frequently
- Logo on the signage of the information point and possible flyer distribution
- During all 5 days of the show

⚠ Exclusive to 1 advertiser

8,000 € EX.VAT

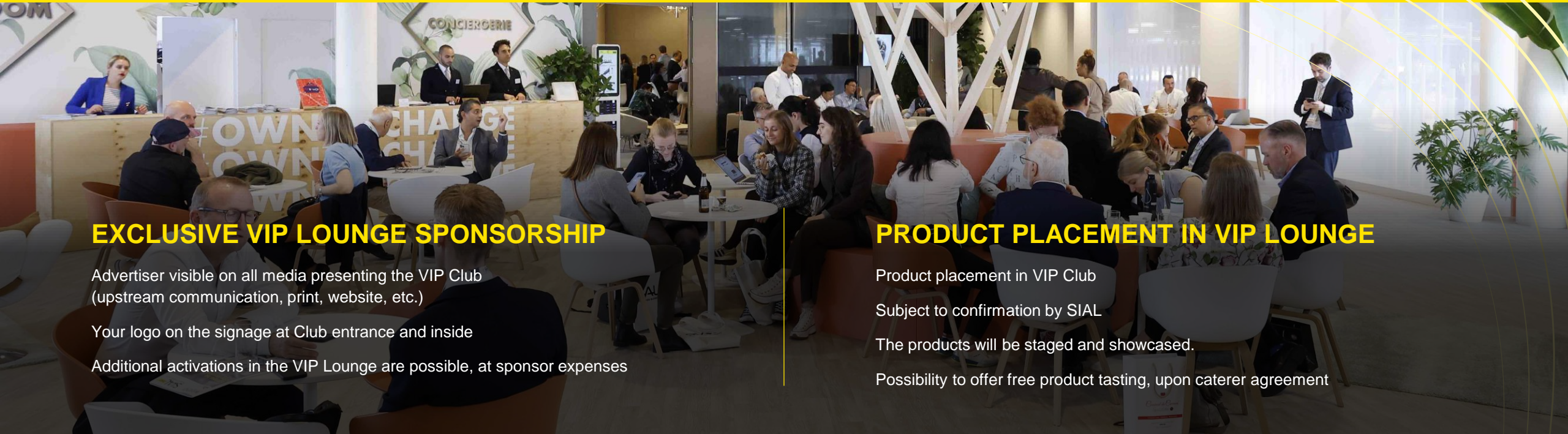
⚠ Exclusive to 1 advertiser

15,000 € EX.VAT



AREA SPONSORSHIP

Take advantage of the most exclusive area of the show to valorize daily your brand to the 11,000 most influential VIPs & Top Buyers



EXCLUSIVE VIP LOUNGE SPONSORSHIP

Advertiser visible on all media presenting the VIP Club (upstream communication, print, website, etc.)

Your logo on the signage at Club entrance and inside

Additional activations in the VIP Lounge are possible, at sponsor expenses

PRODUCT PLACEMENT IN VIP LOUNGE

Product placement in VIP Club

Subject to confirmation by SIAL

The products will be staged and showcased.

Possibility to offer free product tasting, upon caterer agreement

⚠ Exclusive to 1 advertiser

50,000 € EX.VAT

⚠ Non exclusive

2,500 € EX.VAT

NEW

SPACE SPONSORSHIP

Sponsoring of press & media lounge



**BE THE UNMISSABLE GUEST IN THE 'BASE CAMP'
OF MORE THAN 1,500 JOURNALISTS
AND INFLUENCERS FROM ALL OVER THE WORLD!**

Visibility of advertiser on all materials presenting the Press lounge

Your logo printed on signage at the lounge entrance and inside

Additional features possible at advertiser's expense

 Exclusive sponsorship - Only one advertiser accepted.

50,000 € EX.VAT

NEW

SPACE SPONSORSHIP

Sponsorship of La Guinguette



DISPLAY YOUR COLOURS IN THE DEFINITIVE CONVIVIAL VENUE OF THE SHOW!

Open all day during the show, this venue benefits from a central location on the esplanade, and is the point of passage and refreshment for 285,000 professionals. It will offer drinks, snacks, music, recreational activities, and several special events during the evening sessions.

Visibility of the advertiser on all the communications materials about the guinguette (website, social networks, visitors guide, daily newspaper, event program...)

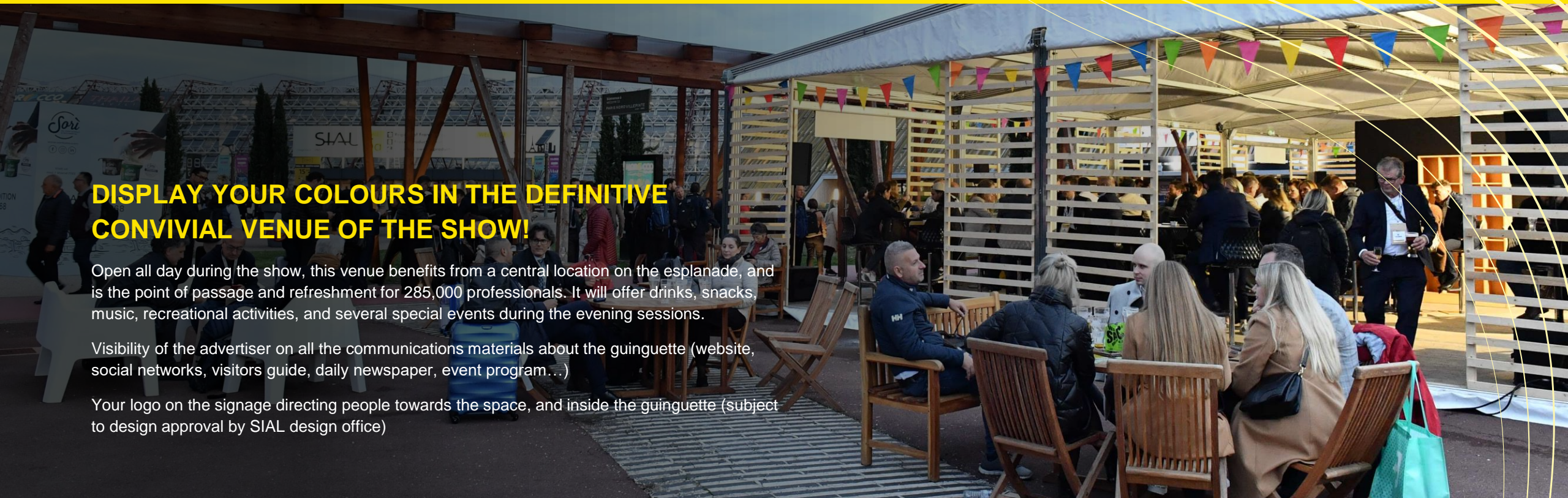
Your logo on the signage directing people towards the space, and inside the guinguette (subject to design approval by SIAL design office)

⚠ Shared sponsoring

35,000 € EX.VAT

⚠ Sole sponsorship

70,000 € EX.VAT

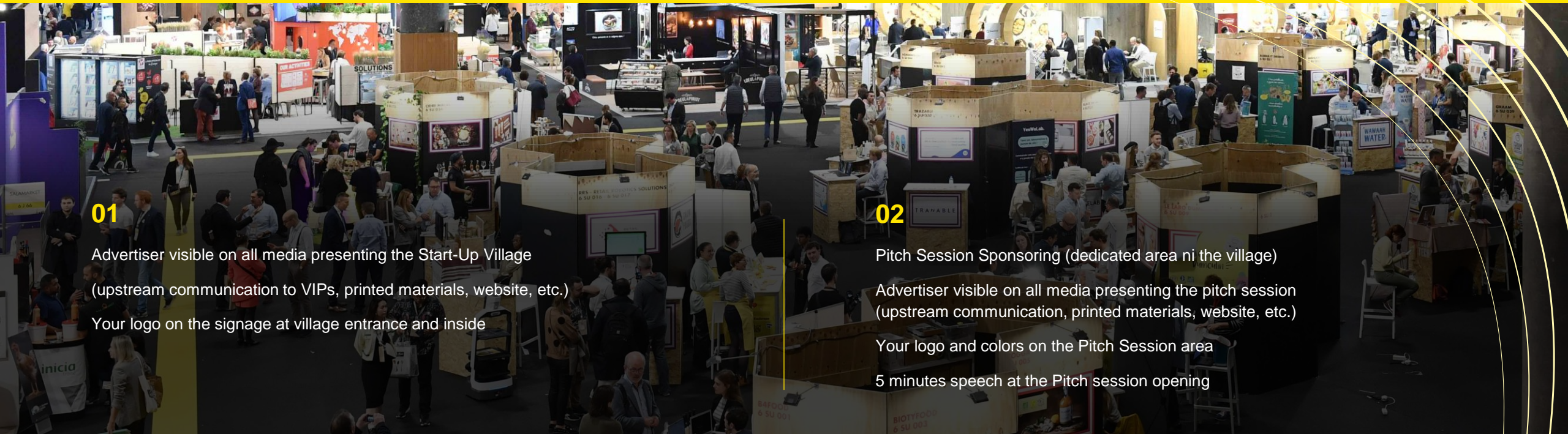




AREA SPONSORSHIP

Sponsorship of exclusive start-up village

The Start-up Village is centrally located, allowing a visibility for all visitors of the show



01

Advertiser visible on all media presenting the Start-Up Village
(upstream communication to VIPs, printed materials, website, etc.)
Your logo on the signage at village entrance and inside

02

Pitch Session Sponsoring (dedicated area in the village)
Advertiser visible on all media presenting the pitch session
(upstream communication, printed materials, website, etc.)
Your logo and colors on the Pitch Session area
5 minutes speech at the Pitch session opening

⚠ Exclusive to 1 advertiser

60,000 € EX.VAT

⚠ Non exclusive

20,000 € EX.VAT

NEW

CONTENT SPONSORSHIP

Sponsorship of SIAL Insights

Sponsor highlighted in all the communication around SIAL Insights (logo, wording, etc.)

SIAL Insights brings together all of SIAL Paris' studies and analyses conducted before the event with its partners:

The Food 360 report, the only one of its kind on the world, conducted with KANTAR for the past 12 years in 12 world zones and countries.

The insights of ProteinesXTC, managing one of the world leader database in food product innovation and CIRCANA which coordinates a monthly panel among the most reliable in the world on the changing face of out-of-home food service.

The comparative analysis of these insights under the banner Own The Change, compiled in a special report published ahead of the show (June) and which will be strongly promoted

On all the show's networks:

SIAL Paris press briefing in June

Promotion of white paper to all the SIAL community by e-mail

Series of in-depth articles in the SIAL newsroom

A dedicated page on the exhibition website

A series of posts on LinkedIn, Instagram, X, Facebook

Publication in the SIAL Network WhatsApp group

At the show:

Visibility in visitor guide

Visibility in SIAL Daily (daily newspaper with a 30,000-copy print run)

The SIAL Insights forum at the show, twinned with SIAL Innovation, in the middle of hall 6

Sponsor **SIAL INSIGHTS** means associating yourself with the power of SIAL in the analysis of global food trends!

Sponsor of dedicated SIAL Insights media briefing

10,000 € EX.VAT

△ Exclusive sponsor of SIAL Insights

30,000 € EX.VAT

(visibility on all materials and campaigns, including press briefing)



NEW

CONTENT SPONSORSHIP

Sponsoring of SIAL African Summit

Among the flagship features at SIAL Paris, SIAL Talks is the panel discussion and keynote forum where all the trends and insights around the food market are brought to the attention of visitors.

Promote your image through the unrivalled visibility of SIAL Talks, its reputation and its high attendance driven by a diverse and content-rich programme.

In 2024, SIAL Paris is moving up a gear by launching a Summit on the theme of Africa.

A high potential market gaining structure, a continent set to see its population rise sharply in the decades ahead, a land of processes and products that are increasingly finding favour with consumers all over the world, Africa is one of the most interesting themes in the agrifood industry.

Visibility of the advertiser in all the materials presenting the summit and the related theme (visibility depending on material: quote, logo, short text, etc.): press releases, website, visitor guide, social media posts, Newsroom articles.

Visibility of logo and quote in article dedicated to the theme in the SIAL Daily, printed in 30,000 copies.

Visibility of advertiser's logo in the SIAL Summits forum throughout the show.

Possibility of a speaking opportunity during the Summit introduction's opening or closing remarks (5 minutes)

€25,000 EXC. VAT



**SIAL
SUMMITS**

Sponsoring this Summit is an excellent vector for your image, visibility, and media coverage

NEW

CONTENT SPONSORSHIP

Sponsoring of SIAL Supply Chain Summit

Among the flagship features at SIAL Paris, SIAL Talks is the panel discussion and keynote forum where all the trends and insights around the food market are brought to the attention of visitors.

Promote your image through the unrivalled visibility of SIAL Talks, its reputation and its high attendance driven by a diverse and content-rich programme.

In 2024, SIAL Paris is moving up a gear by launching a Summit on the theme of the SUPPLY CHAIN.

Revealed by the Covid pandemic and the war in Ukraine, the global supply chain faces immense challenges relating to countries, producers and distributors.

Driven by technological innovation, this Summit will shed light on new opportunities afforded to the industry.

Visibility of the advertiser in all the materials presenting the summit and the related theme (visibility depending on material: quote, logo, short text, etc.): press releases, website, visitor guide, social media posts, Newsroom articles.

Visibility of logo and quote in article dedicated to the theme in the SIAL Daily, printed in 30,000 copies.

Visibility of advertiser's logo in the SIAL Summits forum throughout the show.

Possibility of a speaking opportunity during the summit introduction's opening or closing remarks (5 minutes)

€25,000 EXC. VAT



**SIAL
SUMMITS**

Sponsoring this Summit is an excellent vector for your image, visibility, and media coverage

NEW

CONTENT SPONSORSHIP

Sponsoring of the SIAL AI & Deep Tech Summit

Among the flagship features at SIAL Paris, SIAL Talks is the panel discussion and keynote forum where all the trends and insights around the food market are brought to the attention of visitors.

Promote your image through the unrivalled visibility of SIAL Talks, its reputation and its high attendance driven by a diverse and content-rich programme.

In 2024, SIAL Paris is moving up a gear by launching a Summit on the theme of ARTIFICIAL INTELLIGENCE AND DEEP TECH IN FOOD.

A crucial subject for humankind, a countless number of industry developments have been made possible by AI and other breakthrough technological innovations resulting from research. These require decoding to fully understand how to apply them to business, and what patterns will change in the coming years.

Visibility of the advertiser in all the materials presenting the summit and the related theme (visibility depending on material: quote, logo, short text, etc.): press releases, website, visitor guide, social media posts, Newsroom articles.

Visibility of logo and quote in article dedicated to the theme in the SIAL Daily, printed in 30,000 copies.

Visibility of advertiser's logo in the SIAL Summits forum throughout the show.

Possibility of a speaking opportunity during the summit introduction's opening or closing remarks (5 minutes)

€25,000 EXC. VAT



**SIAL
SUMMITS**

Sponsoring this Summit is an excellent vector for your image, visibility, and media coverage



YOUR PRESENCE ON THE SIALPARIS.COM WEBSITE

Homepage banners

Horizontal (728 x 90 px) banner on the site's homepage.

Banner visible until 31/12/2024

2 options : 1 position in a carousel of 3 or Exclusivity

In JPEG, GIF or PNG format.

Send banners 2 weeks before publication.

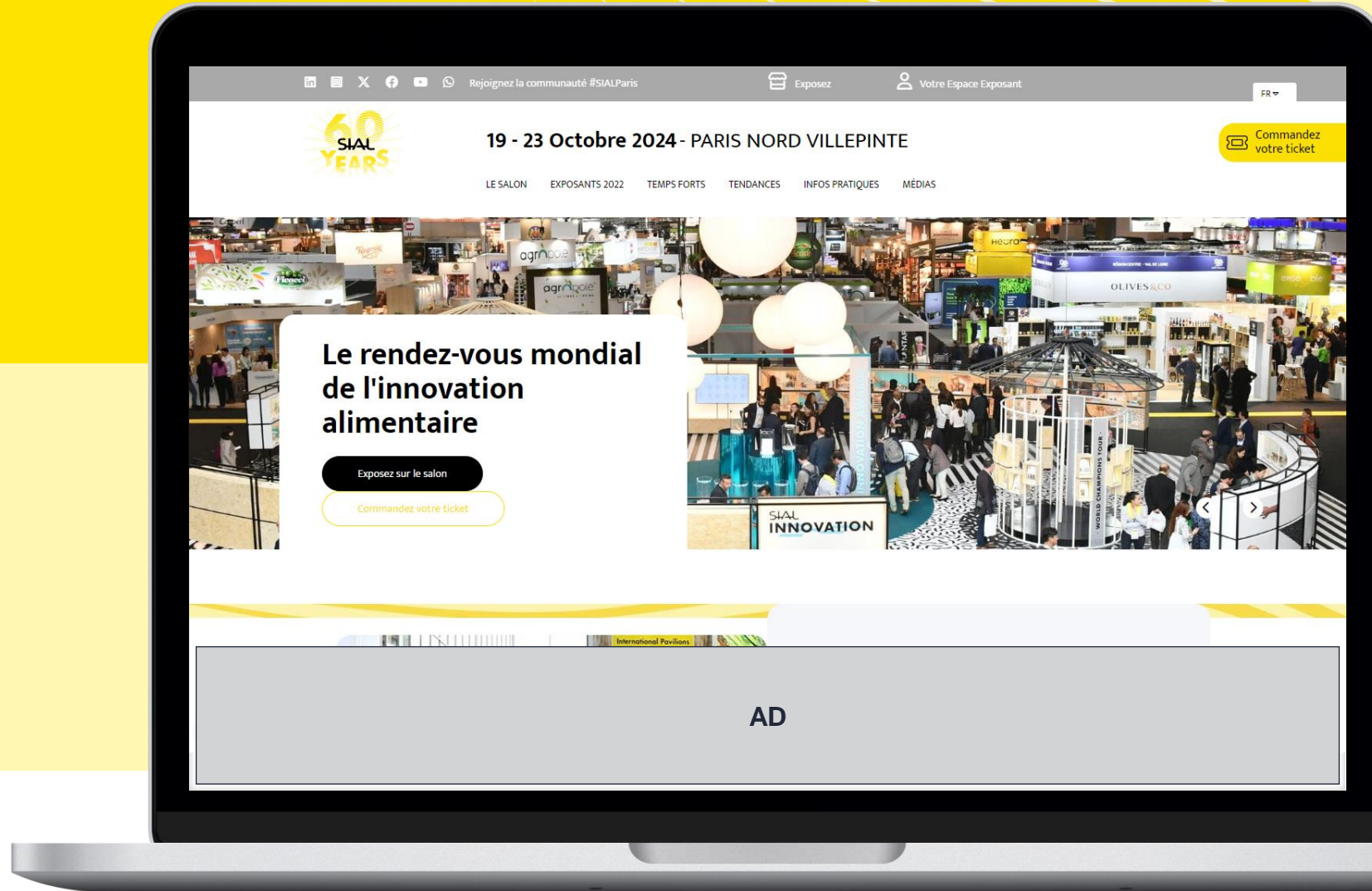
1 image in a carousel of 3 images.

Visibility until 31/12/24.

2,000 € EX.VAT for 1 position

⚠ Exclusive to 1 advertiser

5,000 € EX.VAT for the entire carousel





YOUR PRESENCE ON THE SIALPARIS.COM WEBSITE

Banners on general pages

Horizontal (728 x 90 px) banner on exhibitor or visitor pages.

Banner visible until 31/12/2024

Top interior pages

In JPEG, GIF or PNG format.

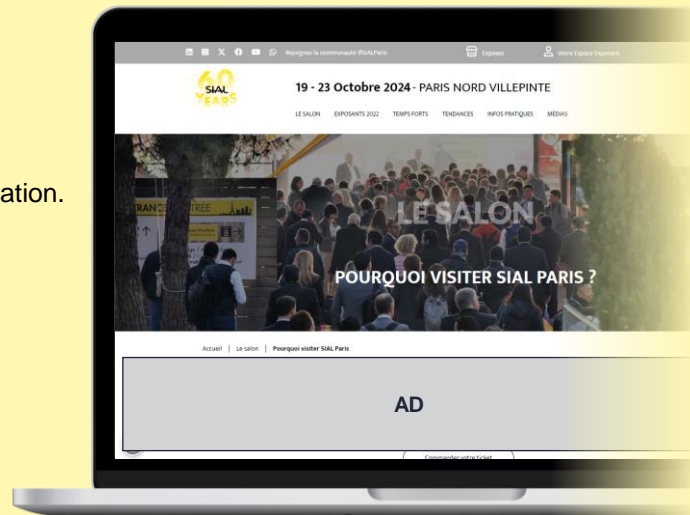
Send banners 2 weeks before publication.

1 image in a carousel of 3 images.

Visibility until 31/12/24.

1,545 € EX.VAT

For 1 image



Other pages

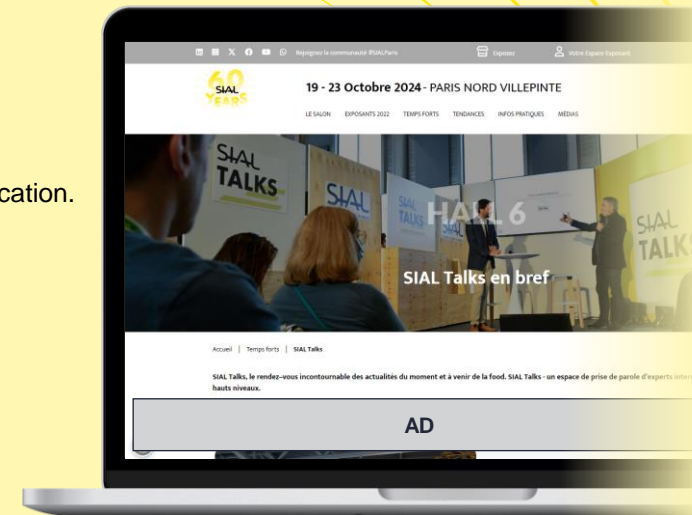
In JPEG, GIF or PNG format.

Send banners 2 weeks before publication.

Visibility until 31/12/24.

⚠ Exclusive to 1 advertiser

1,545 € EX.VAT



⚠ Exclusive to 1 advertiser

4,000 € EX.VAT for the entire carousel



EMAIL BANNERS AND PRE-REGISTRATION PAGE

Exclusive banner on all confirmation emails



3 mailings

to all SIAL Paris visitors

Exclusive banner on registration confirmation page

Pre-registration homepage:

(Formats: jpg, gif, png):
970x90 px or 728x90 px



100%

of registered visitors see this page



⚠ Exclusive to 1 advertiser

9,000 € EX.VAT

⚠ Exclusive to 1 advertiser

9,000 € EX.VAT



HALL INTERIOR

BILLBOARDS AND 4-SIDED COLUMNS (3 options)

In 2022, 265 000 professional visitors came through the doors

OPTION 01

Reception galleries

1 billboard available in each reception gallery for halls 1 to 4



SURFACE AREA

33 m²

DIMENSIONS

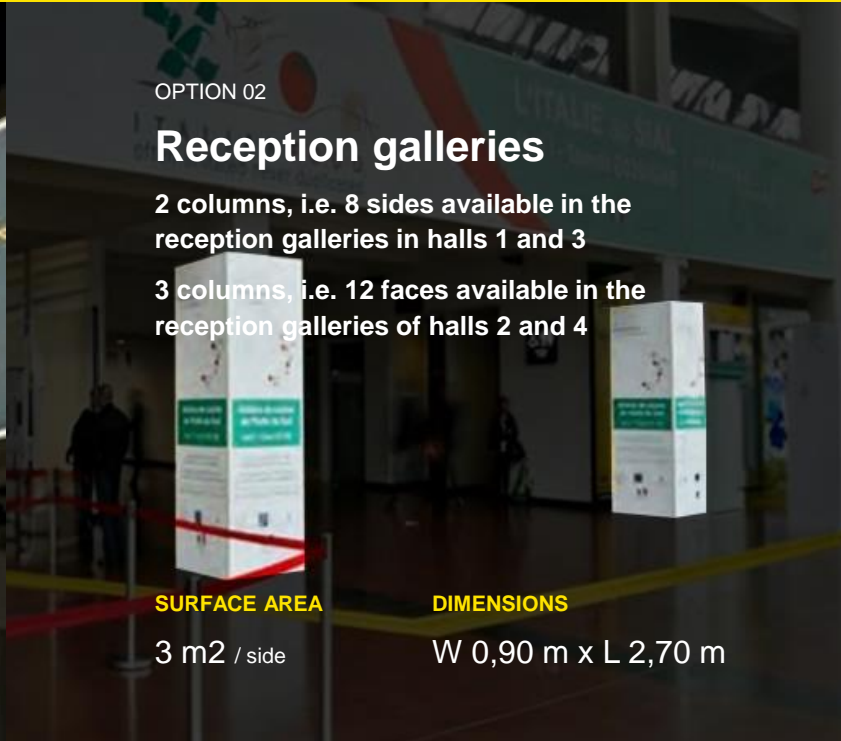
W 17,50 m x H 1,90 m

OPTION 02

Reception galleries

2 columns, i.e. 8 sides available in the reception galleries in halls 1 and 3

3 columns, i.e. 12 faces available in the reception galleries of halls 2 and 4



SURFACE AREA

3 m² / side

DIMENSIONS

W 0,90 m x L 2,70 m

OPTION 03

Hall 5B

4 columns, i.e. 16 sides available at the entrance to the hall



SURFACE AREA

3 m² / side

DIMENSIONS

W 0,90 m x L 2,70 m

⚠ Exclusive to 1 advertiser

11 000 € EX.VAT per billboard

2 columns

5 250 € EX.VAT

3 columns

6 850 € EX.VAT

⚠ Exclusive to 1 advertiser

7 200 € EX.VAT 4 columns



HALL INTERIOR

HANGING BILLBOARDS & ADHESIVE ITEMS IN THE RECEPTION GALLERIES

In 2022, 265 000 professional visitors came through the doors

HALLS 3 AND 5A

2 billboards available



SURFACE AREA

47 m²

DIMENSIONS

W 8,40 m x H 5,60 m

Per billboard

13 900 € EX.VAT

HALLS 5A

2 adhesive stickers available



SURFACE AREA

18 m²

DIMENSIONS

W 5,95 m x H 2,90 m

Per sticker

9 800 € EX.VAT

△ Exclusive rights

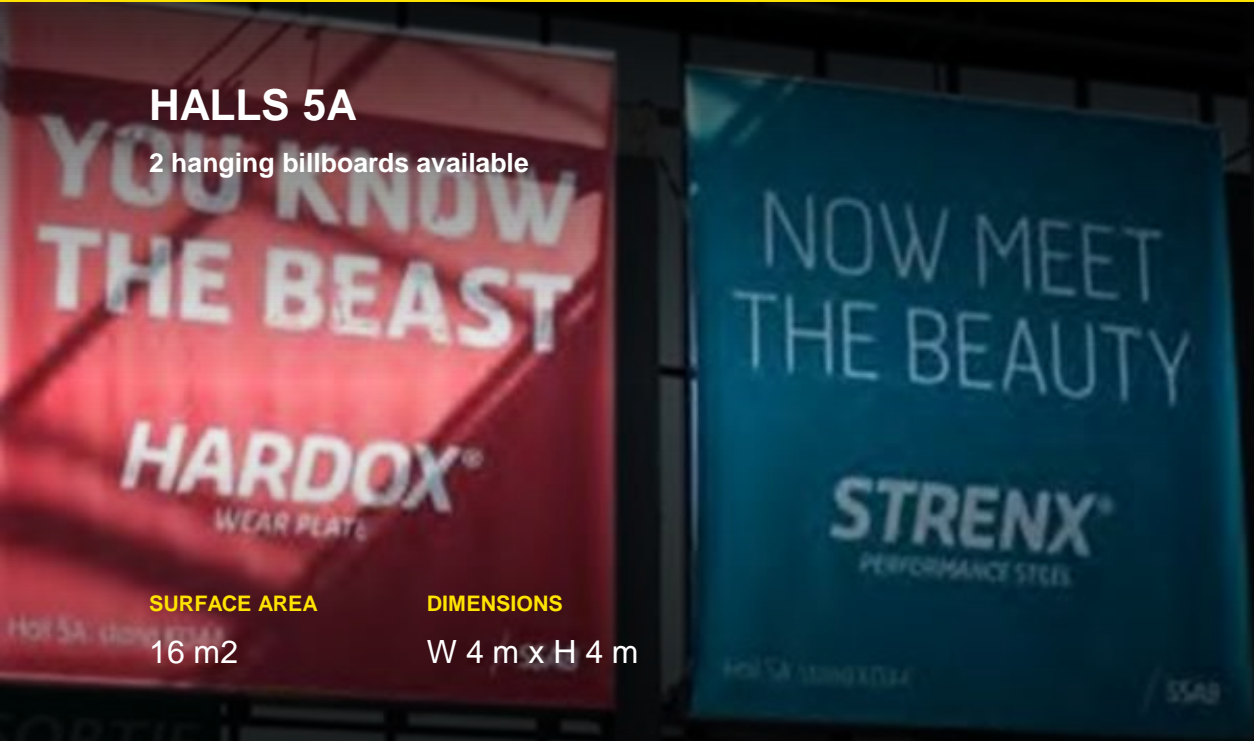
15 900 € EX.VAT



HALL INTERIOR

Hanging billboards & adhesive items

In 2022, 265 000 professional visitors came through the doors



HALLS 5A

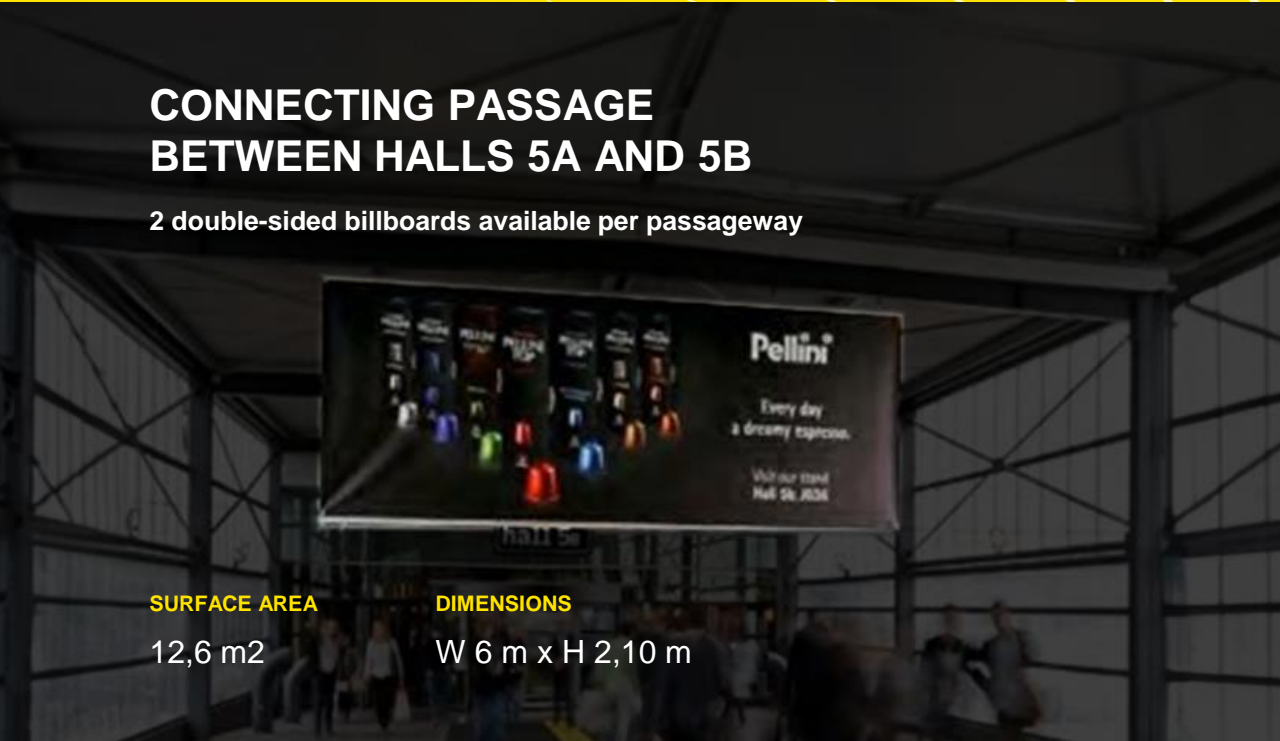
2 hanging billboards available

SURFACE AREA

16 m²

DIMENSIONS

W 4 m x H 4 m



CONNECTING PASSAGE BETWEEN HALLS 5A AND 5B

2 double-sided billboards available per passageway

SURFACE AREA

12,6 m²

DIMENSIONS

W 6 m x H 2,10 m

Per billboard

7 900 € EX.VAT

 **Exclusivity**

12 900 € EX.VAT

Per billboard

9 900 € EX.VAT



HALL INTERIOR

Interior adhesive billboards

In 2022, 265 000 professional visitors came through the doors

HALL 5C

4 billboards available

SURFACE AREA

74 sq.m

DIMENSIONS

30,25 mW x 4,91 m / 2

HALL 6B

2 billboards available

SURFACE AREA

205 sq.m

DIMENSIONS

50,29 mW x 8,18 mH / 2



For Hall 5C

€10,000 exc. VAT

For Hall 6B

€19,000 exc. VAT



HALL INTERIOR

Hanging billboards

In 2022, 265 000 professional visitors came through the doors

HALLS 6

2 hanging billboards on the right-hand side of the stairway going down

SURFACE AREA

27 m²

DIMENSIONS

W 4,40 m x H 5,80 m



Per billboard
9 160 € EX.VAT

△ Exclusive rights
15 500 € EX.VAT



HALL INTERIOR

Hanging billboards

In 2022, 265 000 professional visitors came through the doors

HALL 6 TO HALL 7

1 billboard on the glass roof



SURFACE AREA

23 m²

DIMENSIONS

W 6,34 m x H 3,50 m

HALL 7 TO HALL 6

1 billboard on the glass roof



SURFACE AREA

25 m²

DIMENSIONS

W 5,53 m x H 4,60 m

Per billboard

6 000 € EX.VAT

Per billboard

6 000 € EX.VAT

NEW

HALL INTERIOR

ESCALATOR GLAZING

In 2022, footfall amounted to 265,000 professionals

ENTRANCE HALL HALLS 2-3

Covering of exterior glass panels at top of stairs in reception galleries between Halls 2-3 and Halls 4-5A

SURFACE AREA

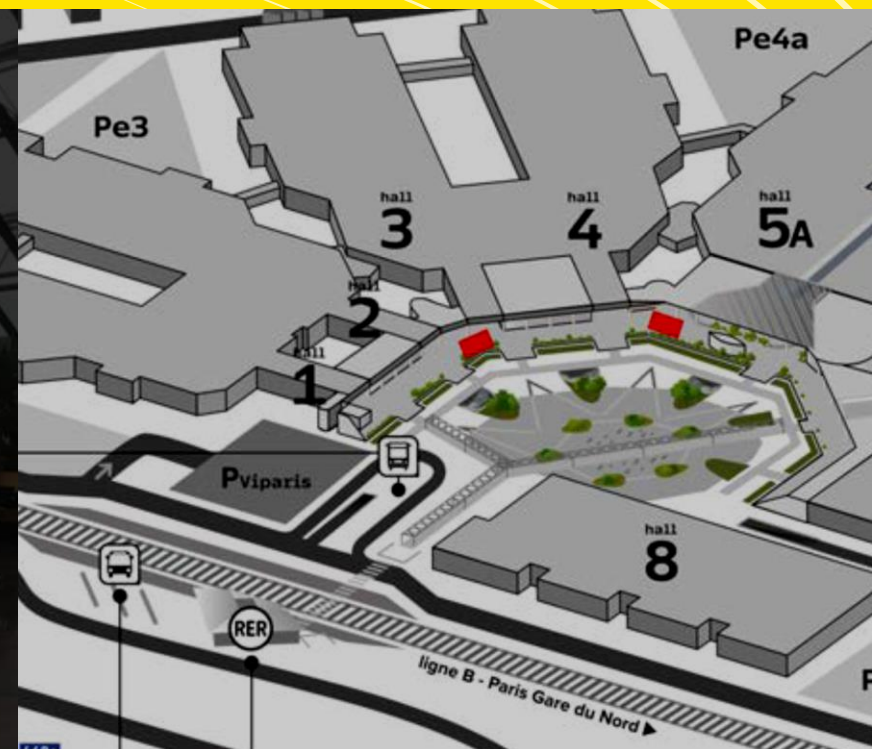
37 m²

ENTRANCE HALL HALLS 4-5A

Covering of exterior glass panels at top of stairs in reception galleries between Halls 2-3 and Halls 4-5A

SURFACE AREA

17m²



HALL 2-3

6 500 € EX.VAT

HALL 4-5A

4 000 € EX.VAT

NEW

HALL EXTERIOR

COVERED WALKWAY PILLARS

PATIO HALLS 5A

2 networks of 8 pillars, both sides

SURFACE AREA

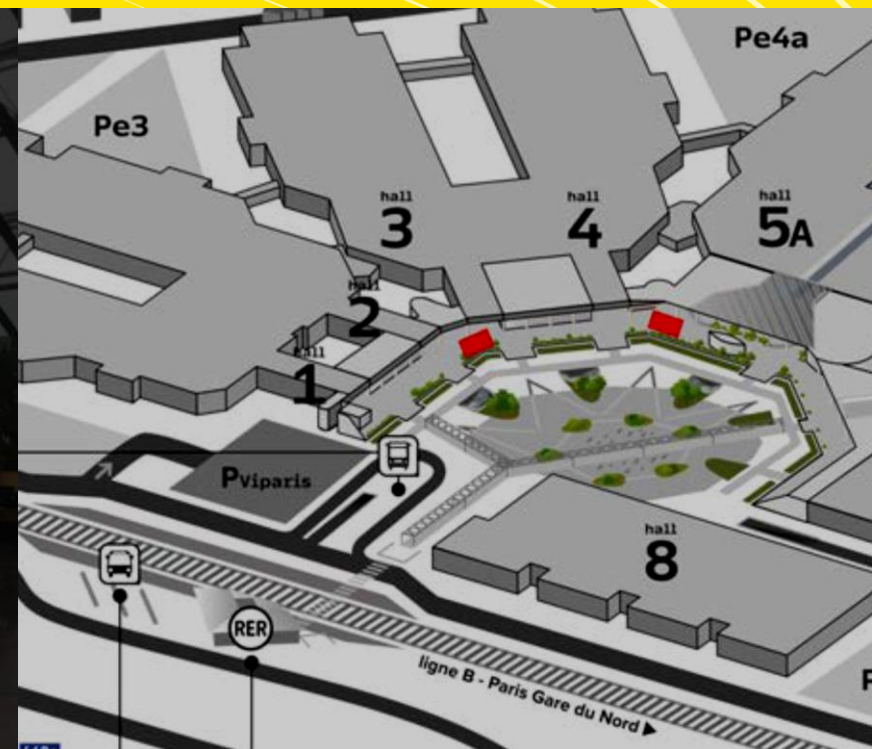
40 m²/ network

DIMENSIONS

W 1 m x H 2,50 m

SIDE FACES

W 0,27 m x H 2,50 m



Per network

7 200 € EX.VAT

NEW

HALL INTERIOR

HANGING BANNERS

HALL 6

2 hanging banners on right of hall 6 stairs
located on right of stairs on the way down



SURFACE AREA

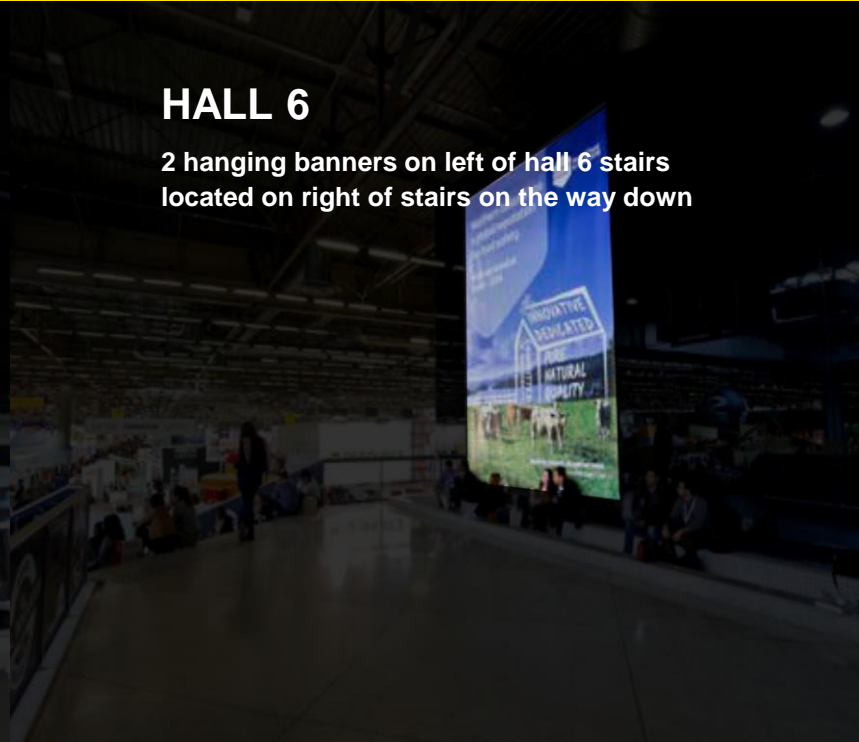
27 m²

DIMENSIONS

W 4,40 m x H 5,80 m

HALL 6

2 hanging banners on left of hall 6 stairs
located on right of stairs on the way down



Right

9 160 € EX.VAT per banner

Right

15 500 € EX.VAT 2 banners

Left

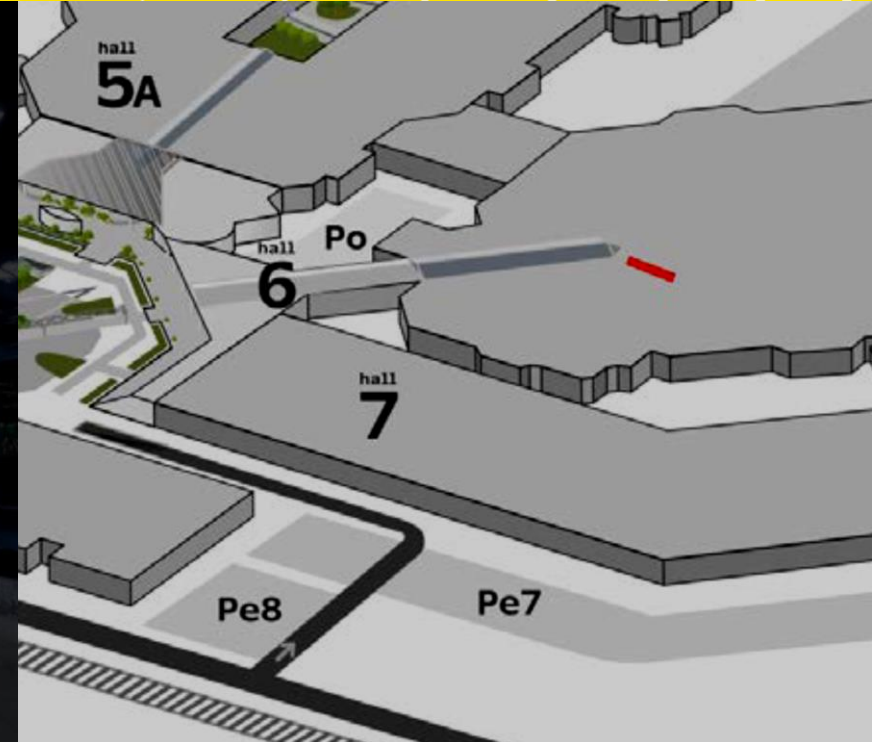
SOLD OUT

9 100 € EX.VAT per banner

Left

SOLD OUT

15 500 € EX.VAT 2 banners



HALL INTERIOR

INTERACTIVE FLOOR PLAN TERMINALS

Make your brand stand out on the exhibition floor plans consulted by visitors on the terminals in all exhibition halls.

COVERING OF THE INTERACTIVE FLOOR PLAN TERMINAL

Your logo/corporate identity on the 12 interactive floor plan terminals, spread across all exhibition halls

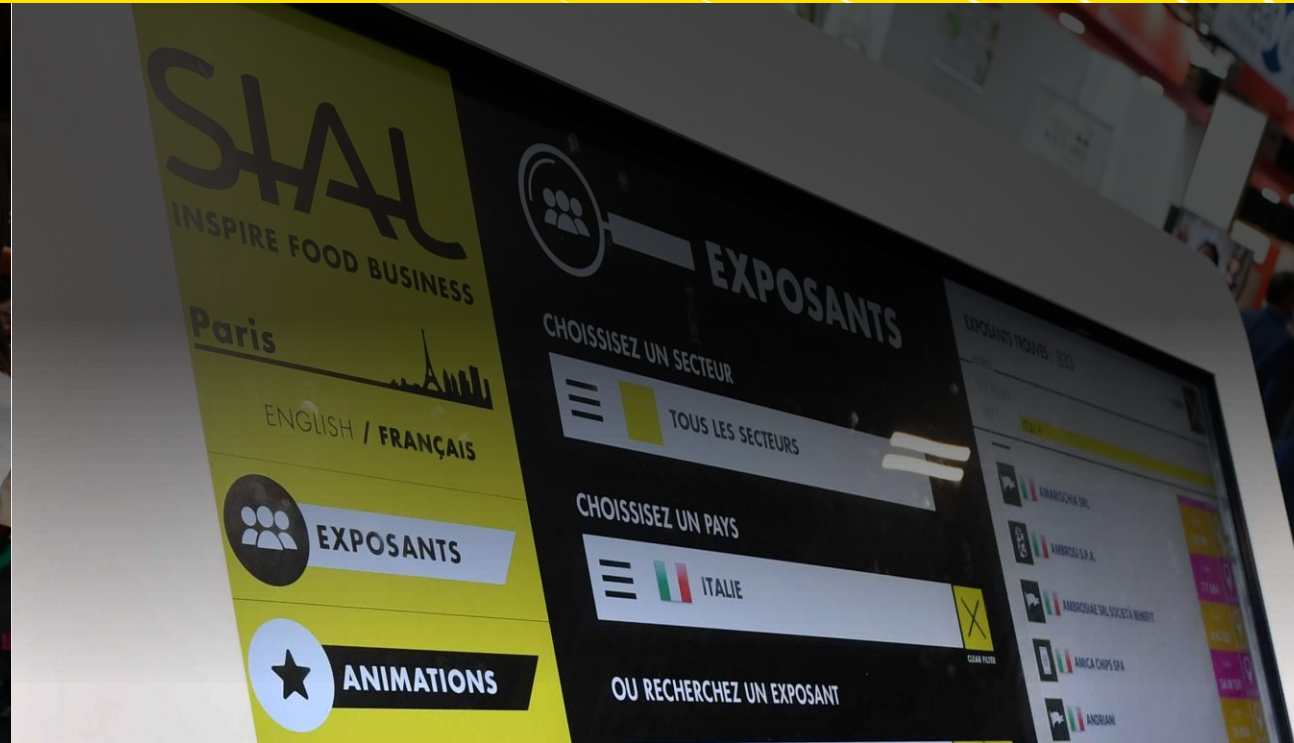
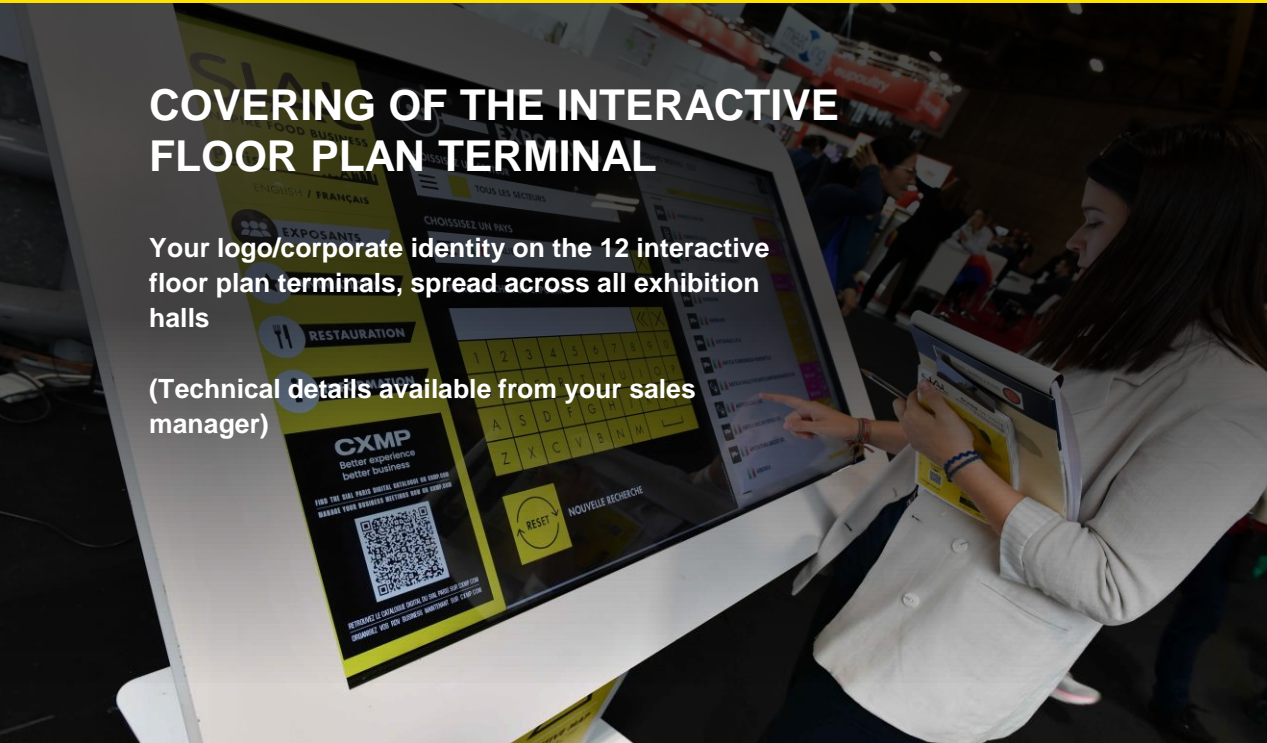
(Technical details available from your sales manager)

⚠ Exclusive to 1 advertiser

12 000 € EX.VAT

Logo in the interactive floor plan

750 € EX.VAT





HALL INTERIOR

SIGNAGE

Aisle letters and floor tiles

FRONT / BACK AISLE LETTERING

Your logo and stand number on hall the hanging drops above the aisles of a hall.

ADVERTISING SPACE DIMENSIONS

W 0,50 m x H 1,50 m

AISLE LETTERS FRONT / BACK

Hall 1	4,290 € EX-VAT	Hall 5C	4,680 € EX-VAT
Hall 2	4,680 € EX-VAT	Hall 6	8,190 € EX-VAT
Hall 3	5,070 € EX-VAT	Hall 6B	3,120 € EX-VAT
Hall 4	6,240 € EX-VAT	Hall 7	5,460 € EX-VAT
Hall 5A	10,920 € EX-VAT	Hall 8	3,120 € EX-VAT
Hall 5B	5,070 € EX-VAT		

Pricing based on the number of drop per hall



⚠ Exclusive rights for 1 advertiser per hall

Pack of 5 adhesive floor tiles (80 x 80 cm)

1,400 € EX.VAT

HALL INTERIOR









LANYARDS

Promote your image during the 5 days of the event, thanks to the presence of your logo on this essential support of the show!



ADVANTAGES

-  Boost your visibility
-  Made by yourself
-  Stand out among your competitors
-  Available at the entrance
-  Capture attention
-  Worn by all visitors

DESCRIPTION

- 120 000 copies manufactured
- Customised necklaces
- Production of the cord at the expense of the exhibitor*

*see the details with your sales manager

 Exclusive to 1 advertiser
Your logo on 120 000 badge lanyards (excluding VIP badge lanyards)
SOLD OUT
120 000 € EX.VAT

 Exclusive to 1 advertiser
Your logo on 120 000 badge lanyards (excluding VIP badge lanyards)
SOLD OUT
120 000 € EX.VAT



HALL INTERIOR

FLYER DISTRIBUTION AND INDOOR SAMPLING

INSERTION OF A5 FLYER EXHIBITOR KIT

7,000 kits distributed

5,000 € EX-VAT

COBRANDING ON EXHIBITOR & VIP BAG

Manufacture at the expense of the advertiser

12,000 bags distributed

Quality eco-responsible manufacturing requirement

⚠ Exclusive to 1 advertiser

6,000 € EX.VAT

FLYER DISTRIBUTION INSIDE THE EXHIBITION (max 5 per day)

8,000 items

8,000 € EX-VAT

SAMPLING

2 hostesses/day distribution in the reception gallery at the entrance to a hall

From 19 to 23 Octobre

⚠ Non exclusive

7,900 € EX.VAT

YOUR PRESENCE IN THE VISITORS' GUIDE

PREFERENTIAL AND FOUR-COLOUR PAGES



- 4-colour page
in visitors' guide

2,820 € EX.VAT

- 4-colour page opposite
Hall Floor Plan in the visitor's guide

3,520 € EX.VAT

- 4-colour page opposite
Editorial in visitors' guide

4,070 € EX.VAT

- 4-colour page opposite
Table of Contents in visitors' guide

4,070 € EX.VAT

- 4-colour page opposite
Key Figures in the visitors' guide

3,520 € EX.VAT

- **Inside cover** (floor plan flap)
of visitors' guide

10,500 € EX.VAT

- **Inside back page**
of Visitors' guide

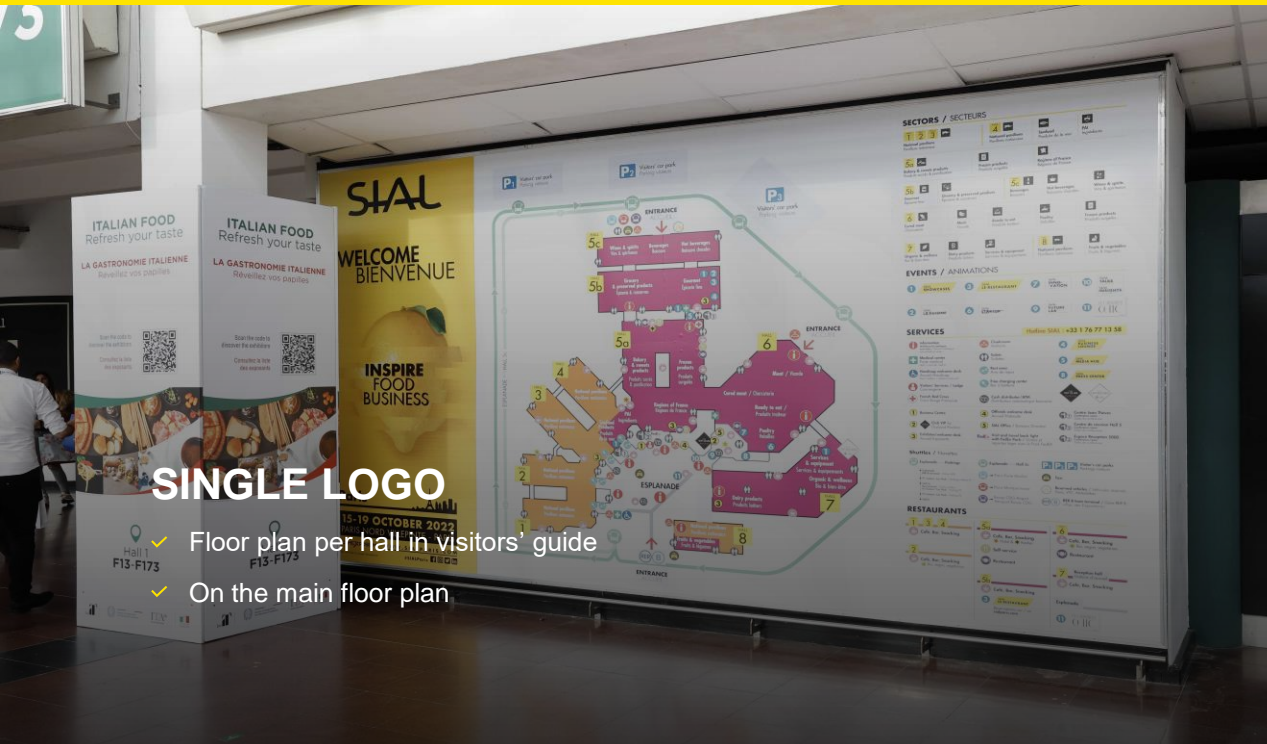
9 150 € EX.VAT

- **Back page**
of Visitors' guide

15,900 € EX.VAT

YOUR PRESENCE ON THE FLOOR PLANS AND VISITORS GUIDE

LOGOS



SINGLE LOGO

- ✓ Floor plan per hall in visitors' guide
- ✓ On the main floor plan

1,170 € EX.VAT



LOGO PACK

- ✓ Main floor plan in visitors' guide
- ✓ Floor plan per hall in the visitors' guide
- ✓ Exhibition orientation map

1,880 € EX.VAT

SIAL

19 - 23 OCTOBER 2024
PARIS NORD VILLEPINTE

COMMUNICATION
TOOLS GUIDE

SIALPARIS.COM

#SIALParis



THE SALES TEAM IS AT YOUR DISPOSAL

NON-EXHAUSTIVE LIST, NON-CONTRACTUAL DOCUMENT SUBJECT TO
CHANGE AS OF 03/10/2021.

COMEXPOSIIUM

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