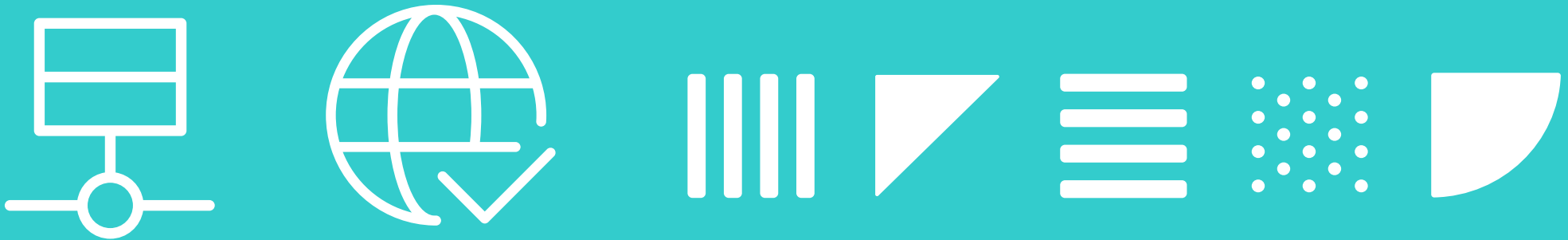




2025  
JAN. 14 > 16  
EXHIBITION CENTRE  
ANGERS - FRANCE

# media KIT

- > PACKAGED OFFERS
- > A LA CARTE SERVICES



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

An event



With the support of





# PACK PREMIUM VISIBILITY



DIGITIZE YOUR PRESENCE - PROMOTE YOUR IMAGE - DEVELOP YOUR NETWORK

## ✔ ADVERTISING BANNER

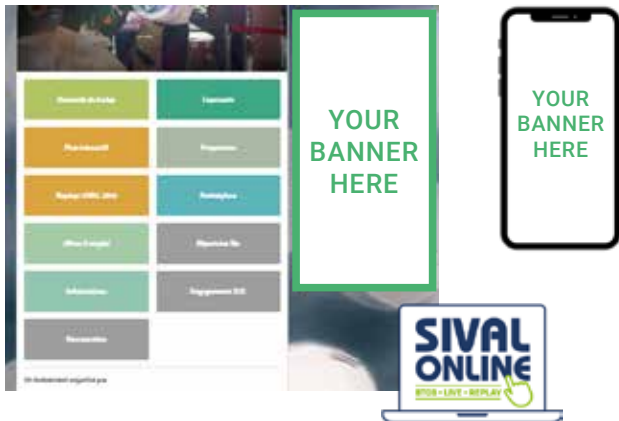
on the SIVAL Online homepage

3 rotations maximum – random display of adverts

60,000 views per year, 8 to 12% click rate.  
Posting statistics provided at the end of the event.

### Display:

- Vertical banner on website
- In full-screen display when opening the smartphone app



## ✔ VISIBILITY

On your company sheet SIVAL Online

**1 VERTICAL ADVERTISING BANNER\***



**1 PRESENTATION VIDEO**

**Presentation video of your company and/or products / advertising services\***

*\*See layout example on page 8, subject to interface changes.*

## ✔ BANNER

on an event newsletter

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

*\*See layout example on page 9*

◆ **€ 2,800** excl. VAT



# LOGO PACK

DISPLAY YOUR PRESENCE AT THE FAIR TRADE



## YOUR LOGO ON:

### ✓ THE INTERACTIVE MAP

Available on the SIVAL Online app & on interactive kiosks at the event



+171% usage between 2023 and 2024!

### ✓ THE PAPER MAP

(15,000 copies published)

### THE LARGE-FORMAT ORIENTATION MAPS

(displayed throughout the exhibition)



### ✓ THE SIVAL ONLINE HOMEPAGE

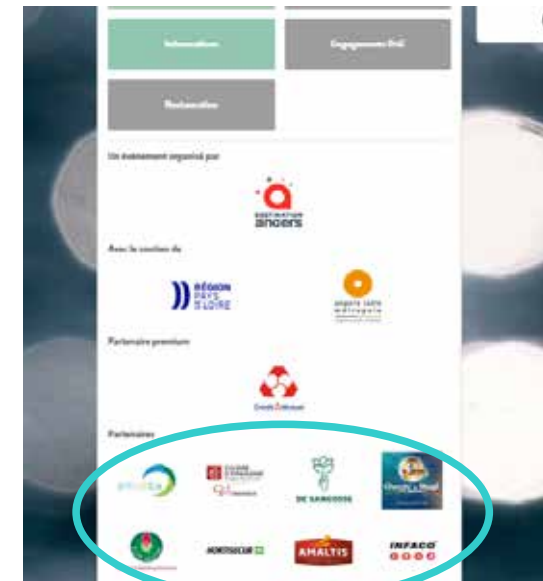


Image for illustrative purposes only, subject to interface changes.

◆ € 1,800 excl. VAT



# VISIBILITY SHOW PACK

INCREASE YOUR VISIBILITY



## ✓ YOUR PENNANT

At one of the 2 entrances to the hall where you are exhibiting



## ✓ 3 PUSH NOTIFICATIONS

To everyone who downloaded the app\*

> 1 NOTIFICATION PER DAY

Text + link to your exhibitor profile or website identical for all 3 notifications

*\*+22% increase in downloads between 2023 and 2024*



◆ € 800 excl. VAT

OFFER LIMITED TO 4 ADVERTISERS

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

## 2025 NEW FEATURES

### ✔ **SPONSORED EXHIBITOR AT THE TOP OF THE LIST**

Feature your company at the top of the exhibitor list on the SIVAL Online app!

Display your company among the **top 8 results** in the SIVAL exhibitor directory on both web and mobile platforms.

**25,000 views per year, +17% between 2023 et 2024**  
Posting statistics provided at the end of the event.

**OFFER LIMITED TO 8 ADVERTISERS**

**LAUNCH OFFER**

◆ **€ 990** excl. VAT  
instead of ~~€ 1,200~~ excl. VAT



Image for illustrative purposes only, subject to interface changes.



## NEW OFFERS FOR OPTIMAL VISIBILITY!

Offers subject to availability, to be confirmed by the SIVAL organisation. \*The technical features of the services will be given to you at a later date.



# A LA CARTE SERVICES

## 2025 NEW FEATURES

### ✓ YOUR BANNER ON THE BADGE REQUEST FORM

86% of badge requests are made online, which equates to 21,500 badge requests

Format: 1100 x 100 px, 72 dpi  
Extension: .jpg ou .gif



◆ € 1,000 excl. VAT

OFFER LIMITED TO 2 ADVERTISERS

(random display)

## NEW OFFERS FOR OPTIMAL VISIBILITY!

Offers subject to availability, to be confirmed by the SIVAL organisation.



# A LA CARTE SERVICES

## SIVAL ONLINE > HOME PAGE

### ✔ 1 PUSH NOTIFICATION

to everyone who downloaded the app\*

to everyone who downloaded the app.

*\*+ 22% increase in downloads between 2023 and 2024*



**OFFER LIMITED TO 6 ADVERTISERS**

◆ **€ 200** excl. VAT

### ✔ ADVERTISING BANNER

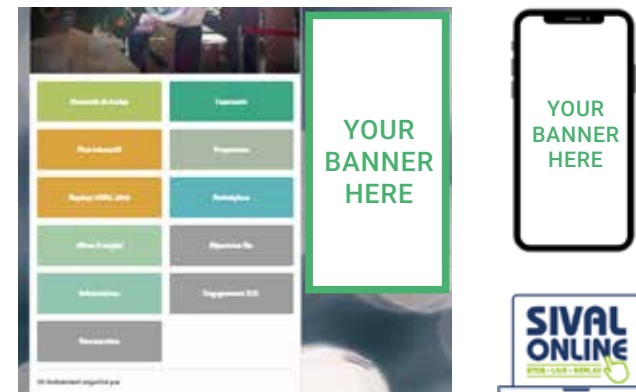
on the SIVAL Online homepage

3 rotations maximum – random display of adverts

60,000 views per year, 8 to 12% click rate.  
Posting statistics provided at the end of the event.

#### Display:

- Vertical banner on website
- In full-screen display when opening the smartphone app



◆ **€ 1,400** excl. VAT

# A LA CARTE SERVICES

## SIVAL ONLINE > FICHE ENTREPRISE

### ✔ 1 PRESENTATION VIDEO

◆ € 600 excl. VAT

### ✔ 1 VERTICAL ADVERTISING BANNER

◆ € 500 excl. VAT

### ✔ 1 CUSTOMISED HOME PAGE BACKGROUND

◆ € 300 excl. VAT

### ✔ PRESENTATION OF AN ADDITIONAL PRODUCT OR SERVICE\*

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

\*3 free on registration

◆ € 200 excl. VAT

Customised home page background

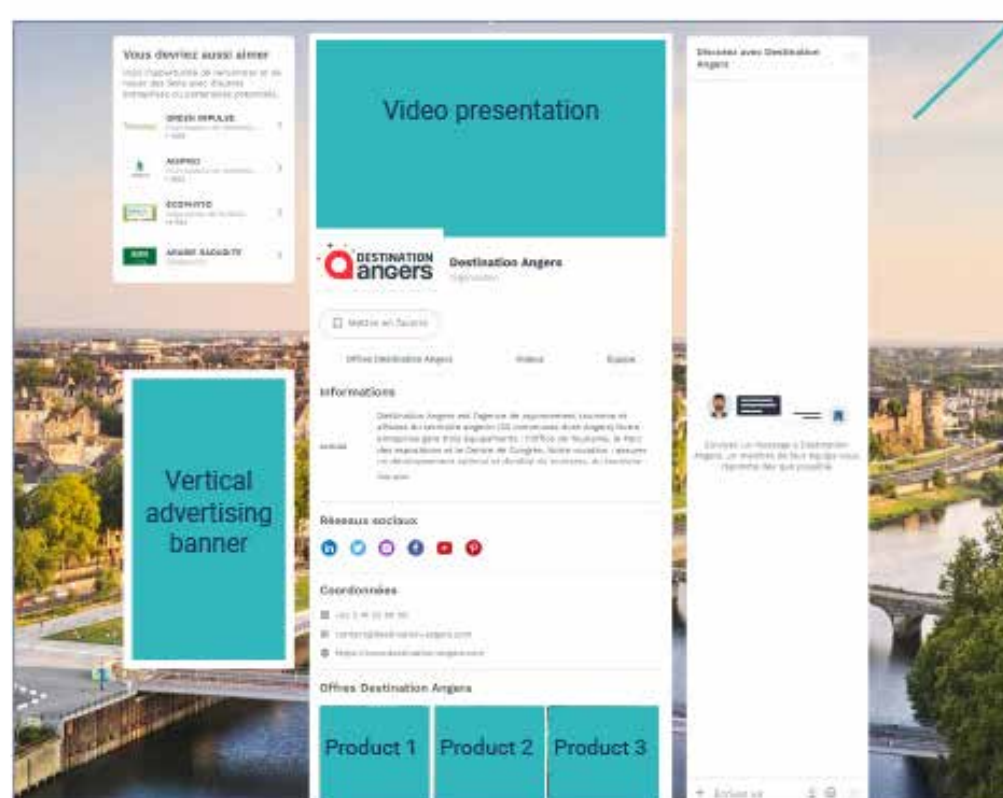


Image for illustrative purposes only, subject to interface changes.



# A LA CARTE SERVICES

## SIVAL NEWSLETTER



### ✓ RESERVE YOUR BANNER ON YOUR SECTOR'S NEWSLETTER!

Among 100,000 valid unique emails  
across all sectors combined.

1 SINGLE ADVERTISER PER NEWSLETTER

Limited number of banners depending on the sector:

- 3 banners for the **wine sector**
- 2 banners for the **cider sector**
- 3 banners for the **fruit sector**
- 3 banners for the **vegetable, horticulture, nurseries and PPAM sector**
- 2 banners for the **seeds and seedlings sector**

#### Technical features

- > Reservation of banners: before October 25<sup>th</sup> 2024
- > Delivery of files: from October 1<sup>st</sup> 2024
- > 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](mailto:communication-sival@destination-angers.com)  
subject of the email: Insertion newsletter

**SIVAL**  
THE WORLD-CLASS  
TRADE FAIR FOR PLANT PRODUCTION

2024  
JAN. 16>18  
EXHIBITION CENTER  
ANGERS - FRANCE

**VOTRE BANNIÈRE ICI**

**SIVAL 2024, YOUR meeting  
for specialised crop productions!**

**OFFER**

 **700** exhibitors in  
equipment services

**15%** foreign  
exhibitors

◆ € 550 excl. VAT / NEWS

# A LA CARTE SERVICES

## SIVAL SOCIAL NETWORKS

### ✔ 2 POSTS ON FACEBOOK

1 post before et 1 during SIVAL

2 990 subscribers

78 000 unique views

(from September 2023 to end of January 2024)



### ✔ 1 POST ON LINKEDIN

before SIVAL

5 800 subscribers (+30%)

198 700 organic impressions

(from September 2023 to end of January 2024)



Your messages Facebook and LinkedIn may be different. They will mandatorily include the text [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 or 1080 x 1080 px)
- > The link to your company Facebook or LinkedIn page, if you have one

**Delivery of items:** before 25<sup>th</sup> October 2024

**To be sent to:** [communication-sival@destination-angers.com](mailto:communication-sival@destination-angers.com),  
subject of the email: Réseaux sociaux

OFFER LIMITED TO 6 ADVERTISERS

◆ **€300** excl. VAT

# A LA CARTE SERVICES

## SIVAL ONLINE

### ✔ LOGO ON INTERACTIVE MAP

On the SIVAL Online app, display your presence at the event on the interactive map.

7,600 views  
+171% usage between 2023 and 2024



To be sent to [communication-sival@destination-angers.com](mailto:communication-sival@destination-angers.com),  
email subject: Logo sur plan interactif

◆ €600 excl. VAT

# A LA CARTE SERVICES

## ROOM HIRE

### ✓ 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 for 10 people maximum**  
(Oudon / Mayenne / Louet)

◆ € 200 excl. VAT

**Room for 10 à 50 people**  
(Aubance / Ardésia / Lys / Authion / Hyrôme)

◆ € 500 excl. VAT

**Room for + 50 people**  
(Loire / Maine / Layon)

◆ € 700 excl. VAT

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



Salons Loire



Salle Aubance



Salles Oudon / Mayenne / Louet



Salle Ardésia



Salle Authion



Salle Lys

## GET YOURSELF TALKED ABOUT IN THE SPECIALISED PRESS!

**Almost a hundred journalists, including twenty foreign journalists comes to SIVAL.**

Remember to ensure your press kit and press release are available in the press room dedicated for them.

**PRESS CONTACT: AGENCE VACHE**

Anaëlle Marie | +33(0)6 83 37 21 11 | [anaelle.marie@agencefls.fr](mailto:anaelle.marie@agencefls.fr)



# COMMUNICATION KIT



## STICKER



## BRAND BLOCKS



◆ FREE

Feel free to use these on your ads, letters or simply in your email signature.  
[Download for free from your exhibitor center](#)

## SIVAL INVITATIONS

◆ FREE

When you register for SIVAL you are entitled to:

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

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

You need more invitations? Feel free to order

**100 ADDITIONAL INVITATIONS**  
paper or e-invitations

◆ € 30 excl. VAT







## PACKS

### PREMIUM VISIBILITY PACK

- ✔ **Advertising insert** on the SIVAL Online home page and full-screen display when opening the app
- ✔ **Vertical advertising banner and presentation video** on your SIVAL online company profile
- ✔ **Banner** on one of the event newsletters

◆ € 2,800 excl. VAT

### LOGO PACK

- ✔ **Logo on the interactive map** on SIVAL Online
- ✔ **Logo on the paper map** and on the large-format orientation maps distributed at the event
- ✔ **Logo on the SIVAL Online home page**

◆ € 1,800 excl. VAT

### VISIBILITY SHOW PACK

- ✔ **Pennant** at one of the entrances to the hall where you are exhibiting
- ✔ **3 push notifications** to everyone who downloaded the app

◆ € 800 excl. VAT

## A LA CARTE SERVICES

### BADGE REQUEST FORM

- ✔ **Advertising banner** NEW! € 1,000 excl. VAT

### SIVAL NEWSLETTER

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

### ROOM HIRE

- ✔ **up to 10 people** € 200 excl. VAT
- ✔ **from 10 to 50 people** € 500 excl. VAT
- ✔ **over 50 people** € 700 excl. VAT



### EXHIBITORS PAGE

- ✔ **Sponsored exhibitor** NEW! € 1,200 HT € 990 excl. VAT

### HOME PAGE

- ✔ **1 push notification** to everyone who downloads the app € 200 excl. VAT
- ✔ **Advertising insert** on the Sival Online home page and full-screen display when opening the app € 1,400 excl. VAT

### COMPANY SHEET

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

**NOTA BENE:** 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 usual sales contact:

### **Ludivine MOUSSEAU**

✉ [ludivine.mousseau@destination-angers.com](mailto:ludivine.mousseau@destination-angers.com)

☎ +33 (0)2 41 93 40 35

### **Jessica LIBAULT**

✉ [jessica.libault@destination-angers.com](mailto:jessica.libault@destination-angers.com)

☎ +33 (0)2 41 93 40 48

### **Étienne RAIMBAULT**

✉ [etienne.raimbault@destination-angers.com](mailto:etienne.raimbault@destination-angers.com)

☎ +33 (0)2 41 93 40 43

or sales administration department:

### **Isabelle TAILLANDIER**

✉ [isabelle.taillandier@destination-angers.com](mailto:isabelle.taillandier@destination-angers.com)

☎ +33(0)2 41 93 40 55

### **Valérie RAYER**

✉ [valerie.rayer@destination-angers.com](mailto:valerie.rayer@destination-angers.com)

☎ +33(0)2 41 93 40 53

For any customised request, please contact Ludivine Mousseau.

2025  
JAN. 14 > 16  
EXHIBITION CENTRE  
ANGERS - FRANCE