12-14 2027 JAN.
EXHIBITION CENTRE • ANGERS • FRANCE

SIVAL

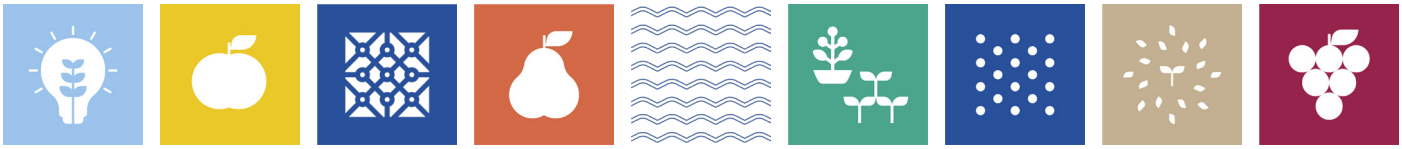
The world-class trade fair for plant production

ADVERTISING & VISIBILITY KIT

ORIENTATION GUIDE

Which offer for which objective?

Identify your profile before browsing the detailed service descriptions



Your objective	Typical profile	Recommended offer(s)
Maximum visibility across all touchpoints	Established exhibitor, brand launch	• **Pack PREMIUM** • **Pack LOGOS** • **Individual: Sponsored Exhibitor**
Precisely target my professional sector	Sector player	• **Pack SECTOR** • **Individual: sector page banner**
Activate my stand and drive on-site traffic	Exhibitor with demonstration, workshop or room event	• **Individual:** Event on stand (NEW)
Large-format physical visibility (tunnels, brochure)	Brand seeking strong impact beyond the stand or in the show document	• **Pack TUNNELS Large Format** • **Individual:** Advertising pages in exhibitor floor plan brochure • **Individual:** Logo on cover of exhibitor floor plan brochure
Enhance my online exhibitor profile	Brand seeking to enhance its digital presence	• **Pack BOOSTER** • **Individual:** Additional product/service • **Individual:** Logo on interactive map
Reach visitors before they attend	Brand seeking to capture attention during the preparation phase	• **Individual:** badge registration form banner • **Individual:** Pop'up on website • **Individual:** Advertorial article

OVERVIEW AND PRICE SUMMARY

All offers at a glance

PACK	Individual price	Price excl.VAT	Limit	Page
Pack PREMIUM / SOLD OUT	~~€3,790 excl. VAT~~	€2,800 excl. VAT	3 advertisers	4-5
Pack LOGOS	~~€2,600 excl. VAT~~	€1,800 excl. VAT	12 advertisers	6-7
Pack TUNNELS Large Format	~~€4,500 excl. VAT~~	€1,800 excl. VAT (launch price)	5 advertisers	8-9
Pack SECTOR	~~€1,350 excl. VAT~~	€950 excl. VAT	2 advertisers / sector	10
Pack BOOSTER	~~€1,050 excl. VAT~~	€500 excl. VAT		11

INDIVIDUAL SERVICE	Price excl. VAT	Limit	Page
YOUR PRESENCE ON THE WEBSITE			
Sponsored exhibitor at the top of the exhibitor list	€990 € excl. VAT	8 advertisers	12
Logo on stand on the interactive map	€600 € excl. VAT		13
Additional product or service in the marketplace	€200 € excl. VAT/ unit	3 included at registration	14
*Event on stand or in room (new)	€80 excl. VAT / additional unit	1 free at registration	15-16
ONLINE ADVERTISING			
Homepage pop-up display	€2,500 excl. VAT	max 3	22
Homepage top banner	€1,500 excl. VAT	max 3	22
Banner on the badge registration form page	€1,500 excl. VAT	max 3	23
Top banner / interior pages	€1,000 excl. VAT	max 3	24
Homepage bottom banner	€600 excl. VAT	max 3	22
Advertorial article - News page	€500 excl. VAT	max 3	25
EXHIBITOR FLOOR PLAN BROCHURE – New			
✶Logo on cover	€1,200 excl. VAT	5 advertisers	17
✶Logo on a Hall double page	€600 excl. VAT / hall	6 logos / hall	18
✶Full-page advertisement	€1,200 excl.VAT	2 pages available	19
✶Half-page advertisement	€700 excl. VAT	2 spaces	19
TUNNEL BRANDING – New			
✶Tunnel Hall B ↔ Ardésia branding	€1,500 excl. VAT / face (launch price)	4 faces	20
✶Tunnel Hall B ↔ Hall C branding	€1,300 excl.VAT / face (launch price)	7 faces	21
SOCIAL MEDIA / SOLD OUT			
2 Facebook Posts + 1 Linkedin post	€300 excl. VAT	max 4	26

✶New 2027 service

PACK PREMIUM

NO LONGER OFFERED

A single pack ensuring you are seen before, during and after the show – across all channels at once.

~~€3,790 excl. VAT individual price~~

€2,800 excl. VAT

3 advertisers maximum

A SIVAL visitor makes several stand visit decisions before even entering. They receive a newsletter, browse the website, pick up a floor plan at reception. This pack covers each of these moments: your name is familiar to them before they set foot in the show.

WHAT THE PACK INCLUDES:

EDITORIAL CONTENT OR ADVERTORIAL

Article (photo + text) published on the website News page from 1 December to 6 January.
Unlike a banner, an article is indexed on Google — it continues to generate visits long after the show.

TOP OF LIST OR SPONSORED EXHIBITOR

Position guaranteed in the top 8 results of the exhibitor list (web + mobile), regardless of your initial letter. Since the list is displayed in alphabetical order, this position is structurally inaccessible without this service for companies in the middle or end of the alphabet.

FEATURED COMPANIES

Elatec

Your company then appears **at the very top of the exhibitor list!**

EXPOSANTS

Agrivaloire | Biofil | Chabas | Divatec | [ ]

BANNER IN A NEWSLETTER

Banner in a generic SIVAL newsletter (programme, prepare your visit…).
Your advertisement in the inbox of over **90,000 contacts**.



YOUR LOGO ON THE MAPS

- On the interactive map (web & mobile)
- On your double page in the hall floor plan brochure (15,000 copies, new format in 2027)
- On all large-format maps displayed in the show. Wherever a visitor navigates, they see you.



VALUE OF SERVICES PURCHASED SEPARATELY
Advertorial €500 +
Sponsored exhibitor €990 +
Newsletter banner €500 +
Logos on maps €1,800.

Total value of services without pack: **€3,790 excl. VAT**

IDEAL FOR

➔ **A FIRST-TIME SIVAL EXHIBITOR:** the combination establishes your name on every medium a visitor consults before attending.

➔ **PRODUCT LAUNCH:** the advertorial informs, the newsletter amplifies, the top-of-list position converts. It is a complete sequence from discovery to the visit decision.



Visibility period:
- **Advertorial article:** between 1 December and 6 January
- **Top of exhibitor list:** once the list is published on the website
- **Newsletter banner:** between 20 October and 7 January
- **Logo on stand for the interactive map** (from 10 December), during the show on the exhibitor floor plan brochures and large-format maps displayed at SIVAL reception points.

Items to submit				Submission deadline
Article specifications	Text 1,500 to 2,000 characters	1 photo 1,200 x 800 px min. JPG/PNG		15 November
Banner newsletter spécifications	Format 600 x 120 px. JPG/PNG + URL Redirect link			15 October or 15 December depending on publication date
Logo spécifications	1 logo in PNG transparent background or vector (SVG / AI / EPS) 300 dpi resolution for brochure and large-format printing		1 logo at 500 px for interactive map	1 December

PACK LOGOS

Brand recall through repetition: your logo seen 4 times, on 4 different media, by the same visitor.

~~€2,600 excl. VAT individual price~~

€1,800 excl. VAT

12 advertisers maximum

Brand recall requires an average of 3 to 7 exposures.
The Pack Logos exploits this mechanism across 4 media:

- website homepage
- interactive map
- exhibitor floor plan brochure, hall by hall (double page of your hall)
- large-format maps in the aisles.

➔ **NEW 2027:** the floor plan brochure replaces the generic leaflet with a hall zoom — your logo is seen by visitors navigating specifically in your area.

YOUR LOGO WILL BE VISIBLE ON:

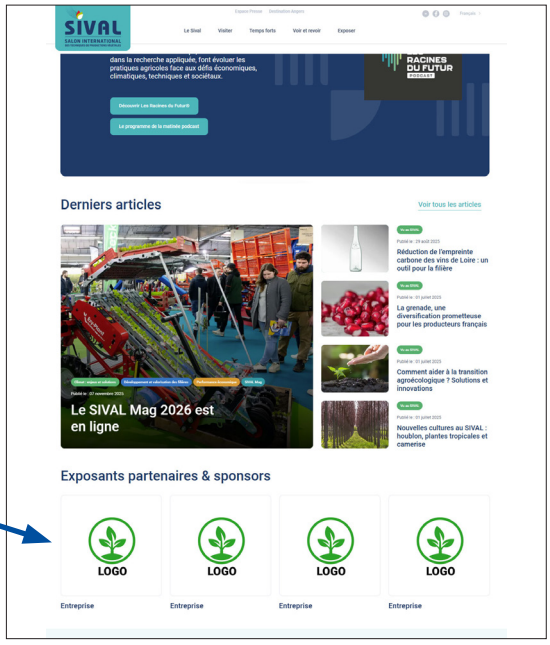
THE INTERACTIVE MAP

Clickable logo at your stand location on the web and mobile interactive map — visible to any visitor looking for where to find you. Over **8,000 views** in 2026 on the interactive map.



THE WEBSITE HOMEPAGE

Logo on the homepage of sival-angers.com — the first page a visitor consults when arriving on the site.

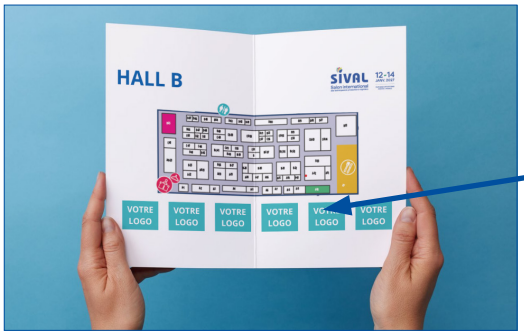


Your logo

ON THE EXHIBITOR FLOOR PLAN BROCHURE

NEW

Logo on the double page of your hall in the exhibitor floor plan brochure — new 2027 format.
15,000 copies distributed at all entrances. Your logo appears on the zoom page of the hall in which you are exhibiting: the visitor who opens it is specifically looking for exhibitors in your area



ON THE LARGE-FORMAT MAPS

Displayed at the show's reception points, they are visible to every visitor on the move.



VALUE OF SERVICES PURCHASED SEPARATELY

Logo on interactive map €600 +
Logo on homepage €400 +
Logo on hall page brochure €600 +
Logo on large-format map €1,000.
Total value of services without pack: **€2,600 excl. VAT**
You save €800 excl. VAT

IDEAL FOR

➔ **BRANDS WITH A STRONG VISUAL IDENTITY** whose logo is immediately recognisable: every exposure confirms their presence.
➔ **EXHIBITORS WHO WANT TO BE EASILY FOUND** on the media most used by visitors.

Visibility period:
Distribution from December through to the end of January

New service

PACK TUNNELS Entrances LARGE FORMAT

–60 %

~~€4,500 excl. VAT~~

€1,800 excl. VAT
(launch price)

5 advertisers

Occupy the two main entrances of SIVAL: be among the first visuals every visitor sees.



HALL B Entrance Tunnel
1 large-format face
4,97 L m x 4,10 H m
5 faces available

AMPHITÉA Entrance Airlock
1 format face
1,20 L m x 1,75 H m
5 faces available

YOUR AUDIENCE

Hall B and the Amphitéa are the two opposite entrance points to the exhibition, capturing the entire visitor flow (approximately 24,000 visitors over 3 days).
Every visitor entering and leaving SIVAL necessarily passes by one of these two access points. **Signage at these locations guarantees maximum exposure, before any stand visits.**

IDEAL FOR

- ➔ **EXHIBITORS SEEKINGS IMMEDIATE BRAND VISIBILITY**
  from the moment of entering the show, before the visitor has even consulted the map or the exhibitor list.
- ➔ **PRODUCT LAUNCH OR AWARENESS CAMPAIGN**
  seeking strong visual impact across the entire audience.
- ➔ **IDEAL IN COMBINATION WITH THE PACK PREMIUM** for total digital + physical presence.

CONDITIONS

5 advertisers
Printing handled by SIVAL on the basis of visuals provided by the advertiser
Offer subject to availability and approval by SIVAL

Visibility period:
Physical display in the Hall B entrance tunnels and Amphitéa airlock: during the 3 days of the show

Items to submit		Submission deadline
Face Hall B	HD file – 4,970 x 4,100 mm – CMYK PDF – 72 dpi large format – 30 mm bleed	15 November
Face Amphitéa	HD file – 1,200 x 1,750 mm – CMYK PDF – 72 dpi large format – 30 mm bleed	15 November

PACK SECTOR

Precisely target the visitors relevant to you

~~€1,350 excl. VAT individual price~~

€950 excl. VAT

2 advertisers maximum / sector

Most SIVAL services derive their strength from their broad audience. The Pack Sector's strength is the opposite: it concentrates your investment exclusively on the professionals in your sector — in their dedicated newsletter and on the website page they consult. It is the best relevance-to-cost service in the kit.

SPECIFICALLY, WHAT THIS PACK OFFERS YOU

AN INSERTION IN A SECTOR NEWSLETTER

A banner in the newsletter dedicated to your sector — sent exclusively to subscribers who have registered for that sector. No wastage, no unqualified contacts.

ON THE WEBSITE, A WEB BANNER ON THE SECTOR PAGE

A web banner on the corresponding sector page of the site — where your prospects look for the show's sector information, displayed from 15 October to 15 January.

Available sectors:

- Fruit
- Vegetables
- Viticulture
- Seeds / Plants
- Horticulture / Nursery / PPAM
- Cider Production

With a maximum of 2 brands per sector, your message does not get lost in a dense advertising flow. Subscribers see your banner without immediate competition in their newsletter.

IDEAL FOR

➔ **SUPPLIERS WITH A STRICTLY SECTOR-SPECIFIC OFFER:** winemaking equipment = vine; market garden plants = vegetables. The targeting does all the qualification work.

➔ **LIMITED BUDGET** seeking to maximise relevance rather than raw reach.

Visibility period:

- **Sector page banner on sival-angers.com:** from 15 October to 15 January
- **Sector newsletter banner:** at the time of the dedicated newsletter send at end of October or mid-December depending on the sector

Items to submit			Submission dealine
Newsletter specifications	File 600 x 120 px JPG/PNG		15 October
Web banner specifications	Desktop file 1,480 x 600 px	Mobile file 640 x 960 px	1 October
	In JPG / PNG format – 1 MB – 72 dpi + Destination URL link		

PACK BOOSTER

~~€1,050 excl. VAT individual price~~

€500 excl. VAT

Your exhibitor profile is your first meeting with the visitor. What they see there determines whether they make the trip.

A standard exhibitor profile displays only a few lines of text. The Pack Booster turns your profile into a brand environment: visual, engaging, memorable. A visitor who views it does not click elsewhere.

SPECIFICALLY, WHAT THIS PACK OFFERS YOU

A VIDEO

1 presentation video — your company, your products or services in motion. A video says in 60 seconds what text cannot always convey, particularly for technical equipment or varietal innovations.

A BACKGROUND

1 background customised in your brand colours — your profile is instantly recognisable in a list..

AN ADVERTISING BANNER

1 advertising banner on your profile — an additional communication space for a promotional message, a product visual or an event hook.



IDEAL FOR

- ➔ **AN EXHIBITOR WITH A TECHNICAL OFFER:** a video demonstration is always more convincing than a description.
- ➔ **IN ADDITION TO THE SPONSORED EXHIBITOR:** you are at the top of the list **AND** your profile is the most engaging — an effective combination.

Items to be completed by the exhibitor:

To be completed directly in the SIVAL web application. You will receive your access credentials from October 2026.

INDIVIDUAL / Exhibitor profile

❶ Sponsored Exhibitor

Rise to the top of the list, regardless of the first letter of your company name.

€990 excl.VAT

8 advertisers maximum / sector

The exhibitor list is displayed by default in alphabetical order. Without this service, a company whose name begins with 'V' or 'Z' appears at the bottom of the list — after dozens of competitors. With the Sponsored Exhibitor, you systematically appear in the top 8 results, regardless of alphabetical order. It is the highest-leverage service for being seen before the others.

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

TOP OF LIST

Position guaranteed in the top 8 results of the exhibitor list on sival-angers.com – web and mobile – permanent display throughout the duration of the campaign.

MAXIMUM VISIBILITY

Visible to all visitors consulting the directory to prepare their visit or navigate the show.

+ 20 000 views / year on the exhibitor list between December and January	**Top 8** guaranteed regardless of your initial letter	**Web + mobile** directory consulted before, during and after the show

IDEAL FOR

- ➔ **ANY EXHIBITOR WHOSE COMPANY NAME IS IN THE MIDDLE OR END OF THE ALPHABET:** the impact is immediate and measurable.
- ➔ **COMPANIES SEEKING TO MAXIMISE THEIR VISIBILITY WITHOUT GRAPHIC INVESTMENT:** no additional visual is required.

Visibility period:
Exhibitor list sival-angers.com: goes live from early December. Top of list from order confirmation through to November 2027.

INDIVIDUAL / Exhibitor profile

€600 excl.VAT

❷ Logo on the interactive map

The visitor looking for where you are has already decided to take an interest in you. Be present on the map they consult.

The interactive map is the first reflex of a visitor who wants to find a stand. They open the application, type your name or search in your area — and your logo shows them exactly where you are. Without this logo, you do not stand out on the map.

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

YOUR LOGO

Displayed at the exact location of your stand on the website's interactive map, visible by zooming in on your area or searching for your name.

+ 8 000
views of the interactive map



IDEAL FOR

➔ **ANY EXHIBITOR WISHING TO GUIDE VISITORS TO THEIR STAND EASILY:** the logo on the map removes the friction of locating the stand.

➔ **NATURAL COMPLEMENT TO THE PACK LOGOS OR THE SPONSORED EXHIBITOR** for consistency across all navigation media.

Visibility period:
Logo on the web and mobile interactive map: active from integration through to the end of the show.

Items to submit		Submission deadline
Logo	File 500 px wide PNG on transparent background or SVG vector	15 November

INDIVIDUAL / Exhibitor profile

❸ Additional product or service

€200
excl. VAT / product

3 are included at registration

Your full range on the website

The sival-angers.com marketplace allows visitors to search for specific products or services before planning their visit. An exhibitor whose key products are listed in these search results is found; an exhibitor who is not listed is invisible to any visitor who starts their search with a product rather than a company name.

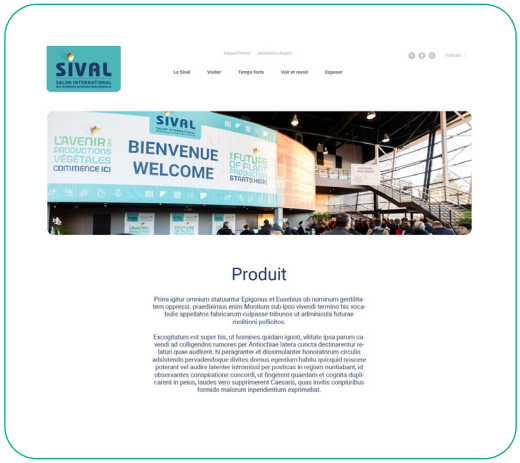
SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

1 ADDITIONAL PRODUCT OR SERVICE

Displayed on your personalised exhibitor profile AND in the marketplace results – accessible from the site's product search engine.

REMINDER: 3 PRODUCTS ARE INCLUDED AT REGISTRATION

This service applies to each additional product or service beyond these 3 included ones.



IDEAL FOR

➔ **ANY EXHIBITOR WITH A BROAD RANGE**:
the more present you are in the marketplace, the more you appear in searches by visitors who have not yet searched for you by name.

➔ **PRODUCT LAUNCH:**
list the new product as soon as the site opens to generate interest before the show.

Visibility period:
Exhibitor profile + sival-angers.com marketplace: active from integration through to the end of the show.

Items to be completed by the exhibitor :

To be completed directly in the SIVAL web application. You will receive your access credentials from October 2026.

New service

INDIVIDUAL / Exhibitor profile

€80
excl. VAT / additional event

1 free per exhibitor

❹ Announcement of an event on stand or in room

The SIVAL programme is packed; your activities deserve their own showcase to attract the right visitors at the right time.

SIVAL has a rich and very busy official programme. In parallel, many exhibitors organise activities on their stand or in hired rooms — workshops, demonstrations, tastings, product launches, client meetings. These events with high attraction potential are currently invisible to visitors planning their visit. This new catalogue fills this gap by giving them dedicated visibility, distinct from the official programme.

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

ON YOUR EXHIBITOR PROFILE

Listing of your event on your exhibitor profile — visible to any visitor who views your profile on the website or application.

ON THE EVENTS CATALOGUE

Appearance in the new 'Events' section of sival-angers.com — a catalogue dedicated to events outside the official programme, accessible to all visitors during their visit preparation phase.

ON THE ANNOUNCEMENT CONTENT

Content of each announcement: title, event type, date and time, location (stand number or room name), short description, optional registration link.

ELIGIBLE EVENT TYPES

On stand	In hired room
• Technical or product demonstration • Practical workshop • Tasting / varietal presentation • Activity / prize draw • Video screening or live projection	• Conference or technical presentation • Product launch • Client / distributor / prospect meeting • Short training session • Cocktail reception or professional reception

PRICING

1st event	Additional events:
FREE	**€80 excl. VAT / unit**
Included for every exhibitor registered at SIVAL	No limit on number per exhibitor

IDEAL FOR

- ➔ **ANY EXHIBITOR WHO ACTIVATES THEIR STAND** — demonstrations, workshops, tastings, launches. As the first event is free, there is no barrier to trying it.
- ➔ **ANY EXHIBITOR HIRING A ROOM FOR A CONFERENCE OR CLIENT** — the service offers them visibility that room hire alone does not guarantee.
- ➔ **RECOMMENDED COMBINATION:** Event on stand + Push notification on the same day = maximum traffic to your activity.

Visibility period:
Event submissions accepted from mid-September. Catalogue goes live from early December.

CONDITIONS

1st event included free of charge.

No order required for the first event.

Announcement content subject to validation by SIVAL.

Items to be completed by the exhibitor:

To be completed directly in the SIVAL web application. You will receive your access credentials from October 2026.

New service

INDIVIDUAL
Exhibitor Floor Plan Brochure

€1,200 excl. VAT

5 advertisers maximum

❶ Logo on cover

The first page every visitor opens before navigating the halls. No hall targeting — everyone sees you.

The SIVAL 2027 exhibitor floor plan brochure replaces the generic floor plan leaflet with a hall-by-hall brochure format — each interior double page corresponds to a hall zoom. The cover (or general opening page) is the only location that every visitor consults before choosing their hall page. It is the position of maximum visibility in the brochure.

15,000	**1st page**	**5 advertisers**
brochures distributed	seen by every reader / visitor	maximum - well targeted

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

THE LOCATION

Logo displayed on the cover of the brochure, the location consulted first by 100% of readers, regardless of their sector or destination hall.

THE DISTRIBUTION

15,000 copies distributed at all show entrances, in visitors' hands throughout the 3 days.

THE TARGETING

No hall constraint: ideal for partners, cross-sector service providers or exhibitors present in several halls.



IDEAL FOR

- ➔ **INSTITUTIONAL PARTNER OR CROSS-SECTOR SERVICE PROVIDER** whose offer concerns all halls.
- ➔ **BRAND SEEKING TO MAXIMISE PRINT IMPACT WITHOUT SECTOR TARGETING:** to be seen by the show's entire audience, not only by visitors to one hall.
- ➔ **COMPLEMENTARY POSITION TO THE SPONSORED EXHIBITOR ON THE WEBSITE:** you are at the top of the digital list AND on the cover of the physical brochure.

Visibility period:
Exhibitor floor plan brochure distributed throughout the 3 days of the show. 15,000 copies.

Items to submit		Submission dealine
Logo	File 500 px wide PNG on transparent background or SVG vector	**15 November**

INDIVIDUAL
Exhibitor Floor Plan Brochure

€600 excl. VAT/hall

6 logos per hall double page

❷ Logo on a Hall Double Page

Your logo on the zoom page of your hall — seen by every visitor looking to navigate in your area.

The 2027 exhibitor floor plan brochure is organised hall by hall: each interior double page is a zoom of a hall with the detailed plan and the exhibitors in that space. A visitor who opens the page for your hall is actively looking for exhibitors in your area. Your logo is there, exactly in the right place, at the right time.

15,000	**6 logos max.**	**Hall targeting**
brochures distributed	per hall double page	visitors to your area

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

TARGETED LOCATION

Your logo positioned on the zoom double page of the hall in which you are exhibiting — in 15,000 brochures distributed at all show entrances.

RELEVANCE

Natural geographical targeting: the reader of this page is planning their navigation in your hall. Your logo immediately signals your presence to them.

EXCLUSIVITY

6 logos maximum per hall page: exposure without saturation, in an uncluttered space.



WHICH PAGE FOR WHICH EXHIBITOR

By default, the logo is positioned on the page of the hall in which the exhibitor is exhibiting. A partner or cross-sector service provider may request to appear on another hall page subject to validation by SIVAL.

IDEAL FOR

- ➔ **ANY EXHIBITOR WISHING TO STRENGTHEN THEIR PRINT VISIBILITY** without the full Pack Logos budget — €600 to be present on the page most consulted by visitors to your hall.
- ➔ **EXHIBITOR WHOSE STAND IS IN A HIGH-DENSITY HALL:** the zoom page for this hall will be the most browsed in the brochure.
- ➔ **NATURAL COMPLEMENT TO THE LOGO ON THE INTERACTIVE MAP:** digital presence (interactive map) + print presence (hall brochure) for consistent hall targeting across both media.

Visibility period :
Exhibitor floor plan brochure distributed throughout the 3 days of the show. 15,000 copies.

Items to submit		Submission deadline
Logo	File 500 px wide. 300 dpi. PNG on transparent background or SVG vector	**15 November**

INDIVIDUAL
Exhibitor Floor Plan Brochure

❸ Advertising page

15,000 copies in visitors' hands. An advertising space consulted throughout the 3 days.

Full-page
€1,200 excl.VAT
Half-page
€700 excl.VAT
3 A4 pages available

The exhibitor floor plan brochure is a physical object that the professional slips into their pocket or bag upon entering the show. They actively consult it to orientate themselves, locate exhibitors in a hall, and plan their visits. Unlike a web banner that appears and disappears, an advertising page in the brochure is in front of the visitor for all 3 days — no internet connection required.

Full- page A4	or	Half-page A4
€1,200 excl. VAT		**€700 excl.VAT**
1 advertiser per page		2 spaces / 2 advertisers
2 pages available in total		

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

DISTRIBUTION

Your advertisement printed in 15,000 copies of the SIVAL brochure, distributed at all show entrances.

FORMAT

A4 format, sufficient space for a product visual, a complete sales argument, a QR code linking to your website or exhibitor profile.



IDEAL FOR

- ➔ **EXHIBITOR SEEKING STRONG ADVERTISING PRESENCE IN THE BROCHURE:** beyond the logo, a full-page product visual has an incomparable memorability impact compared with a 2 cm logo.
- ➔ **PARTNER OR NON-EXHIBITING SUPPLIER** wishing to be visible in the show's reference document.
- ➔ **NATURAL COMPLEMENT TO BROCHURE LOGOS:** your logo is on the cover or on your hall page AND your advertisement is on one of the interior pages — double presence in the same object.

Visibility period:
Exhibitor floor plan brochure distributed throughout the 3 days of the show. 15,000 copies.

Items to submit	Submission deadline
Page: format 210 x 297 mm Half page: format 210 x 148.5 mm (Landscape) HD PDF file. 300 dpi. 3 mm bleed	**15 November**

New service

INDIVIDUAL / Tunnel Branding

~~€1,800 excl. VAT~~
€1,500 excl. VAT
(launch price)

The tunnels and airlocks connecting the SIVAL halls are high-traffic corridors: every visitor changing halls uses them. These spaces offer large-format display faces available individually.

Large-Format Branding Tunnel Hall B ↔ Hall Ardésia - 4 faces available

~~Full price~~	Launch price
~~**€1,800 excl.VAT / face**~~	**€1,500 excl. VAT**
~~(catalogue price)~~	SIVAL 2027 launch offer

Format 20m²	Faces	Emplacement
4,97 m L x 3,10 m H	**4 faces individually**	**Hall B ↔ Hall Ardésia**

This tunnel is the **compulsory passage between two complementary halls** with a high density of exhibitors. The 4 faces are sold independently — the option to purchase 1 to 4 faces depending on the campaign's ambition.



New service

INDIVIDUAL / Tunnel Branding

~~€1,600 excl. VAT~~
€1,300 excl. VAT
(launch price)

Large-Format Branding Tunnel Hall B ↔ Hall C - 7 faces available

~~Full price~~	Launch price
~~**€1,600 excl.VAT / face**~~	**€1,300 excl. VAT**
~~Catalogue price~~	SIVAL 2027 launch offer

Format 15 m²	Faces	Emplacement
4,97 L m x 3,10 m H	**7 faces individually**	**Tunnel Hall B ↔ Hall C**

This 7-face tunnel offers **the largest sequential display** capacity of the show. Purchase possible by unit — an exhibitor can buy 1 face for an initial test or an entire sequence for a visual saturation effect.

Visibility period:
Large-format display in the **Hall B ↔ Hall C** tunnel throughout the 3 days of the show.

CONDITIONS

Launch prices valid for SIVAL 2027 only (first commercialisation).
Full catalogue price applied from 2028.
Printing handled by the organiser on the basis of files provided by the advertiser according to technical specifications.
One advertiser per face. Reservations taken in order of receipt with payment.

➔ **To book several consecutive faces in the same tunnel (sequential campaign), contact Ludivine Mousseau for a bespoke proposal.**

	Items to submit	Submission deadline
Specifications	HD file 4,970 × 4,100 mm or HD 4,970 x 3,100 mm PDF/X-1a or TIFF · CMYK ISO Coated v2 · 72 dpi large format · 30 mm bleed · 50 mm text/logo safety from edges	**15 November**

INDIVIDUAL / Website

3 advertisers maximum

❶ Homepage – 48,000 cumulative views (3 months + show)

Location	Price excl. VAT	Display period
Pop'up display MAXIMUM VISIBILITY	**€2,500 excl.VAT**	From 08/01/2027 to 15/01/2027
Homepage to banner	**€1,500 excl. VAT**	From 15/10/2026 to 15/01/2027
Homepage bottom banner	**€600 excl. VAT**	From 15/10/2026 to 15/01/2027



Items to submit			Submission to deadline
Pop'up Specifications	Desktop file 2,000 x 1,000 px	Mobile file 640 x 960 px	1 October
Banner Specifications	Desktop file 1,480 x 600 px	Mobile 640 x 960 px	1 October
	In JPG/ PNG. format - 1 MB - 72 dpi + Destination URL link		

INDIVIDUAL / Website

❷ Banner on the badge registration form

€1,500 excl.VAT

3 adverstisers maximum

The most qualified audience of the show, at the most attentive moment: approximately 20,000 online badge registrations per edition.

Someone filling in this form has already decided to attend SIVAL. They are in an active and engaged state of mind. They take the time to enter their contact details, their qualification, their interests. Your banner appears at this precise moment, on the screen of a person focused on their participation in the show.

WHAT THIS SERVICE OFFERS YOU

YOUR BANNER DISPLAYED IN EQUITABLE ROTATION ON THE BADGE REGISTRATION FORM

Visible to every future show visitor from 15 October to 15 January.



IDEAL FOR

➔ **A BRAND** seeking to ensure that every future SIVAL visitor has been exposed to its name before entering the show – not after.

Visibility period:
3 months - from 15 October to the end of the show.

Items to submit		Submission deadline
Specifications	Desktop file 1,100 x 100 px Mobile file 770 x 150 px In JPG / PNG format – 1 MB – 72 dpi + Destination URL link	1 October

INDIVIDUAL / Website

€1,000 excl.VAT

3 advertisers maximum

❸ Top banner (interior pages)

48,000 views over 3 months – Your brand at the top of every page a visitor consults on the website.

The interior pages of the SIVAL website are those consulted by the most engaged visitor: programme, sector presentations, practical information, thematic pages. This is not general public traffic — it is that of the professional actively planning their visit.

WHAT THIS SERVICE OFFERS YOU

YOUR BANNER DISPLAYED IN THE TOP POSITION

ON ALL INTERIOR PAGES

(Excluding exhibitor list, programme, sector pages and badge registration form) – in random and equitable rotation among a maximum of 3 advertisers. Displayed from 15 October to the end of the show.



48,000
cumulative views (3 preceding months + show)

IDEAL FOR

➔ **A BRAND** seeking continuous and repeated exposure across the entire site, at the lowest cost per contact among banner services.

➔ **A EFFECTIVE COMPLEMENT** to a content service (advertorial): you are read on the News page AND seen on all other pages.

Visibility period :
Top banner on all interior pages of sival-angers.com (excluding exhibitor list, programme, sectors, badge) from 15 October to the end of the show.

Items to submit		Submission deadline
Specifications	Desktop file 1,940 x 500 px Mobile file 640 x 960 px In JPG / PNG format – 1 MB – 72 dpi + Destination URL link	1 october

INDIVIDUAL / Website

€500 excl.VAT

3 advertisers maximum

❹ Advertorial article (News page)

An article remains indexed on Google. A company that publishes on sival-angers.com benefits from the domain's SEO authority for searches related to its subject matter – well beyond the show period. It is visibility that compounds over time.

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU



1 ARTICLE (PHOTO + TEXT)

Published on the News page of sival-angers.com between 1 December 2026 and 6 January 2027

GOOGLE INDEXING

On the sival-angers.com domain — established SEO authority that your own site may not necessarily have

Content subject to organiser validation before publication.

What you can include:

- The launch of a product or innovation — with photos and technical arguments.
- A trial result or case study — to lend credibility to your approach with demanding buyers.
- A significant company development — merger, certification, new partnership — to reinforce your positioning.

IDEAL FOR

➔ **AN EXHIBITOR WHO PRIORITISES CREDIBILITY OVER RAW VISIBILITY:** an article read by 500 sector professionals is often worth more than a banner seen 50,000 times.

Visibility period:
Article published on the sival-angers.com News page: from 1 December to 6 January, then kept online after the show.

Items to submit		Submission deadline
Specifications	Text 2,500 characters including spaces Photo 2,240 x 1,240 px JPG or PNG Content subject to SIVAL validation before publication	1 October

NO LONGER OFFERED

INDIVIDUAL / Social media

~~€300~~ excl. VAT

4 Advertisers maximum

2 Facebook posts + 1 Linkedin post

163,000 LinkedIn impressions + 94,000 Facebook impressions for €300 excl. VAT: the most cost-effective social investment in the kit.

The SIVAL LinkedIn page is growing at +28.6% subscribers. It reaches an audience of decision-makers, buyers and prescribers in the plant production sector — exactly those who visit your stand or influence the decision to attend. These €300 do not buy generic reach: they buy a presence in the news feed of professionals who already know SIVAL and trust it.

SPECIFICALLY, WHAT THIS SERVICE OFFERS YOU

FACEBOOK

2 posts on the SIVAL Facebook page – 1 before the show (to announce your presence) + 1 during the show (to generate real-time traffic).

LINKEDIN

1 post on the SIVAL LinkedIn account before the show — the B2B channel with the strongest growth and best engagement performance.

FORMAT

Each post includes your text, your visual (1,200 x 1,200 px) and a destination link of your choice. [PubliPost] disclosure required.

+ 7,423	163,460	3,300	94,778
Linkedin followers	Linkedin impressions	Facebook followers	Facebook impressions

IDEAL FOR

- ➔ **AN EXHIBITOR WITH NO SOCIAL ACCOUNT OF THEIR OWN OR WHOSE LINKEDIN PAGE HAS FEW FOLLOWERS:** publishing from the SIVAL page gives access to an established and engaged community.
- ➔ **A PRESENCE ANNOUNCEMENT** for exhibitors returning from one edition to the next who wish to remind their sector contacts of their return.

Diffusion period:
Facebook post #1 (before show) + LinkedIn post: [date to be scheduled according to editorial calendar]
Facebook post #2 (during show): one of the 3 show days according to strategy.

Items to submit			Submission deadline
Facebook	Same text for both FB posts Visual 1,080 x 1,350 px – 8 MB	[PubliPost] disclosure required at start URL link and FB company page link	15 October
Linkedin	Text may differ from FB Visual 1,200 x 1,200 px – 8 MB	[PubliPost] disclosure required URL link and LI company page link	15 October

COM KIT / Invitations and resources

FREE: included at no charge for every exhibitor registered at SIVAL

INCLUDED AT REGISTRATION

- Option A: 100 bilingual paper invitations (French / English)
- Option B: 200 customisable e-invitations with your logo
- Option C: 100 paper invitations + 200 e-invitations
- 'Present at SIVAL 2027' sticker and brand assets downloadable from your Exhibitor space.







PAID OPTION

- 100 additional invitations (paper or e-invitations) = **€30 excl. VAT**

ROOM HIRE

Event service separate from the media kit.
Dedicated contact: Anita GOUESSE — anita.gouesse@destination-angers.com

Rooms for 10 to 200 people during the 3 days of SIVAL — for product launches, client meetings, conferences, training sessions or receptions.

Capacity	Half-day package	Full-day pac	Salles
Up to 10 people	€200 excl. VAT (half day)	€400 excl. VAT (full day)	Oudon / Mayenne / Louet
10 to 40 people	€400 excl. VAT (half day)	€700 excl. VAT (full day)	Lys / Authion / Hyrôme / Ardésia 1 / Ardésia 2
50 to 100 people	€600 excl. VAT (half day)	€900 excl. VAT (full day)	Aubance / Ardésia
More than 100 people	€800 excl. VAT (half day)	€1,200 excl. VAT (full day)	Layon / Loire / Maine

YOURS CONTACTS

Sales



Jessica LIBAULT
jessica.libault@destination-angers.com
+33 (0)2 41 93 40 48



Ludivine MOUSSEAU
ludivine.mousseau@destination-angers.com
+33 (0)2 41 93 40 35

Sales Administration



Valérie RAYER
valerie.rayer@destination-angers.com
+33(0)2 41 93 40 53



Isabelle TAILLANDIER
isabelle.taillandier@destination-angers.com
+33(0)2 41 93 40 55

Sending media kit items: communication-sival@destination-angers.com

Press

Agence Vache — Anaëlle MARIE
anaelle.marie@agencefls.fr | 06 83 37 21 11

All offers are subject to availability, to be confirmed by the SIVAL organisation. Locations are reserved in order of receipt of orders accompanied by payment and subject to the organiser's approval. Any request not accompanied by payment will be considered void. The organiser will not make any intervention on the design or content of advertisements.