

REACH YOUR

# COMMERCIAL AND MARKETING

TARGETS WITH OUR  
COMMUNICATION TOOLS





## **BUSINESS.....p. 3-12**

Boost traffic to your booth, strengthen your professional network and generate new leads for the year



## **EXPOSURE AT THE SHOW.....p. 13-21**

Capture attention, highlight your brand image and stand out from your competitors



## **EXPERIENCE & COMFORT.....p. 22-25**

Have your employees and guests experience something unique



## **TAILOR-MADE OFFER.....p. 26-28**

We adapt to your needs with tailor-made solutions

# BUSINESS

- Boost traffic to your booth
- Strengthen your professional network
- Generate leads for the year



# BUSINESS

Reach visitors and strengthen your professional network

## SPEAKING SLOT

### Be heard during a track!

Seize a one-off opportunity to reach all participants by leading a keynote speech in the plenary hall

This pack includes:

- One speaking slot from your company (20 mn)
- Your logo in the online conference programme
- Your logo printed in the conference programme in the Event Guide

**€ 5 000 Excl. VAT**  
**Maximum 6 sponsors**



# BUSINESS

Reach visitors and strengthen your professional network

**INNOVATION AWARDS : EXCLUSIVE** 

## Exclusive sponsoring of TRUSTECH Innovation Awards

Position yourselves as a sponsor of innovation !

- Enjoy exposure throughout the awards ceremony recognizing the best innovations from the sector
- Appearance of your logo on all communications documents associated with TRUSTECH Innovation Awards
- Benefit from the show coverage in all the communications associated with the Awards (emailings, pr, articles...)

**€5 800 Excl. VAT**  
**Deadline: 01/10/2024**

COMEXPOSIUM



#TRUSTECH



# BUSINESS

Reach visitors and strengthen your professional network

## MEETING ROOMS

- 9-12 people capacity
- Dedicated equipped private room with a screen
- Branding with your logo (3 days)
- Extended opening hours for access before and after event opening hours

**For exhibitors € 6,450 Excl. VAT / 3 days**

**For non-exhibitors € 6,950 Excl. VAT / 3 days**

COMEXPOSIUM



#TRUSTECH



# BUSINESS

Reach visitors and strengthen your professional network

## HOSPITALITY SUITE

- Welcome desk reception area
- 1 hostess throughout the 3 days of the event
- 9 - 12 people dedicated equipped private room with screen
- Branding with your logo
- Extended opening hours for access before and after the event opening hours
- Coffee machine

**For exhibitors € 8 000 Excl. VAT**

**For non-exhibitors € 9 000 Excl. VAT**

**4 SPONSORS**

COMEXPOSIUM



#TRUSTECH



# BUSINESS

Reach visitors

## INTERACTIVE PLAN

Display your banner on the interactive exhibition map and boost traffic to your stand. This tool is available to visitors before and during the show.

- Large banner – 900€ exc. tax  
Visible at the bottom of the interactive map  
**Dimension** : 1080x300px and 468x60px  
Online until end of December 2024

**€ 900 Excl. VAT**

- List banner – 1300€ exc. tax  
Visible on list part (exhibitors, favourites)  
**Dimension** : 702x180 px  
Online until end of December 2024

**€ 1300 Excl. VAT**





# BUSINESS

Reach the visitors of our website

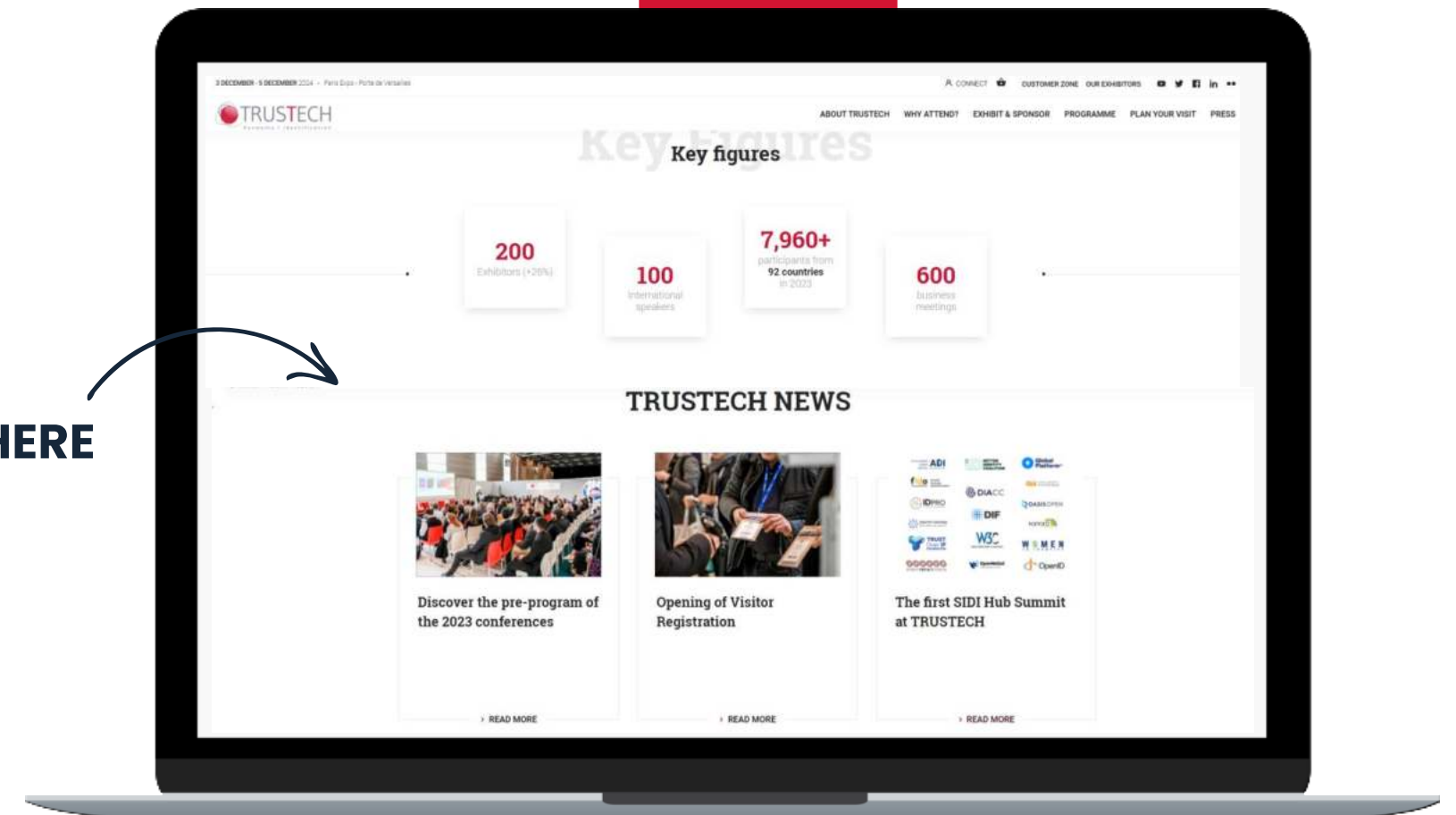
## BANNER ON THE TRUSTECH WEBSITE HOME PAGE

This pack includes:

- Banner on the TRUSTECH homepage for two months
  - Annual audience: +110,000 visits
  - Client to provide the banner
- Dimension:** 728 x 90 px, jpeg or animated gif + re-direction link

€ 950 Excl. VAT

YOUR AD HERE



# BUSINESS

Reach the visitors of our website

## ADVERTISING BANNERS

Increase your brand awareness, drive traffic to your website, and enhance the number of visits to your stand during the event by highlighting your brand before, during and after the show on the main website pages

### OFFER 1 – BANNER ON THE “WHY VISIT” PAGE

Visibility until December 2024 incl

Dimension: 728 x 90 px, jpeg or animated gif + re-direction link

**€ 2 200 Excl. VAT**

### OFFER 2 – BANNER ON THE “PRACTICAL INFO” PAGE

Visibility until December 2024 incl

Dimension: 728 x 90 px, jpeg or animated gif + re-direction link

**€ 1 900 Excl. VAT**

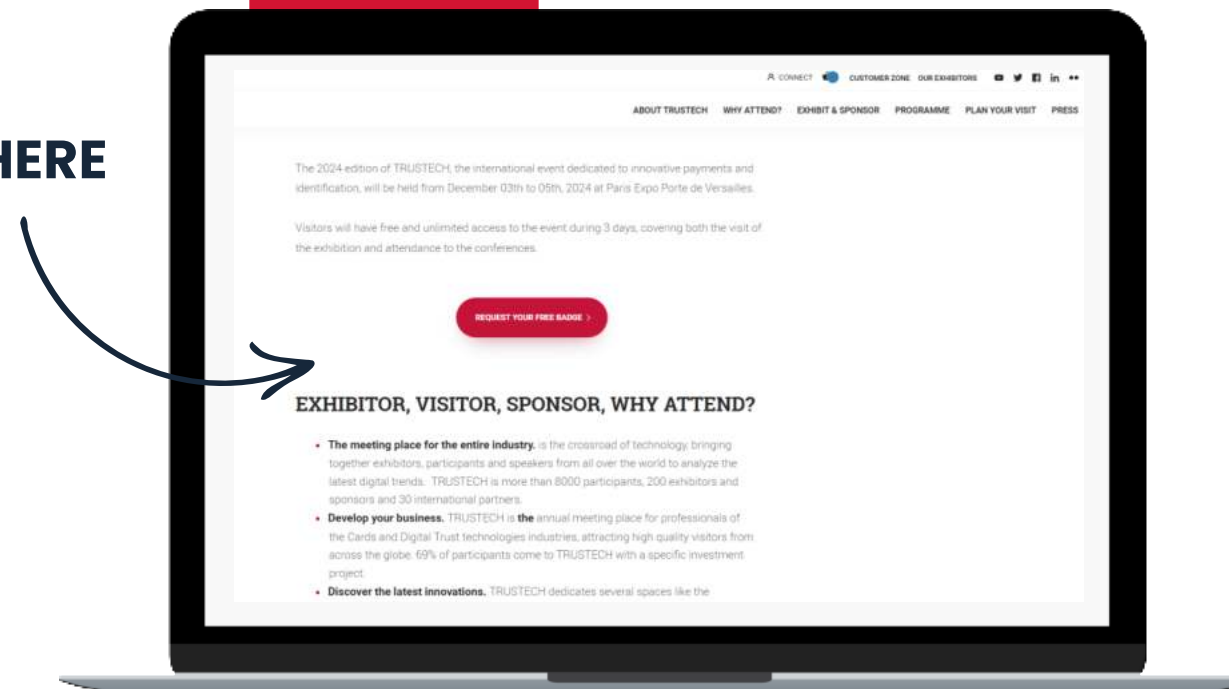
### OFFER 3 – BANNER ON THE “EXHIBITOR LIST” PAGE

Visibility until December 2024 incl

Dimension: 728 x 90 px, jpeg or animated gif + re-direction link

**€ 2 200 Excl. VAT**

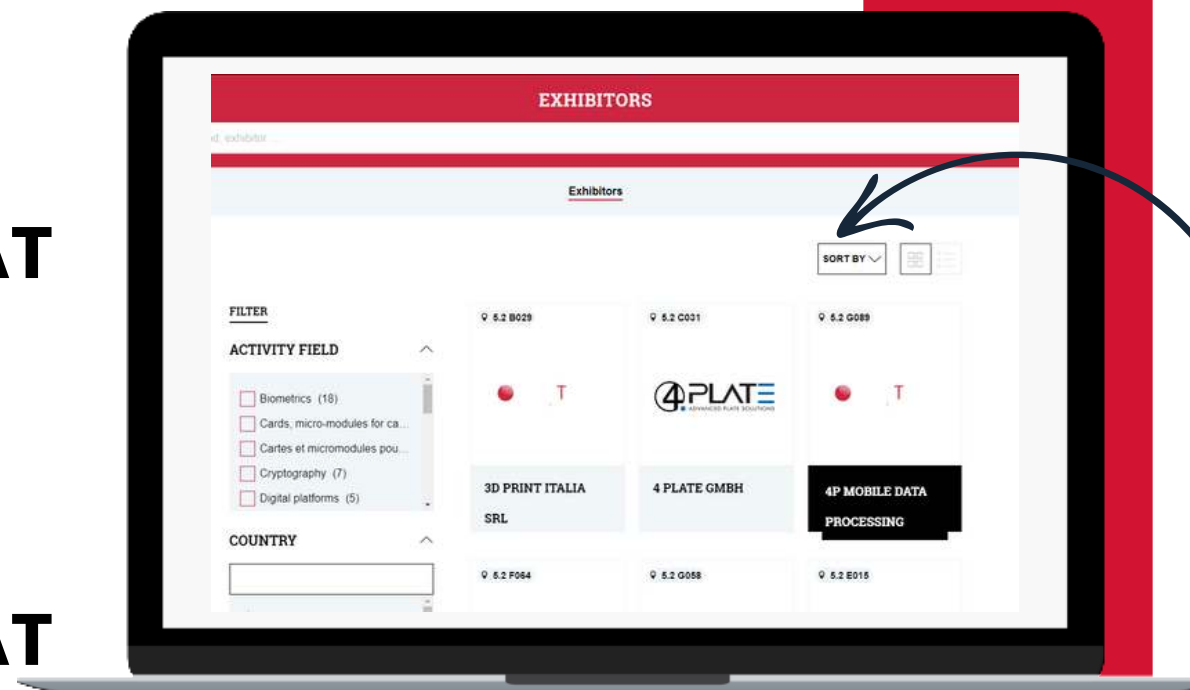
YOUR AD HERE



EXHIBITOR, VISITOR, SPONSOR, WHY ATTEND?

- **The meeting place for the entire industry.** is the crossroad of technology, bringing together exhibitors, participants and speakers from all over the world to analyze the latest digital trends. TRUSTECH is more than 8000 participants, 200 exhibitors and sponsors and 30 international partners.
- **Develop your business.** TRUSTECH is the annual meeting place for professionals of the Cards and Digital Trust technologies industries, attracting high quality visitors from across the globe. 69% of participants come to TRUSTECH with a specific investment project.
- **Discover the latest innovations.** TRUSTECH dedicates several spaces like the

YOUR AD HERE



# BUSINESS

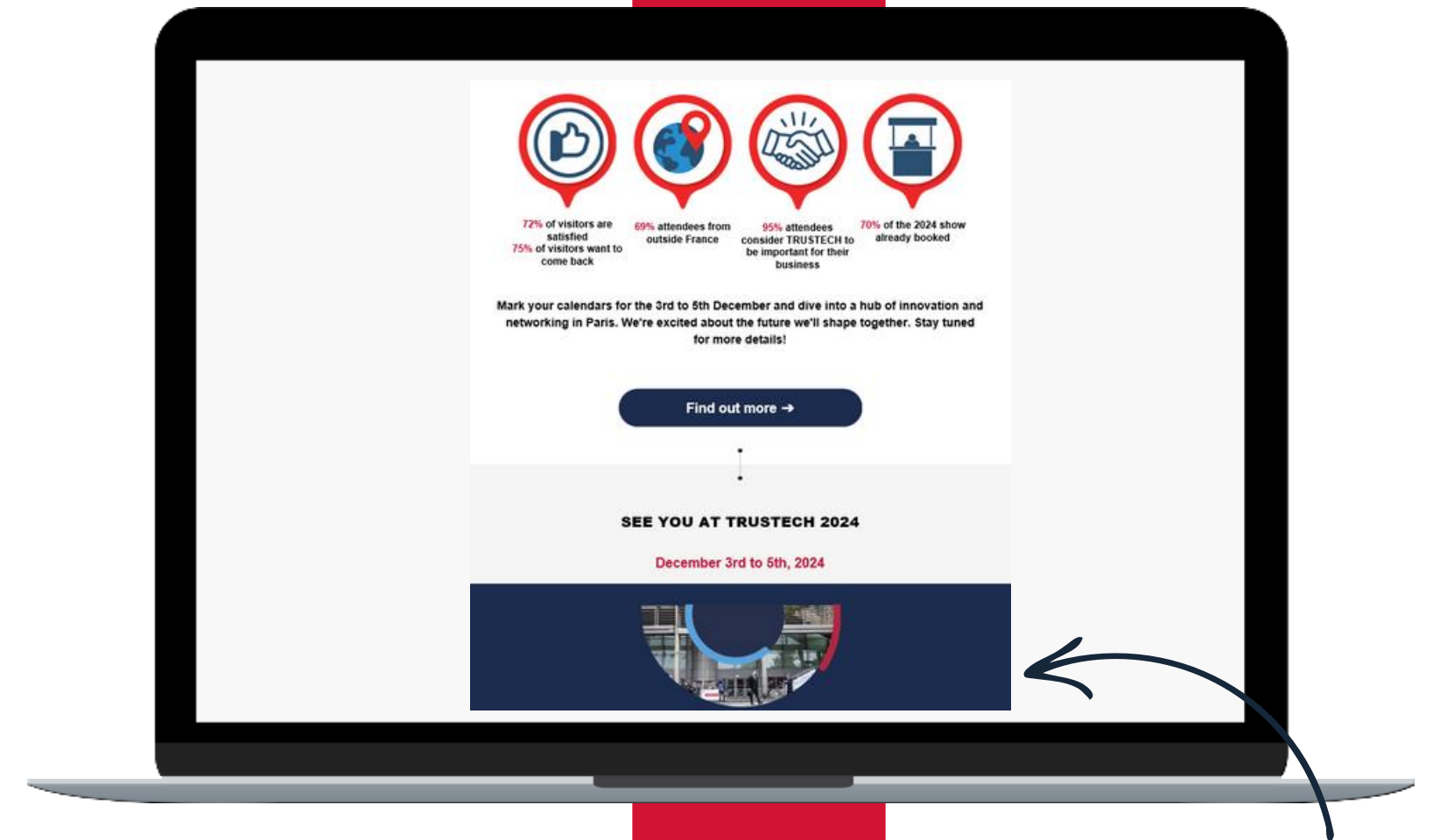
Broadcast your brand to a mass audience

## E-NEWSLETTER BANNER

- Banner on an e-newsletter sent to our extensive database
- Database: approx. 12 000 industry contacts
- Client to provide the banner

**Dimension :** 640x100 px

**€ 650 Excl. VAT 1 mailing**  
**€ 950 Excl. VAT 2 mailings**



**YOUR AD HERE**

# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors



# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors

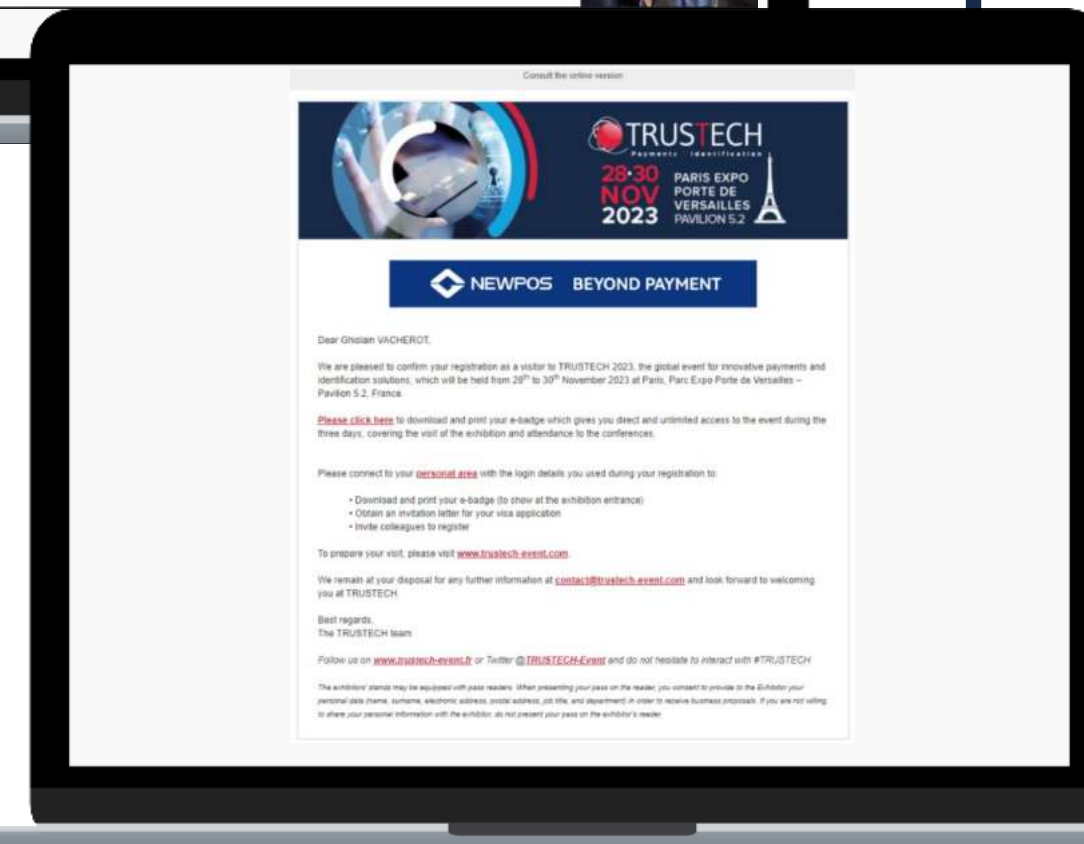
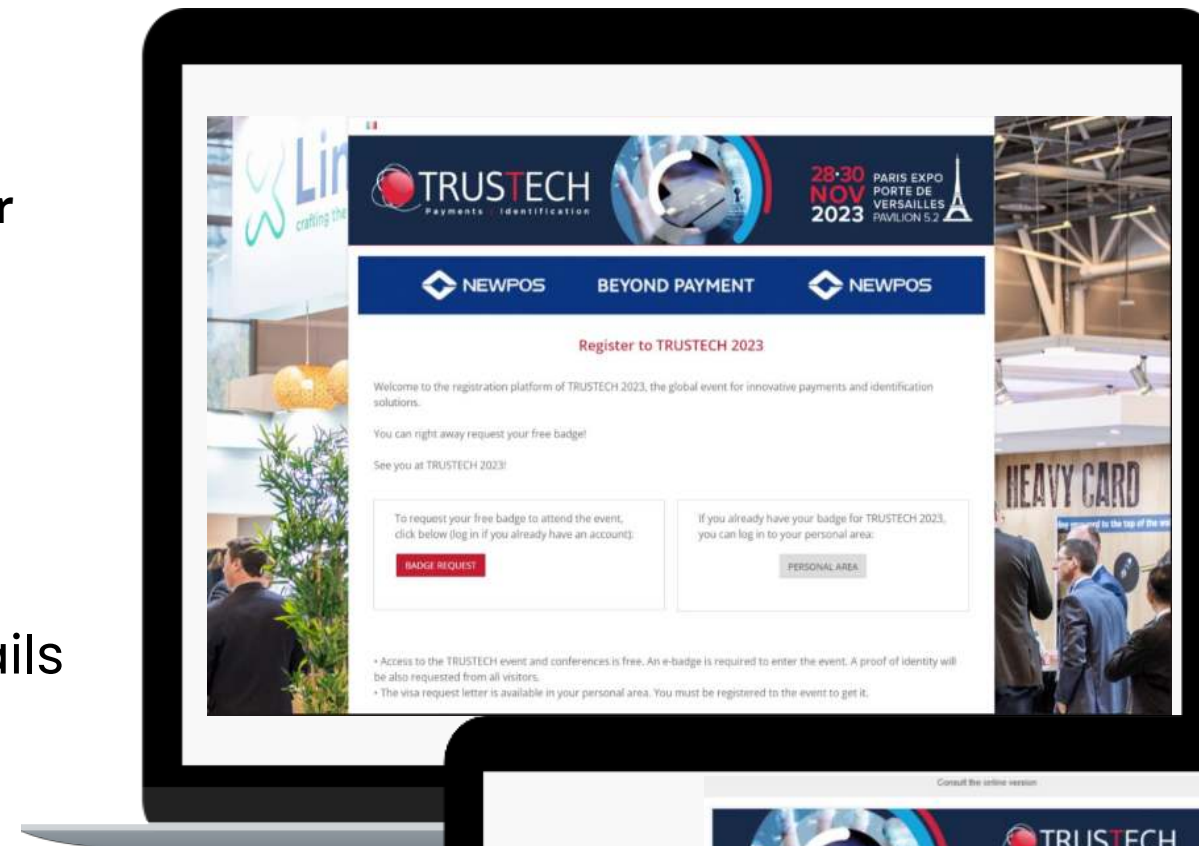


## VISITOR BADGE : EXCLUSIVE

Gain pre-event exposure, from the opening of the online visitor registration till the printing of the visitor passes

This pack includes:

- Your banner on the pre-registration platform  
**Dimension** : 468x60 px
- Your banner in the registration confirmation emails  
**Dimension** : 970x90 px
- Your logo/ on TRUSTECH badge
- Your logo in the sponsor list of the Event Guide



€ 5,400 Excl. VAT

# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors

## VISITOR BADGE HOLDER : EXCLUSIVE SPONSOR

Over the course of the show, reach all visitors via the appearance of your logo on the reverse side of the cardboard event badge holder

This pack includes:

- Logo on reverse side of the badge
- 7960 professionals expected
- HD JPEG logo to be supplied by the sponsor

**€ 8 900 Excl. VAT**  
**Deadline: 01/10/2024**



# EXPOSURE OF THE SHOW

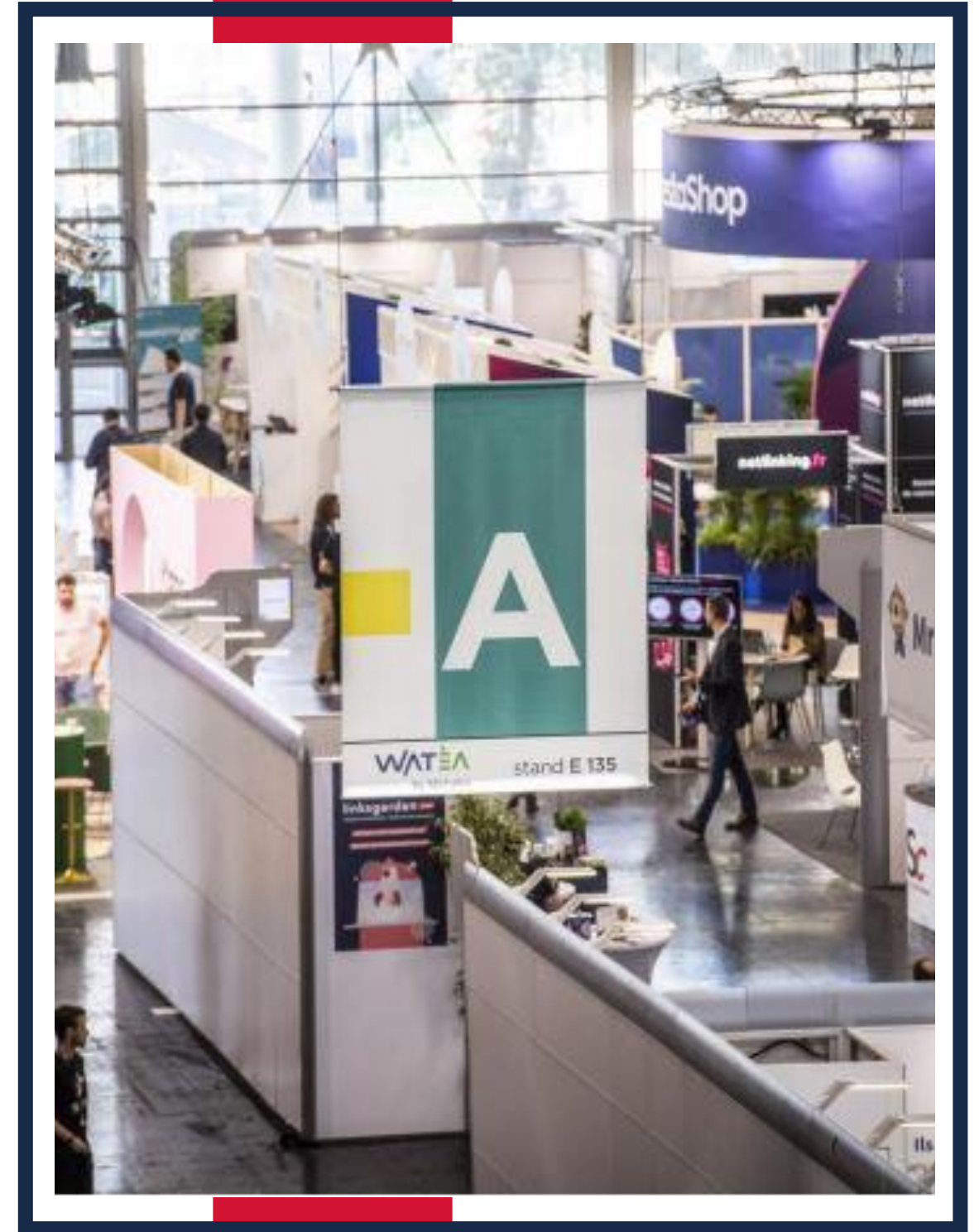
Capture attention, highlight your image and stand out from your competitors

## LOGO ON AISLE LETTER

Make yourself easily identifiable to visitors

- Display your logo and booth number on the hanging aisle letters
- HD JPEG logo to be supplied by the sponsor
- 13 aisle letters (A to M)
- Deadline : 01/10/2024

**€4 000 Excl. VAT**  
**2 SPONSORS (1 per side)**



# EXPOSURE OF THE SHOW

Capture attention, highlight your image and stand out from your competitors

## VERTICAL BANNER

Your graphics with your booth n° on show vertical banners

- Dimensions 2m L x 3.50m H (double-sided)
- PEG HD graphics with booth n° to be supplied by the
- sponsor

**€5 500 Excl. VAT**  
**5 SPONSORS**





# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors

## CONFERENCE INTERSESSION VIDEO SLOTS

**An opportunity to promote your products/solutions and take advantage of the show's audience**

- Broadcast of a 15-20 second spot before the openings of the conference cycle (morning and afternoon)
- Creation and transmission of the spot in MP4 format supplied by the sponsor

### YOUR BENEFITS

- Broadcasting in the fully-equipped conference room
- Exclusive and rare speakers, attracting a qualified audience

**€ 1,200 Excl. VAT for 3 days**  
**1 sponsor for ID**  
**1 sponsor for payments**

COMEXPOSIUM



#TRUSTECH



# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors

## DISTRIBUTION OF YOUR MATERIAL & PROMOTIONAL PRODUCTS

Take the opportunity to get your material or promotional products into the hands of all the visitors.

The organizer will define a designated place for your material/ promotional products to be distributed by your host/hostess. Elements to be supplied by you and approved by the organizer. Limited offer to 2 sponsors.

**€ 1,400 Excl. VAT Sponsor for 1 day**

**€ 2,700 Excl. VAT Sponsor for 2 days**

**€ 3,850 Excl. VAT Sponsor for 3 days**

COMEXPOSIUM



#TRUSTECH



# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors

## LANYARD: EXCLUSIVE

Display your brand to all the visitors

This pack includes:

- Lanyard with your logo printed on both sides (distributed at the show's entrance)
- Your logo in the sponsor list of the Event Guide
- 4,000 lanyards are to be supplied in bulk (without individual wrapping) by the sponsor and must include a breakaway attachment (design to be submitted to the organiser).

Delivery to be made by 29 th November 2024 in Paris.

Order deadline: 31st July 2024

**€ 3,990 Excl. VAT**

COMEXPOSIUM



#TRUSTECH



# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors

## OFFICIAL SHOW TOTE BAG : EXCLUSIVE

SPONSOR

Be visible during and after the event with an essential item used by every attendee! The Event Guide will be inserted into the bag.

This pack includes:

- Bag co-branded by sponsor and organizer
- A 1/2 page color ad in the Event Guide
- Your logo in the sponsor list of the Event Guide
- Self-service distribution at the show entrance

4,000 bags ready for print version to be sent to the organizers for approval. In line with our CSR commitments, the bag will have to be produced from an eco-responsible material

Delivery to be made by 29 th November 2024 in Paris.

**€ 6 500 Excl. VAT**

COMEXPOSIUM



#TRUSTECH



# EXPOSURE AT THE SHOW

Capture attention, highlight your image and stand out from your competitors

**COFFEE BREAKS: EXCLUSIVE**

**SPONSOR**

There are two coffee breaks per day during the event, open to all attendees.

This pack includes:

- Signage: "Coffee break offered by..."
- Your logo in the sponsor list of the Event Guide

**6,000 Excl. VAT Sponsor for 3 days**

COMEXPOSIUM



#TRUSTECH



# EXPERIENCE & COMFORT

- Comfort services
- Event organization



# EXPERIENCE & COMFORT

Associate your brand with a moment or an exclusive area

## VIP LOUNGE: EXCLUSIVE

Associate your brand with the space dedicated to VIPs !

This pack includes :

- 20 VIP passes for your guests
- All-day-long coffee breaks
- Your branding on the signage of the area
- A dedicated area with your company logo
- Possibility to distribute items/goodies/documents
- Possibility to organize a private cocktail from 6.00pm to 7.30pm on the day 2 of the event
- Your logo in the sponsor list of the Event Guide

**€ 6,300 Excl. VAT**

COMEXPOSIUM



#TRUSTECH



# EXPERIENCE & COMFORT

Associate your brand with a moment or an exclusive area

## TRUSTECH PARTY: EXCLUSIVE

The opportunity to be the sole partner of our highly popular networking event (Party reserved to exhibitors, VIPs, speakers and press pass holders...)

This pack includes :

- 2 Kakemonos with your logo at the entrance to the party
- Your logo on the e-invitation and flyer dedicated to the party
- 20 VIP badges for your guests
- Photo-booth co-branding
- Your logo in the sponsor list of the Event Guide

**€ 10,000 Excl. VAT**

COMEXPOSIUM



#TRUSTECH





# EXPERIENCE & COMFORT

Associate your brand with a moment or an exclusive area

## SMARTPHONE CHARGING STATIONS

Help attendees to stay powered up! Offer visitors the possibility to recharge their smartphones. The location of the charging stations will be indicated on the floor plan

This pack includes:

- Your logo on the 4 power towers
- A 1/2 page colour ad in the Event Guide
- Your logo on the website (from booking until 3 to 6 months after the event)
- Your logo in the sponsor list of the Event Guide

**€ 5,400 Excl. VAT**

## WATER FOUNTAINS

Ensure the well-being of attendees whilst increasing your brand awareness

This pack includes:

- Your logo in the water dispensers
- Your logo in the sponsor list of the Event Guide

**€ 2,890 Excl. VAT**



# TAILOR-MADE OFFER

We adapt to your needs with tailor-made solutions



# TAILOR-MADE OFFERS

## CUSTOMIZED EVENT

Willing to organise a private cocktail, breakfast, dinner or any other event for your clients? We are here to help you.

Please contact us to discuss a personalized offer that will suit your needs.

**Estimate on request**

COMEXPOSIUM



#TRUSTECH

