

Our communication
tools

2-5 Nov. 2026

EQUIPHOTEL



BOOST YOUR VISIBILITY

Our **COMMUNICATION** tools

Communication packages

- Spotlight pack 
- Visibility pack 
- Top Sponsor 

Digital offer

- Banners 
- E-news 
- Social media 
- Videos 

Digital & print offer

- Sponsorship – Visitor badge order and badge holder 

Indoor signage

- Show maps 
- Floor tiles 
- Advertising on information points 
- Distribution rights at the entrance of the show 
- Advertising on the escalator block 

Giant display

- Giant poster suspended in the aisles 

Exterior signage

- Your ad on barrier covers 

Sponsorship offer

- Badge lanyards 
- Conference sponsorship 
- Show entrance sponsor 
- Networking event sponsor 
- Sponsoring Innovation Awards 
- Distribution of your customized bag 

Our
COMMUNICATION
tools





COMMUNICATION PACKAGES

Explore our communication packages and find the perfect fit to match your objectives and budget.



SHOWCASE YOUR BRAND

Choose from 3 powerful packages

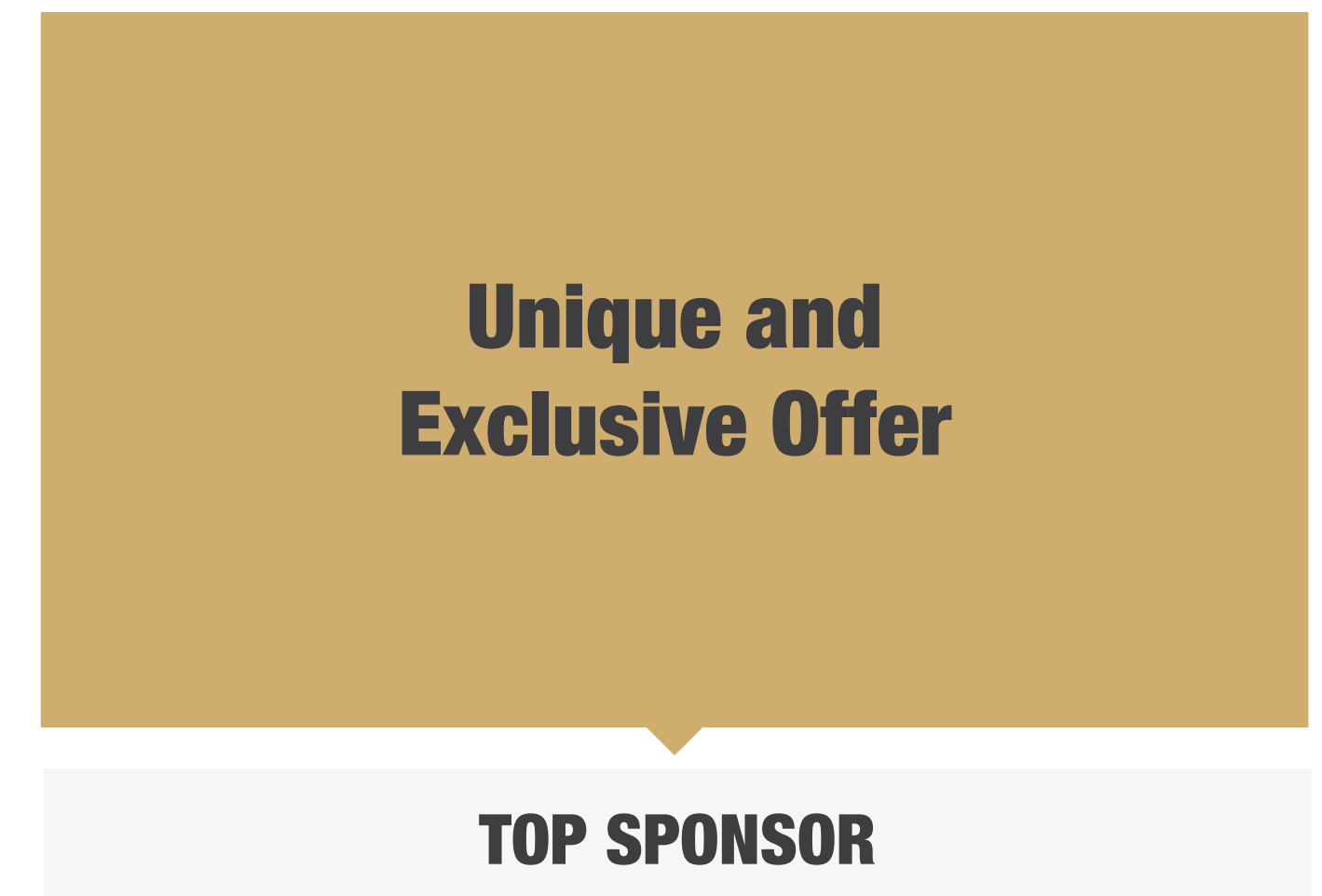


MAXIMISE YOUR EXPOSURE

Pick the package that suits you best –
2 options available



BECOME OUR ONE EXCLUSIVE PARTNER





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SPOTLIGHT PACK

BOOST YOUR LEADS!

Stand out on our key communication channels and unlock high-impact visibility for optimal lead generation.



	LEVEL 1	LEVEL 2	LEVEL 3
Your logo featured in a “Spotlight Corner” on the exhibitor sector page of our website	✓	✗	✗
Your company featured in the “Spotlight” filter of the exhibitor search engine	✓	✗	✗
Your logo featured in a “Spotlight Corner” block within one of our newsletters	✓	✗	✗
3 floor panels	✗	✓	✗
Social media post (Elements provided by the exhibitor)	✗	✓	✓
Your Colleqt QR Code in the Exhibitor Catalogue	✗	✓	✓
Lead Booster to generate even more qualified leads	✗	✗	✓
1 day of distribution rights at the show entrance	✗	✗	✓
Banner + Sponsored article in an email, with a link to your profile (Elements provided by the exhibitor)	✗	✗	✓
PRICES	€590 excl. VAT	€3,140 excl. VAT	€6,790 excl. VAT





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VISIBILITY PACK

INCREASE YOUR VISIBILITY!

Give your brand essential exposure through strategic channels, ensuring maximum impact before, during, and after the show.



	LEVEL 1	LEVEL 2
Banner in a newsletter	✓	✓
2 large stickers on the pavilion entrance door	✓	✓
On-site visibility	Logo on the floor map	Giant display + 3 floor panels
PRICES	€3,650 excl. VAT	€6,940 excl. VAT





TOP SPONSOR

BECOME OUR EXCLUSIVE PARTNER!

An exceptional opportunity to be seen and recognised.
Become the iconic face of the edition.



Your tailor-made offer

DIGITAL

Banner on the Home Page



Social media post



Banner in the day 1 programme newsletter

SIGNAGE

Entrance display at Pavilion Hall 4



Wall and escalator displays



Giant display



Advertising on the 6 directional totems



Speaking opportunity or sponsorship of the experiential zone

VISIBILITY

Logo on the floor map



Back cover options (2nd, 3rd, or 4th) in the visitor guide

from €30,000 excl. VAT

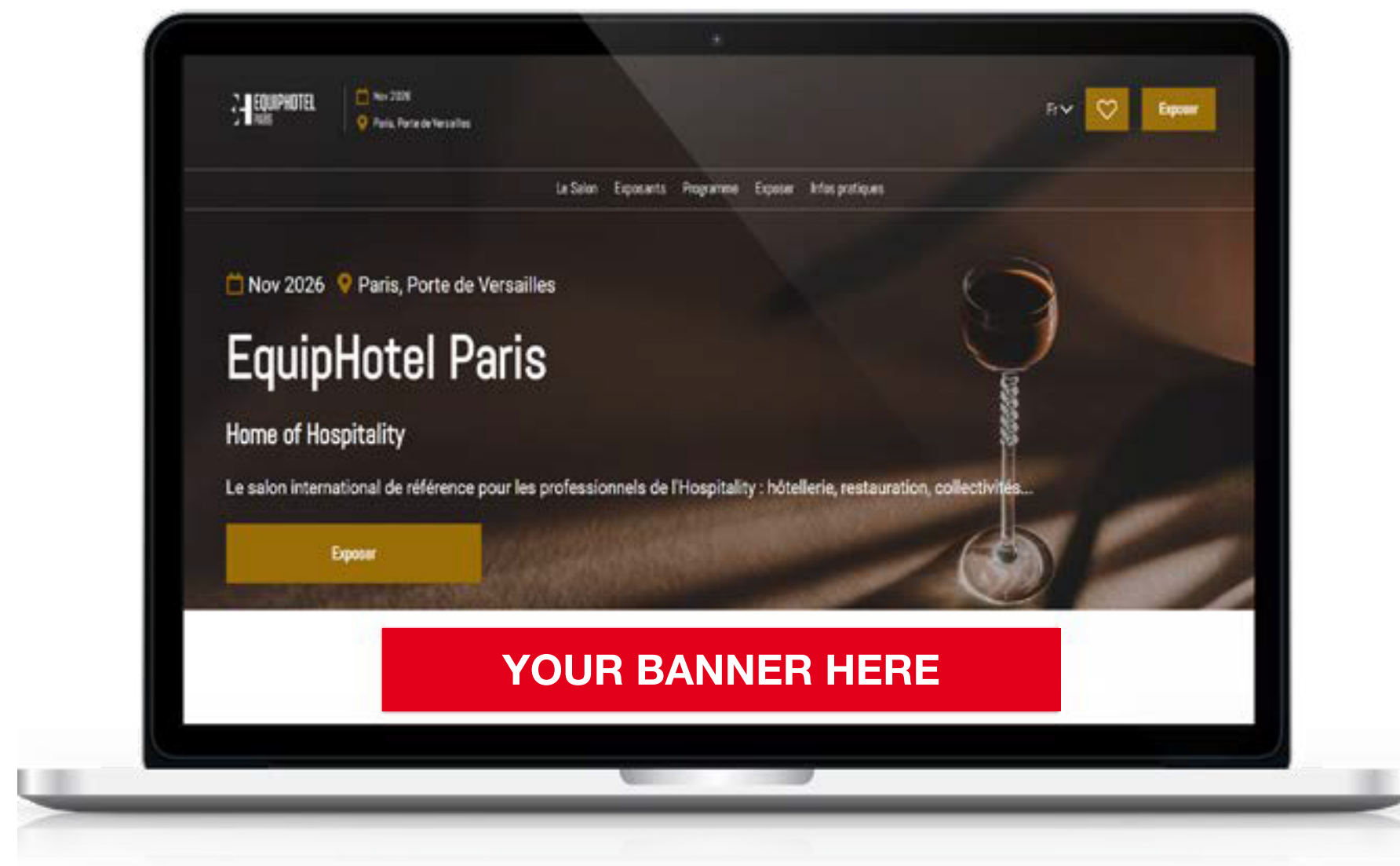


DIGITAL OFFER

HOME PAGE BANNER EQUIPHOTEL.FR

PREMIUM VISIBILITY ON THE HOMEPAGE!

A key gateway for visitors, where they search for exhibitor information and order their badges.



HOME PAGE AUDIENCE

97,000
sessions

HOME PAGE BANNER

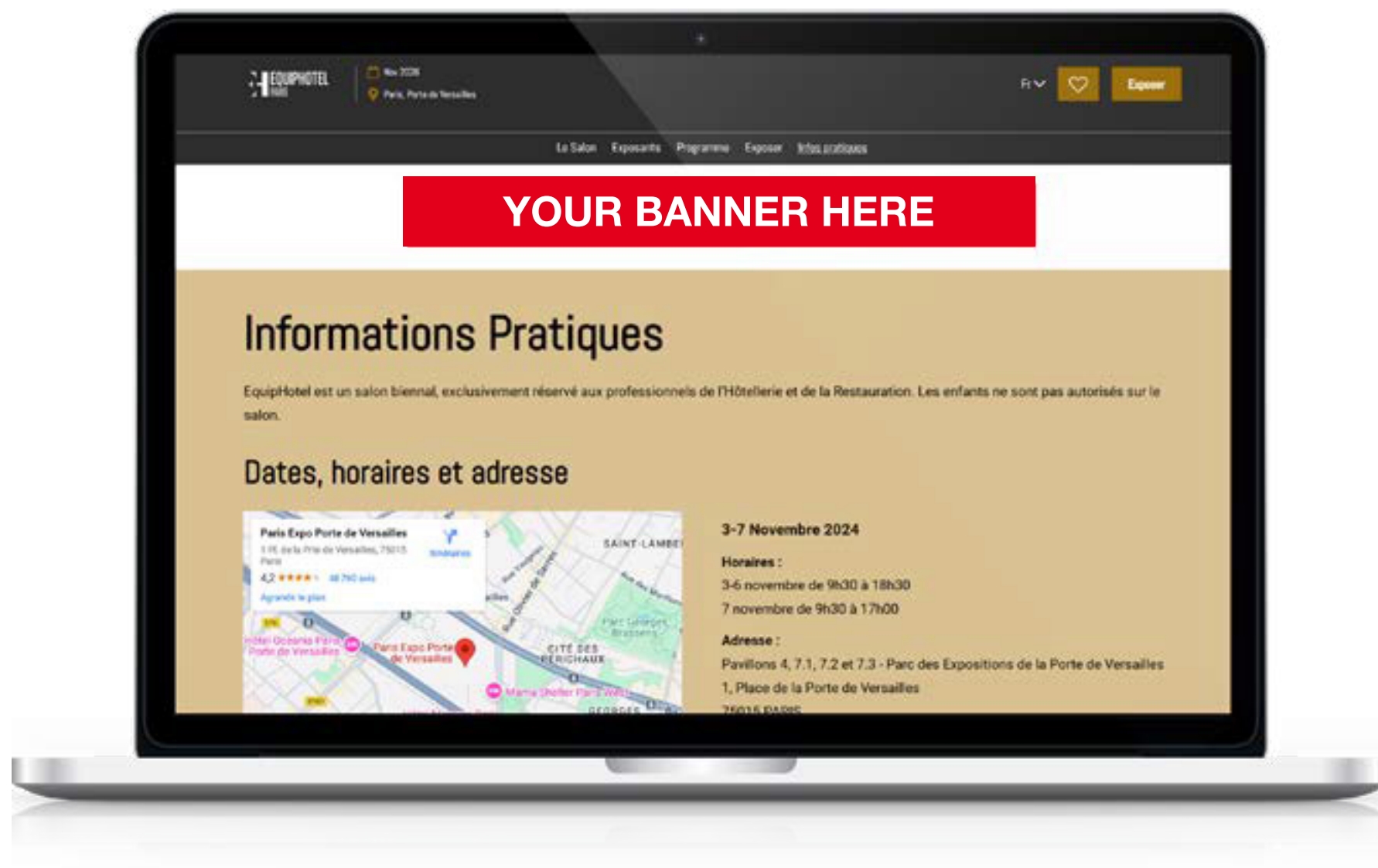
Maximum of 3 advertisers in rotation

3 files to provide:
970x90px (Desktop), 728x90px (Desktop + Tablet), 320x50px (Mobile).
JPEG or GIF. If the background is white, please add a gray border around the visual.
Redirection link.

€5,240 excl. VAT

Advantages

- ✓ Upfront visibility
- ✓ Visual appeal
- ✓ Visitor engagement



WEB SITE AUDIENCE

348,000
sessions

1,150,000
page views

DIGITAL OFFER

INNER PAGE BANNER EQUIPHOTEL.FR

A STRATEGIC VISIBILITY AT THE HEART OF THE WEBSITE!

Your banner on an inner page, visited by attendees searching for specific information.

INNER PAGE BANNER

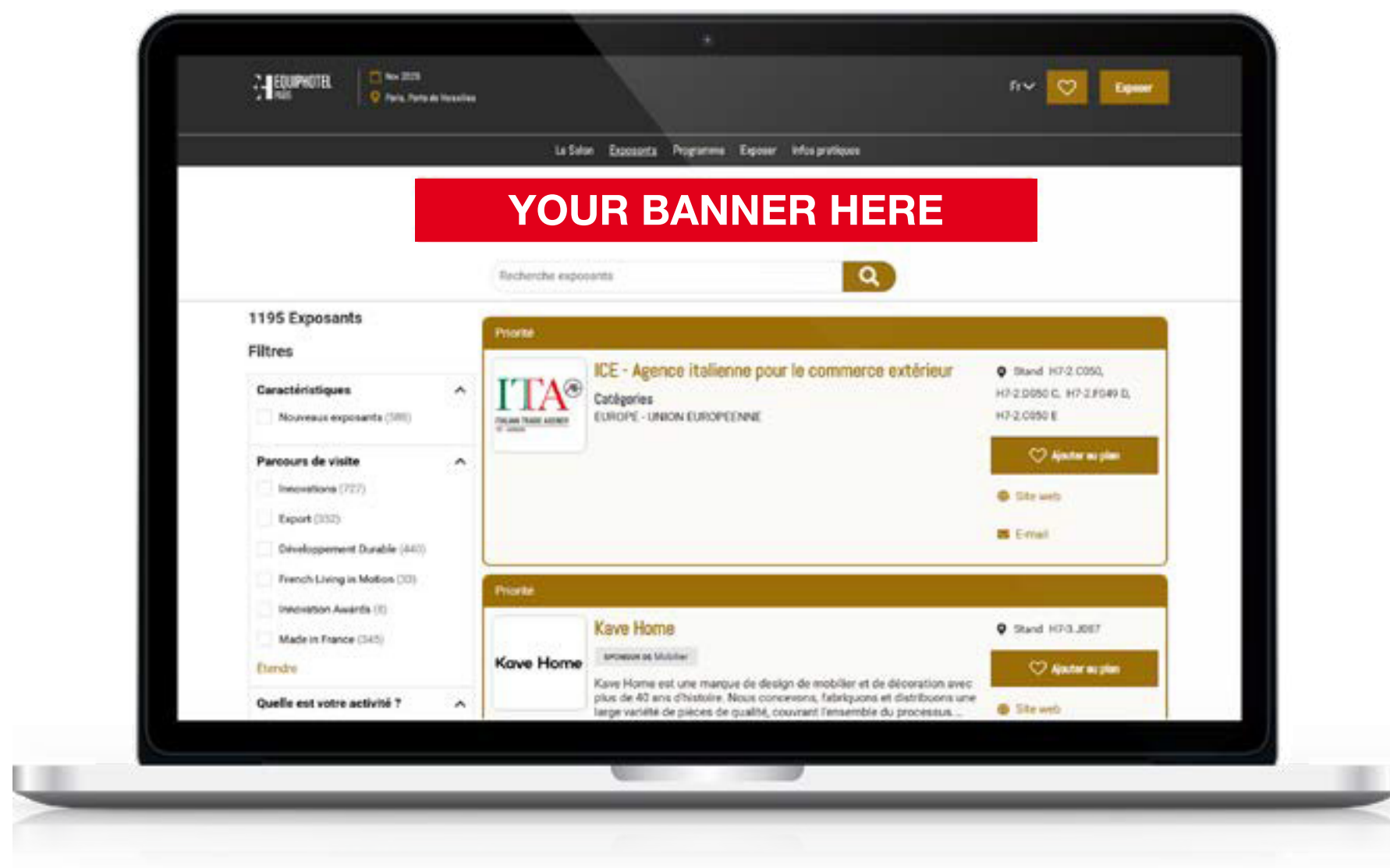
3 files to provide:

970x90px (Desktop), 728x90px (Desktop + Tablet), 320x50px (Mobile).
JPEG or GIF. If the background is white, please add a gray border around the visual.
Redirection link.

€2,310 excl. VAT

Advantages

- ✓ Targeted visibility
- ✓ Strong visual impact
- ✓ Increased engagement



WEB SITE AUDIENCE

348,000
sessions

1,150,000
page views

DIGITAL OFFER

EXHIBITOR LIST BANNER EQUIPHOTEL.FR

A strategic location to capture attention and encourage visitors to discover your stand even before the event!

The most visited page as soon as the search engine opens!

EXHIBITOR LIST BANNER

Maximum of 3 advertisers in rotation

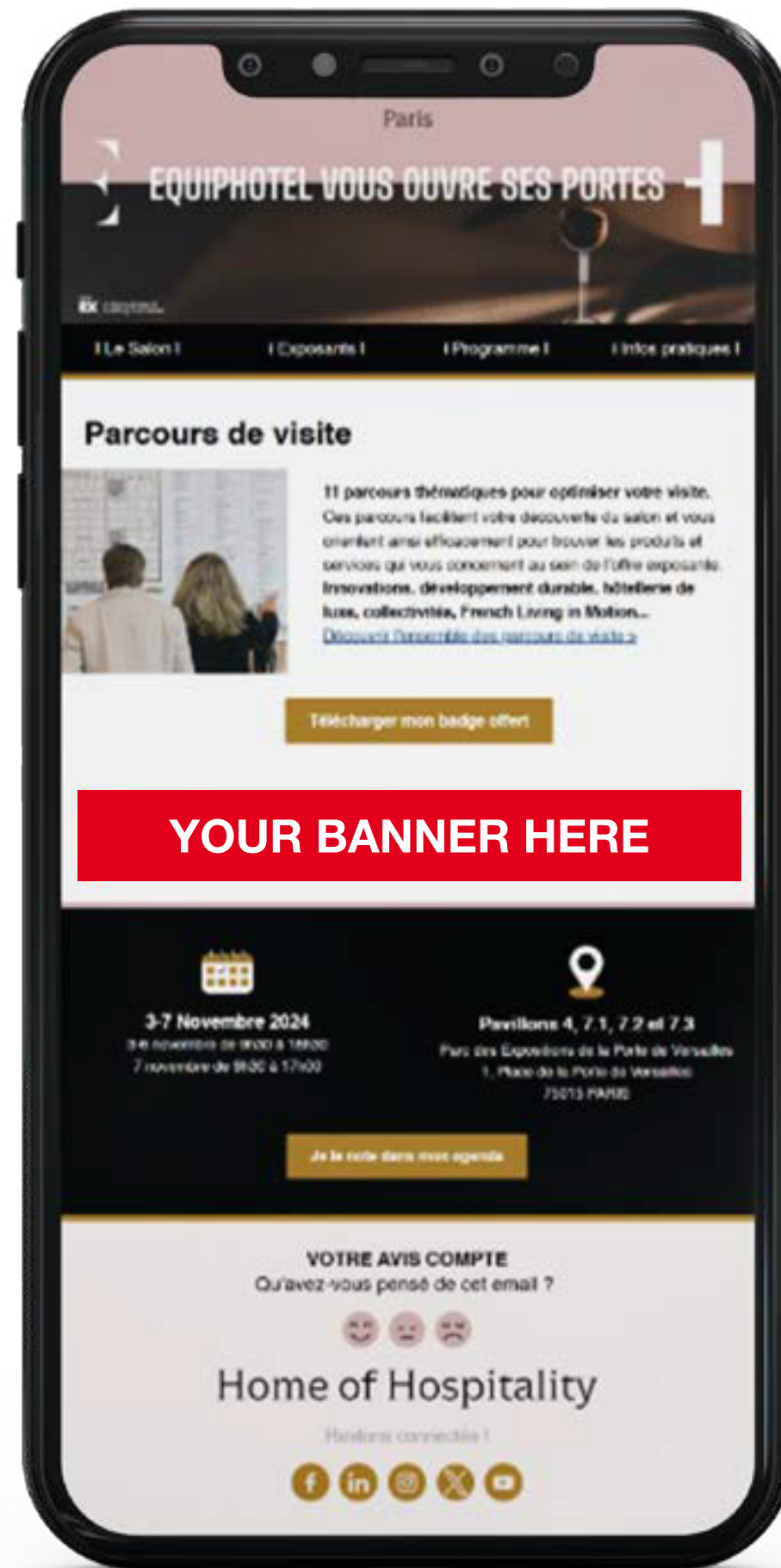
3 files to provide:

970x90px (Desktop), 728x90px (Desktop + Tablet), 320x50px (Mobile).
JPEG or GIF. If the background is white, please add a gray border around the visual.
Redirection link.

€3,375 excl. VAT

Advantages

- ✓ Guaranteed visibility
- ✓ Brand recall
- ✓ Strategic positioning



DIGITAL OFFER

E-NEWS

COMMUNICATE YOUR PRESENCE AT THE SHOW TO OUR DATABASE

110,000
qualified contacts

25%
open rate

BANNER ON VISITOR E-NEWSLETTER

One file to provide:
610x70 pixels
JPEG or GIF
Redirect link

€945 excl. VAT

Advantages

- ✓ Targeted impact
- ✓ Qualified audience
- ✓ Immediate effect



DIGITAL OFFER

SOCIAL MEDIA

LIMITED OFFER
MAXIMUM OF 4 EXHIBITORS

Promote your news and presence on our four social media platforms (Facebook, Instagram, LinkedIn, X) and increase your visibility within the EquipHotel community.

SOCIAL MEDIA

Post on Facebook, Instagram, LinkedIn, X

To provide us:
A 1080x1350px visual (to be validated by the communication team)
An accompanying text of up to 600 characters, including spaces
Links to your LinkedIn, Instagram, Facebook, and X accounts

€525 excl. VAT

Advantages

- ✓ Increase in website traffic
- ✓ Buzz creation
- ✓ Direct engagement

The publication date must be determined in accordance with the show's editorial calendar.

34 K

followers on our social
media platforms

2.5 M

impressions



DIGITAL OFFER

VIDEOS

80,000
professionals

Reach a maximum audience by broadcasting your promotional video on the screen network installed throughout the show (Entrance Hall 4 and 7.3, conference rooms).

SCREENS AT HALL ENTRANCES AND CONFERENCE ROOMS

Your 30-second video broadcast on the show's screens in rotation throughout the event

Video format: 9:16 (portrait) / 16:9 (landscape)
No sound

€4,650 excl. VAT

Advantages

- ✓ Continuous exposure
- ✓ Dynamic content
- ✓ Immersive experience



BADGE + CONFIRMATION EMAIL



BACK OF THE BADGE

DIGITAL & PRINT OFFER

80,000
PROFESSIONALS

SPONSORSHIP – VISITOR BADGE ORDER AND BADGE HOLDER

EXCLUSIF

Your advertisement on the back of the visitor badge holder + logo on the badge and in the confirmation email + advertorial in the ticketing launch email, ensuring a strong impact before and during the show.

VISITOR BADGE SPONSORSHIP

2 files to provide us:
Vectorized logo
110mm x 165mm visual with 5mm bleed

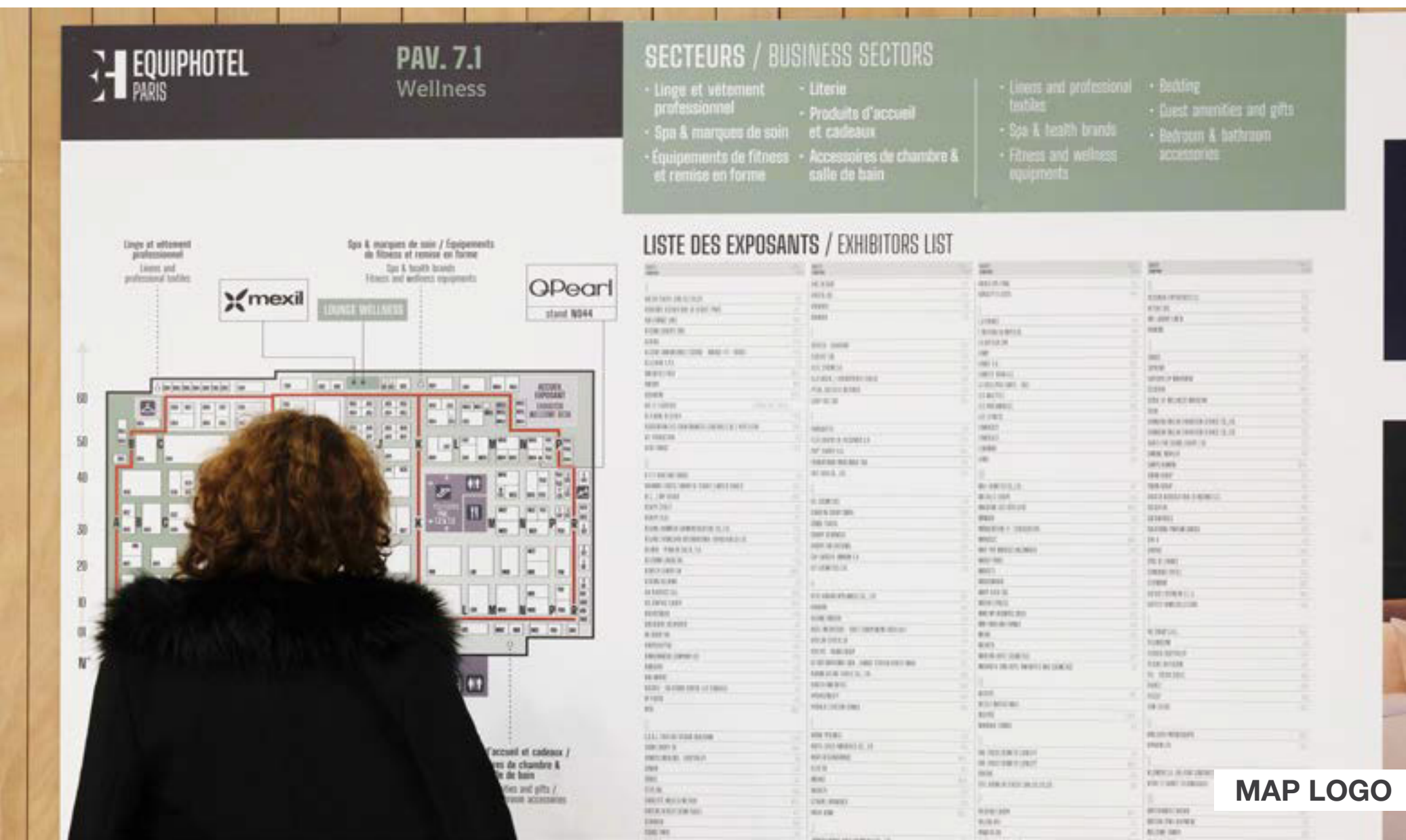
€16,000 excl. VAT

Advantages

- ✓ Double exposure for your brand
- ✓ Instant visibility
- ✓ Display on a must-see medium



PLAN POSTER



MAP LOGO

INDOOR SIGNAGE

SHOW MAPS

GUIDE AND ASSIST VISITORS IN THEIR DISCOVERY OF THE SHOW

WALL MAPS SPONSORSHIP

Advertising poster
on wall maps
(4 per hall)

Advertising poster pack
on all 16 wall maps (4 halls)

EXCLUSIVITY

Dimensions: 1,000 mm (W) x 1,500 mm (H)
HD vectorized PDF without crop marks

€2,625 excl. VAT

€8,400 excl. VAT

€2,605 excl. VAT

MAP LOGO

Your logo on the giant floor
and wall map

Vectorized logo
in AI, EPS, or PDF

Advantages

- ✓ Quick identification
- ✓ Brand reinforcement and recall
- ✓ Immediate visitor attraction



INDOOR SIGNAGE

FLOOR TILES

GUIDE VISITORS STRAIGHT TO YOUR STAND!

FLOOR TILES	
Pack of 3 floor tiles	Pack of 5 floor tiles
Size: 1,000 mm x 1,000 mm High-resolution vectorized PDF without crop marks	
€1,120 excl. VAT	€1,770 excl. VAT

Advantages

- ✓ Capture visitors' attention
- ✓ Strong visual impact
- ✓ Creative advertising



INDOOR SIGNAGE

ADVERTISING ON INFORMATION POINTS

ATTRACT VISITORS' ATTENTION BY SPONSORING THE EXHIBITION INFORMATION POINTS!

ADVERTISING ON INFORMATION POINTS

Information points in Hall 4 and Atrium (Halls 7.1, 7.2, and 7.3)

Visible poster size: 1,541 x 1,020 mm
Bleed size: 1,585 x 1,064 mm

€3,150 excl. VAT / information point

Advantages

- ✓ Continuous visibility
- ✓ Enhanced brand awareness
- ✓ Strategic display



INDOOR SIGNAGE

DISTRIBUTION RIGHTS AT THE ENTRANCE OF THE SHOW

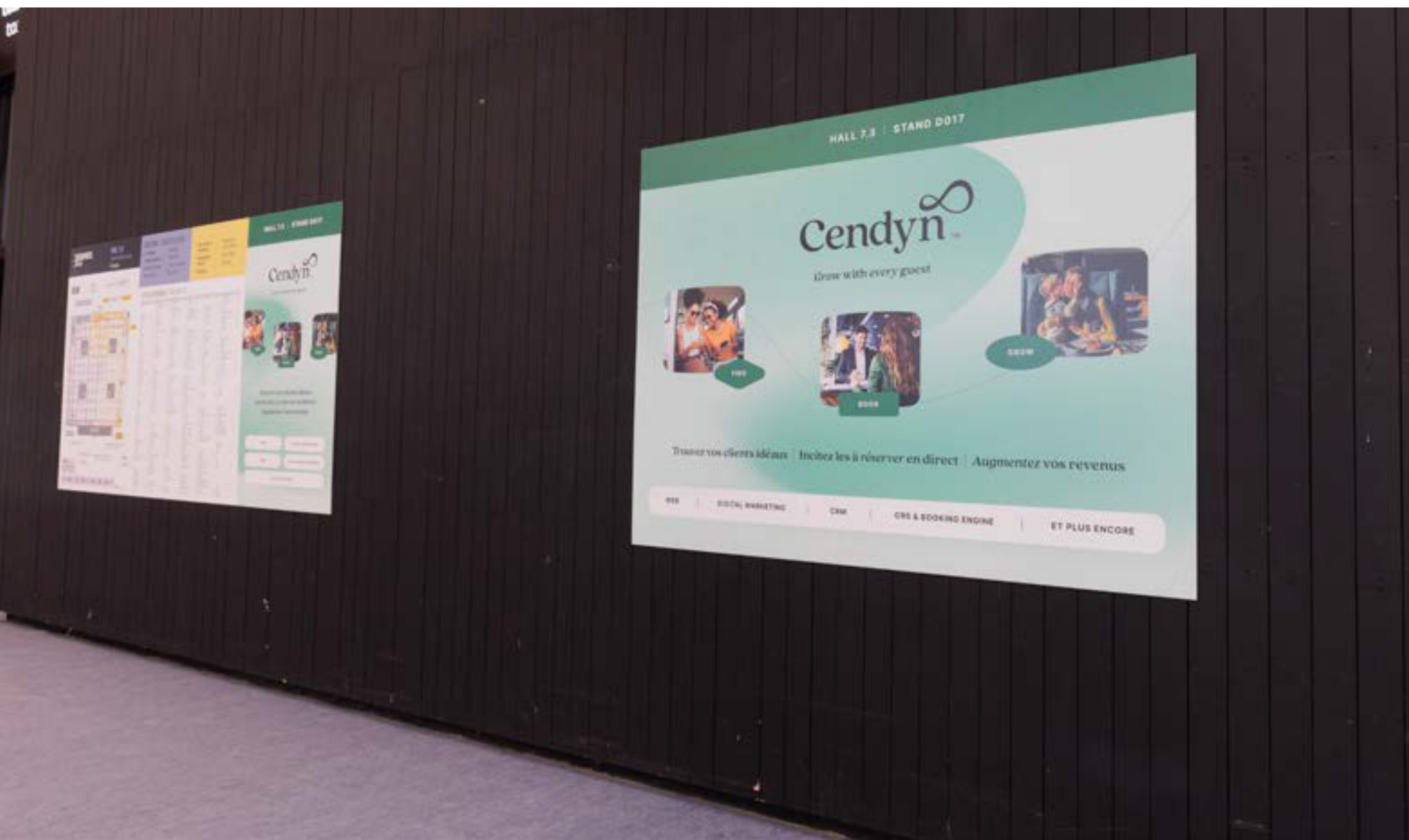
MAXIMIZE YOUR COMPANY’S EXPOSURE RIGHT AT THE ENTRANCE OF THE SHOW

DISTRIBUTION	
Distribution is limited to a maximum of two products. Distribution at the entrance of Halls 4, 7.1, and 7.3.	
Days 1 and 2 NEW	Days 3 and 4 NEW
€2,400 excl. VAT	€2,400 excl. VAT

Advantages

- ✓ Distribute your materials directly to attendees
- ✓ Create a memorable first contact with your target audience
- ✓ Capture visitors’ attention as soon as they arrive





INDOOR SIGNAGE

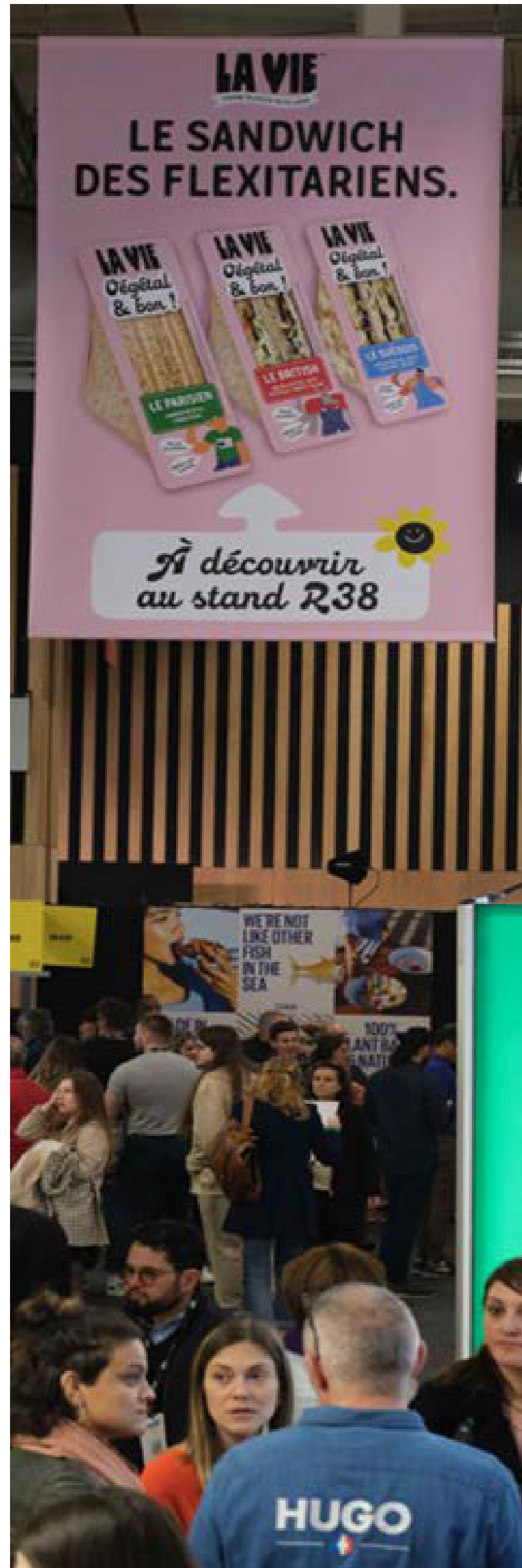
ADVERTISING ON THE ESCALATOR BLOCK

POSITION YOUR BRAND AT THE HEART OF VISITOR TRAFFIC!

ADVERTISING ON THE ESCALATOR BLOCK	EXCLUSIVE PACK HALL 1	EXCLUSIVE PACK HALL 7.2/7.3
Advertising poster on escalator blocks (Hall 7.1, 7.2, and 7.3)	Advertising poster on the 2 escalator blocks in Hall 7.1	Advertising poster on the 4 escalator blocks in Hall 7.2 or 7.3
Dimensions: 3x2 sqm		
€2,100 excl. VAT / escalator block	€3,780 excl. VAT	€7,140 excl. VAT

Advantages

- ✓ Continuous footfall
- ✓ Strengthening your brand awareness
- ✓ Increasing touchpoints



GIANT DISPLAY

GIANT POSTER SUSPENDED IN THE AISLES

GAIN HEIGHT WITH THIS OPTIMAL VISIBILITY FOR BETTER ORIENTATION AT THE SHOW

GIANT POSTER SUSPENDED

Dimensions: 1,500 mm x 3,000 mm
High-resolution vectorized PDF without crop marks

€5,620 excl. VAT

Advantages

- ✓ 360° Impact
- ✓ High-visibility elevated zone
- ✓ Prime positioning at height



EXTERIOR SIGNAGE

YOUR AD ON BARRIER COVERS

80,000
professionals

EXCLUSIVE OFFER

**MAXIMIZE YOUR VISIBILITY BY CAPTURING THE ATTENTION OF VISITORS
TRANSITING BETWEEN HALLS 4 AND 7.1**

BARRIER COVER

15 barriers front/back
Dimensions: W 192 cm x H 95 cm
HD vectorized PDF without cut marks

€6,480 excl. VAT

Advantages

- ✓ Double visibility (arrival and departure of visitors)
- ✓ Constant visitor flow
- ✓ CSR tool (reusable support for exhibitors)



SPONSORSHIP OFFER

BADGE LANYARDS

Distributed to over
80,000
professionals

**DISTRIBUTED FREE OF CHARGE TO ALL VISITORS
UPON THEIR ARRIVAL AT THE SHOW**

BADGE LANYARD LOGO

Lanyard with a carabiner and safety attachment, produced by the sponsor
50,000 units

€16,855 excl. VAT

Advantages

- ✓ Extended exposure
- ✓ Sustained attention capture
- ✓ Strengthened brand image



SPONSORSHIP OFFER

CONFERENCE SPONSORSHIP

More than **4,000**
participants over the
5 days of the show

Showcase your expertise by speaking in EquipHotel's Content Program.

- A speaking opportunity in an EquipHotel conference.

OR

- Organize your own conference, with speaker recruitment and moderator at your expense

Subject to validation by the trade show conference team.

BEFORE / AFTER THE SHOW

Your logo on:

- Website: dedicated conference page and conference search engine
- Promotion of your session via email and EquipHotel social media
- "I am a speaker" template for promotion on your social media
- Visitor guide / Conference section
- Scan participant badges (Lead Manager app)

DURING THE SHOW

Speaking slot in the conference program:

- 1 VIP badge per speaker
- 30-second video at the beginning of the conference
- Photos and video recording of the session
- Logo displayed on screen / promotional panels in the conference room and throughout the show
- Retrieve the leads of participants who attended your session from your dashboard.

FORMAT

- Audience: 80-150 pax max
- 45 min including Q&A
- 3 to 4 speakers per session + moderator

Advantages

- ✓ Lead Acquisition
- ✓ Networking Opportunities
- ✓ Reusable content
- ✓ Competitive differentiation

€3,310 excl. VAT



SPONSORSHIP OFFER

SHOW ENTRANCE SPONSOR

80,000
professionals

EXCLUSIVE VISIBILITY

**BE VISIBLE RIGHT FROM THE MAIN ENTRANCE OF THE SHOW –
HALL 4 ENTRANCE**

BEFORE / AFTER THE SHOW

Your logo on:

- Sponsors section of the website, visitor guide, and EquipHotel catalog
- 1 social media push featuring a product from your catalog

ATTENDANCE

- Over 80,000 professionals over 4 days

IN THE EXHIBITION WELCOME AREA

- Distribution of your product by welcome hostesses
- And/or a bare space (max 4 sqm) in the welcome area dedicated to showcasing your product (installation at your expense and subject to technical service approval)
- Your logo on the exhibition welcome signage
- Your video displayed on the welcome screen
- Advertisement at the entrance of Hall 4 (2,000mm x 1,000mm)

Advantages

- ✓ Extended exposure
- ✓ Prolonged audience engagement
- ✓ Strengthened brand image

€10,000 excl. VAT



SPONSORSHIP OFFER

NETWORKING EVENT SPONSOR

- Take part in the salon’s premium networking events.
- Develop your network with the salon’s invited guests.

BEFORE / AFTER THE SHOW

Your logo on:

- The event invitation
- Event photos

DURING THE SHOW

- 3 invitations
- Logo on event signage on-site
- 30’ video or short introduction during the welcome speech (depending on the event format)
- Option to give a gift to guests
- Option to scan the participant list (Lead Manager app)

FORMAT	
Leaders Breakfast or End-of-Day Cocktail	Gala Cocktail Reception
Targeted guests for networking events: Hoteliers, Architects, Hotel Chains...	
€5,000 excl. VAT	€10,000 excl. VAT

Subject to approval by the show management.





SPONSORSHIP OFFER

SPONSORING INNOVATION AWARDS CATEGORY SPONSOR – Innovative Initiatives: Hospitality & Catering

Your visibility includes:

BEFORE / AFTER THE SHOW

Your logo on:

- Website: Dedicated Innovation Awards page with a link to your exhibitor profile in the search engine
- Email and social media campaigns: Calls for applications, finalists, winners
- Final list of winners
- Public voting platform
- Press: Press release for finalists and then winners

DURING THE SHOW

- Your 30-second video played at the beginning of the category award ceremony
- On-stage presence to present the category award
- Logo in the visitor guide / awards section
- Photos of the ceremony
- Presence at the awards cocktail reception

€3,310 excl. VAT



SPONSORSHIP OFFER

SPONSORING INNOVATION AWARDS GLOBAL SPONSOR

EXCLUSIVE

Your visibility includes:

BEFORE / AFTER THE SHOW

Your logo as «GLOBAL SPONSOR» on:

- Website: dedicated Innovation Awards page with a link to your exhibitor profile in the search engine
- Email and social media campaigns: call for applications, reminders, finalists, winners
- **Promotional video of the Awards**
- Final list of winners
- Public voting platform
- Press: press releases for finalists and winners

DURING THE SHOW

- Your 30' video played at the beginning **and end of the ceremony**
- On-stage presence to present an award
- Logo featured in the visitor guide / awards section
- **Reserved seats with the jury**
- Presence at the awards cocktail with a **promotional banner**
- Photos of the ceremony

€4,310 excl. VAT



SPONSORSHIP OFFER

DISTRIBUTION OF YOUR CUSTOMIZED BAG

EXCLUSIVE OFFER

MAKE YOUR BRAND UNMISSABLE FROM THE ENTRANCE
BY DISTRIBUTING YOUR OWN BAGS

DISTRIBUTION

Distribution at the entrance of Halls 4, 7.1, and 7.3

€24,990 excl. VAT

Advantages

- ✓ Accompany visitors throughout the show
- ✓ Offer a tangible and memorable gift to boost engagement
- ✓ Ensure continuous brand visibility during the event