

Participation  
Guide  
&  
Business Services  
Catalogue

Paysalia  
Rocalia

30 NOV - 2 DEC 2027  
PAYSALIA.COM | ROCALIA-EVENTS.COM



AN EVENT  
greentech+

Paysalia in coproduction with  
  
chaque  
jardin  
compte  
LES ENTREPRISES DU PAYSAGE

Associated partner  
**pierreactual**  
LES ENTREPRISES DU PAYSAGE

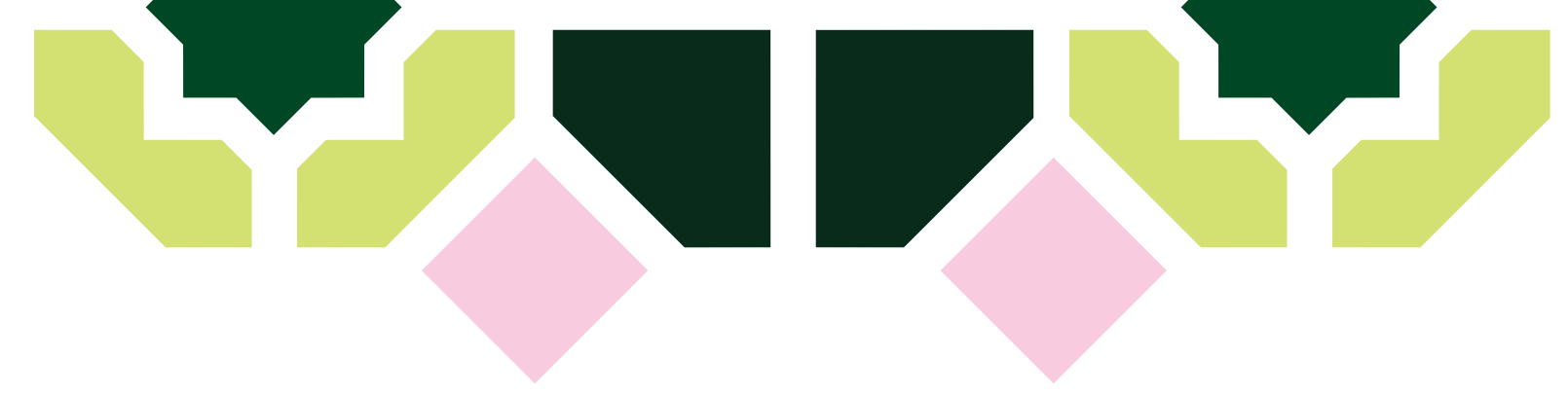
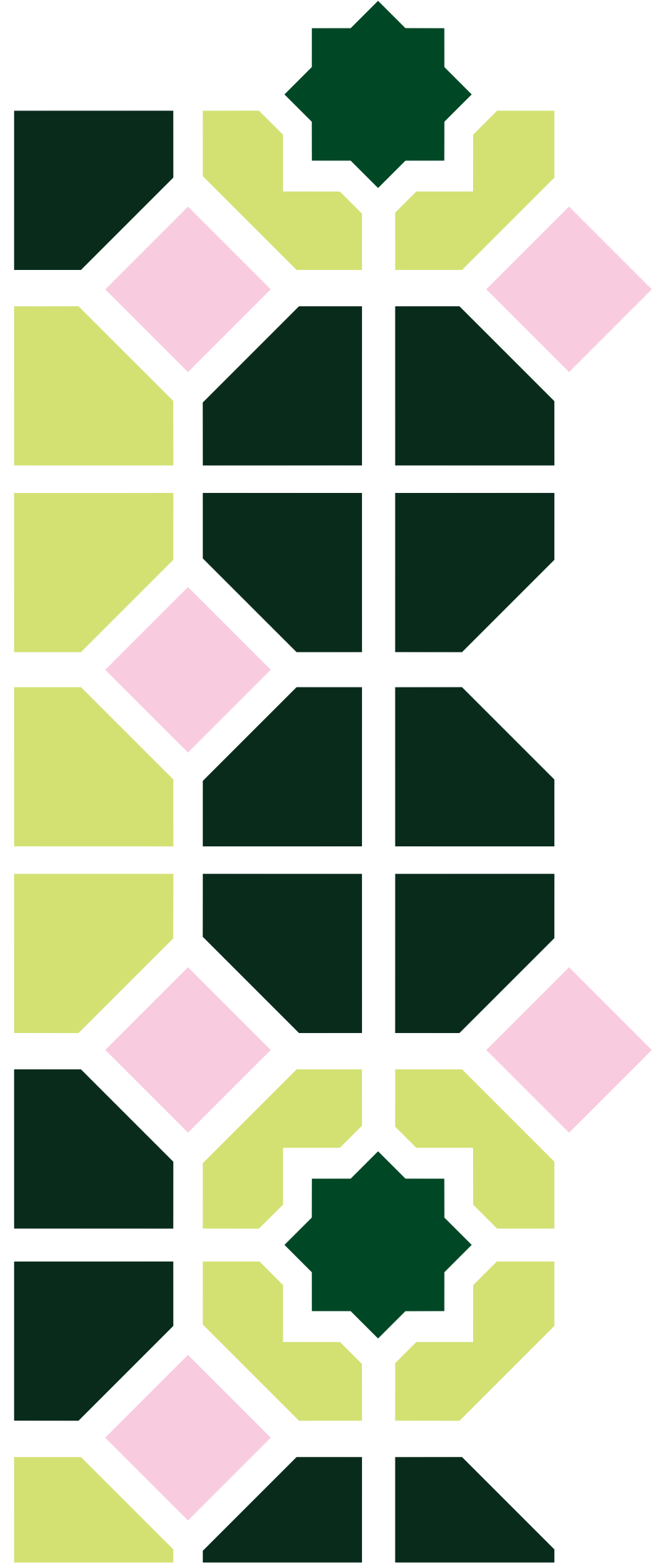


# EXHIBIT WHERE BUSINESS OPPORTUNITIES ARE CREATED IN LANDSCAPING AND NATURAL STONE

Paysalia and Rocalia are much more than just trade shows: they are **a strategic commercial platforms** at the heart of the landscaping and natural stone ecosystems.

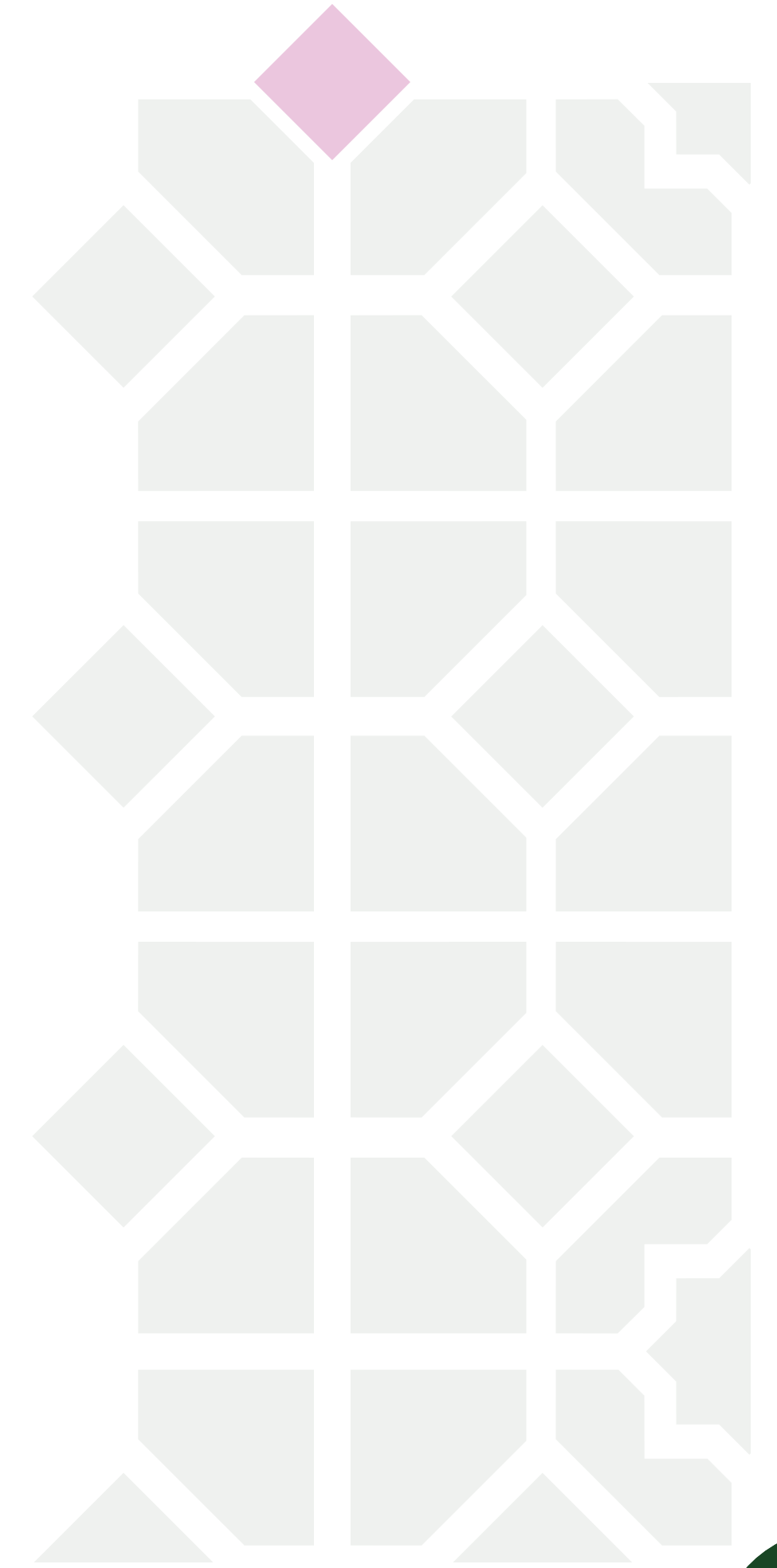
By exhibiting, you will meet **targeted visitors with projects** and **a need for concrete solutions**.

Optimise your return on investment by choosing **visibility, communication and sponsorship services** designed to enhance your brand, generate leads and stand out over time.



# PARTICIPATION GUIDE

## PARTICIPATION GUIDE



# Participation packages

Participation Packages

## STANDARD PARTICIPATION PACKAGE

- 100 printed invitation cards (on request during registration)
- An invitation link allowing your clients and prospects to easily download their visitor badge
- E-invitation module for your clients and prospects from your exhibitor area
- 1 parking space for stands from 12 to 35 m<sup>2</sup> and for all co-exhibitors / 2 parking spaces from 36 m<sup>2</sup> (light vehicles height <1.90m)
- 2 customisable exhibitor badges per 12 m<sup>2</sup> module or per co-exhibitor (maximum 20 badges)
- Administration fees
- Accident insurance cover of up to €5,000 is included in the registration fee
- Badge reader: scan visitors you meet at your stand, collect data, qualify them and export them at any time

### PRICE

Direct exhibitor price

**€695 excl. VAT**

Co-exhibitor price

**€1,390 excl. VAT**

## VISIBILITÉ+ Package

### STANDARD PARTICIPATION PACKAGE



- Instant AI photo shoot
- 1 press news flash
- Your logo on a scrolling banner broadcast on the Paysalia or Rocalia Forum

### PRICE

**€1,095 excl. VAT**

representing a saving of €900 on the 3 visibility services (if booked "A la carte")

## INNOVATION+ Package

### STANDARD PARTICIPATION PACKAGE



- Innovation Booster system including one product featured in the Innovation Booster area (physical or digital depending on conditions)

### PRICE

**€1,295 excl. VAT**

representing a saving of €250 on innovation promotion services (if booked "A la carte")

# Your space reservation

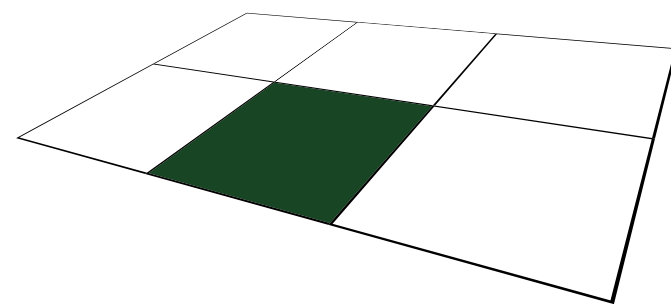
Your space reservation

## SURFACE

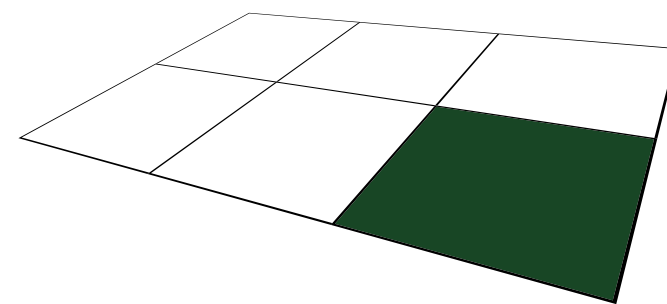
- BARE STAND : from 19 m<sup>2</sup>
- BASIC & BUSINESS PACKS : from 12 m<sup>2</sup>
- From 12 to 18 m<sup>2</sup>, "Basic" or "Business" equipment is compulsory

## CORNERS

Subject to availability

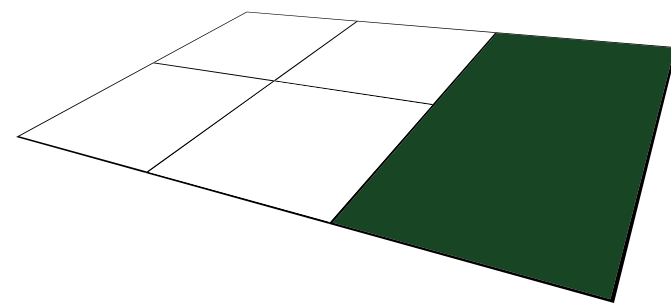


**NO CORNER**



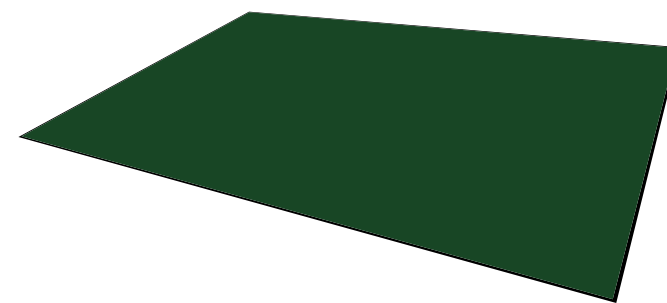
**1 CORNER**  
(2 open sides)

**€300 excl. VAT**



**2 CORNERS**  
(3 open sides)

**€600 excl. VAT**



**4 CORNERS OR ISLAND**  
(4 open sides)

**€1,200 excl. VAT**



DEPENDING ON YOUR  
STAND LOCATION, YOU  
MAY CHOOSE FROM 1 TO  
4 OPEN CORNERS ONTO  
THE AISLES TO ENSURE  
MAXIMUM VISIBILITY

# Your exhibition solutions

3 exhibition solutions tailored to your needs and budget.  
Our sales team is available to advise and guide you.

Your exhibition solutions



# Your exhibition solutions

## **BARE STAND** From 19 m<sup>2</sup>

CHOOSE A BARE SPACE TO DESIGN IN YOUR OWN IMAGE FOR AN OPTIMIZED, CUSTOMIZED STAND THAT REMAINS TRUE TO YOUR BRAND.

### **INCLUDED IN THE BARE STAND**

- Floor marking
- If sharing a wall, the partition is provided (upon request in the participation form during registration)

### **PRICE**

**€191** excl. VAT / m<sup>2</sup>

Let's create  
your custom  
booth project  
together!

CONTACT :

**Paloma CATALDO**

paloma.cataldo@gl-events.com

+33 (0)4 78 176 206

### **OUR COMMITMENT**

To design a booth tailored to your brand image, exhibition space, and budget.

### **YOUR BENEFITS**

**Creativity:** design, aesthetics, and modernity to support your ambitions.

**Peace of mind:** a single point of contact to manage your project from start to finish, from design to execution.

**Reliability:** with over fifteen years of experience, we guarantee a thorough understanding of the venue and its teams.

**Responsiveness:** our team is ready to meet your last-minute needs.



# Your exhibition solutions

## **"BASIC" PACK STAND** From 12 m<sup>2</sup>

SIMPLE AND FLEXIBLE, THE BASIC PACK GIVES YOU THE FREEDOM TO CUSTOMIZE AND ARRANGE YOUR SPACE AS YOU WISH.

### **INCLUDED IN THE "BASIC PACK" FULLY EQUIPPED STAND**

- Floor marking
- Carpet flooring
- Partition walls
- Perimeter bracing
- 1 flag sign
- LED lighting strip(s) depending on the area
- Power supply
- Daily stand cleaning
- Stand cleaning on the day before the opening

### **PRICE**

**€108** excl. VAT\* / m<sup>2</sup>

\* In addition to the price of the bare space.  
Minimum space: 12 m<sup>2</sup> (subject to availability).  
For any additional setup options (furniture package, wall graphics, signage, etc.), see page 12.



Non contractual visual

# Your exhibition solutions

## “BUSINESS” PACK STAND From 12 m<sup>2</sup>

TAKE ADVANTAGE OF A FULLY EQUIPPED STAND SPACE: VISITOR RECEPTION, MEETING AREA, STORAGE...  
YOU ONLY NEED TO FOCUS ON PRESENTING YOUR PRODUCTS AND SERVICES.

### INCLUDED IN THE “BUSINESS PACK” FULLY EQUIPPED STAND

- Floor marking
- Carpeted floor
- Partition walls
- 1 storage room of 1 m<sup>2</sup> (or 2 m<sup>2</sup> if stand > 36 m<sup>2</sup>)
- Perimeter bracing
- PVC sign(s) (maximum 2)
- LED lighting strip(s) depending on the area
- Furniture (see description in the table below)
- Electrical power supply
- Daily stand cleaning
- Stand cleaning on the eve of the opening.

### PRICE

€152 excl. VAT\* / m<sup>2</sup>

\* In addition to the price of the bare space.  
Minimum space: 12 m<sup>2</sup> (subject to availability).  
For any additional setup options (furniture package, wall graphics, signage, etc.), see page 12.



Non contractual visual  
Some features are optional.

# Summary of services

Summary of services

	<b>BARE STAND</b>	<b>BASIC PACK</b> Reservation of the additional space only required	<b>BUSINESS PACK</b> Reservation of the additional space only required
OPTION 1 - STANDARD PARTICIPATION PACKAGE <b>(COMPULSORY)</b>	<b>€695 excl. VAT</b>	<b>€695 excl. VAT</b>	<b>€695 excl. VAT</b>
OPTION 2 - VISIBILITY+ PARTICIPATION PACKAGE <b>(INITIAL PARTICIPATION PACKAGE + AI PHOTO SHOOT + 1 PRESS RELEASE + YOUR LOGO ON A SCROLLING BANNER DISPLAYED ON THE PAYSALIA FORUM)</b>	<b>€1,095 excl. VAT</b>	<b>€1,095 excl. VAT</b>	<b>€1,095 excl. VAT</b>
OPTION 3 - INNOVATION+ PARTICIPATION PACKAGE <b>(BASIC PARTICIPATION PACKAGE + INNOVATION BOOSTER PACKAGE, INCLUDING A NEW FEATURE IN THE INNOVATION BOOSTER AREA)</b>	<b>€1,295 excl. VAT</b>	<b>€1,295 excl. VAT</b>	<b>€1,295 excl. VAT</b>
100 PAPER INVITATION CARDS	✓	✓	✓
AN INVITATION LINK ALLOWING YOUR CUSTOMERS AND PROSPECTS TO EASILY DOWNLOAD THEIR VISITOR BADGE	✓	✓	✓
E-INVITATION MODULE FOR YOUR CUSTOMERS AND PROSPECTS FROM YOUR EXHIBITOR SPACE	✓	✓	✓
1 PARKING SPACE FOR BOOTHS BETWEEN 12 AND 35M <sup>2</sup> AND FOR ALL CO-EXHIBITORS / 2 SPACES FOR BOOTHS 36M <sup>2</sup> AND LARGER (LIGHT VEHICLE HEIGHT <1.90M)	✓	✓	✓
2 CUSTOMIZABLE EXHIBITOR BADGES PER 12M <sup>2</sup> MODULE (MAX 20 BADGES) - 2 EXHIBITOR BADGES FOR CO-EXHIBITORS	✓	✓	✓
APPLICATION FEES	✓	✓	✓
ACCIDENT INSURANCE COVER OF UP TO €5,000 IS INCLUDED IN THE REGISTRATION FEE	✓	✓	✓
BADGE READER FUNCTIONALITY VIA THE PAYSALIA CONNECT APP	✓	✓	✓
SPACE	From 19 m <sup>2</sup>	From 12 m <sup>2</sup>	From 12 m <sup>2</sup>
PRICE	<b>€191 excl. VAT / m<sup>2</sup></b>	<b>€108 excl. VAT / m<sup>2</sup></b>	<b>€152 excl. VAT / m<sup>2</sup></b>
CORNER		According to location: € 300 exc.VAT / corner	
FLOOR MARKINGS	✓	✓	✓
CARPET	✗	✓	✓
MELAMINE PARTITION	Upon demand in the case of sharing	✓	✓
PERIMETER BRACING	✗	✓	✓
SIGN	✗	✓	✓
STORAGE	✗	✗	✓
ELECTRICAL POWER	✗	3 kW during day/single-phase	2 kW during day/single-phase
LIGHTING	✗	✓ Up to 14 sq.m: 1 rail   15 to 26 sq.m: 2 rails 27 to 35 sq.m: 3 rails   36 to 44 sq.m: 4 rails 45 to 53 sq.m: 5 rails   54 to 63 sq.m: 6 rails	
FURNITURE	✗	✗	≤ 36 sq.m: 1 table, 3 chairs, 1 welcome desk, 1 high stool > 36 sq.m: 2 tables, 6 chairs, 1 welcome desk, 1 high stool
STAND CLEANING BEFORE OPENING AND DAILY	✗	✓	✓

# Additional stand customisation solutions

To customize your space, we offer options to enhance your stand's setup based on your needs and budget.

**PRICE**  
**ON REQUEST**

## Additional stand customisation solutions

### WOULD YOU LIKE TO FURTHER CUSTOMIZE YOUR STAND?

- Reservation
- Lighting
- Partition cladding
- Furniture rental
- Elevated signage
- Screen rental
- Product display module
- Logo on counter



### YOUR CONTACT

Paloma CATALDO  
paloma.cataldo@gl-events.com  
+33 (0)4 78 176 206

### EASIER AND MORE CONVENIENT

Place your order online via your customer portal starting in September 2026!

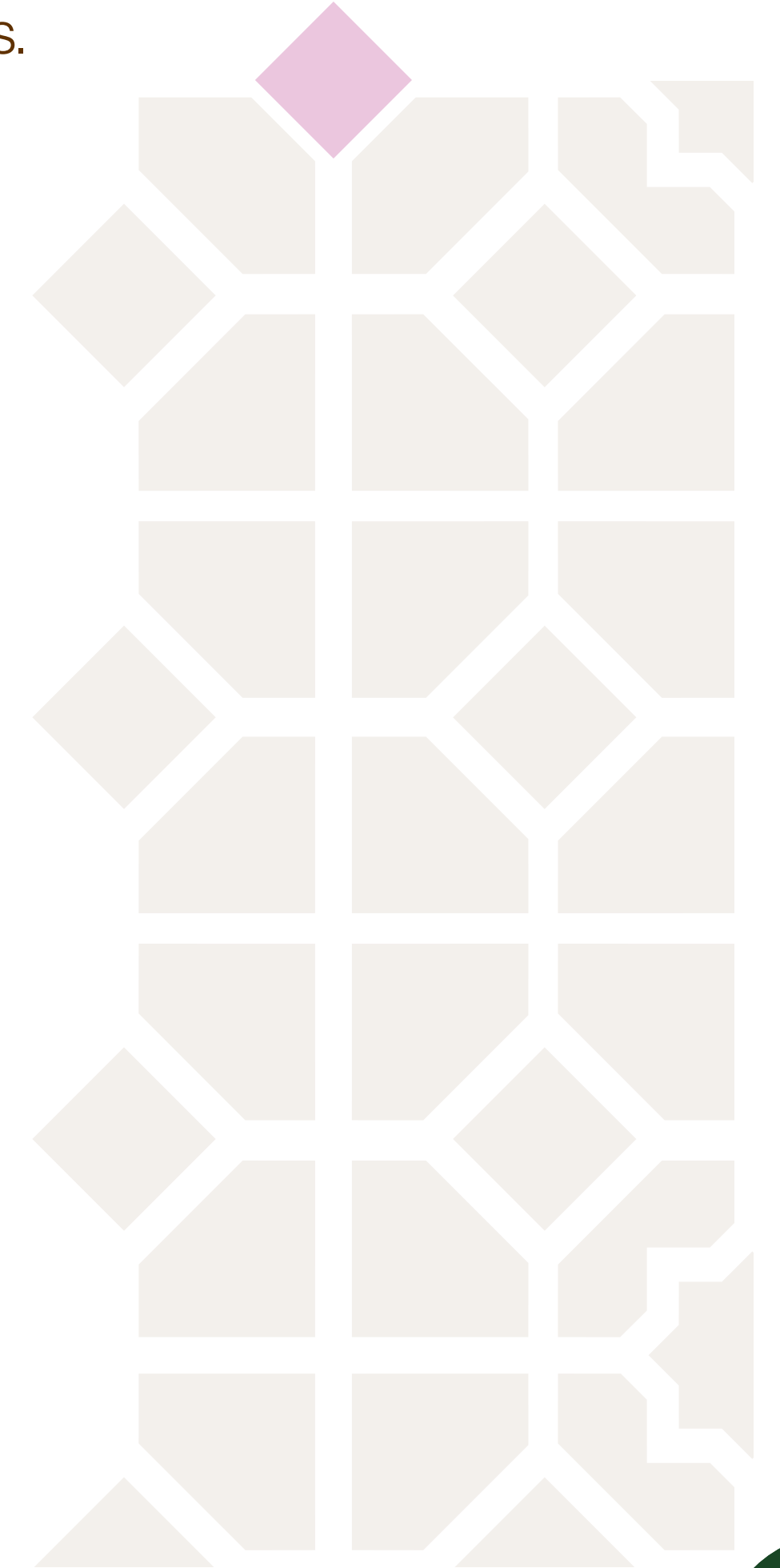
# BUSINESS SERVICES CATALOGUE

## BUSINESS SERVICES

**Would you like to make the most of your participation and increase your visibility at the trade show?**

Explore our catalog of communication tools to boost your visibility based on your participation goals.

The Paysalia & Rocalia team is here to assist you.



## BUSINESS SERVICES CATALOGUE

# Maximize the impact and return on investment of your participation

Participating in Paysalia means creating opportunities.

Business Services are designed to turn these opportunities into tangible results.

Accelerate your business growth with tools designed to **generate qualified leads**, **facilitate networking** and **optimize your time at the show**.

Select targeted services to **boost your visibility**, **reach the right decision-makers** and **showcase your expertise** to a high-potential audience.

In a competitive environment, these solutions allow you to go beyond a simple presence: they turn your participation into **a real driver of performance and differentiation**.

**BUSINESS  
SERVICES  
CATALOGUE**

## Some statistics

**41,500** professionals reached in 2025

**71%** of visitors say they come to Paysalia to discover new products or innovations\*

**79%** of visitors active on the app in 2025  
(+46 percentage points vs. 2023)\*

**Over 15,000** clicks on the show's digital screens and kiosks in 2025\*

\*2025 figures

# Essential Services

## Essential services

## INNOVATION BOOSTER

LAUNCH YOUR NEW PRODUCT AND GIVE IT MAXIMUM VISIBILITY!

- A dedicated space right at the entrance to the show, on the Place des Lumières, for optimal visibility.
- A spotlight on your new product in a specially designed space, presented to visitors in either physical or digital form
- The opportunity to gain additional exposure for your stand.
- Product description sheet with a QR code directing visitors to a page dedicated to your new product (materials to be provided by you).

### PRICES

Standard physical product <sup>(1)</sup>

**€850 excl. VAT**

Product on kiosk <sup>(2 + 3)</sup>

**€700 excl. VAT**

(1) Floor space less than 2 m<sup>2</sup> and 1.50 m in height. The product will be presented with or without a podium depending on its size.

(2) For products with a floor space greater than 2 m<sup>2</sup> and 1.50 m in height, they will be presented digitally on a kiosk.

(3) For a service that cannot be displayed at the trade show, it will be presented digitally on a kiosk.

### ORDER DEADLINE

October 1<sup>st</sup>, 2027



After the order deadline, the publication of information about your new product in the trade show's communication materials is no longer guaranteed.

Limited to 4 new products per exhibitor.

\*The launch date of the new product must be between December 5, 2025, and December 2, 2027.

# Essential Services

Essential services

## LOGO ON DIGITAL MAPS

**BOOST YOUR VISIBILITY BY DISPLAYING YOUR LOGO ON ALL THE SHOW'S DIGITAL MAPS AND ON THE INTERACTIVE MAP IN THE APP!**

- Over 15,000 clicks on the show's digital screens and kiosks in 2025
- Strategic presence among a qualified target audience
- Prime placement on an essential visitor navigation tool
- Guaranteed visual impact throughout the 3-day trade shows
- Increased brand awareness

### PRICE

**€1,100 excl. VAT**

Limited to 30 companies

### ORDER DEADLINE

October 20<sup>th</sup>, 2027



# Digital visibility

## Some statistics

Digital Visibility

**41,500** professionals reached in 2025\*

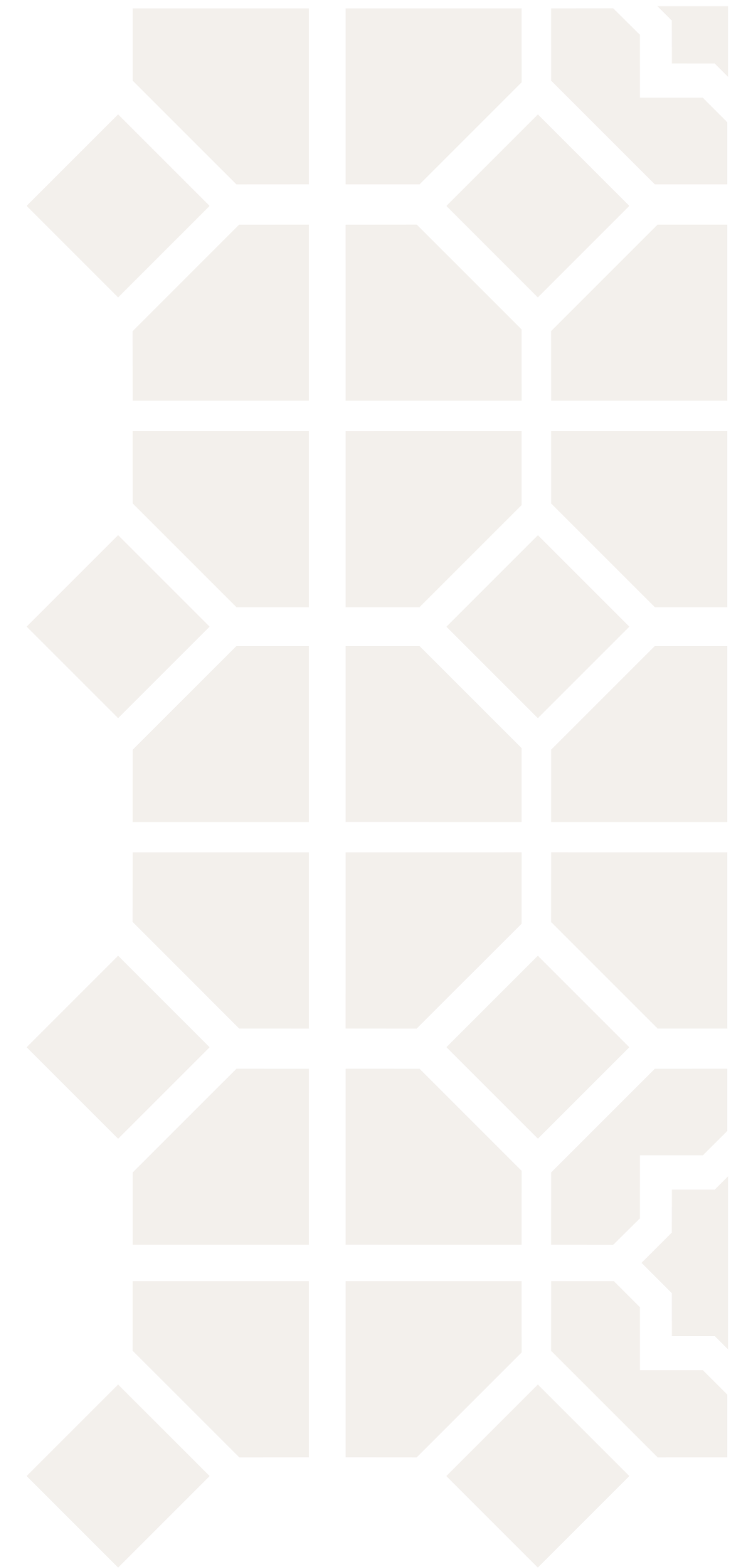
**79%** of visitors active on the app in 2025  
(+46 percentage points vs. 2023)\*

**98,2%** the deliverability rate for email campaigns  
sent to visitors in 2025\*

**+35%** open rate for visitor email campaigns in 2025\*

**82%** of visitors report having used the website or app  
before or during their visit\*

\*2025 figures



# Digital visibility

## YOUR ADVERTISING BANNER IN AN EMAIL SENT TO TARGETED VISITORS

**BOOST YOUR VISIBILITY AHEAD OF THE TRADE SHOW BY FEATURING YOUR BANNER IN AN EMAIL SENT TO VISITORS.**

- **53,5%** of registered visitors in 2025 come from email campaigns
- Ideal opportunity to capture attention even before visitors meet you
- Direct visibility among all industry professionals
- Specific targeting
- Link redirecting to your website

### YOUR BANNER IN A PROSPECT INVITATION EMAIL (all databases)

**PRICE €2,500 excl. VAT** (limited to 3 companies)

### YOUR BANNER IN A PROSPECT INVITATION EMAIL TO A SPECIFIC TARGET AUDIENCE

Targets: landscape architects, local authorities, specifiers

**PRICE €2,000 excl. VAT** (limited to 3 companies / target)

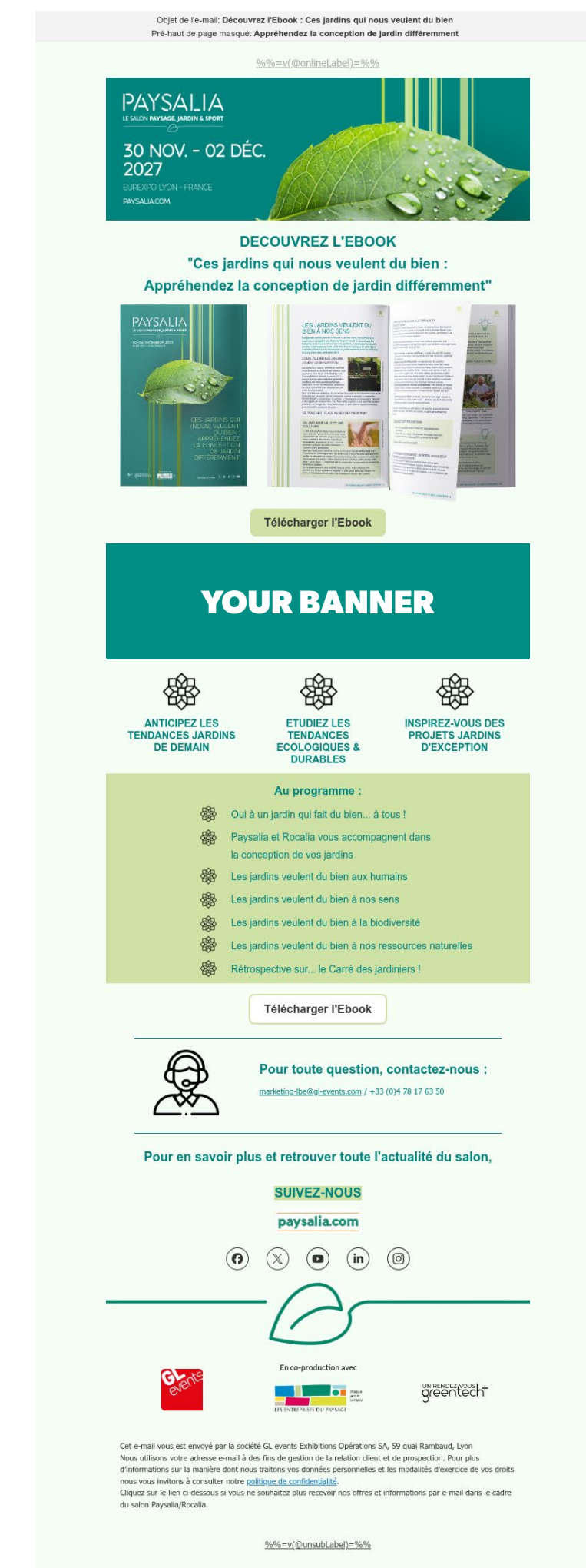
### YOUR BANNER ON AN EMAIL TO REGISTERED VISITORS SENT 8 DAYS BEFORE THE SHOW

**PRICE €3,000 excl. VAT** (exclusive)

Visuals and redirect link to be provided by you. Provide one banner for France and one banner for the UK. Required format: 1000x220px, in GIF, JPEG, or PNG.

The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



# Digital visibility

## YOUR EMAIL CAMPAIGN SENT TO OUR VISITOR DATABASE

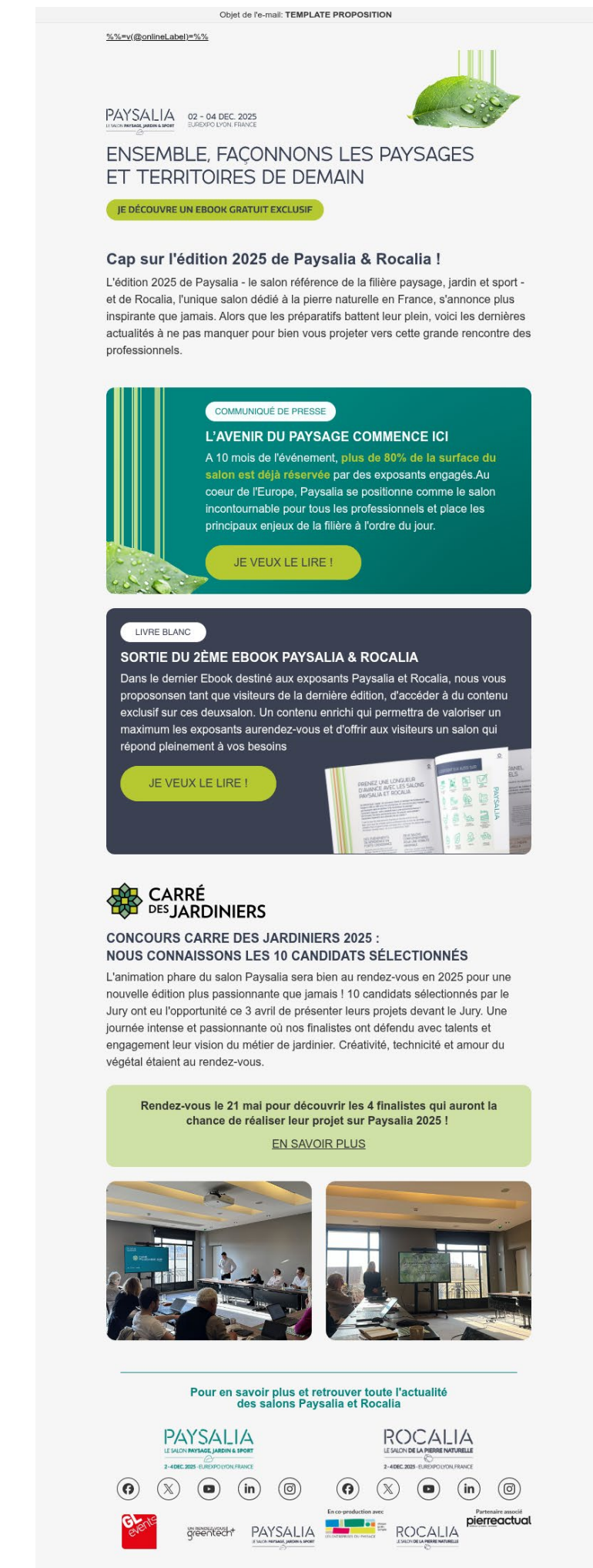
**YOUR EMAIL CAMPAIGN WILL BE DISTRIBUTED BY THE PAYSALIA AND ROCALIA ORGANIZATION TO OUR QUALIFIED DATABASE** (GDPR compliant: visitors who do not wish to receive communications from our partners are excluded)

- **53,5%** of registered visitors in 2025 come from email campaigns
- Relevant and targeted audience for optimal visibility
- Flexibility and customization of message and content
- Saves time and expertise
- Perfect synergy with your offering

**PRICE €4,000 excl. VAT** (limited to 2 companies)

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027

Email campaign in French and English in HTML format to be provided by you.  
The service of sending via our router is at our expense.  
The same quantities are available for Paysalia and Rocalia



# Digital visibility

## YOUR ADVERTORIAL IN THE VISITOR EMAIL CAMPAIGN

YOUR VISUALS AND TEXT FEATURED IN AN EMAIL CAMPAIGN DESIGNED TO ATTRACT VISITORS. EMAILS ARE SENT TO A QUALIFIED LIST OF INDUSTRY PROFESSIONALS.

■ **53,5%** of registered visitors in 2025 come from email campaigns

**PRICE €2,500 excl. VAT** (limited to 1 company/email campaign)

Redirect link in French and English. Format: W540 x H150 px (500 KB max).

GIF, JPEG, or PNG file in French and English. Text to be provided in French and English

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027

## YOUR BANNER ON THE VISITOR REGISTRATION CONFIRMATION EMAIL

REACH VISITORS AS SOON AS THEY REGISTER.

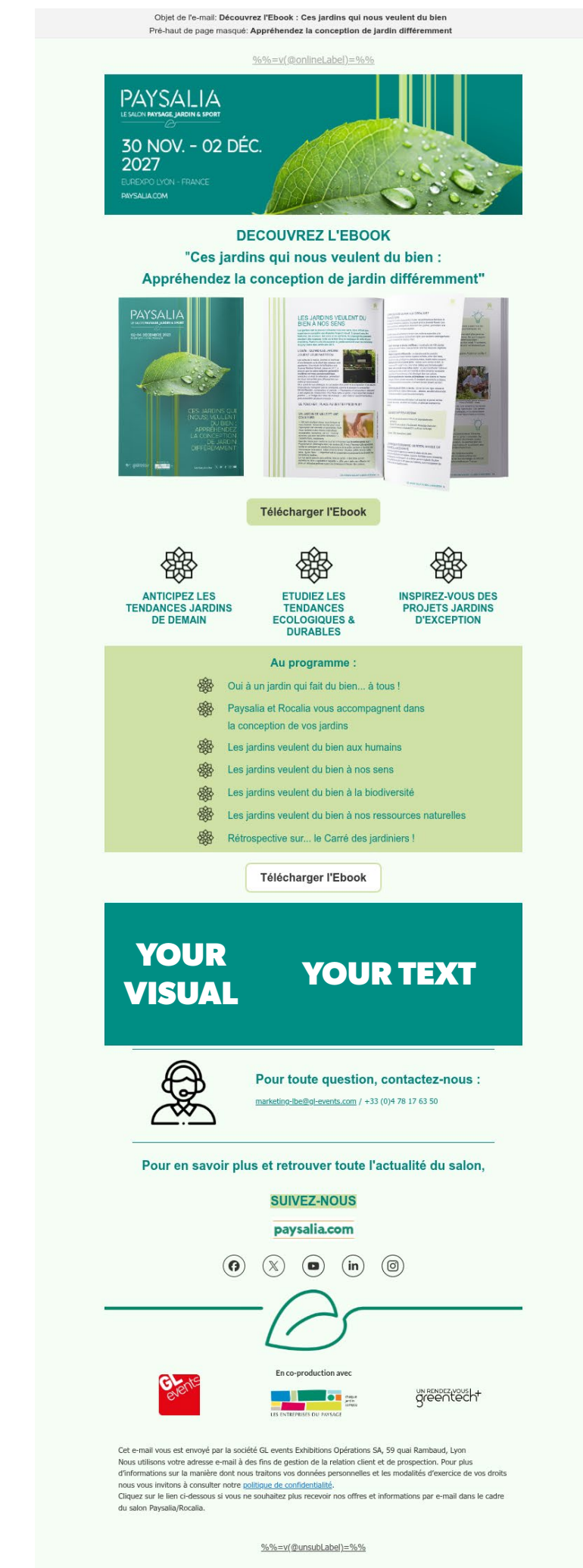
- Ideal for capturing the attention of a targeted audience before they arrive at the trade show.
- Upon clicking, the professional is directly redirected to your website.
- Guaranteed visibility: every visitor receives this email, ensuring optimal exposure.
- Strategic timing: your message appears when the visitor's interest is at its peak

**TARIF €1,800 excl. VAT** (exclusive)

One banner in French and English. Associated redirect links (French/English).

Formats: GIF, JPEG, or PNG, max. 50 KB. Desktop: 540 x 90 px / Mobile: 300 x 100 px

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



# Digital visibility

## YOUR BANNER FEATURED AT THE TOP OF THE WEBSITE'S HOME PAGE

- Most-visited page on the site: **over 159,000** views in 2025
- Visibility at the top of the official trade show website's home page
- When clicked, professionals are redirected to your website
- Guaranteed visibility before, during, and after the trade show to the entire industry

**PRICE €1,800 excl. VAT** (limited to 2 companies)

Please provide: banners in French and English with a redirect link.  
Dimensions: Desktop 970x150px - Tablet 728x250px - Mobile 250x250px.  
JPG, GIF, or PNG file; 90 KB recommended. Rotating banners.

Available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



## YOUR BANNER ON THE VISITOR REGISTRATION PAGE

- Visibility on a page that recorded **over 41,500** registrations in 2025
- Visibility to the industry leading up to the trade show
- When clicked, the professional is directed to your website

**TARIF €2,200 excl. VAT** (limited to 2 companies)

To be provided: banners in French and English with a redirect link.  
Dimensions: 2,000 x 300 px. GIF, JPEG, or PNG file, max. 90 KB. Rotating banners.

**ORDER DEADLINE**  
May 15<sup>th</sup>, 2027



# Digital visibility

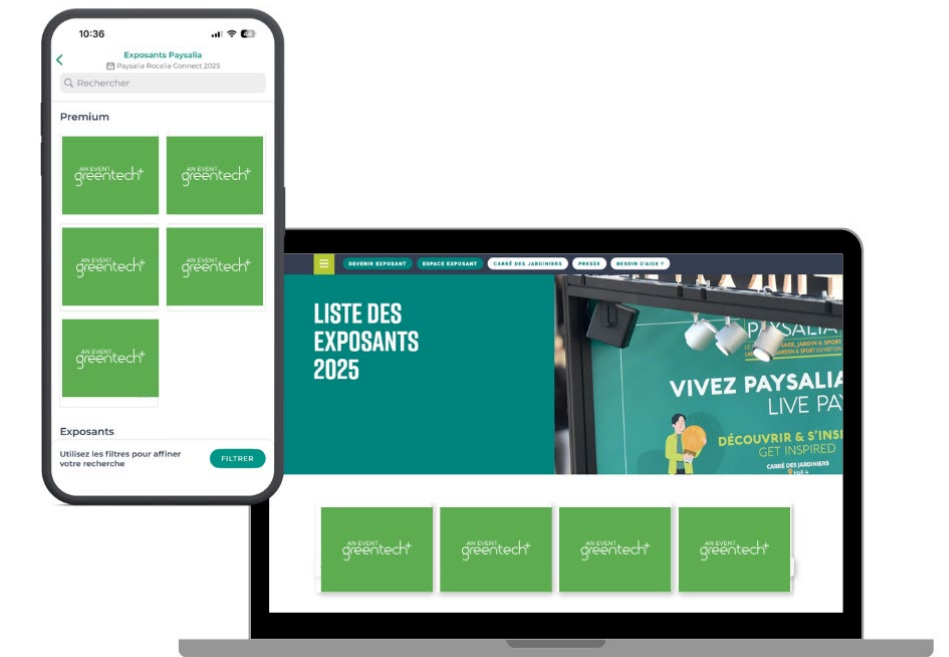
## PREMIUM LOGO AT THE TOP OF THE EXHIBITOR LIST WEBSITE & APP

- The most-viewed page after the website's home page: **148,000** views in 2025
- The official trade show app had **over 52,000** active users during the 2025 edition
- When clicked, the professional is redirected to your website
- You are moved directly to the top of the exhibitor list on the website and app for premium visibility among all exhibitors

**PRICE €800 excl. VAT** (limited to 6 exhibitors)

The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



## BANNER ON THE EXHIBITOR LIST

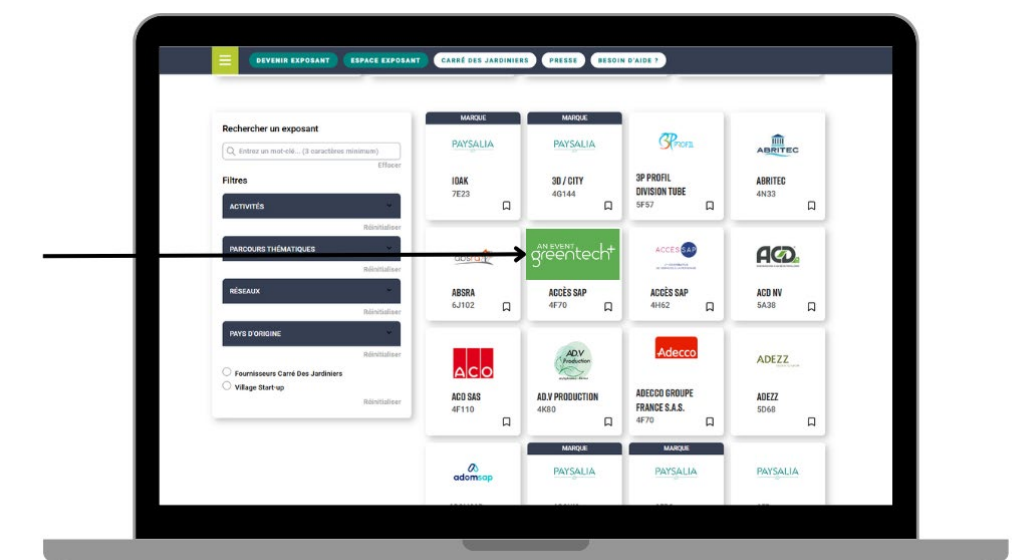
### YOUR BANNER IN THE EXHIBITOR LIST

**PRICE €2,500 excl. VAT** (limited to 2 exhibitors)

Please provide: banners in French and English with a redirect link.  
Dimensions: 210x220px. JPG, GIF, or PNG file; 90KB recommended. Rotating banners.

The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



### YOUR BANNER UNDER THE FILTER SECTION ON THE EXHIBITOR LIST

**PRICE €2,700 excl. VAT** (exclusive)

Please provide: banners in French and English with a redirect link.  
Dimensions: 300x600px. JPG, GIF, or PNG file, 90KB recommended.

The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027

# Digital visibility

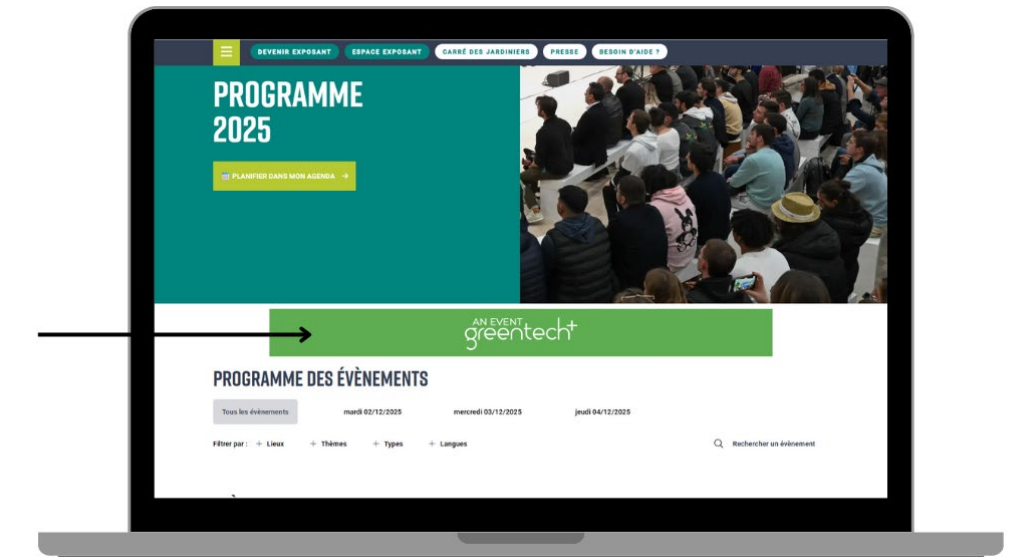
## BANNER ON THE PROGRAM PAGE

- Page viewed **30,000** times in 2025
- A page that brings together all the highlights and the event's program
- When clicked, the user is redirected to your website

**PRICE €850 excl. VAT** (limited to 2 companies)

Please provide: banners in French and English with a redirect link.  
Dimensions: 410x208px. JPG, GIF, or PNG file; 90 KB recommended. Rotating banners.  
The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



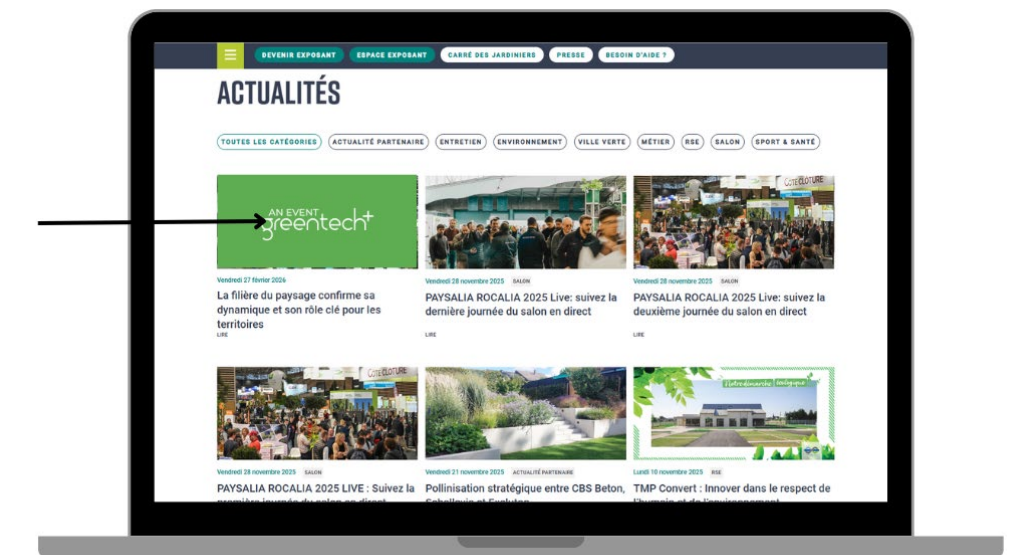
## BANNER ON THE NEWS PAGE

- Page viewed **20,000** times in 2025
- A page that centralizes industry news, exhibitor updates, and new product announcements.
- Upon clicking, the user is redirected to your website

**PRICE €500 excl. VAT** (exclusive)

Please provide: banners in French and English with a redirect link. Dimensions: 410x208px.  
JPG, GIF, or PNG file; 90KB recommended. The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



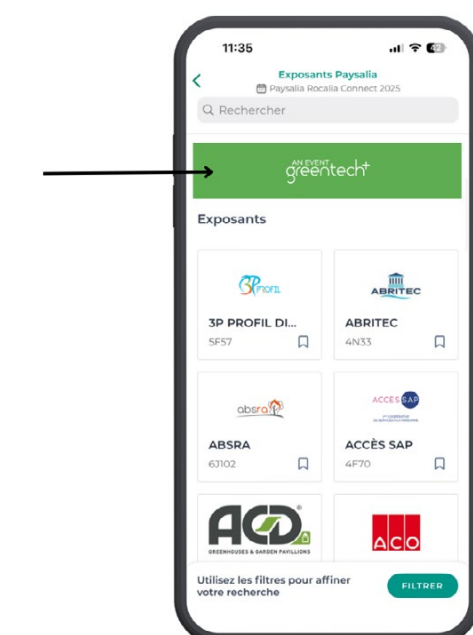
## BANNER ON THE APP'S EXHIBITOR LIST

- Visibility on one of the app's most-viewed pages
- The official trade show app had **+ de 52 000** active users during the 2025 edition

**PRICE €3,000 excl. VAT** (exclusive)

Bilingual banner required with associated redirect link. Format: W1080 x H360 px.  
GIF, JPEG, or PNG file (300 KB max)

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



# Digital visibility

## YOUR ADVERTORIAL ON THE NEWS PAGE

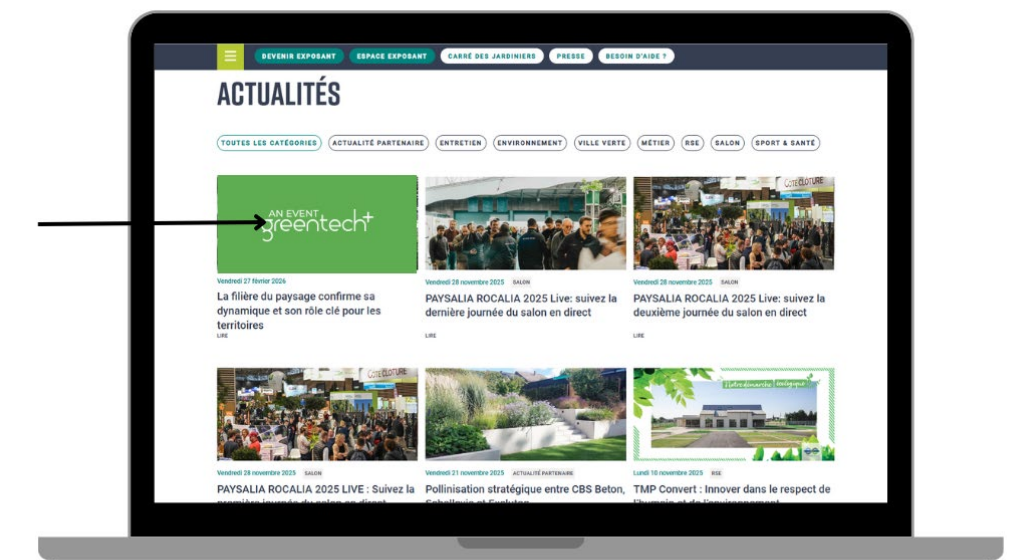
- A unique opportunity to showcase your solutions to the industry on a page that received **20,000** views in 2025
- Customized content tailored to a targeted audience
- Optimized search engine visibility for your article, with content available before, during, and after the trade show

**PRICE €550 excl. VAT** (limited to 6 companies)

Texts in French and English and photos in multiple formats to be provided to us: 2,000x300px / 500x500px / 727x341px.

The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



## HIGHLIGHT YOUR CSR INITIATIVES

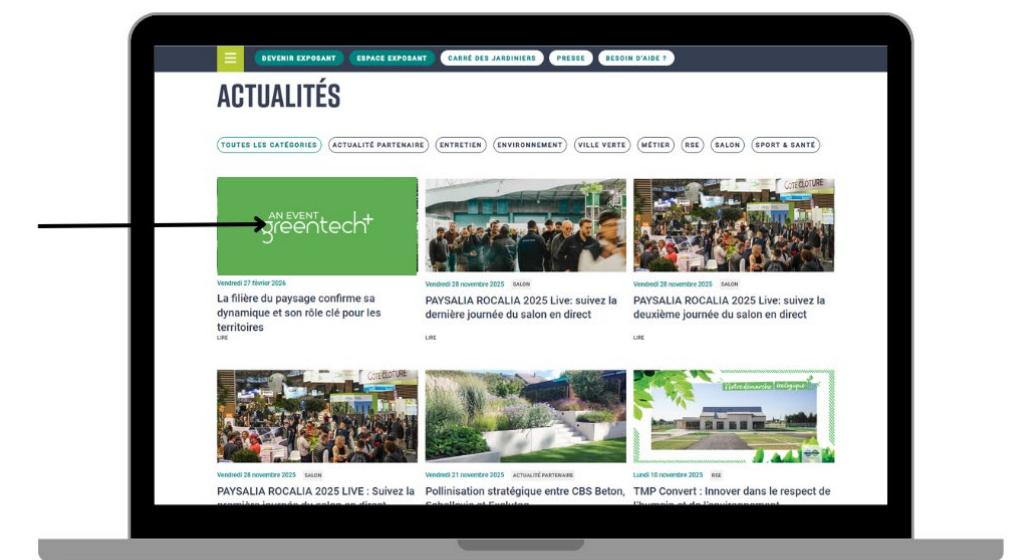
SHOWCASE YOUR PRODUCT, ECO-FRIENDLY SOLUTION, CSR INITIATIVE, OR CORPORATE CULTURE WITHIN THE INDUSTRY WITH A CSR-TAGGED ARTICLE.

- Visibility on the website, social media, and email newsletters sent to visitors
- Distributed to the press via a dedicated section in the press kit, sent to **over 200** specialized journalists

**PRICE €550 excl. VAT** (limited to 10 companies)

The same quantities are available for Paysalia and Rocalia

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



# Digital visibility

## YOUR NOTIFICATION ON THE TRADE FAIR APP

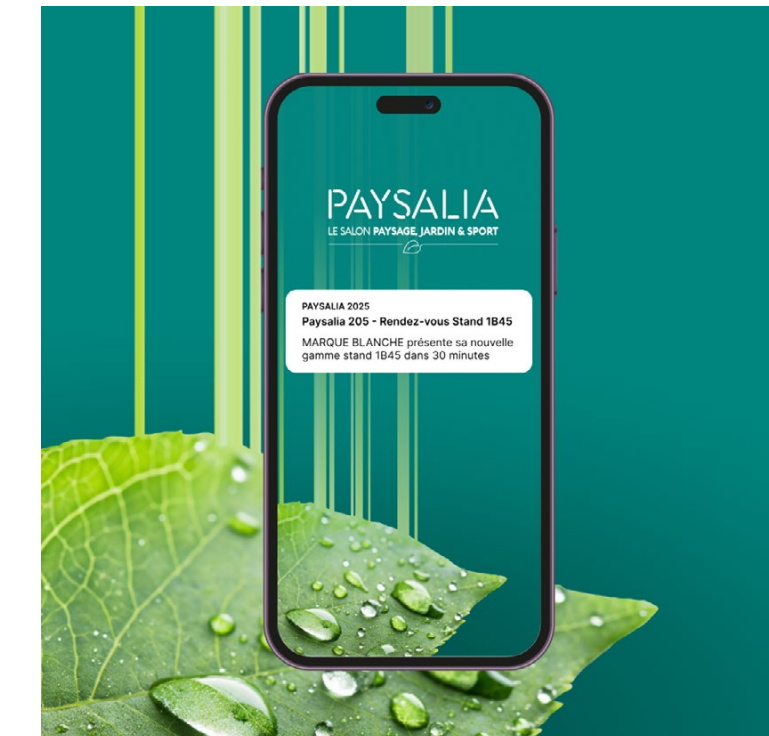
TARGETED PUSH NOTIFICATION SENT VIA THE OFFICIAL TRADE SHOW APP.  
WHEN CLICKED, THE VISITOR IS DIRECTED TO YOUR WEBSITE.

- The ideal tool if you want to promote a highlight at your booth during the trade show (product demonstration, event, promotional offer, etc.).
- The official trade show app had over **over 52 000** active users during the 2025 edition

**PRICE €800 excl. VAT** (limited to 2 companies/day)

Technical specifications: Title: 60 characters in French and English.  
Content: 160 characters in French and English (including spaces)

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



# Exhibition Visibility

## Some statistics

**88%** of visitors say they want to return in 2027\*

**+464,000** cumulative reach on the Paysalia and Rocalia social media channels during the exhibition\*

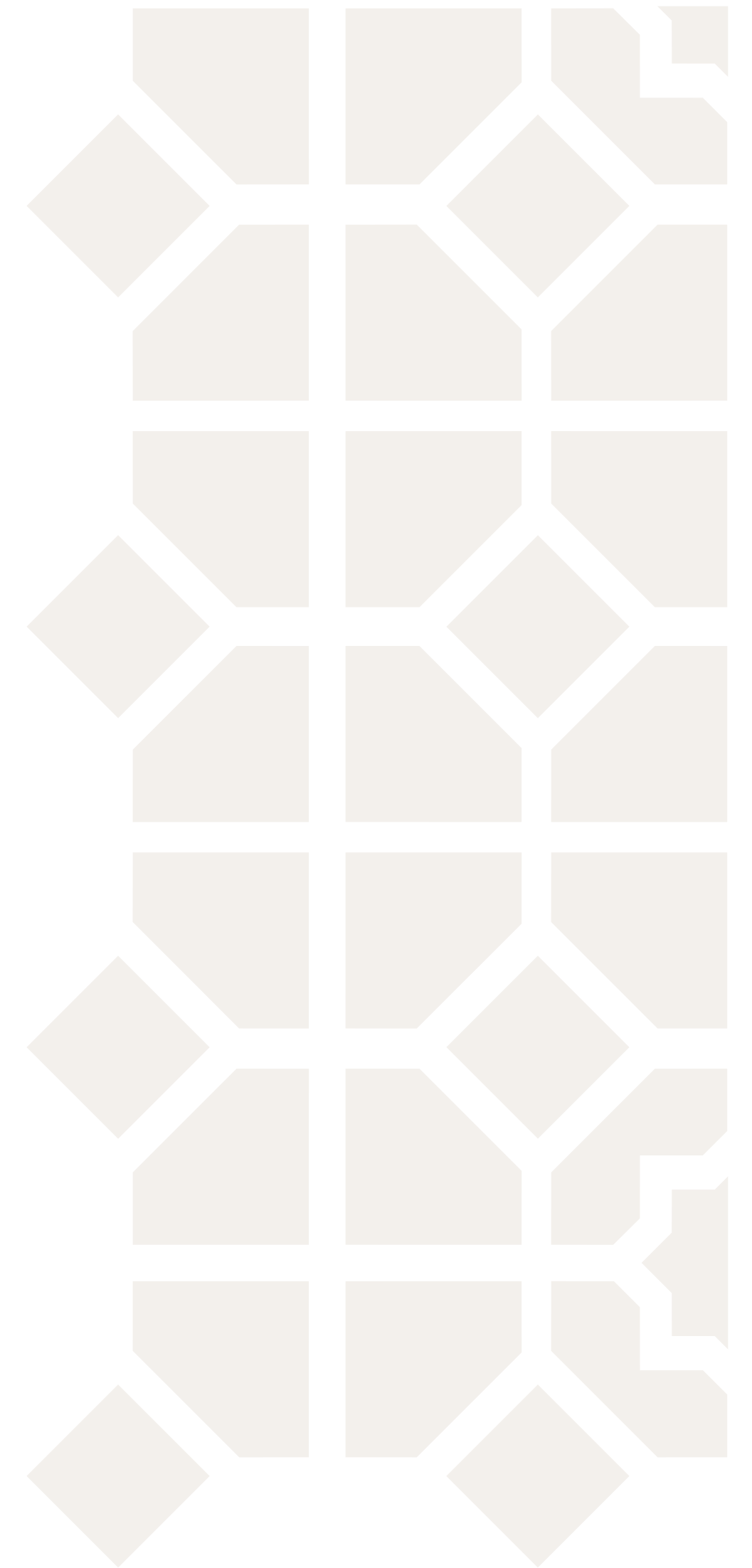
**+38,000** followers on Paysalia and Rocalia social media in 2025\*

**100** attendees in average per conference at the Agora in 2025\*

**+200** journalists to whom information is sent\*

**574** articles published  
and  
**over 49 million** of estimated audience in 2025\*

\*2025 figures



# Exhibition Visibility

## YOUR ADVERTISEMENTS ON VISITOR PARKING ACCESS SIGNS

YOUR VISUALS ON THE 4 LARGE OUTDOOR ROAD SIGNS TO DIRECT DRIVERS TO THE PARKING LOTS DEDICATED TO THE TRADE SHOW.

- Exceptional impact as soon as visitors arrive at the trade show
- Your brand associated with the show's outdoor signage, as each visitor arrives and departs

**PRICE €5,000 excl. VAT** (exclusive)

Specifications: Panel size: 2000mm x 880mm.  
Total advertising area for 4 panels: width 2000mm x 3520mm

ORDER DEADLINE  
October 15<sup>th</sup>, 2027



## YOUR ADVERTISEMENTS ON THE PEDESTRIAN BRIDGES

YOUR VISUALS ON THE 3 PEDESTRIAN BRIDGES BETWEEN THE PARKING LOT AND THE EUREXPO FORECOURT, JUST BEFORE THE ENTRANCE TO THE TRADE SHOW.

- - A total of 12 panels across the 3 bridges for maximum visibility

**PRICE €4,000 excl. VAT** (exclusive)

Specifications: 3,000 mm x 500 mm per panel. Magnetic material.

ORDER DEADLINE  
October 15<sup>th</sup>, 2027



# Exhibition Visibility

## YOUR ADS ON PEDESTRIAN BARRIERS

MAKE A GREAT IMPRESSION RIGHT FROM THE ENTRANCE, AND LEAVE A LASTING IMPRESSION ON THE WAY OUT.

- 3 days of visibility on pedestrian barriers along the tram route leading to the trade show
- One of the first and last ads seen by industry professionals
- Optimal visibility at a key transit point for all visitors

**PRICE €3,950 excl. VAT** (exclusive)

Features: Customization on visitor access barriers using Akyprint.  
11 single-sided posters. Width 1,630 mm x height 875 mm.

**ORDER DEADLINE**  
October 15<sup>th</sup>, 2027



## YOUR ADS ON THE ESCALATOR AT THE ENTRANCE

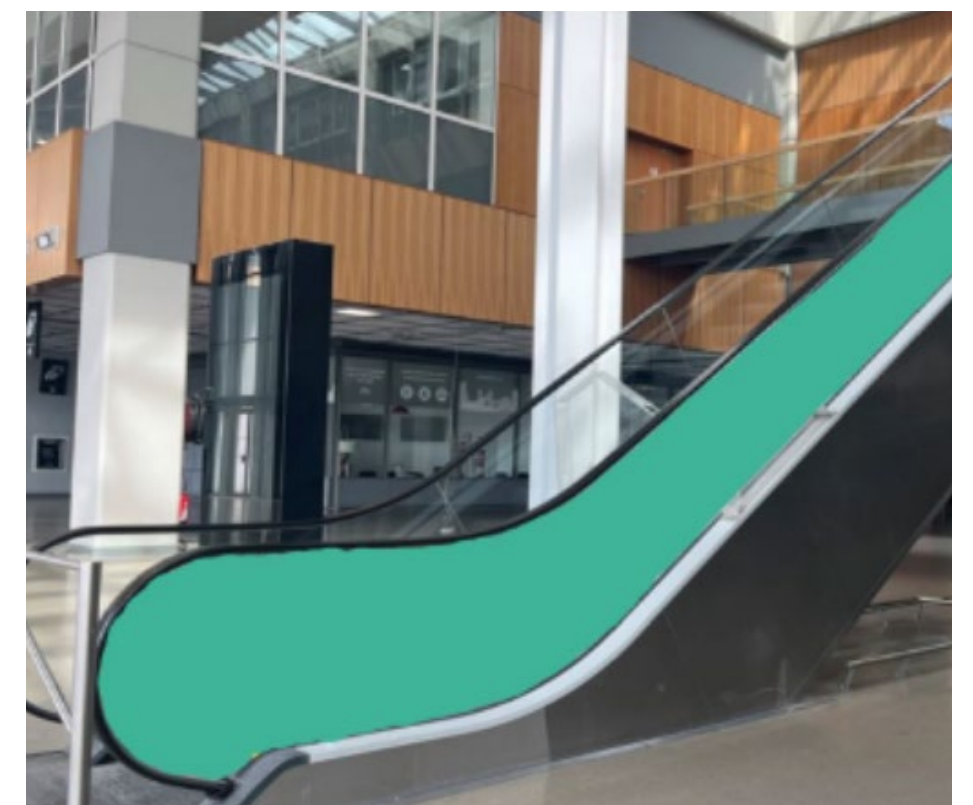
HIGH VISIBILITY ON THE ESCALATOR LEADING TO THE MEZZANINE HALLS, LOCATED AT THE EXHIBITION'S ENTRANCE.

- Unique elevated visibility to stand out from other exhibitors
- Make a lasting impression as visitors enter and exit

**PRICE €5,000 excl. VAT** (exclusive)

Features: Material: Easy

**ORDER DEADLINE**  
October 15<sup>th</sup>, 2027



# Exhibition Visibility

## YOUR ADS AROUND THE GALLERY 4 POLES

A NEW WAY TO ENJOY IMMERSIVE VISIBILITY RIGHT FROM THE ENTRANCE AREAS OF THE TRADE SHOW.

- Visibility around 6 poles, ensuring your brand is visible to visitors

**PRICE €6,000 excl. VAT** (exclusive)

Specifications: material: cotton. 4 sides per pole, for a total of 24 sides.  
Dimensions per side: 750 mm x 3,000 mm.

**ORDER DEADLINE**  
October 15<sup>th</sup>, 2027



## EXHIBITION OF YOUR PRODUCTS OR PROMOTIONAL VEHICLES ON THE FORECOURT

CAPTURE THE ATTENTION OF ALL TRADE SHOW VISITORS AS SOON AS THEY ARRIVE AT THE EXHIBITION GROUNDS ENTRANCE BY SHOWCASING YOUR BRAND!

- Strategic location for maximum impact before entering the trade show, featuring product displays and/or demonstrations
- Maximize the impact of your marketing in a high-traffic area

**PRICE €6,500 excl. VAT** (exclusive)

Technical services are not included.  
Sales solicitation is not permitted in this area.  
The exhibition space is determined by the organizer.

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



# Exhibition Visibility

## YOUR ADVERTISEMENTS ON THE ENTRANCE GATES OF EUREXPO

DISPLAY YOUR MESSAGE WITH 8 DOUBLE-SIDED ADHESIVE POSTERS ON THE ENTRANCE DOORS OF THE EUREXPO GROUNDS.

- Capture visitors' attention as soon as they enter the trade show
- Immediate visibility at first glance in a prime location at the trade show
- Steady, continuous foot traffic throughout the 3 days
- Strategic positioning linking your brand to the official entrance of the trade show

**PRICE €8,000 excl. VAT** (exclusive)

Production, installation, and removal included.  
Please provide us with a high-resolution PDF file: W 785 mm x H 1,530 mm

**ORDER DEADLINE**  
October 1<sup>st</sup>, 2027



## YOUR VISUALS AT THE VISITOR RECEPTION AREAS

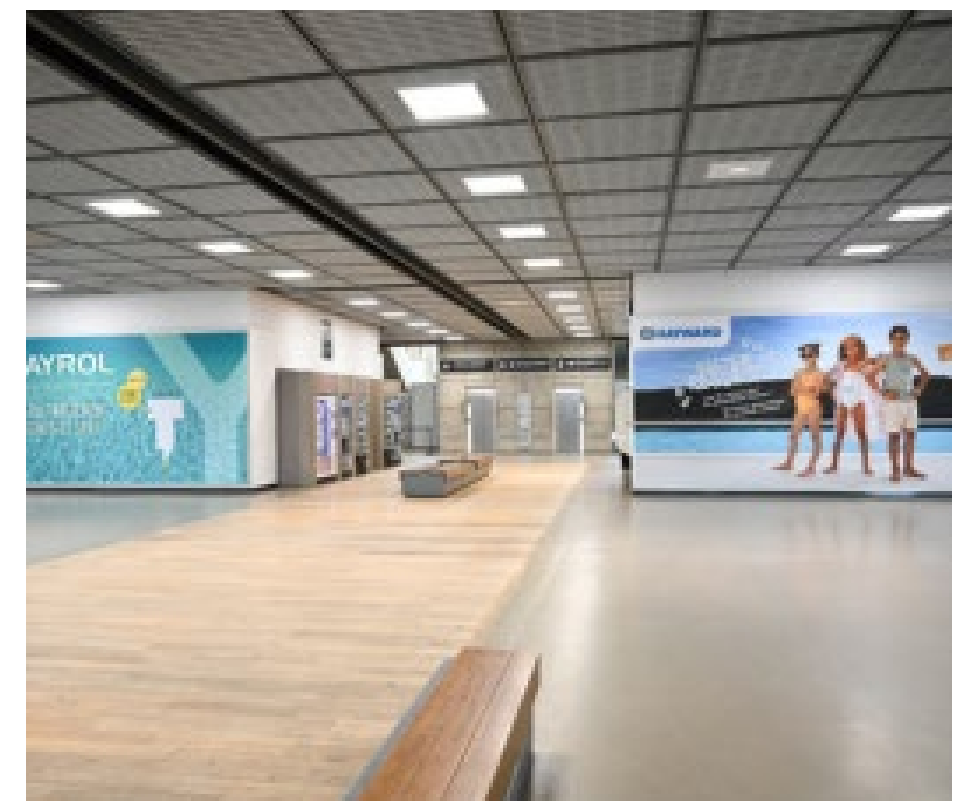
DISPLAY YOUR MESSAGE AT ONE OF TWO LOCATIONS SITUATED BETWEEN THE PARK GATES AND THE RECEPTION AREAS.

- One of the first visual touchpoints inside the exhibition
- Official exhibition reception area customized with your branding

**PRICE €4,400 excl. VAT / per visual** (limited to 2 exhibitors)

Production, installation, and removal included.  
Please provide us with a high-resolution PDF file: W 6,060 mm x H 2,875 mm

**ORDER DEADLINE**  
October 1<sup>st</sup>, 2027



# Exhibition Visibility

## DISPLAY OF YOUR PROMOTIONAL BAGS AT THE EXHIBITION ENTRANCE

YOUR DISPLAY STANDS WILL BE AVAILABLE AT THE RECEPTION AREAS THROUGHOUT THE DURATION OF THE EXHIBITION.

- The opportunity to make a strong impression at the exhibition entrance by distributing a tote bag featuring your brand
- The opportunity to promote your brand throughout the exhibition aisles

For PAYSALIA : 2 display stands (1 per entrance, Hall 4 & Galerie 6)

For ROCALIA : 2 display stands (Rocalia Entrance, Hall 6.1)

ORDER DEADLINE  
October 20<sup>th</sup>, 2027

**PRICE €4,800 excl. VAT** (limited to 2 exhibitors)

Restocking and storage included, excluding manufacturing



## YOUR ADVERTISING FLAGS AT THE TRADE SHOW RECEPTION AREA

PROMOTE YOUR BRAND AS SOON AS VISITORS ENTER THE TRADE SHOW WITH 4-METER-HIGH ADVERTISING FLAGS.

- Seize the opportunity to be visible to all visitors as soon as they arrive at the show
- 4 flags bearing your branding strategically placed between the reception area and the show entrances
- You'll be among the first brands visitors see.
- Don't miss the chance to make a lasting impression time and again

**PRICE €6,000 excl. VAT** (limited to 2 exhibitors)

4 flags, 4 meters high, in your colors, at the indoor entrance to the show.  
Manufacturing, installation, and removal included.  
Files to be provided to us according to the template

ORDER DEADLINE  
October 20<sup>th</sup>, 2027



# Exhibition Visibility

## A ROBOT MODELED AFTER YOU WITH YOUR PROMOTIONAL VIDEO

GRAB ATTENTION BY STANDING OUT AND CREATING A "WOW" EFFECT  
AMONG VISITORS!

- An innovative, premium, and modern brand image
- Deliver a powerful message through effective communication, diverse content, and the promotion of your brand's values
- Drive qualified traffic to your booth by encouraging interaction and creating viral content

**PRICE €3,100 excl. VAT** (limited to 4 companies)

Features: visibility in the exhibition hall aisles.  
Promotional video displayed on the robot's screen. Format: W768 x H1366 px.  
1 predefined route by the organizer through the exhibition aisles.  
Distribution of documents and promotional items prohibited

**ORDER DEADLINE**  
September 11<sup>th</sup>, 2027



# Exhibition Visibility

## YOUR ADVERTISING BANNER ON DIGITAL MAPS

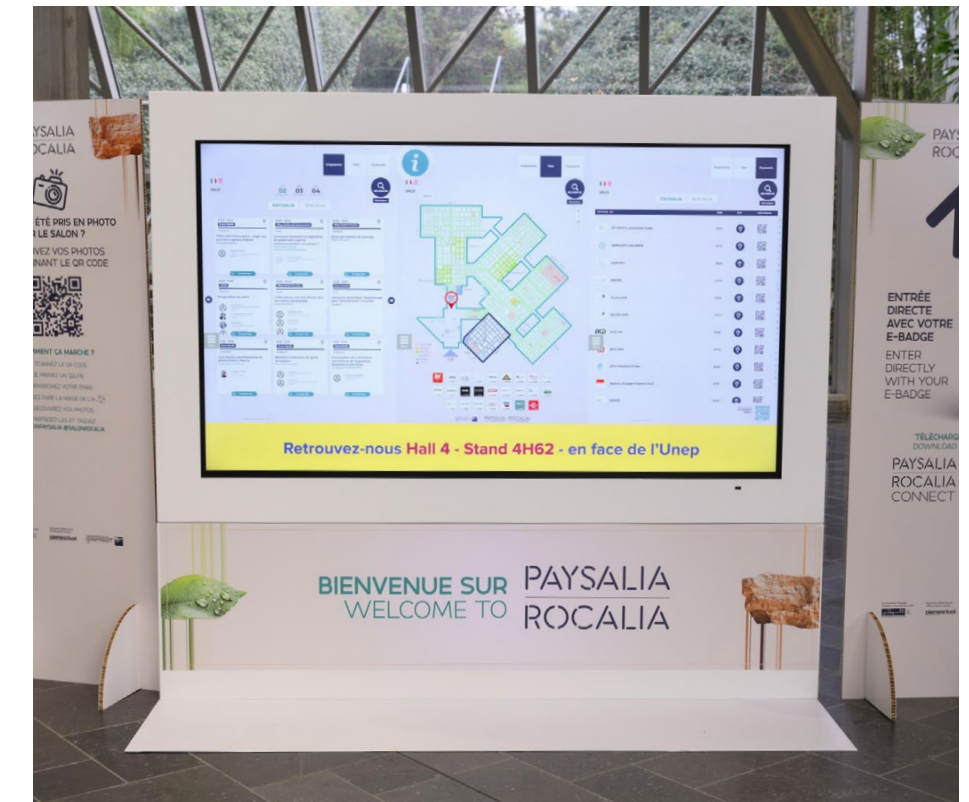
THIS BANNER IS VISIBLE ON ALL DIGITAL MAPS LOCATED THROUGHOUT THE TRADE SHOW.

- Over 15,000 clicks on the trade show's digital screens and kiosks in 2025
- Increase your visibility and benefit from a strategic presence where visitors find their way
- A real opportunity to drive traffic to your booth

**PRICE €3,000 excl. VAT** (exclusive)

Format: 3840 x 320 px. Excludes graphic design fees

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



## YOUR ADS ON THE GIANT INTERACTIVE SCREENS

DISPLAY YOUR MESSAGE ON THE GIANT INTERACTIVE SCREENS THROUGHOUT THE 3-DAY TRADE SHOW.

- Display of your promotional video whenever the screen is in standby mode. Screen split into two sections, with one half promoting your company and the other half featuring Paysalia
- Your video will only pause when a visitor interacts with the screen

### PRICES

**Giant welcome screen €3,000 excl. VAT** (limited to 2 companies)

**Giant screens/kiosks at the trade show €2,500 excl. VAT** (limited to 2 companies)

File to be provided to us: PDF, MP4, animated GIF, or PNG format, 1080 x 1920 px

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



# Exhibition Visibility

## INSTANT PHOTO SHOOTS WITH AI

**BOOST YOUR VISIBILITY AT THE PAYSALIA OR ROCALIA TRADE SHOW!  
GIVE YOUR BRAND INSTANT COVERAGE WITH OUR PROFESSIONAL  
PHOTOGRAPHERS ON-SITE TO CAPTURE YOUR BEST MOMENTS: PRODUCT  
PROMOTIONS, TEAM PHOTOS, HIGHLIGHTS, INTERACTIONS WITH VISITORS...**

- Real-time images thanks to Memento Photo's AI: get immediate access to photos of your team and your booth.
- Ultra-fast sharing: download the photos directly via instant sharing on your social media.
- 59,000 impressions on posts sharing photos from the 2025 edition of the trade show

**PRICE €350 excl. VAT**

A maximum 20-minute slot.

**ORDER DEADLINE,  
SUBJECT TO AVAILABILITY  
December 2<sup>nd</sup>, 2027**



# Exhibition Visibility

## PEAKING OPPORTUNITY

### WOULD YOU LIKE TO SHOWCASE YOUR COMPANY OR BRAND WITH A DYNAMIC AND IMPACTFUL PRESENTATION?

Come pitch on stage in Hall 4 and highlight your expertise, new product, or innovation.

The package includes:

- Use of a fully equipped area for a 30-minute slot (20 minutes + 10 minutes for Q&A)
- Promotion of your event across all our platforms (website, trade show app, on-site kiosks)
- A link to a replay of your presentation for post-show use

**PRICE €1,100 excl. VAT** (limited to 3 companies)

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027



## SHOWCASE YOUR VIDEO ON THE BIG SCREEN

### SHOWCASE YOUR PROMOTIONAL VIDEO ON THE AGORA'S GIANT SCREEN, RIGHT IN THE HEART OF THE CARRÉ DES JARDINIERS!

- Give your brand exceptional visibility with a promotional video shown amidst the five competition gardens, the show's flagship attraction
- An average of 100 attendees per conference at the AGORA in 2025
- The video will be shared on the trade show's social media channels to maximize your visibility

**PRICE €700 excl. VAT** (limited to 4 exhibitors)

**ORDER DEADLINE**  
October 20<sup>th</sup>, 2027

Your video (maximum duration: 2 minutes) will be shown before each speech, whenever possible. Guaranteed to be shown at least 3 times a day during the 3 days of the trade show.

The same packages are available for Paysalia and Rocalia; on the Forum for Rocalia



# Exhibition Visibility

## PRIVATE BOOKING OF THE PAYSALIA STUDIO WITH A MODERATOR

**GIVE YOUR BRAND AN EXCLUSIVE PLATFORM AT THE HEART OF PAYSALIA BY BOOKING THE PAYSALIA STUDIO FOR YOUR PRIVATE EVENT.**

In a dynamic format (roundtable, debate, conference...), share your vision, highlight your solutions, or break down the challenges of your market alongside a professional host.

The package includes:

- An exclusive 20-minute slot in the fully equipped Studio Paysalia
- Support from a dedicated host to guide and enhance your presentation
- A video recording of your presentation
- Broadcast of the replay on the Paysalia YouTube channel
- Delivery of the final video for unrestricted use on your channel.

**Ideal for strengthening your image as an expert**

**High-value-added content, reusable over time**

**A powerful tool for standing out from your competitors**

**PRICE €1,000 excl. VAT** (limited to 15 companies)

**ORDER DEADLINE**

October 20<sup>th</sup>, 2027



# Exhibition Visibility

## SIGNAGE TILES

HIGHLIGHT YOUR PRODUCT, SERVICE, OR COMPANY AND ENCOURAGE VISITORS TO COME MEET YOU.

- Capture your visitors' attention right where they are with floor tiles.
- Tiles are strategically placed in the exhibition aisles based on your location.

### PRICES

**1 tile** €550 excl. VAT (limited to 8 companies)

**5 tiles** €2,300 excl. VAT (limited to 4 companies)

Manufacturing, installation, and removal included.  
File to be provided to us in HD PDF: 800 x 800 mm

ORDER DEADLINE  
October 20<sup>th</sup>, 2027



## FLOOR STICKERS

GUIDE YOUR FUTURE CUSTOMERS TO YOUR BOOTH WITH FLOOR STICKERS.

- Logo, brand visuals, key information, and most importantly your booth—you decide what to include
- A fun and original way to capture visitors' attention and stand out from your competitors.

**PRICE** €2,300 excl. VAT (limited to 3 companies)

File to be provided to us according to the template; installation and removal included.  
20 footprints to be distributed throughout the exhibition,  
spaced 1.5 meters apart, covering a maximum distance of 30 meters

ORDER DEADLINE  
October 20<sup>th</sup>, 2027



# Exhibition Visibility

## MEGA FLOOR TILES

GIVE YOUR BRAND EXCEPTIONAL VISIBILITY WITH 4 XXL FLOOR GRAPHICS (LOGO, MESSAGE, QR CODE, ETC.). STRATEGICALLY PLACED IN THE EXHIBITION HALL AISLES, THESE FLOOR TILES CAPTURE VISITORS' ATTENTION AND NATURALLY GUIDE THEM TO YOUR BOOTH.

**PRICE €4,000 excl. VAT** (exclusive)

Specifications: HD graphic to be provided in PDF or JPG format at 300 dpi.  
Dimensions: L2000 x H6000 mm. Manufacturing, installation, and removal included.  
The placement of the adhesive floor tiles at the show is subject to the organizer's approval.

**ORDER DEADLINE**  
September 15<sup>th</sup>, 2027



## YOUR MASCOT WANDERING THE HALLS

YOUR BRAND'S MASCOT WANDERING THE AISLES OF THE TRADE SHOW!

- Create a buzz at your booth and in the aisles
- Attract the attention of visitors and the media
- Generate content for your social media
- Foster interactions and business opportunities

**TARIF €1,500 excl. VAT** (limited to 2 exhibitors)

The service includes the right to have the mascot walk the aisles for half a day each day during the 3-day show. The mascot is provided by the exhibitor.

**ORDER DEADLINE**  
November 25<sup>th</sup>, 2027



# Exhibition Visibility

## PRESS RELEASE

**AN OPPORTUNITY TO SHOWCASE YOUR BRAND, COMPANY, OR FLAGSHIP PRODUCT TO THE PRESS AHEAD OF THE TRADE SHOW... TO GENERATE BUZZ AT THE EVENT!**

- Visibility and press coverage even before the trade show begins, reaching over 200 targeted journalists
- Maximize the chances of journalists and visitors stopping by your booth by reaching a targeted and qualified audience
- An ideal opportunity to promote a product launch, an innovation, or a new offering before the trade show
- Enhanced credibility and a boost to your brand image through press coverage
- Better preparation for journalists thanks to information provided ahead of the trade show, increasing your chances of interviews or feature stories at your booth.

**PRICE €600 excl. VAT** (limited to 4 companies)

**ORDER DEADLINE,  
SUBJECT TO AVAILABILITY**  
October 1<sup>st</sup>, 2027



# A whole team at your service

Our team is here to assist you, offer advice, and answer all your questions.

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