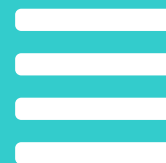


# media KIT



**PACKAGED OFFERS for maximum savings!**  
**A LA CARTE SERVICES**



[www.sival-angers.com](http://www.sival-angers.com)

# VISIBILITY PREMIUM PACK

Digitise your presence  
Promote your image  
Develop your network



## VISIBILITY BEFORE, DURING AND AFTER THE SHOW

### Advertising insert on the **SIVAL Online homepage** and "**Splash Screen**"

(full-screen display)

when opening  
the smartphone app

3 rotations maximum – random display of adverts

Posting statistics provided at the end of the event.

**In 2023: 60,000 views, 8 to 12% click rate**

Technical features:

1080 x 1920 pixels, not exceeding 1 MB



### On your **COMPANY SHEET** SIVAL Online

- **Vertical advertising banner** (1 banner possible)  
Technical features: 2560 x 1600 px, not exceeding 1 MB.  
To be uploaded to your space



- **Presentation video of your company and/or products/ advertising services**  
(1 video possible)

### Banner on a **SHOW newsletter**

Generic news  
(Programme, live programme, plan your visit...)

◆ **€2,800 U.P. excl. tax**

**Offers subject to availability | To be confirmed by the SIVAL organisation**

\* The technical features of the packs will be given to you at a later date.

# LOGO PACK

Display your  
presence at the show



Logo on the  
**interactive map**  
on the app  
**SIVAL Online**

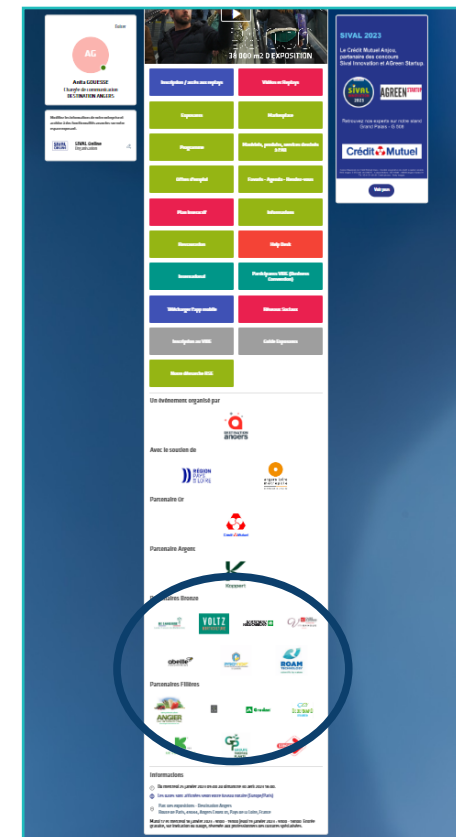


Logo on the  
**paper map**  
(15,000 copies published) and  
on the **large-format**  
**orientation maps**  
distributed at the show



◆ €1,800 U.P. excl. tax

Prominent display of  
your logo on the  
**SIVAL Online**  
**homepage**



Offers subject to availability | To be confirmed by the SIVAL organisation

\* The technical features of the packs will be given to you at a later date.

# VISIBILITY SHOW PACK

Increase your visibility



**Your pennant**  
at one of the 2 entrances  
to the hall where you are  
exhibiting

◆ **€800 U.P. excl. tax**

**"Push" notification**  
to everyone who  
downloads the app

4 per day in total

Technical features:  
160 characters maximum including spaces +  
1 link to your exhibitor sheet or website



**Offers subject to availability | To be confirmed by the SIVAL organisation**

\* The technical features of the packs will be given to you at a later date.



# A LA CARTE SERVICES

## SIVAL ONLINE | HOME PAGE



**"Push" notification**  
to everyone who downloads  
the app

4 per day in total

Technical features:  
160 characters maximum including spaces +  
1 link to your exhibitor sheet or website



◆ €600 U.P. excl. tax



**Advertising insert on the  
SIVAL Online homepage  
and "Splash Screen"**

(full-screen display)  
when opening the smartphone app

3 rotations maximum  
random display of adverts

Posting statistics provided at the end of the event.  
In 2023: 60,000 views, 8-12% click rate

Technical features:  
1080 x 1920 pixels, not exceeding 1 MB

◆ €1400 excl. tax

Offers subject to availability | To be confirmed by the SIVAL organisation

We will contact you again after your order to plan the service.

# A LA CARTE SERVICES

## SIVAL ONLINE | COMPANY SHEET



### Video presentation

1 per company / to be provided to us

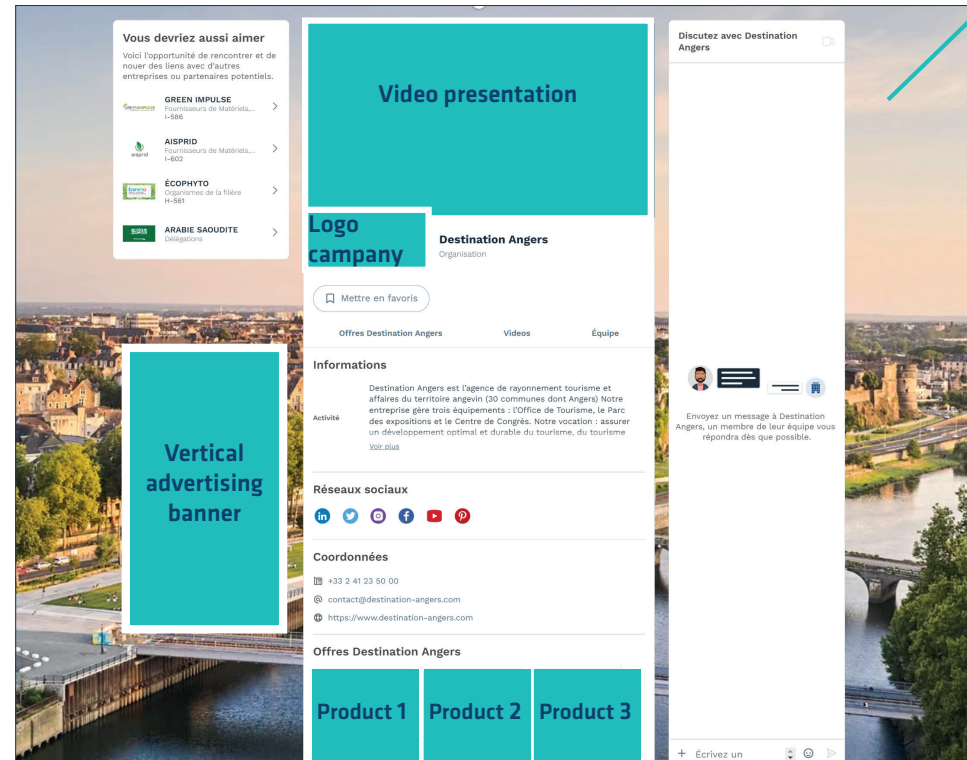
◆ €600 U.P. excl. tax

### Vertical advertising banner

1 banner possible

Technical features:  
2560 x 1600 px, not exceeding 1 MB.  
To be uploaded to your space

◆ €500 U.P. excl. tax



Customised home  
page background

### Customised home page background

1 possible customisation

◆ €300 U.P. excl. tax

### Presentation of an additional product or service

(3 free on registration)

Featured products appear on the  
personalised listing and in the  
Marketplace of the SIVAL Online  
web and mobile app.

◆ €200 U.P. excl. tax

Technical features: indicated on each exhibitor sheet. To be filled out directly in your exhibitor space when the platform opens

# A LA CARTE SERVICES

## SIVAL NEWSLETTER



Reserve your banner on your sector's newsletter!  
Among over **119,000 unique emails valid** across all sectors combined.

### Limited number of banners depending on the sector:

- 3 banners for the wine sector
- 3 banners for the cider sector
- 3 banners for the fruit sector
- 3 banners for the vegetable, horticulture, nurseries and PAMP sectors
- 3 banners for the seeds and seedlings sector

### Technical features

Reservation of banners: before 28 October 2023

Delivery of files: from 2 October 2023

News banner format: 600 x 120 px

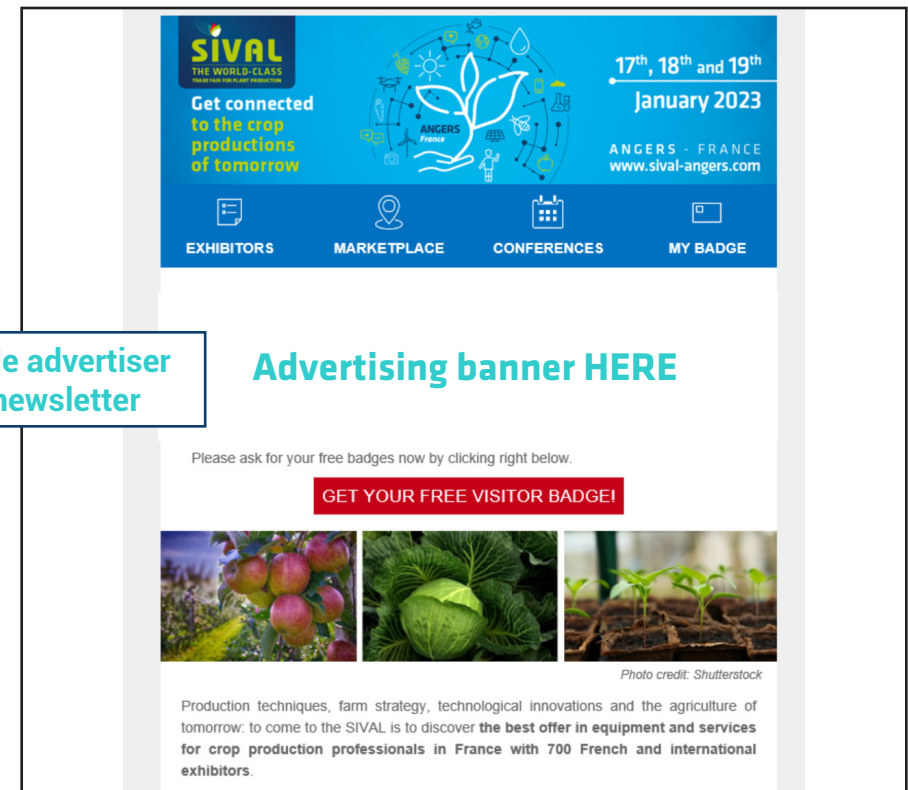
Digital files: PNG or JPG, with exact dimensions - 72 DPI

To be sent to:

communication-sival@destination-angers.com | subject of the email: Newsletter insertion

1 single advertiser  
per newsletter

Advertising banner **HERE**



◆ **€550 excl. tax/NEWS**

# A LA CARTE SERVICES

## SIVAL SOCIAL NETWORKS



→ Offer limited to 6 advertisers

### 2 posts on Facebook

1 post before and 1 during

- 2,686 subscribers (at the end of February 2023)
- 46,290 unique views (from Sept. 2022 to end Jan. 2023)



### 1 post on LinkedIn

1 post before and 1 during

- 4,471 subscribers (at the end of February 2023)
- 170,500 "organic" impressions (without payment) from Sept. 2022 to the end of January 2023



◆ €300 EXCL. TAX

The messages may be different. They will have to include [PubliPost] at the beginning of the text to specify that it is sponsored content.

The elements to be sent are:

- The text of the message
- The internet link to which you want your message to be directed
- The photo to be linked (format 1200 x 630 px)
- The link to your company Facebook or LinkedIn page, if you have one

Delivery of items: before 28 October 2023

To be sent to: [communication-sival@destination-angers.com](mailto:communication-sival@destination-angers.com) | Subject of the email: Social networks

Valérie LEBOURGEOIS, Community Manager of SIVAL, is here to help you make the most of your message.

[valerie.lebourgeois@laposte.net](mailto:valerie.lebourgeois@laposte.net)

# A LA CARTE SERVICES

## LOGO ON THE INTERACTIVE MAP

On the SIVAL Online app,  
Display your presence at the show on  
the interactive map

◆ €600 excl. tax

### Technical features

Format: 400 mm x 400 mm

PNG or JPG, with exact dimensions - 72 DPI

Submission of file by 30 November 2023



To be sent to:

[communication-sival@destination-angers.com](mailto:communication-sival@destination-angers.com) | Email subject: Logo on interactive map

# A LA CARTE SERVICES

## ROOM HIRE



A product launch, a business meeting...  
To bring together your existing and prospective customers, your employees,  
To organise a reception or conference,  
SIVAL provides rooms that can accommodate from 10 to 200 people.

### Room hire

- Room for 10 people maximum (Oudon-Mayenne-Louet) => **€200 excl. tax**
- Room for 10 to 50 people (Aubance/Ardésia/Lys/Authion/Hyrôme) => **€500 excl. tax**
- Room for more than 50 people (Loire/Maine/Layon) => **€700 excl. tax**

Information and booking with Anita GOUESSE  
[anita.gouesse@destination-angers.com](mailto:anita.gouesse@destination-angers.com)



Loire exhibitions



Aubance room



Oudon-Mayenne - Louet rooms



Ardésia room



Authion room



Lys room

## GET YOURSELF TALKED ABOUT IN THE SPECIALIST PRESS!



**Almost a hundred journalists, including twenty foreign journalists, come to SIVAL.**  
Remember to ensure your press kit is available in the press room reserved for them.

**PRESS CONTACT:** AGENCE VACHE

Anaëlle MARIE | 06 83 37 21 11 | [anaelle.marie@agencefls.fr](mailto:anaelle.marie@agencefls.fr)



# SIVAL COM KIT



the "Present at the Show" sticker.



Feel free to use these on your ads, letters or simply in your email signature.

BRAND BLOCKS:



Download for free from the SIVAL website, exhibitor space

## SIVAL INVITATIONS

When you register for Sival, you are entitled to

- 100 invitations (paper) → invitations are bilingual French / English
- or 200 e-invitations\*
- or 100 invitations (paper) and 200 e-invitations

*\*The e-invitations are available in French and English and can be personalised with your company logo.*

Feel free to order additional invitations if required

**€30 excl. tax**

**100 additional paper invitations or e-invitations**



## AT A GLANCE: THE SIVAL MEDIA PACK



### PACKS

#### PREMIUM VISIBILITY PACK

- Advertising insert on the Sival Online home page and Splash Screen when opening the smartphone app
- Vertical advertising banner and presentation video on your Sival Online company profile
- Banner on one of the show newsletters

**€2,800 excl. tax**

#### LOGO PACK

- Logo on the interactive map of the Sival Online app
- Logo on the paper map and on the large-format orientation maps distributed at the show
- Logo on the Sival Online home page

**€1,800 excl. tax**

#### EXHIBITION VISIBILITY PACK

- Pennant at one of the entrances to the hall where you are exhibiting
- Push notification to everyone who downloads the app

**€800 excl. tax**

### A LA CARTE SERVICES

#### ON SIVAL ONLINE - HOME PAGE

- Home Page: push notification to everyone who downloads the app **€600 excl. tax**
- Advertising insert on the Sival Online home page and Splash Screen when opening the smartphone app **€1,400 excl. tax**

#### ON SIVAL ONLINE - COMPANY SHEET

- Presentation video **€600 excl. tax**
- Vertical advertising banner **€500 excl. tax**
- Personalised home page background **€300 excl. tax**
- Product presentation or extra service **€200 excl. tax**

#### SIVAL NEWSLETTER

- Banner on your sector's newsletter **€550 excl. tax**

#### ROOM HIRE

- for 10 people **€200 excl. tax**
- from 10 to 50 people **€500 excl. tax**
- over 50 people **€700 excl. tax**

#### N.B:

We will not carry out any work relating to the graphics, content, or any other element of your advertising. Locations will be reserved according to the order of arrival or orders accompanied by payment and subject to the approval of the organiser of the trade fair. Any order sent without payment will be considered invalid.





**For any service order:**

**Contact your sales contact:**

ludivine.mousseau@destination-angers.com

Tel +33 (0)2 41 93 40 35

or

jessica.libault@destination-angers.com

Tel. +33 (0)2 41 93 40 48

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**Sales Administration Department**

valerie.rayer@destination-angers.com

Tel. +33(0)2 41 93 40 53

**and for any customised request, please contact: Ludivine**