

PARIS
RETAIL
WEEK

17-19
SEPT 2024

REACH YOUR **COMMERCIAL AND**
MARKETING TARGETS WITH OUR
COMMUNICATIONS MATERIALS

SUMMARY

BUSINESS..... p. 03 - 10

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




EXPOSURE AT THE SHOW..... p. 11 - 24

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

MADE-TO-MEASURE..... p. 25



BUSINESS

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

BUSINESS

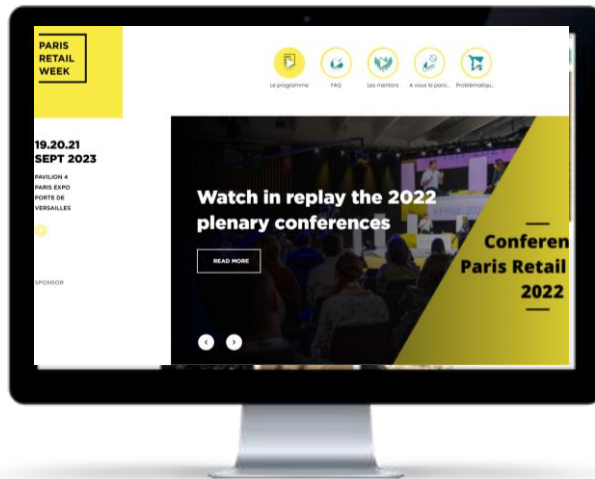
Reach our website visitors : www.parisretailweek.com

PARIS
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WEBSITE HOMEPAGE BANNER

Your banner on the most visited page of the website

- Banner supplied by yourselves in FR and/or EN
- Format: 250 x 250 px, jpeg or animated gif + re-direction link



€2 000 exc. tax

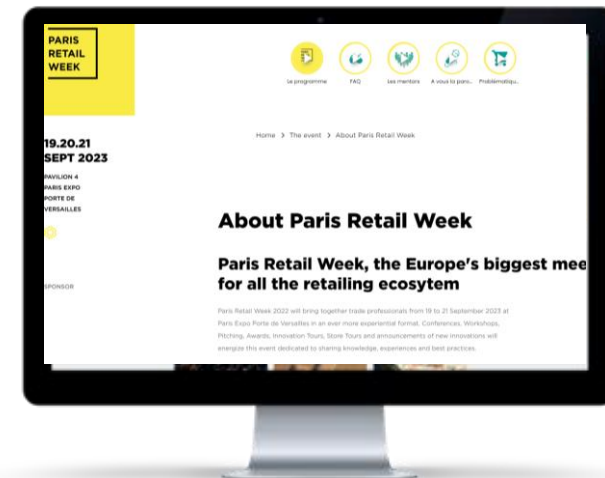
Online to end of September 2024

5 SPONSORS

WEBSITE BANNER

Your banner on all the pages of one of the 5 most visited parts of the website (exc. homepage)

- Banner supplied by yourselves in FR and/or EN
- Format: 250 x 250 px, jpeg or animated gif + re-direction link



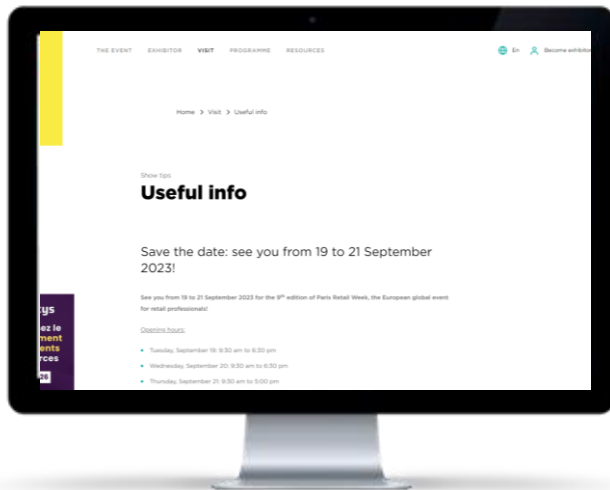
€1 800 exc. tax

Online to end of September 2024

5 SPONSORS

ADVERTISING BANNER ON WWW.PARISRETAILWEEK.COM

Increase your brand awareness, traffic to your website, and 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



Banner on the "Useful info" page

€ 1 900 exc. Tax

Visibility until the end of September 2024

3 SPONSORS

Banner on the "Request a badge" page

€ 2 200 exc. tax

Visibility until the end of September 2024

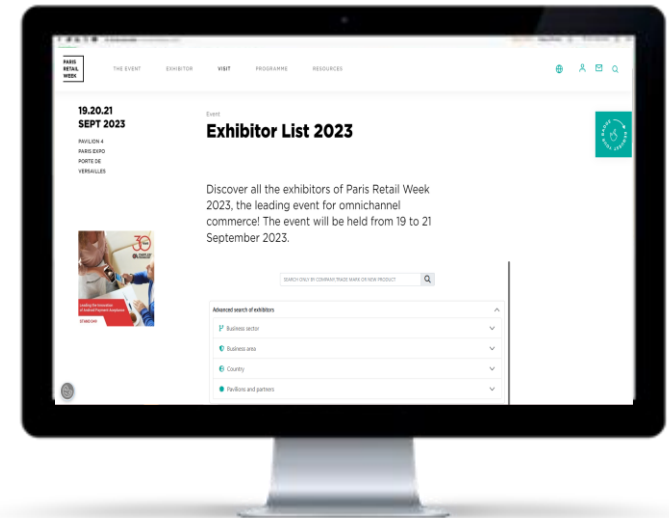
3 SPONSORS

Banner on the email sent to pre-registered visitors

€2 520 exc. tax

Visibility until the end of September 2024

3 SPONSORS



Banner on « exhibitor list » page

€ 2 200 exc. tax

Visibility until the end of September 2024

3 SPONSORS

BUSINESS

BANNER ON VISITORS NEWSLETTER

Broadcast your brand quickly and en masse to a qualified target

- Your banner in one of the newsletters sent to the Paris retail Week visitor base with relevant segmentation according to your targets
- Banner supplied by yourselves in 600 x 100 px ou du 600 x 200 px format with a re-direction link
- This visibility is integrated into the Paris Retail Week visitor newsletter schedule


€900 exc. tax

5 SPONSORS

Deadline : 01/06/2024

PARIS RETAIL WEEK

20.21.22 SEPT 2022
PARIS EXPO PORTE DE VERSAILLES



Discover the conferences that will take place in the plenary hall from September 20 to 22, and will be led by professionals from the sector around trending themes.

- ★ **Keynote** : Faguo, Le Comptoir Irlandais, Le Petit Vapoteur : successful omnichannel strategy!
Hosted by Prestashop
- ★ **Keynote** : Can split payment encourage responsible consumption?
Hosted by Django
- ★ **Keynote** : Connect to Consumer
Hosted by Shopify
- ★ **Keynote** : How the customer experience is reinventing itself in face of the demands of new generations of shoppers
Hosted by Kiama
- ★ **Keynote** : The era of conversation in customer relations: new uses of messaging and Whatsapp
Hosted by Zendesk
- ★ **Keynote** : Retail Media: How to reconcile the interests of brands, retailers and consumers?
Hosted by Easyenc

Other Keynotes will be hosted at the show by Checkout.com, Datamilk, Paypal, Crédit Agricole Payment Services, and Storyblok.

[ASK MY BADGE](#)

[THE FULL PROGRAMME](#)

PARIS
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Our partner:

STRATÉGIES






1€ POUR 3 MOIS
PLUS 1€40 PAR MOIS
SANS ENGAGEMENT

- LE MAGAZINE EN VERSION NUMÉRIQUE
- LE SITE EN INTÉGRALITÉ
- LA NEWS STRATÉGIES CHAQUE MATIN

The #1 business meeting of omnichannel commerce

#PARISRETAILWEEK
FOLLOW US !

INTERACTIVE PLAN

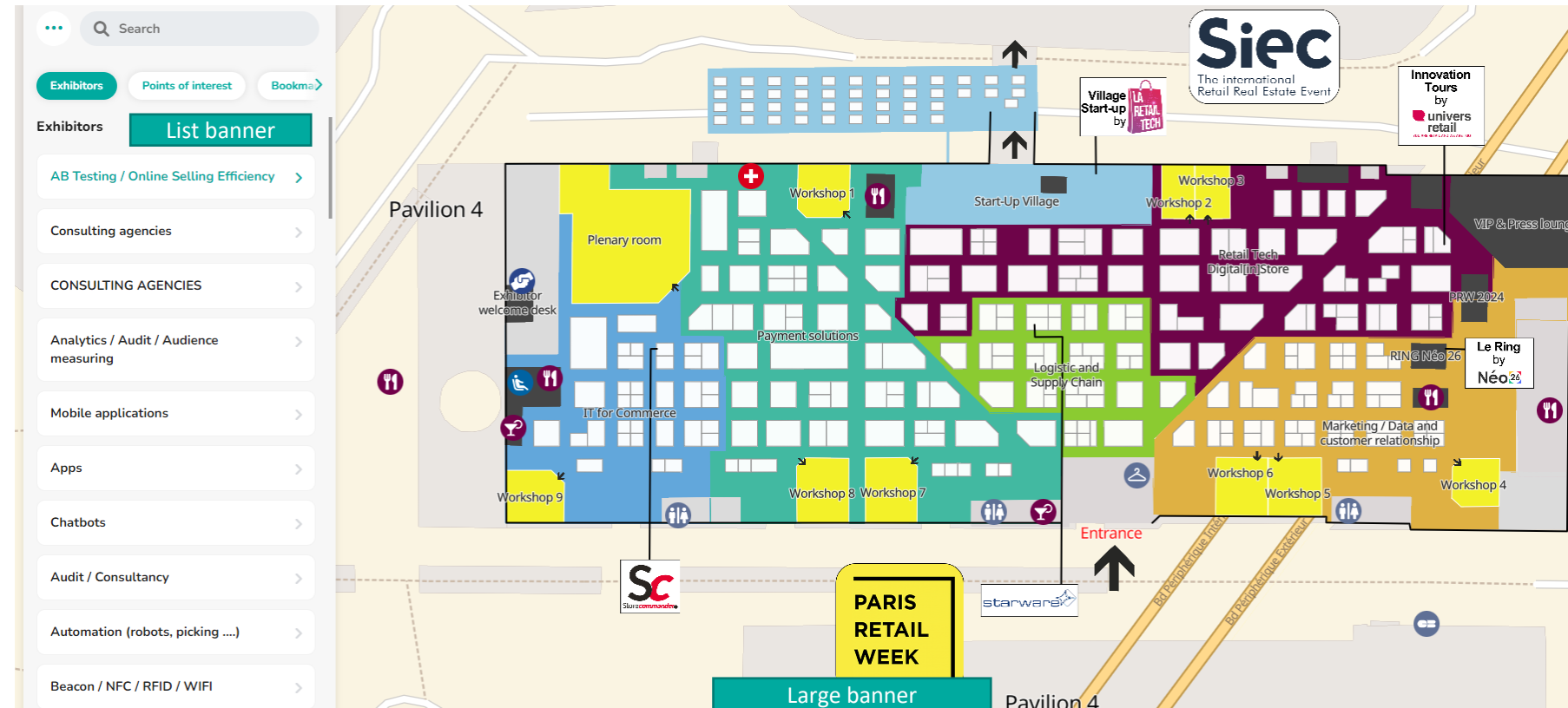
Display your banner on the interactive exhibition map and boost traffic to your stand.
This interactive dispositive is available to visitors before and during the show.

Large banner – 900€ exc. tax
Visible at the bottom of the interactive map

Dimension : 1080x300px et 468x60px
Online to end of september 2024

List banner – 1300€ exc. tax
Visible on list part (*exhibitors, favourites*)

Dimension : 1080x300px et 468x60px
Online to end of september 2024



BUSINESS

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ORIENTATION MAP

Drive visitors to your stand. Orientation maps are located at strategic points throughout the show and will be integrated into the visitor assistance tools.

4- color logo on the map

€ 1 200 exc. tax

Company name in bold &
red on the list

€ 131 exc. tax

Deadline: 31/07/2024



LOGO ON AISLE LETTERS

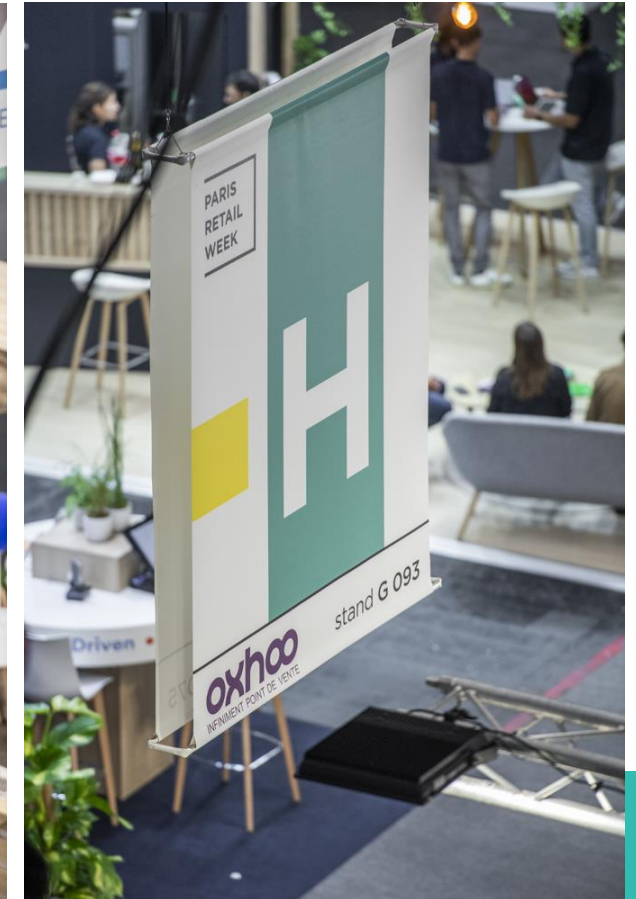
Be visible to all visitors

- 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)

€4 000 exc. tax

2 SPONSORS (1 per side)

Deadline: 29/07/2024



BUSINESS

FLOOR TILES

Your visual with your stand number to guide visitors to your stand

- Dimensions: 0.80 x 0.80 m
- HD JPEG graphics with booth n° to be supplied by the sponsor

€2 200 exc. tax

(Pack of 6 tiles, max 3 per sponsor)

Deadline: 31/07/2024

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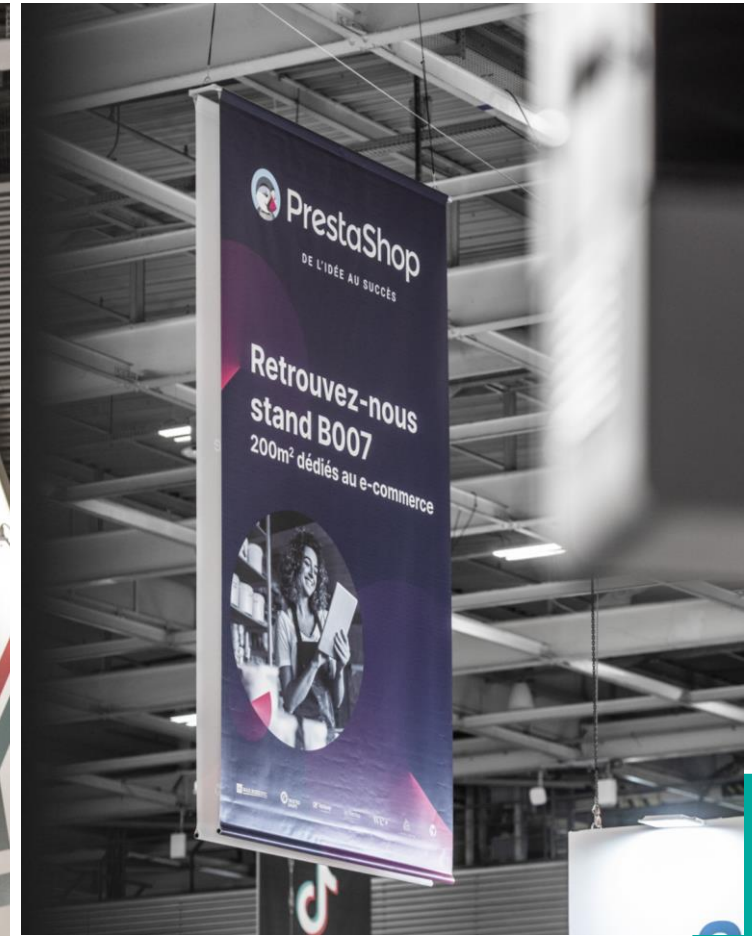
VERTICAL BANNERS

Your visual with your booth n° on show vertical banners

- Dimensions 2m L x 3.50m H (double-sided)
- JPEG HD graphics with booth n° to be supplied by the sponsor
- 1 banner per sector:
Marketing, data, customer relations and AI
Commerce platform
Payment Solutions
Logistics, e-logistics and Supply Chain
Digital(in) store / Equipmag

€5 500 exc. tax

5 SPONSORS



BUSINESS

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DIRECTIONAL SIGNS

Guide visitors to your stand for maximum visibility

1 sign

€ 600 exc. tax

3 panel package

€ 1 500 exc. tax

Deadline: 31/07/2024

3 SPONSORS



PODCASTS

Share your expertise and promote your products/solutions with the whole retail community

- Remote capture and broadcasting of a **15-minute podcast**
- **Advance preparation** with the podcast presenter
- **Over 16 000 listens** since the 2020 launch of the “les Voix du e-commerce” podcast series (38 episodes to date)

ADVANTAGES FOR YOU

- Podcast communication and broadcast:
 - on the [Paris Retail Week website](#)
 - on all Paris Retail Week social media platforms
 - on all major listening platforms [Spotify](#), [Deezer](#), [Apple podcast](#), [Google Podcast](#)

€3 300 exc. tax

Deadline: 31/05/2024

3 SPONSORS



THE RING

Promote your company, your solutions and your innovations through a filmed interview.

- Registration during the show
- Over 180,000 views in 2023

YOUR BENEFITS

Video communication and distribution :

- On the [site internet Paris Retail Week](#)
- On all of social média Paris Retail Week
- LinkedIn and [YouTube](#)

2 000€ exc. tax

Deadline :15/09/2024



EXPOSURE AT THE SHOW



Capture attention



Highlight your image



Stand out from your competitors



EXPOSURE AT THE SHOW

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SOCIAL MEDIA

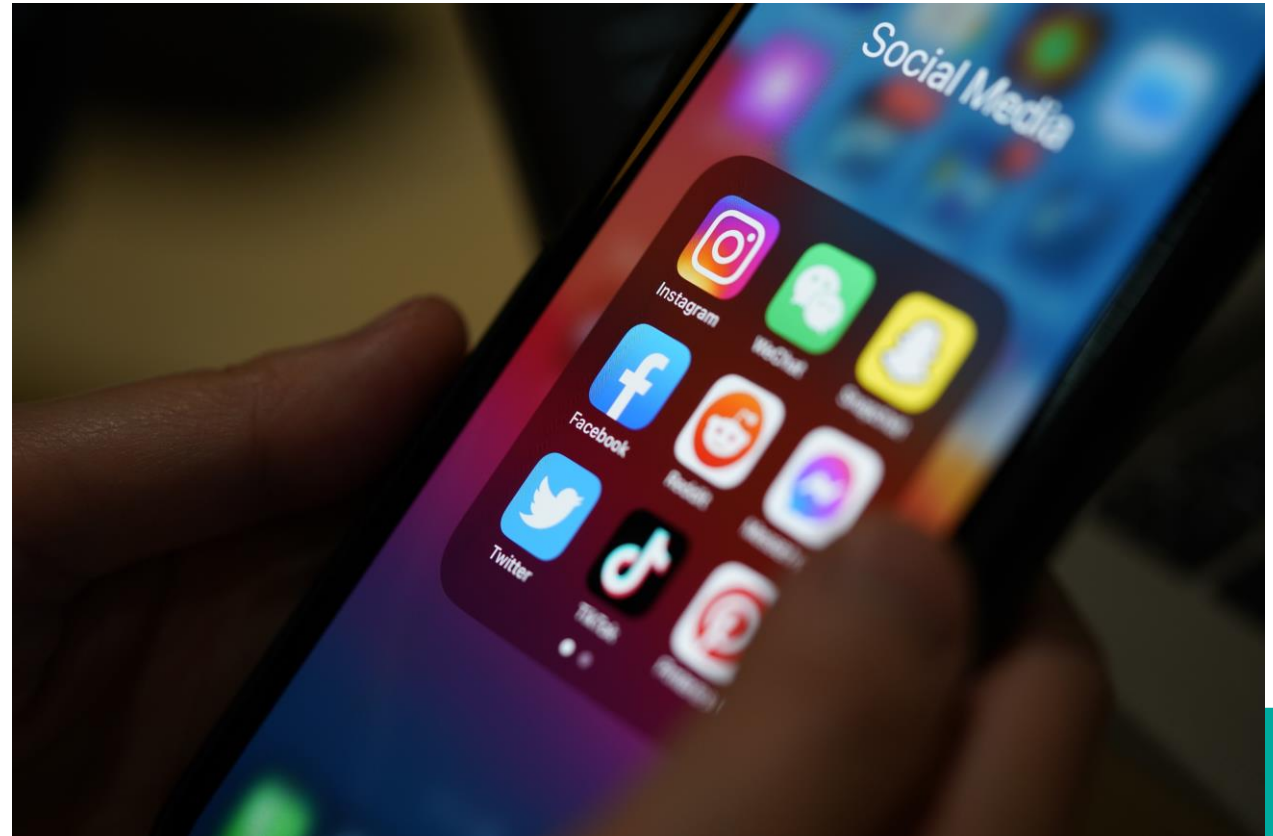
Make an impact on our community with posts relayed via the show's social media

- Pack of 3 posts :
1 LinkedIn, 1 Instagram et 1 Facebook

€ 500 exc. tax

5 SPONSORS

Deadline : August 2024



EXPOSURE AT THE SHOW

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DISTRIBUTION RIGHTS IN THE AISLES

Your flyer will be distributed by your hostesses in the aisles during the 3 days of the show

- Materials supplied by yourselves must be submitted to the organisation for approval
- Distribution around the visitor welcome area

€2 200 exc. tax

5 SPONSORS

Deadline : 01/06/2024



EXPOSURE AT THE SHOW

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KEYNOTES

A unique opportunity to reach out to all participants by hosting a keynote in the plenary room

- 450-seater plenary hall: an average 200 visitors per conference
- Showcase your expertise with inspiring content and a dynamic presentation

ADVANTAGES FOR YOU

- Promoted and driven by Paris Retail Week before the show communities (exposure on the online event programme, social media posts and newsletters)
- A limited number of keynote speeches
- The recuperation of leads scanned on request upon arrival at the hall entrance (GDPR-authorized contact details: email addresses and telephone numbers)
- Recording and editing of keynote replay
- Availability of fitted out and equipped plenary hall
- Length: 30 minutes

€12 500 € exc. tax

10 SPONSORS

Deadline: 01/04/2024



EXPOSURE AT THE SHOW

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PLENARY INTERSESSION VIDEO SLOTS

An opportunity to promote your products/solutions and take advantage of the presence of the show audience

- Broadcasting of a **15-20-second video** between 2 conferences
- 450 -seater plenary session hall: average 220 visitors per conference
- Creation and send-out of video in **MP4 format** to be supplied by the sponsor
- 3 to 6 video slots per day (according to number of sponsors)

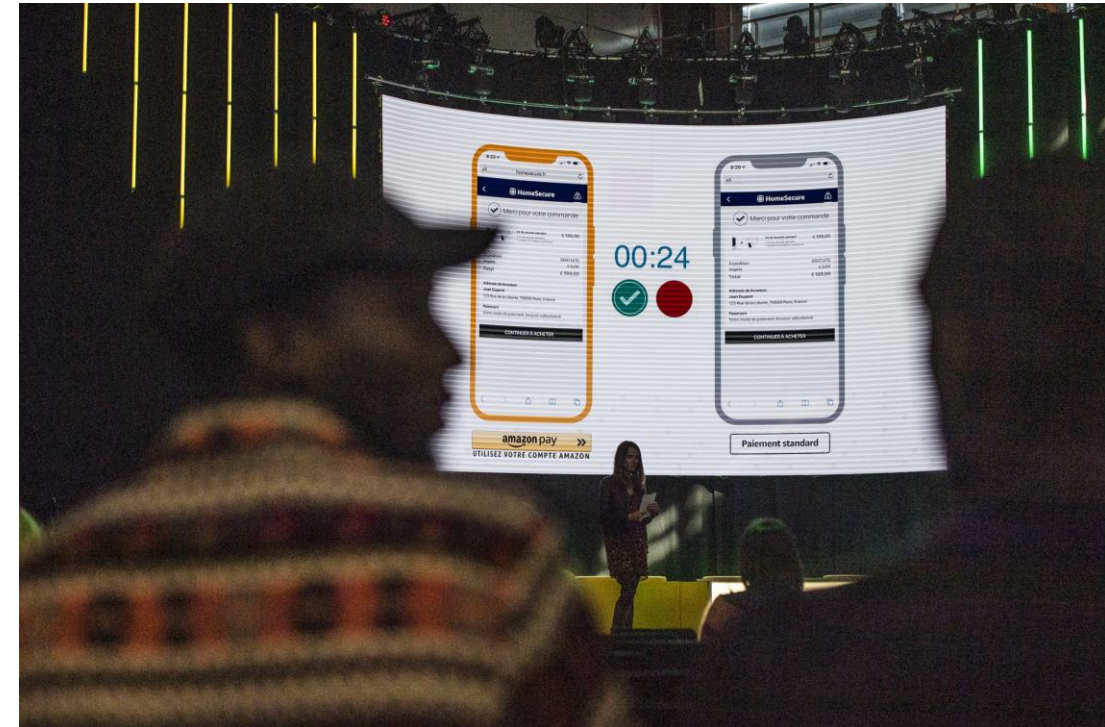
ADVANTAGES FOR YOU

- Broadcasting in a fully equipped plenary room
- Exclusive and rare panel of participants, attracting a qualified array of visitors

€700 exc. tax for 1 slot

10 sponsors

Deadline: 04/09/2024



EXPOSURE AT THE SHOW

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PLENARY HALL DECORATION

The façade of the plenary hall decorated with your brand colours

- 49m long x 3m high format
- HD JPEG graphics with the booth n° to be supplied by the sponsor
- 450-seater hall, average 220 visitors per conference. + 30 conferences on offer over the 3 days of the show

€16 000 exc. tax

Exclusivity

Deadline: 04/09/2024



EXPOSURE AT THE SHOW

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WORKSHOP SOLUTIONS

Deliver a concrete 45-minute presentation of your products/solutions and benefit from the presence of the audience in the hall.

Present a case study with a client (retailer) in order to **boost your audience** and **strengthen your client relations!**

ADVANTAGES FOR YOU

- Promoted and driven by Paris Retail Week before the show communities (exposure on the online event programme, social media posts and newsletters)
- Availability of technical equipment in the hall
- The recuperation of leads scanned on request upon arrival at the hall entrance (GDPR-authorized contact details: email addresses and telephone numbers)

Exhibitor rates:

€3 400 exc. tax (or included in Gold Pack)

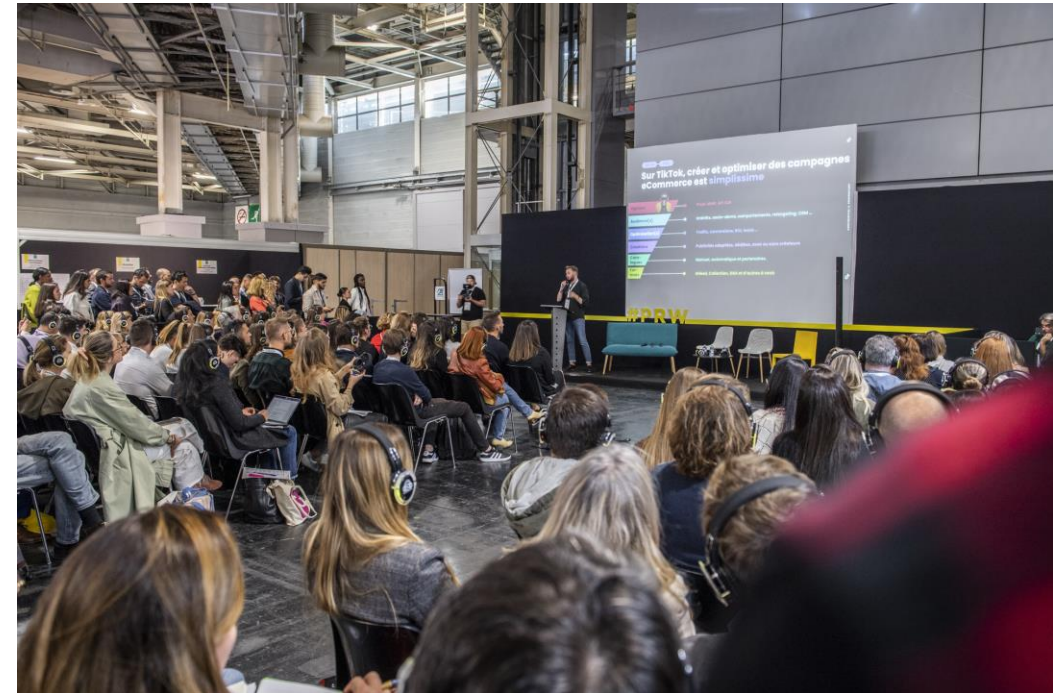
€2 882 exc. tax for any extra workshops

Non-exhibitor rates:

€5 000 exc. Tax for 1 workshop

€9 500 exc. Tax for 2 workshops

Deadline: 31/07/2024



EXPOSURE AT THE SHOW

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BADGE LANYARD



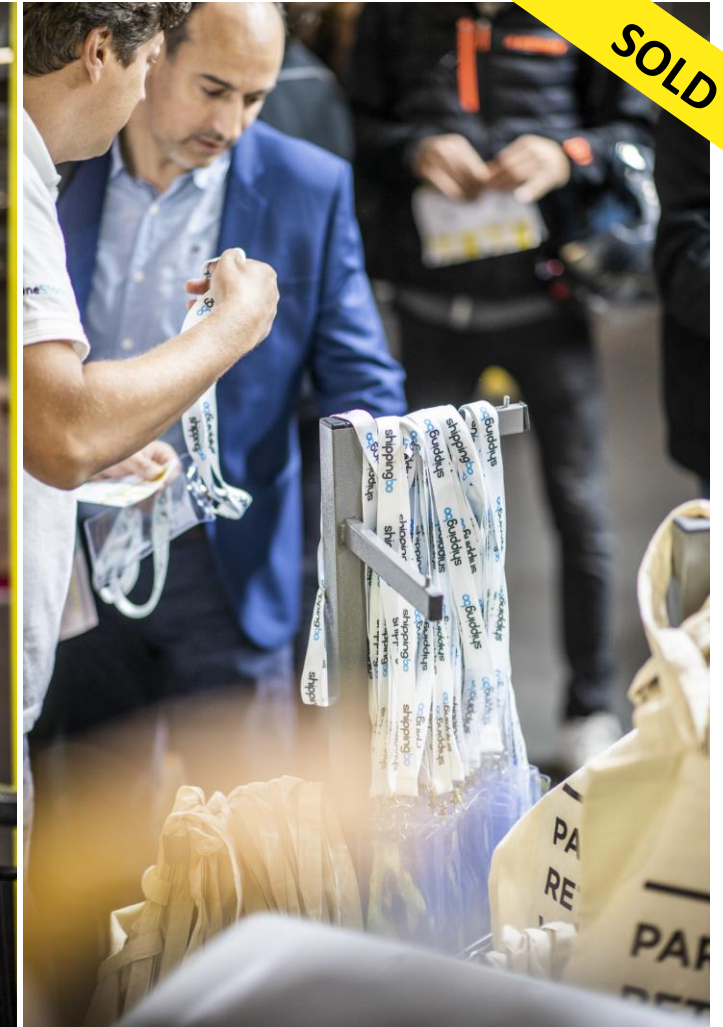
Convey your image over the 3 days of the event with the appearance of your logo on this must-have item at the show

- Self-service availability at the entrance to the show
- Sponsor and/or organiser co-branding
- 11 000 items supplied by the sponsor

€8 000 exc. tax

Exclusivity

Deadline: 13/07/2024



EXPOSURE AT THE SHOW

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VISITOR BADGE HOLDER

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

- Logo on reverse side of the badge
- Almost 20 000 professionals expected
- HD JPEG logo to be supplied by the sponsor

€9 000 exc. tax

Deadline: 13/07/2024

Exclusivity



BADGE

Be visible before and during the event with the appearance of your logo on the Paris Retail Week e-badge

- Logo on the e-badge
- Logo on the pre-registration platform
- Logo on the visitor registration confirmation e-mail
- Almost 20 000 professionals expected
- HD JPEG logo to be supplied by the sponsor

€9 000 exc. tax

Deadline: 13/07/2024

Exclusivity




EXPOSURE AT THE SHOW

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OFFICIAL SHOW TOTE BAG

Appear on the official Paris Retail Week tote bag all 3 days of the show

- 8 000 items to be supplied by the sponsor
- Sponsor-organiser co-branding
- Ready for print version to be sent to the organisers for approval
- Self-service distribution at the show entrance
-  *In line with our CSR commitments, the bag will have to be produced with eco-responsible material*

€8 000 exc. tax

Exclusivity

Deadline: 31/07/2024



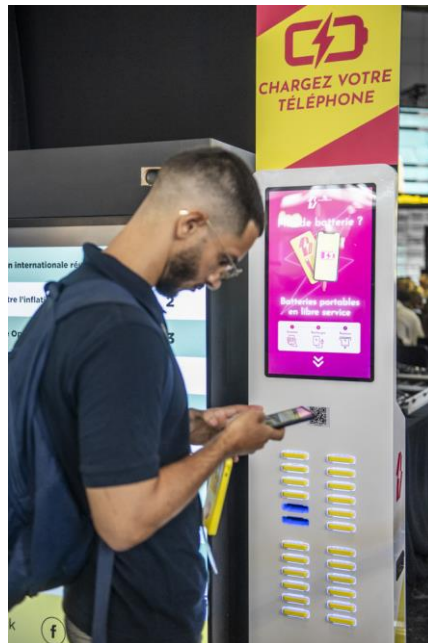
EXPOSURE AT THE SHOW

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SMARTPHONE RECHARGING POINTS

Offer visitors the chance to recharge their phones!

- 5 charging points strategically placed around the show
- Personalisation of the charging point screens with your brand in the foreground
- Your brand associated with the recharging area in all communications materials at the show
- HD JPEG logo to be supplied by the sponsor



€5 800 exc. tax

Exclusivity

Deadline: 20/07/2024

WATER FOUNTAINS

Improve the comfort of visitors whilst enjoying brand visibility over the 3 days of the show (exc. visitor welcome area)

- 5 water fountains strategically placed around the show
- Your logo on the floor tiles in front of the water fountains
- HD JPEG logo to be supplied by the sponsor



€5 200 exc. tax

Exclusivity

Deadline: 20/07/2024

EXPOSURE AT THE SHOW

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EXCLUSIVE SPONSORING OF THE PARIS RETAIL AWARDS

Position yourselves as a sponsor of innovation!

- Enjoy exposure throughout the awards ceremony recognising the best innovations from the sector
- Appearance of your logo on all communications documents associated with the Paris Retail Awards
- Benefit from exceptional PR coverage

€5 800 exc. tax
Deadline: 01/06/2024
Exclusivity



EXPOSURE AT THE SHOW

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WORKSHOP HALL SPONSORING

Associate your image with expert workshops and strengthen your brand visibility by decorating the entrance to the workshop halls with your logo

9 workshops rooms , excluding the plenary hall

+ 17 workshops run per room and day during the 3 days of the event

€3 700 exc. tax

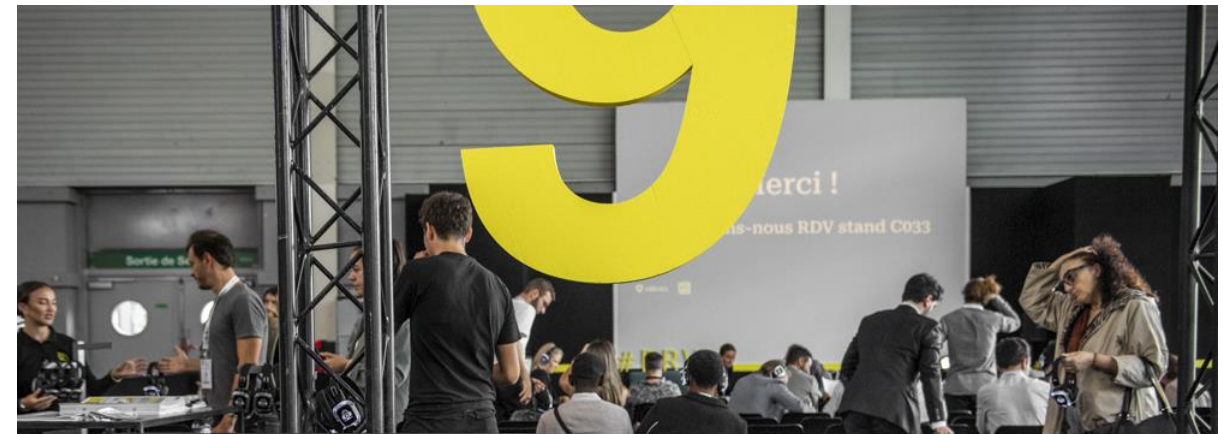
For a hall for 3 days

10 sponsors

€21 000 exc. tax

For all rooms

1 sponsors



mangopay

**Pay-in to
in betwe**

EXPOSURE AT THE SHOW

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VIP CLUB SPONSORING

Associate your brand with the dedicated VIP area



- Benefit from a private area decorated in your colours within the area reserved for VIPs
- Your logo on high-placed signing, in your private area, on the site maps, and the sponsors page of the website www.parisretailweek.com (HD JPEG supplied by yourselves)
- Opportunity to invite your VIP contacts
- 4 access badges for your team
- Possibility of distributing your documentation (self-service)



€10 000 exc. tax

Deadline: 01/06/2024

Exclusivity

MADE-TO-MEASURE

Wanting to create an event and stand out definitively from your competitors?

Contact our teams so that we can discuss your project, analyse the various options and find the kind of brand visibility that meets your needs.

YOUR DEDICATED CONTACTS

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Sanae CHAKOUR
Sales manager
New exhibitors

sanae.chakour@comexposium.com



Guillaume REVÉREULT
Sales manager
2023 Exhibitors

guillaume.revereault@comexposium.com