

SEPTEMBER, 12-13-14 2021 TOURS LOIRE VALLEY



GUIDELINES









« Le Digital Du Mondial Du Fromage », is an opportunity for everyone to be able to stay in touch, to exchange views, to meet players in the sector by adapting to the health measures in each country.

Available 24 hours a day by registered visitors from September 12 to 14, 2021, "Le Digital Du Mondial Du Fromage" is 100% interactive and it's the possibility, for you, of continuing to exchange and trade with your customers and prospects who cannot be present at the physical show: «Appointment booking» module, displays of brochures, videos, logos, visibility on the site ...



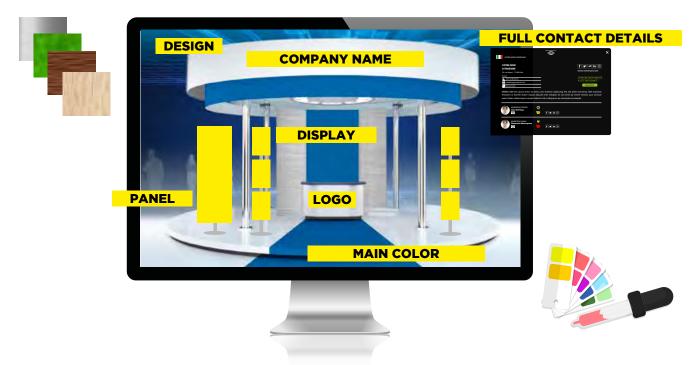




In 2021, Le Mondial du Fromage et des Produits Laitiers is offering the ACCESS stand free of charge to all exhibitors who have reserved a stand in the trade fair of the physical fair.

The ACCESS package includes:

- Your logo on the host bank
- The company name on the stand sign
- Full contact details in the company profile
- The choice of the dominant color of the stand
- Design: choice of a model among 3 available (Be Round, Be Square, Be Stripes)
- 1 panel allowing the integration of a main visual and a visual secondary on click
- 2 displays each including 3 PDF documents



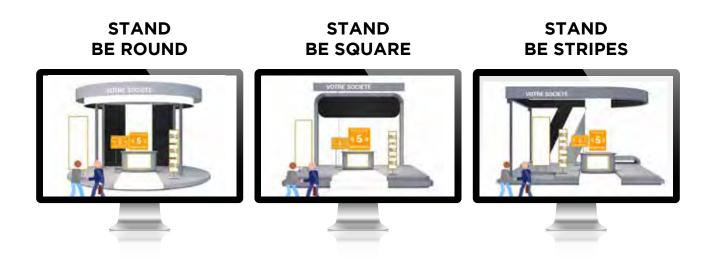








With **« Le Digital Du Mondial du Fromage »**, choose the design of stand that you fits.





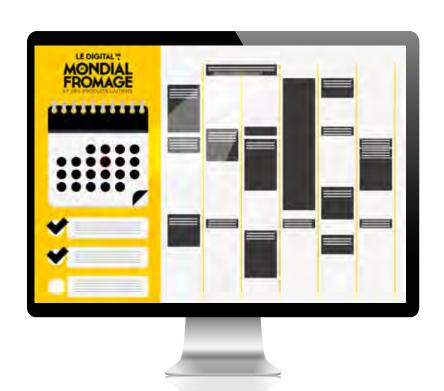


CHAT DIRECTLY WITH YOUR VISITOR VIA AN APPOINTMENT BOOKING MODULE

A «Appointment booking» module will allow visitors (buyers, service providers, suppliers...) to build up an appointment schedule by videoconference or directly at the physical show, with exhibitors of their choice.

The possibility, for you, of continuing to exchange and trade with your customers and prospects who cannot be present at the physical show and with those wishing to organize their visit.

Opening of the «Appointment booking» module one week before the opening of the physical and virtual exhibitions.









Once your stand has been personalized, You can enrich it with additionalS packages either by selecting a more advantageous package, or by adding elements:

OUR CUSTOMIZED PACKAGES:

Would you like a more complete offer?

In addition to the ACCESS package, offered for any reservation of a stand at the physical fair, we suggest that you enrich your stand with more complete offers:

BUSINESS Package

- Your logo on the host bank
- The choice of the dominant color of the stand
- Choice of a model among 3 available
- 1 panel allowing the integration of a main visual
 - + visual secondary on click
- 2 displays each including 3 PDF documents
- Appointment booking module
- 1 additional panel to integrate a visual
- 1 virtual screen with 1 YouTube video
- Logo on the digital plan

Initial price of the Business offer: 1400€ HT

Delivery of the Access offer: -960€ HT

EXHIBITOR PRICE: 440€ HT

NON EXHIBITOR PRICE: 1 680€ HT







OUR CUSTOMIZED PACKAGES:

PREMIUM Package

- Your logo on the host bank
- The choice of the dominant color of the stand
- Choice of a model among 3 available
- 1 panel allowing the integration of a main visual + visual secondary on click
- 2 displays each including 3 PDF documents
- Appointment booking module
- 1 additional panel to integrate a visual
- 1 virtual screen with 1 YouTube video
- Logo on the digital plan
- Chat room 20 min of conversation
- Logo in the access corridor to the digital lounge

Initial price of the Premium offer: 2 200€ HT

Delivery of the Access offer: -960€ HT

EXHIBITOR PRICE: 1240€ HT

NON EXHIBITOR PRICE: 2 600€ HT

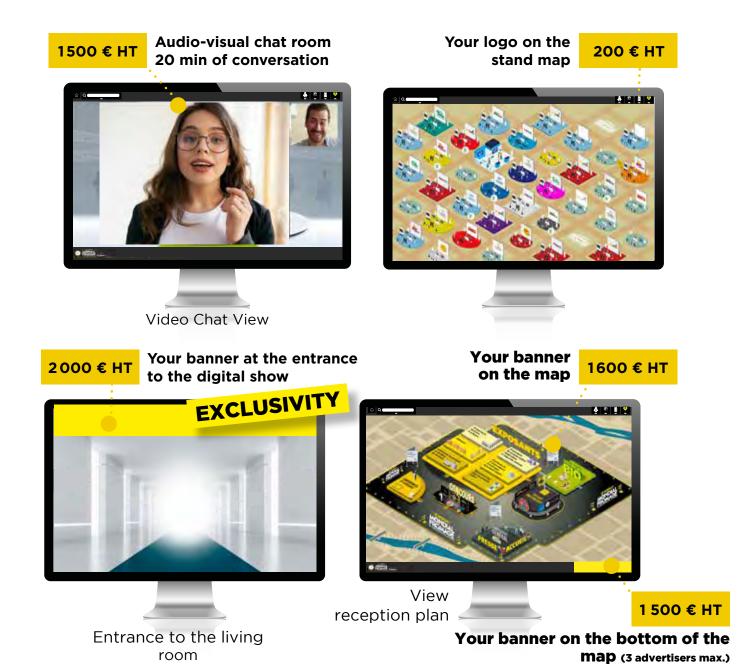






OUR CUSTOMISED OFFERS:

Do you want to strengthen your presence, increase your visibility? We suggest you deploy your advertising spaces from the start of the visitor's journey and throughout their visit with several types of inserts: your stand with more complete offers:





TECHNICALS SPECIFICATIONS:

	File Type	Format	Width (pixels)	Height (pixels)
Visuals for digital stand				
Logo on the hostess bank	jpg, png	Landscape	648 px	388 px
Vertical Roll-Up - Position A (left)	jpg, png	Portrait	512 px	1464 px
Vertical Roll-Up - Position B (left)	jpg, png	Portrait	512 px	1464 px
Vertical Roll-Up - Position C (right)	jpg, png	Portrait	512 px	1464 px
Vertical Roll-Up - Position D (right)	jpg, png	Portrait	512 px	1464 px
Horizontal panel - Position A (top left)	jpg, png	Landscape	816 px	564 px
Horizontal panel - Position B (bottom left)	jpg, png	Landscape	816 px	564 px
Horizontal panel - Position C (top right)	jpg, png	Landscape	816 px	564 px
Horizontal panel - Position D (bottom right)	jpg, png	Landscape	816 px	564 px
Advertising visuals for the entrance to the digital Show, floor plan, hall plans				
Advertising banner at the entrance to the digital show on the pediment	jpg, png	Landscape	1280 px	200 px
Advertising sign in the entrance hall	jpg, png	Square	1024 px	1024 px
Advertising banner on the continuous info feed	jpg	Landscape	400 px	160 px
Advertising panel on the ground plan	jpg, png	Square	1024 px	1024 px
Logo plan de hall digital	jpg	Landscape	480 px	272 px
Publicité sur les allées d'un hall digital	jpg	Square	500 px	500 px

YOUR COMMERCIAL CONTACT:

AGNES BOILEAU

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