

Maximise your  
participation  
at the 2023 edition  
thanks to our  
communication tools



G  
**GOURMET**  
SELECTION

LE RENDEZ-VOUS PROFESSIONNEL  
DE L'ÉPICERIE FINE ET DU BON GOÛT

**15 - 16 SEPTEMBER 2024**

PARIS EXPO PORTE DE VERSAILLES

# KEY FIGURES

Created in  
2009

Duration  
2 days

Frequency  
annual

**4,300 professionals**  
including 10% from abroad

Top 5 : Belgium, Italy, Spain, Germany, Switzerland.

**338 exhibitors and brands represented**

## TRENDS AND CREATIONS

Highlighting visionary and singular producers through **the Best Of competition**, which rewards the nuggets of tomorrow.

**Quintessences competition:** showcasing French delicatessens as ambassadors for good food.

**L'Epicerie de Gourmet:** creation of a temporary grocery shop at the show where visitors can find exhibitors' products and benefit from advice on merchandising and shop design.



\*2022 figures

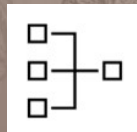
BUSINESS



BOOST YOUR STAND  
TRAFFIC



STRENGTHEN YOUR  
PROFESSIONAL  
NETWORK



AND GENERATE LEAD  
ALL YEAR LONG !

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## Your communications in the show visitor newsletters

### Newsletter – badge sending

Banner on emailing sent to all pre-registered visitors with their badge

Your advertisement message sent to all pre-registered visitors



*2 days before the opening of the show*



*320 x 50 px or 728 x 90 px (jpg, png)*

*Banner and redirect link to be done by the advertiser*

€1,000

### Visitor D-... newsletter

Your message advertised on 3 newsletters dedicated to boost the visitor registration



*30, 10 and/or 3 days left*

**3 newsletters**

*Exclusive*

€1,300

**1 newsletter**

*1 date*

€500



*645 x 150 px (jpg, png)*





Invite your network to come visit your stand which will help you generate traffic and maximize your visibility !

### E-invitations

Order **additional e-invitations** in your customer area.



3 days after the purchase

*Pack of 10*

€50

**500 e-invitations**

*New !*

€1,000





On the show,  
scan, qualify  
your contacts  
and get your list  
at list at any time

## Badge scanner

Smart and mobile badge scanner, provided with an set up licence.

Choose the scanner to:

1. **share** with many users on your stand,
2. **equip** hosting staff,
3. **equip** a particular area on your stand (vip area, animation, etc.).

*/!\ A 400 euros caution will be asked when receiving the material.*

€130

## Licence for smartphone

App to be downloader directly on your Smartphone, compatible with Android and IOS.

*The licence is available for 1 Smartphone only et for the 2-days show.*

Choose the licence to:

1. **personnalize** your questions before the show in your Calypsoleads exhibitor area, with your own choices of responses and free feedbacks,
2. **get** your visitor information directly on your screen,
3. **download** your visitor list in your Calypsoleads exhibitor space, after synchronising.

*/!\ All visitor badges have a Qrcode to be scanned.*

€100






Your **presence** on  
Gourmet  
Selection  
website,  
**business driver**  
before, during  
and after the  
show.

## Website

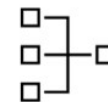
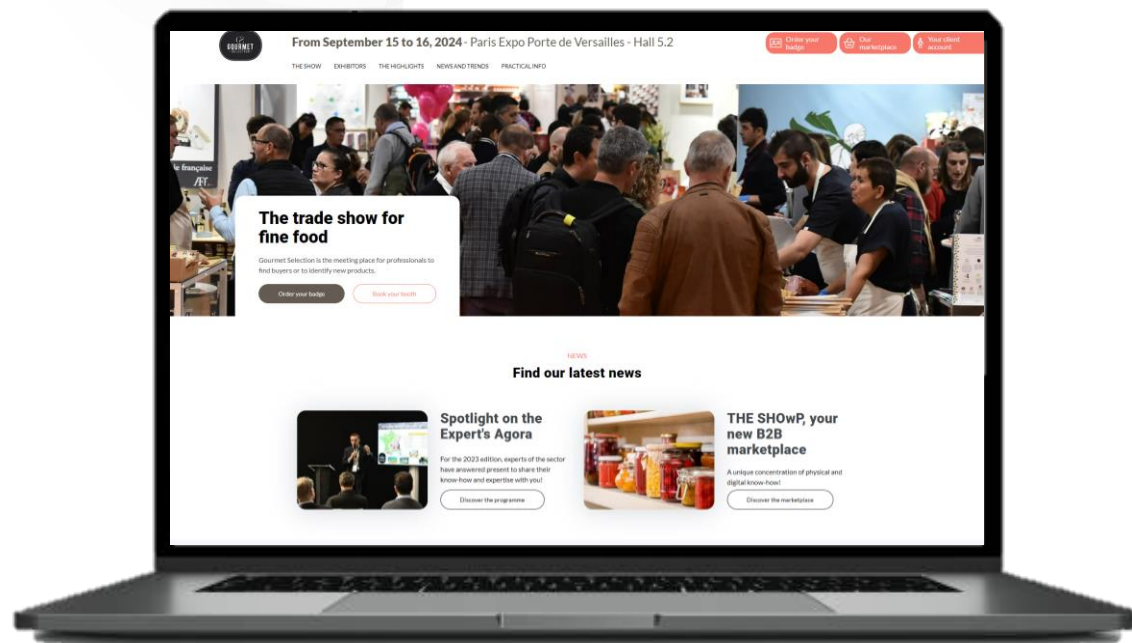
Your banner on the homepage's  
website of Gourmet Selection

24 102 visits during the 3 months  
before the exhibition

3 advertisers maximum

 728 x 90 px (jpg or gif)

€800



# AWARENESS



RAISE AWARENESS



ENHANCE YOUR  
BRAND IMAGE



AND EMERGE AMONG  
YOUR COMPETITORS !

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Be seen by 4,300  
visitors as soon  
as they arrive on  
the show

## Document dispatch

4,000 samples to dispatch at the entrance of the show

### Manufacturing information:

To be paid by the advertiser, model to be submitted to the organizer.

/!\ Recto dedicated to the exhibitor & verso to the show organizer.

€2,000

## Lanyards

Promote your image throughout the 5 days of the event, with your logo on this essential medium!

*Available at the entrance of the show*

### Manufacturing information:

To be paid by the advertiser, model to be submitted to the organizer.

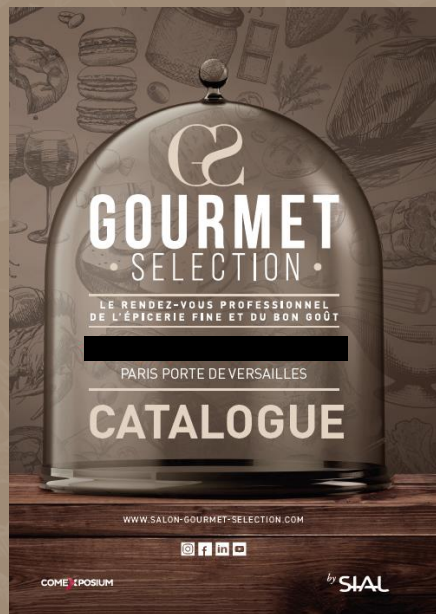
*Exclusive*

€2,500





## Show guide advertisement



### Full page quadri

€900



### 2<sup>nd</sup> cover page

€1,200



### 3<sup>rd</sup> cover page

€1,200



### Full page specific requirements



L 148 x H 210 mm

PDF HD unlocked file (300 dpi)

5 mm bleed on all side, crop marks & embedded font

### 1/2 horizontal page quadri

L 120 x H 85 mm

€550



### 1/4 vertical page quadri

L 54 x H 85 mm

€300



### Specific requirements



PDF HD unlocked file (300 dpi)  
without bleed





Bring out your company in the show directory shared to all the visitors on site for free

### Exhibitor List

Your logo highlighted in the exhibitor list on the show directory.



50 x 50 mm en .eps - 300 dpi

€100

### Show floorplan

Zoom on your company and emerge among other companies on the show map !



4 x 4 cm en .eps – 300 dpi minimum

€360



### SHOW FLOORPLAN





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

New!

## Social media plan

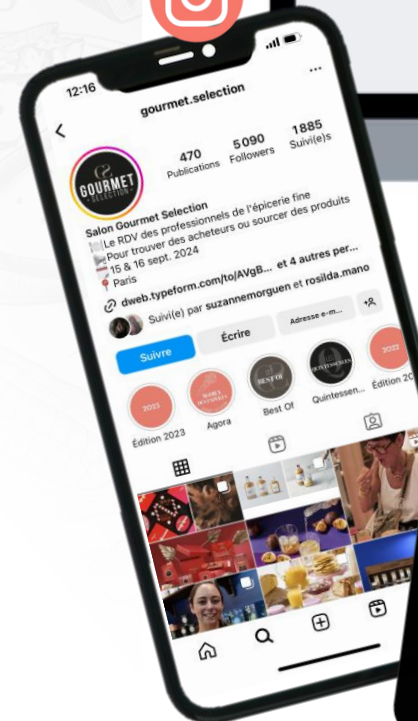
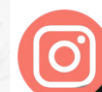
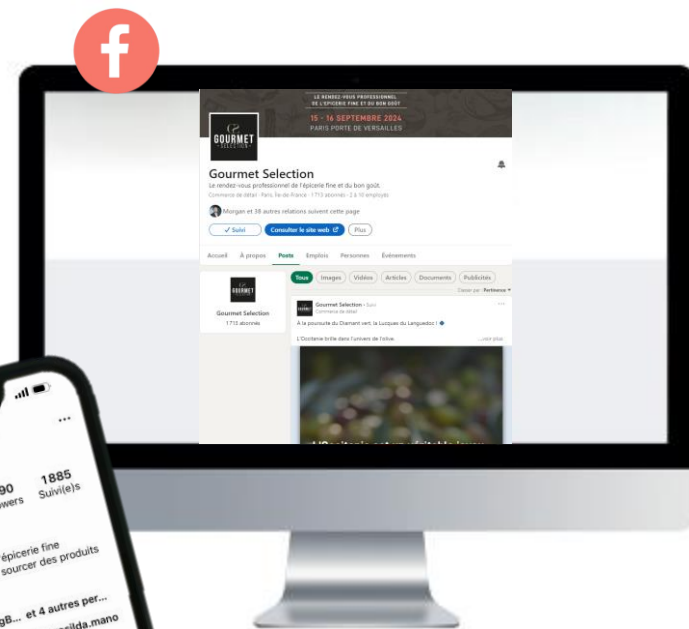
Be visible to the community of Gourmet Selection, of over 8,000 subscribers, with 1 dedicated post to your brand on Facebook, Instagram et LinkedIn

10 advertisers maximum



1 advertiser/ week

500 €





## Value your brand by organising an workshop on Epicerie de Gourmet

### A workshop on Epicerie de Gourmet

We have created a temporary  
delicatessen store to assist with  
planning future projects, such as  
establishing a new outlet or expanding  
your current business...

Value your brand by organising an 45  
minutes workshop



*Theme and time slot, both to be defined*

€800





Be visible at the heart of l'Epicerie de Gourmet by showcasing your products

### Console

A console dedicated to your brand !

*15 different products minimum*

€2,500



### Shelf

Value your products by displaying it

**1 product on 1 shelf**

€100

**1 complete shelf of 4 products**

€350





Value your brand and range of products by organising an event on "L'Epicerie de Gourmet"

*New !*

### L'Epicerie de Gourmet

We have created a temporary delicatessen store to assist with planning future projects, such as establishing a new outlet or expanding your current business...

Organize an event on this space to value your products

Customized quote







## Gourmet Selection sales team **at your service**



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