

Our communication tools

2-5 Nov. 2026

EQUIPHOTEL



BOOST YOUR VISIBILITY

Our COMMUNICATION tools

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Our
COMMUNICATION
tools





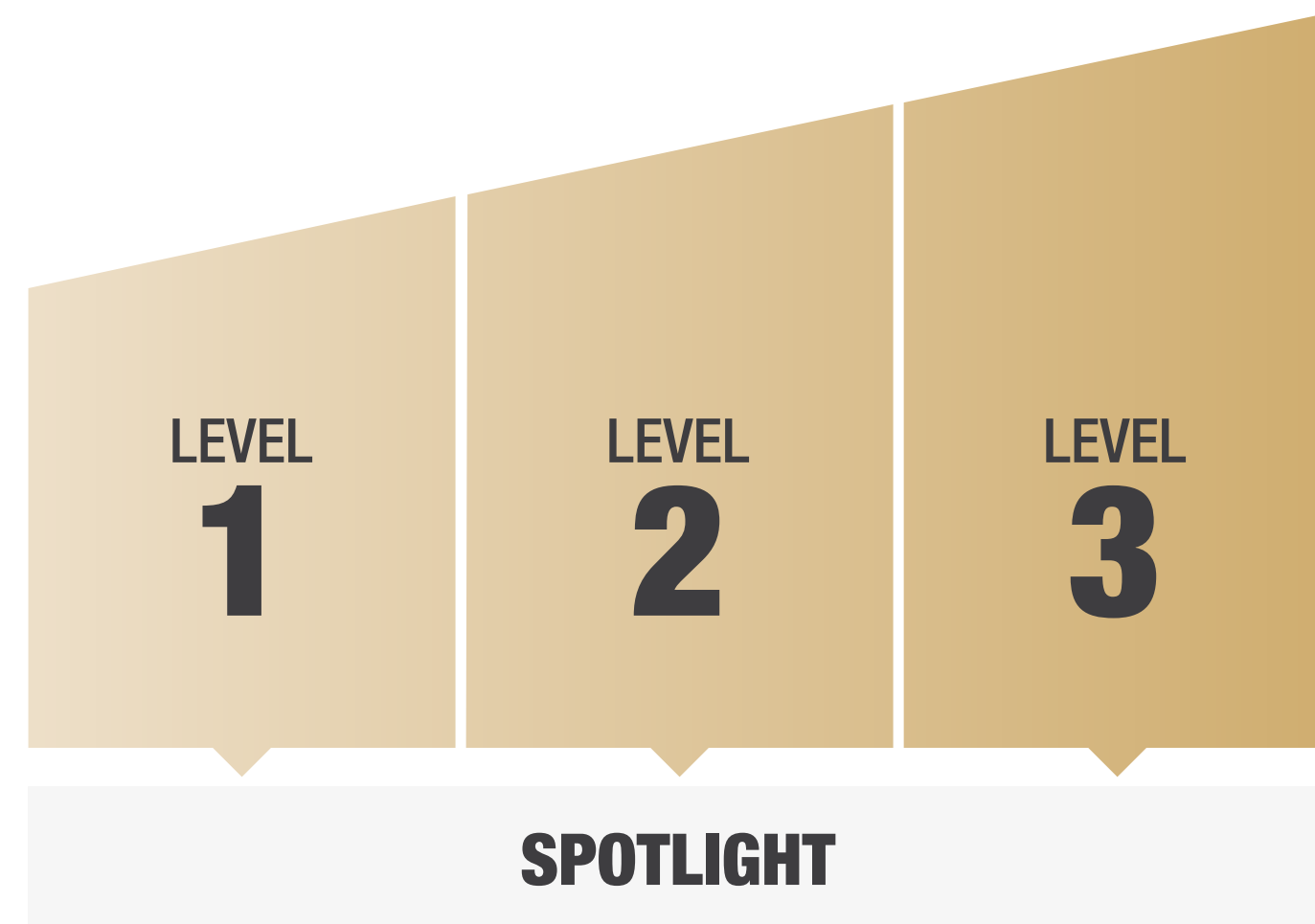
COMMUNICATION PACKAGES

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



SHOWCASE YOUR BRAND

Choose from 3 powerful packages

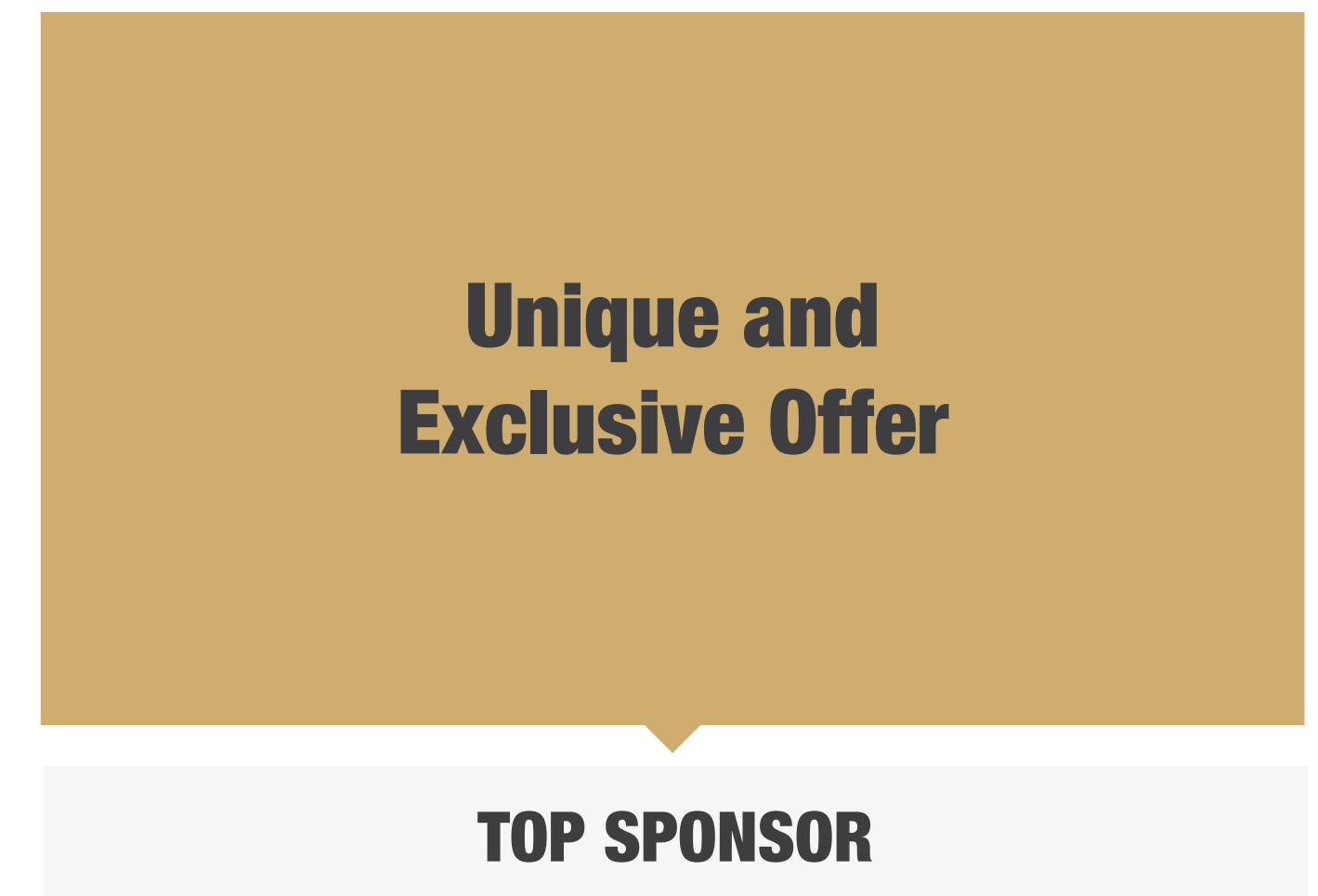


MAXIMISE YOUR EXPOSURE

Pick the package that suits you best – 2 options available



BECOME OUR ONE EXCLUSIVE PARTNER





SPOTLIGHT PACK

BOOST YOUR LEADS!

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

Save at least 25%
Vs à la carte pricing!

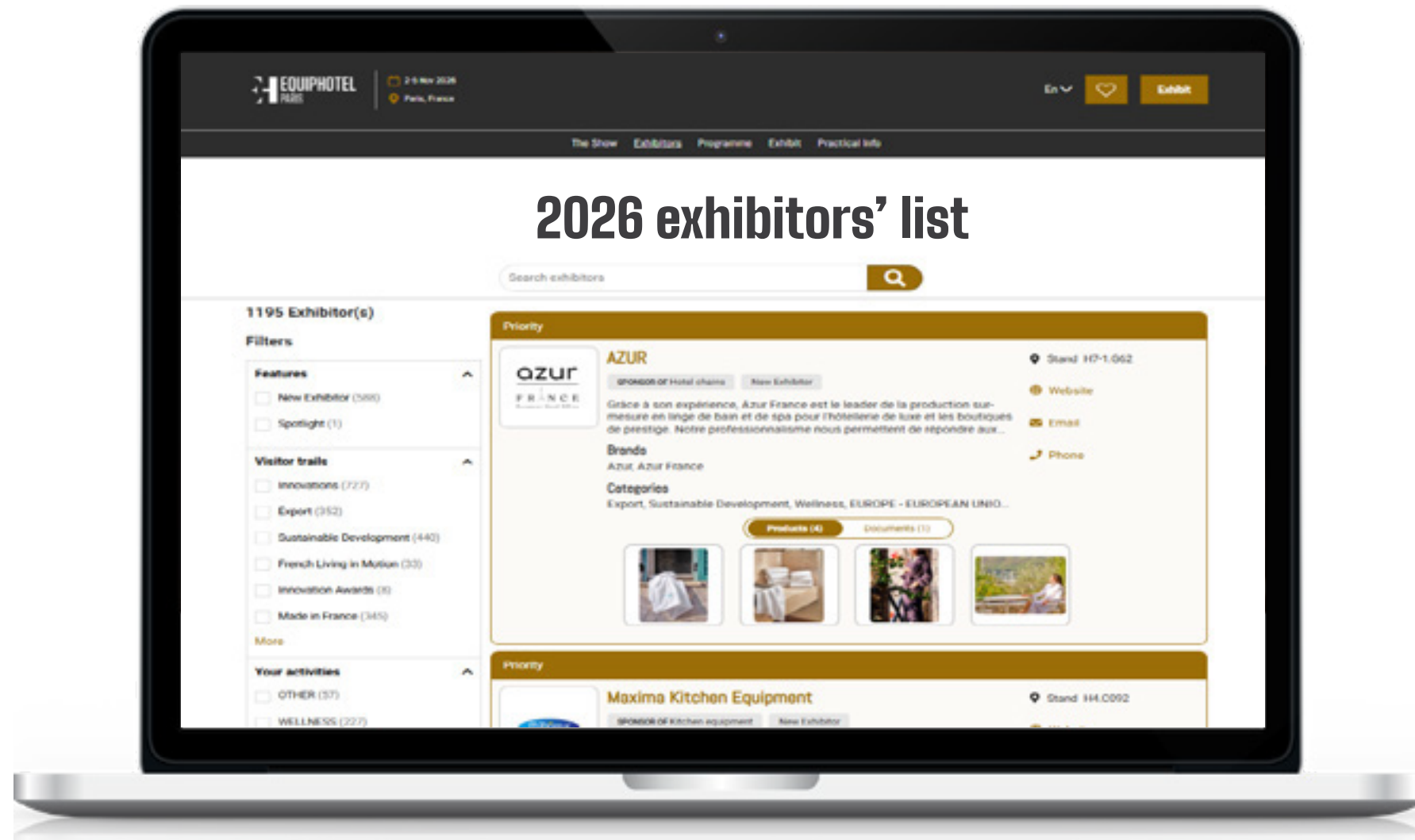


	LEVEL 1	LEVEL 2	LEVEL 3
Your logo featured in a “Spotlight Corner” block within one of our newsletters	✓	✓	✓
Your company featured in the “Spotlight” filter of the exhibitor search engine	✓	✓	✓
Your logo featured in a “Spotlight Corner” on the exhibitor sector page of our website	✓	✓	✓
3 floor panels	✗	✓	✗
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	€2,990 excl. VAT	€6,640 excl. VAT



SPOTLIGHT

GET INSTANT SPOTLIGHT AND ATTRACT VISITORS WHO ARE GENUINELY INTERESTED IN DISCOVERING YOUR OFFERS



Search engine Spotlight filter

Your logo in a “Spotlight Corner” of a **newsletter**

€80 excl. VAT

Your company in the “Spotlight” section of the **exhibitor search engine**

€460 excl. VAT

Your logo in a “Spotlight Corner” on the **exhibitor section of the website**

€640 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.

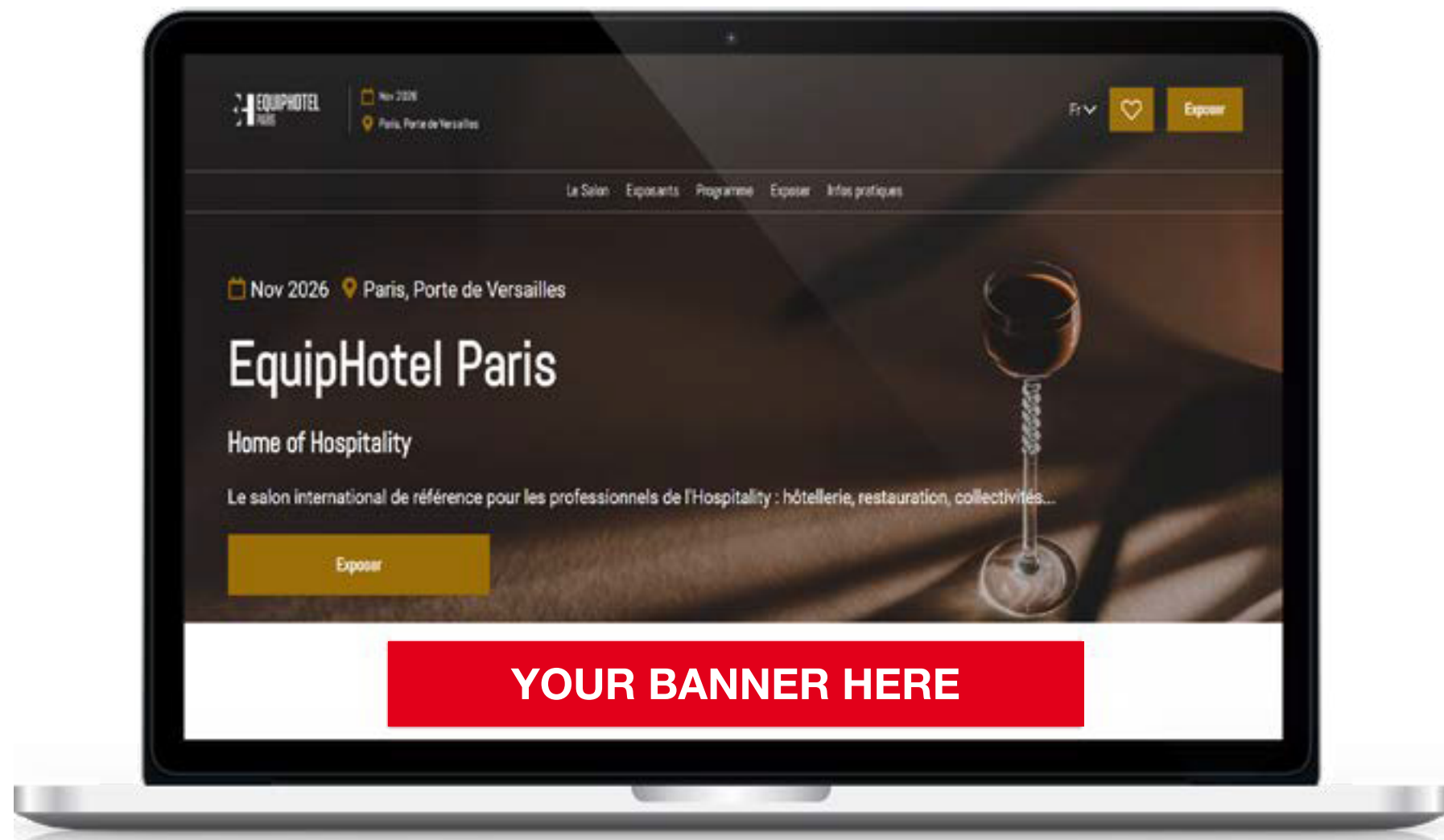


Your tailor-made offer

DIGITAL	<p>Banner on the Home Page</p> <p>+</p> <p>Social media post</p> <p>+</p> <p>Banner in the day 1 programme newsletter</p>
SIGNAGE	<p>Entrance display at Pavilion Hall 4</p> <p>+</p> <p>Wall and escalator displays</p> <p>+</p> <p>Giant display</p> <p>+</p> <p>Advertising on the 6 directional totems</p> <p>+</p> <p>Speaking opportunity or sponsorship of the experiential zone</p>
VISIBILITY	<p>Logo on the floor map</p> <p>+</p> <p>Back cover options (2nd, 3rd, or 4th) in the visitor guide</p>

from €30,000 excl. VAT





HOME PAGE AUDIENCE

97,000
sessions

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 BANNER

Maximum of 3 advertisers in rotation

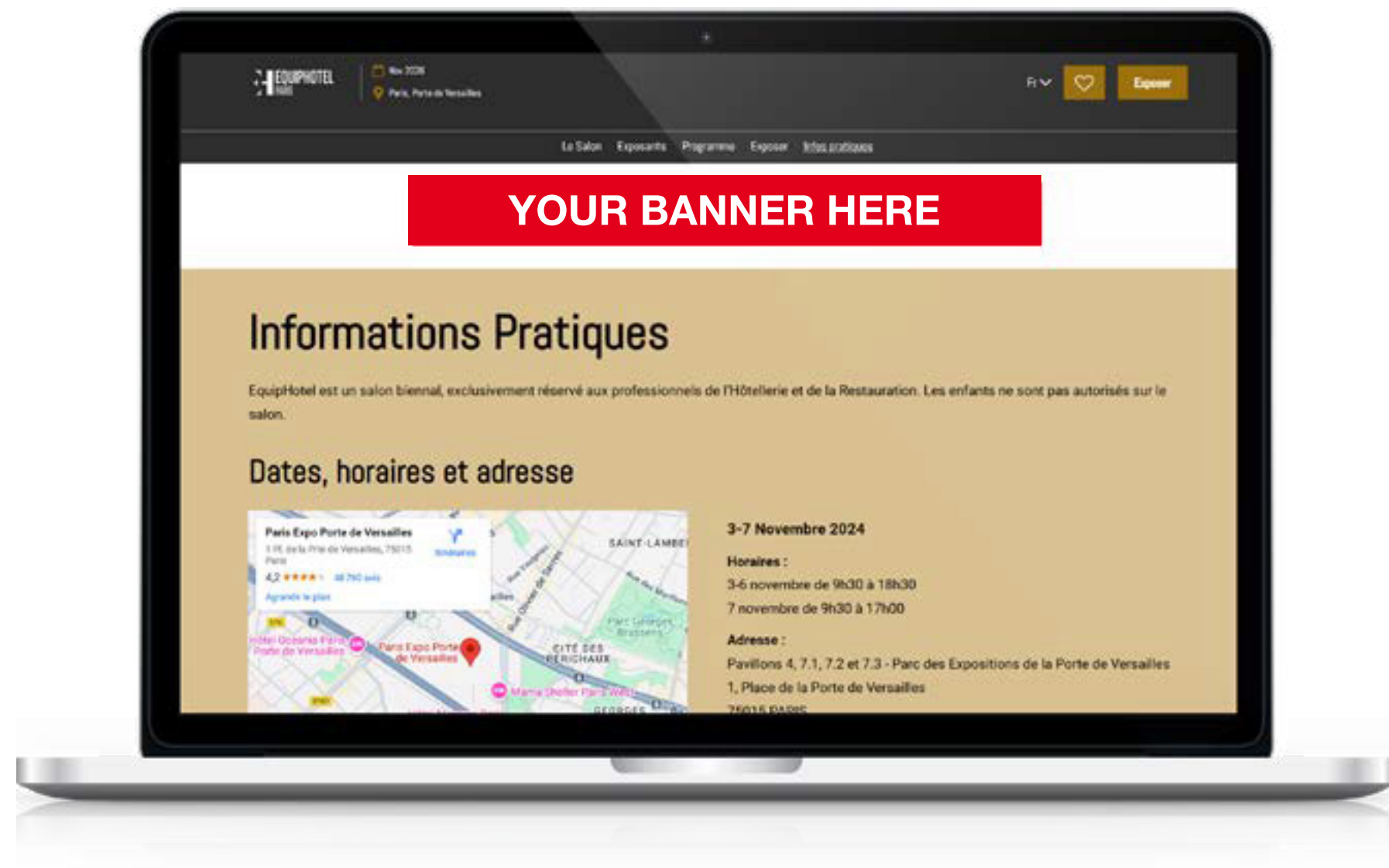
3 files to provide:

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:

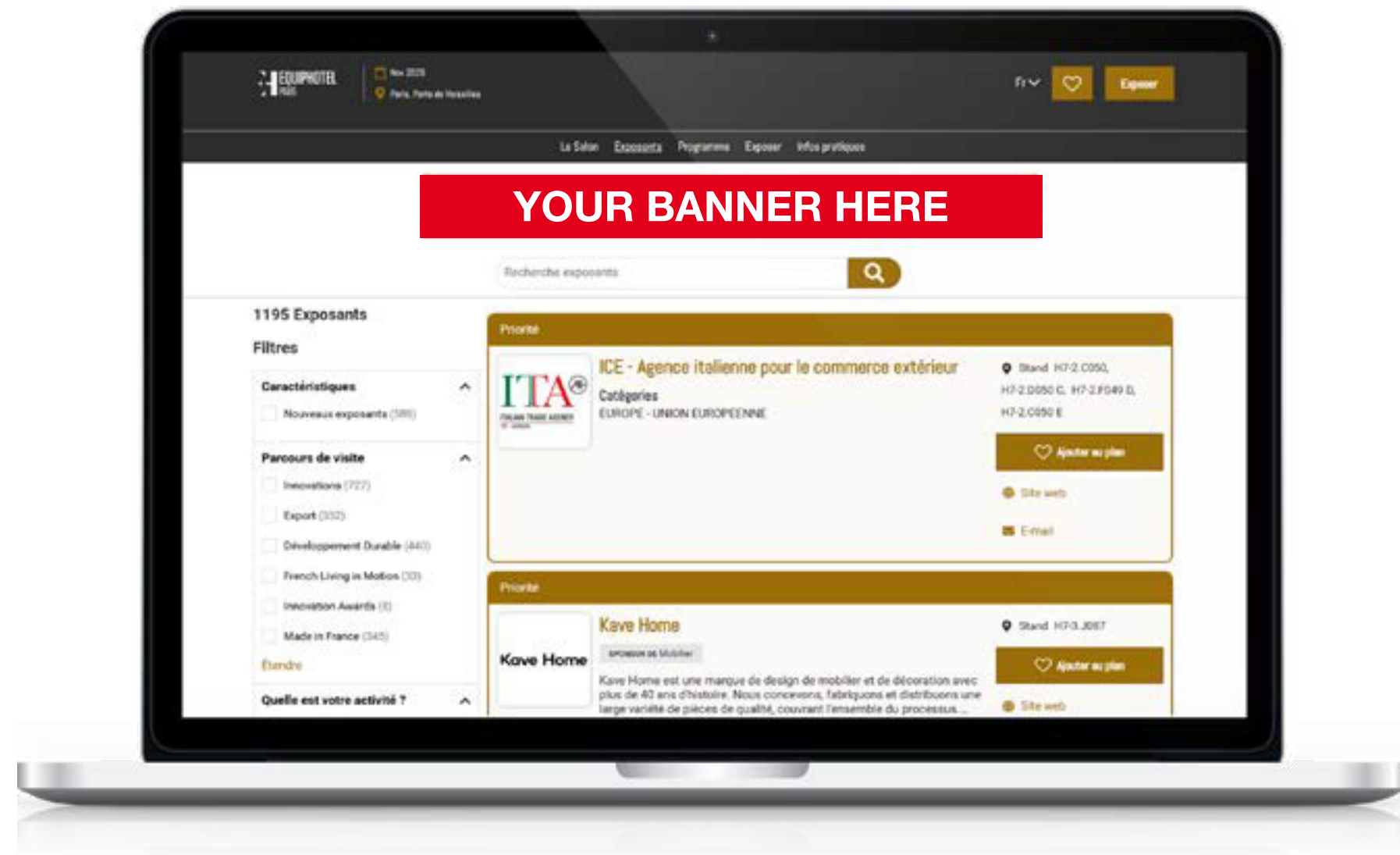
970x90px (Desktop), 728x90px (Desktop + Tablet), 320x50px (Mobile).
JPEG or GIF. If the background is white, please add a gray border around the visual.
Redirection link.

€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

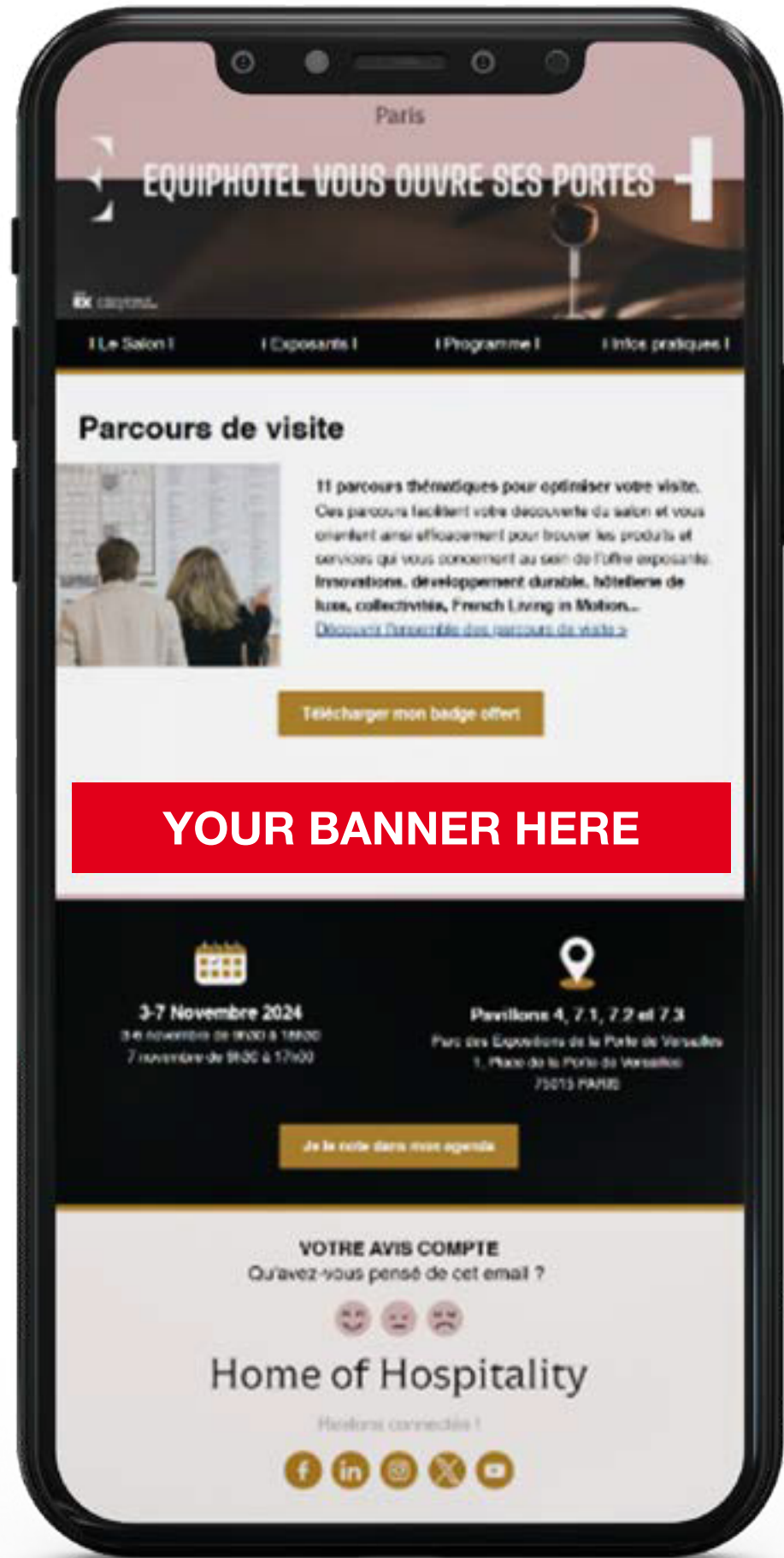
3 files to provide:

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

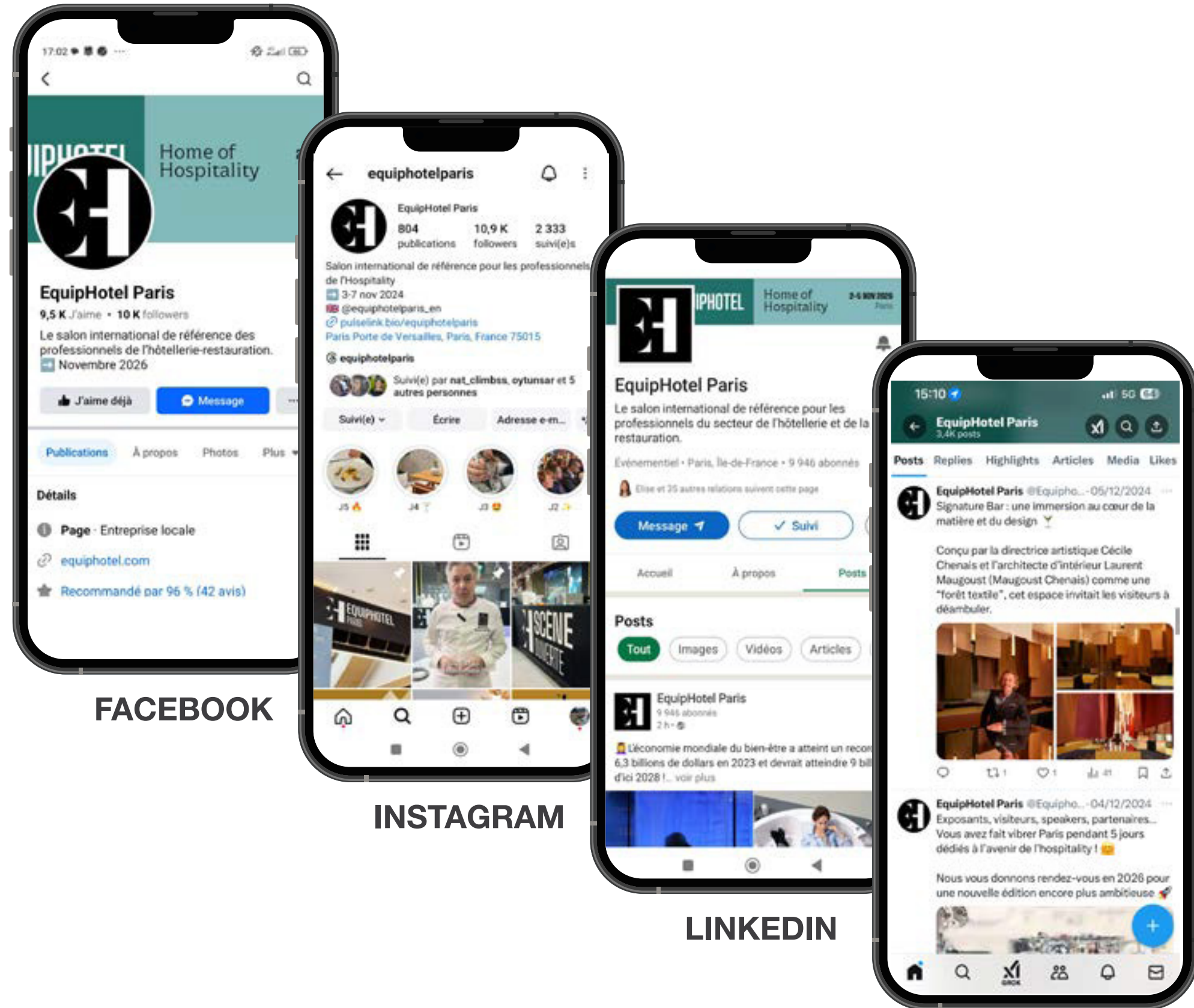
€945 excl. VAT

Advantages

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



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FACEBOOK

INSTAGRAM

LINKEDIN

X

34 K
followers on our social media platforms

2.5 M
impressions

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.





BADGE + CONFIRMATION EMAIL



BACK OF THE BADGE

80,000
PROFESSIONALS

DIGITAL & PRINT OFFER

SPONSORSHIP – VISITOR BADGE ORDER AND BADGE HOLDER

EXCLUSIVITY

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





FRONT COVER & INSIDE FRONT COVER



BACK COVER

DIGITAL AND PRINT OFFER

COVER ADVERTISEMENT IN THE PREVIEW + EQUIPHOTEL DAILY MAGAZINE

EXCLUSIVE OFFER

CHOOSE THE BEST PLACEMENTS!

With an advertisement on the cover, at the start or end of the daily magazine, enjoy premium visibility in the event's official publication.

PACKAGE: ONLINE PREVIEW + 4 EDITIONS OF THE DAILY NEWSPAPER (PRINT AND ONLINE VERSIONS)

6,000 printed copies

Front cover (1/5 page)	Inside front cover	Back cover
REF: 7504734	REF: 7504697	REF: 7504698
€12,000 excl. VAT	€13,000 excl. VAT	€14,000 excl. VAT





FULL-PAGE ADVERTORIAL



1/2 PAGE ADVERTORIAL

DIGITAL AND PRINT OFFER

ADVERTISING IN THE DAILY MAGAZINE: EQUIP HOTEL DAILY

BOOST YOUR BRAND AWARENESS!

Be visible in the event's official magazine, made available to participants upon arrival.

ADVERTISING IN AN ISSUE OF THE DAILY MAGAZINE (PRINT AND ONLINE VERSIONS)

6,000 printed copies

Half-page advertorial

Full-page advertorial

REF: 5502902

REF: 5502901

€2,300 excl. VAT

€3,900 excl. VAT





FULL PAGE



1/2 HORIZONTAL PAGE

DIGITAL AND PRINT OFFER

ADVERTISING IN THE DAILY MAGAZINE: EQUIP HOTEL DAILY

BOOST YOUR BRAND AWARENESS!

Be visible in the event's official magazine, made available to participants upon arrival.

ADVERTISEMENT IN AN ISSUE OF THE DAILY MAGAZINE (PRINT AND ONLINE VERSIONS)

6,000 printed copies

Half-page horizontal

Full page

REF: 5502264

REF: 5502260

€1,800 excl. VAT

€3,000 excl. VAT





1/2 HORIZONTAL PAGE



LOGO ON THE MAP - STANDARD SIZE

PRINT OFFER

EQUIP HOTEL DAILY / PACKAGES

DAILY – STARTER PACKAGE

6,000 printed copies

1/2 horizontal page + Logo on the map - standard size

REF: 7504699

€1,750 excl. VAT





1/2 HORIZONTAL PAGE



1/2 PAGE ADVERTORIAL



LOGO ON THE MAP - LARGE SIZE

PRINT OFFER

EQUIP HOTEL DAILY / PACKAGES

DAILY - ADVANCED PACKAGE

6,000 copies printed

- 1/2 horizontal page
- + 1/2 page advertorial
- + Logo on the map - large size

REF: 7504700

€4,100 excl. VAT





FULL PAGE



FULL-PAGE ADVERTORIAL



LOGO ON THE MAP - LARGE SIZE

PRINT OFFER

EQUIP HOTEL DAILY / PACKAGES

DAILY – PREMIUM PACKAGE

6,000 printed copies

- Daily magazine - Full page
- + Daily magazine - Full-page advertorial
- + Daily magazine - Interview/article in the magazine
- + Daily magazine - Logo on the map - large size

REF: 7504701

€7,550 excl. VAT





BACK COVER



FULL-PAGE ADVERTORIAL



LOGO ON THE MAP - LARGE SIZE

PRINT OFFER

EQUIP HOTEL DAILY / PACKAGES

DAILY – PREMIUM PRO PACKAGE

6,000 copies printed

- Back cover (4 editions)
- + Full-page advertorial (1 edition)
- + Logo on the map – large size (1 edition)

REF: 7504702

€14,000 excl. VAT





INDOOR SIGNAGE

PAVILION ENTRANCE DOOR STICKERS

GIVE YOUR COMPANY STRATEGIC VISIBILITY
ON THE PAVILION ENTRANCE DOORS

PAVILION ENTRANCE DOOR STICKERS

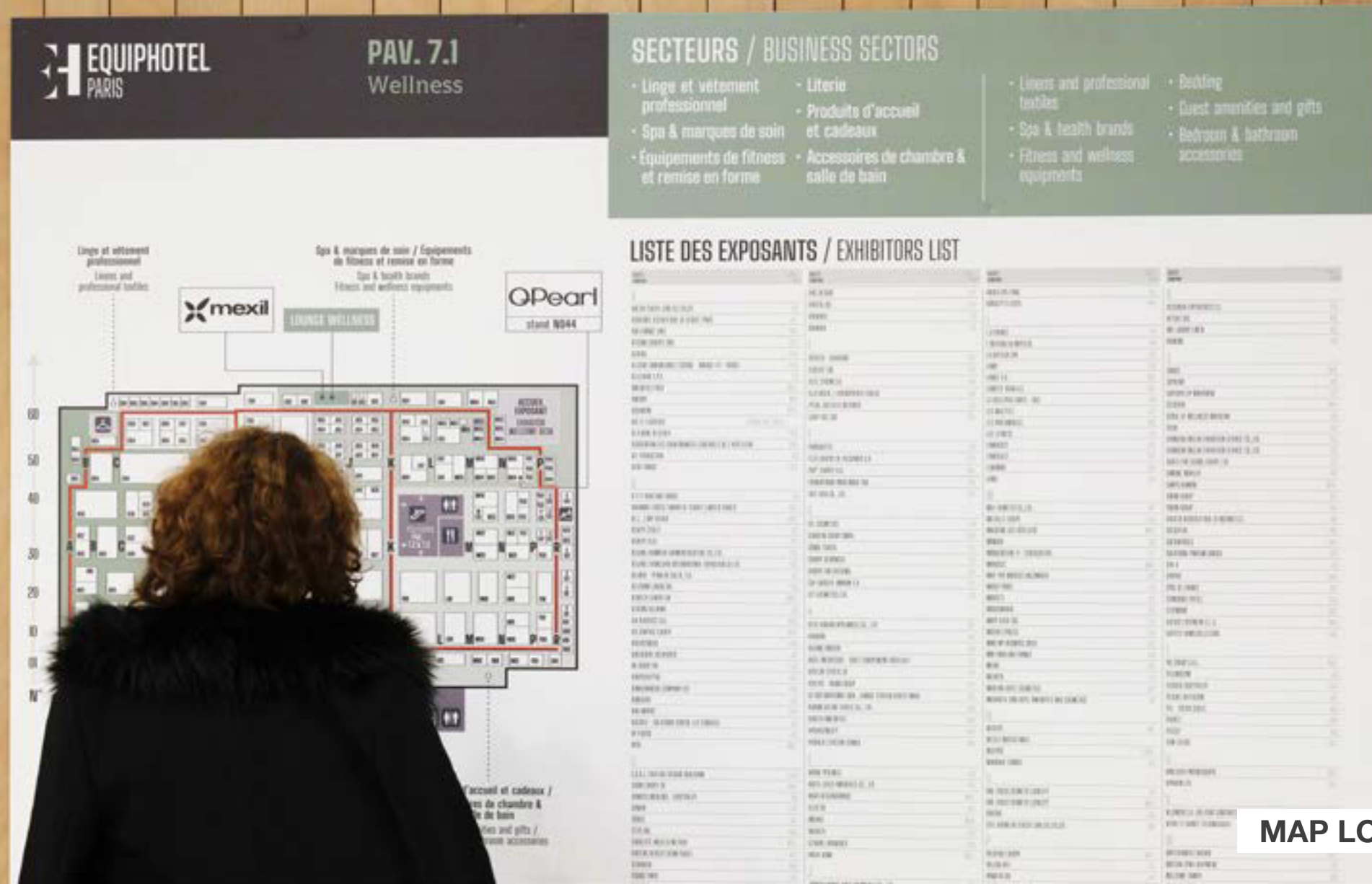
2 large stickers

€1,040 excl. VAT





PLAN POSTER



MAP LOGO

INDOOR SIGNAGE

SHOW MAPS

GUIDE AND ASSIST VISITORS IN THEIR DISCOVERY OF THE SHOW

WALL MAPS SPONSORSHIP		MAP LOGO
Advertising poster on wall maps (4 per hall)	Advertising poster pack on all 16 wall maps (4 halls) EXCLUSIVITY	Your logo on the giant floor and wall map
Dimensions: 1,000 mm (W) x 1,500 mm (H) HD vectorized PDF without crop marks		Vectorized logo in AI, EPS, or PDF
€2,625 excl. VAT	€8,400 excl. VAT	€2,605 excl. VAT

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**

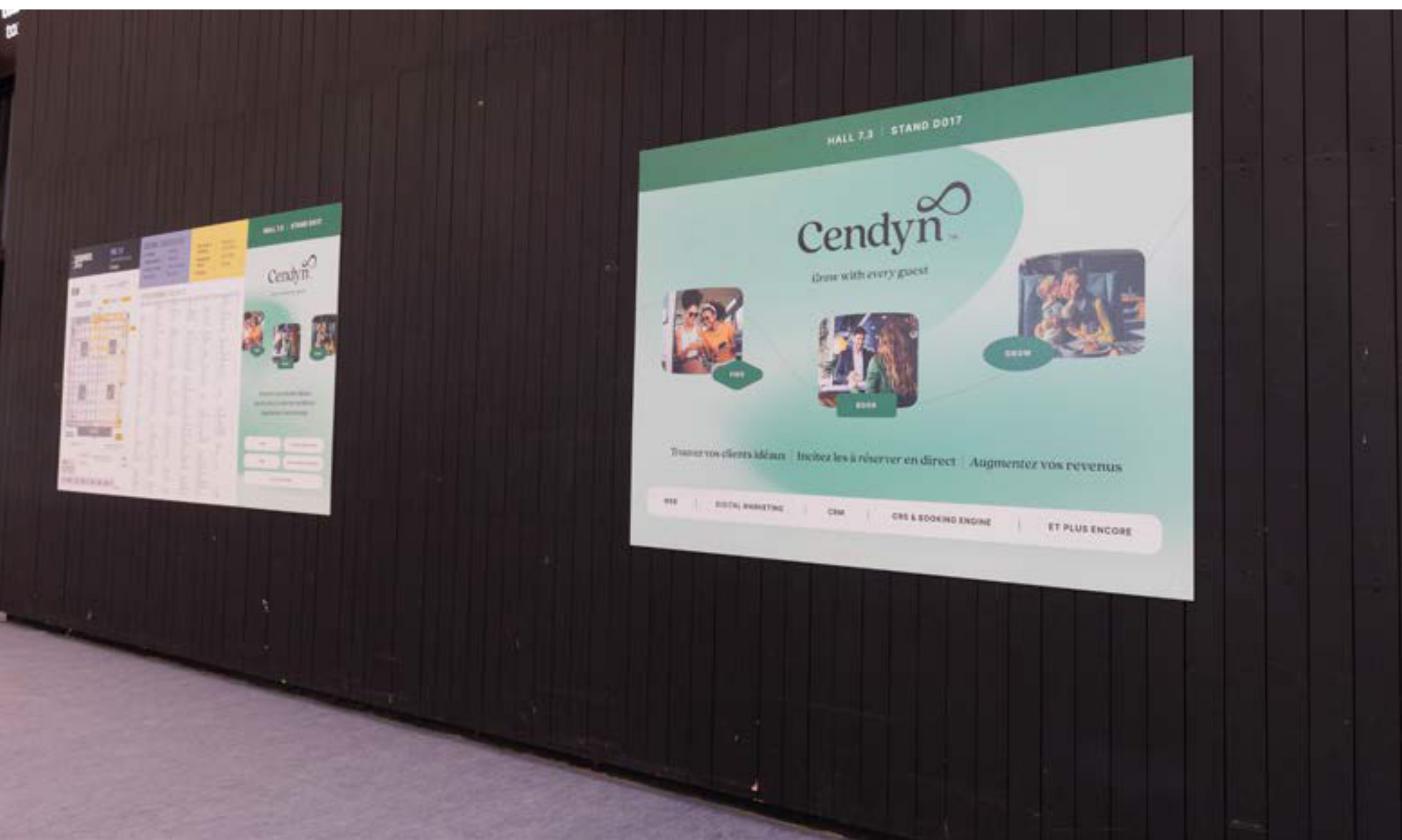
€2,400 excl. VAT

€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

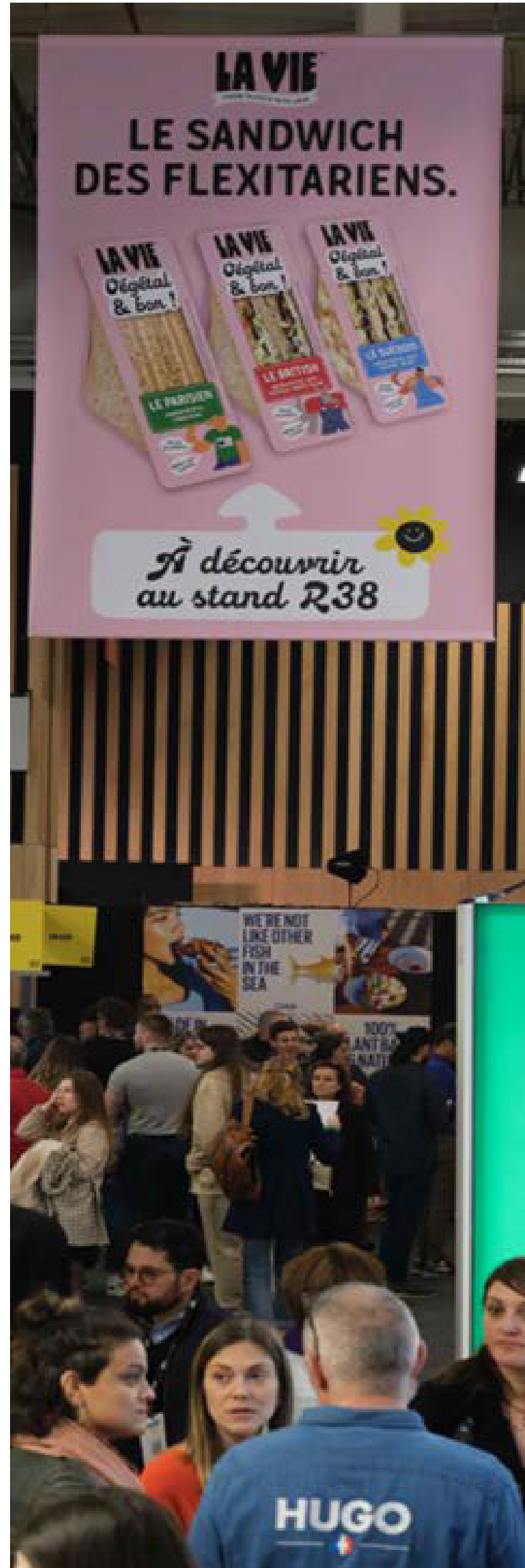
POSITION YOUR BRAND AT THE HEART OF VISITOR TRAFFIC!

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 4 days of the show

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

- 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
- 30 min including Q&A
- 1 to 2 speakers per session + moderator

Advantages

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

€2,900 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

