



**FROM 29<sup>TH</sup> JUNE  
TO 1<sup>ST</sup> JULY 2027**  
PARIS EXPO PORTE DE VERSAILLES

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# PROMOTIONAL TOOLS TECHNICAL SPECIFICATIONS

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## SALES CONTACT

**Exhibition catalogue & promotional tools**

**J2C Communication**

Tél. : +33 (0)1 49 85 62 22

[allforpack@j2c-communication.fr](mailto:allforpack@j2c-communication.fr)



COMEXPOSIUM

f @ in y #ALLFORPACK

[all-for-pack.com](http://all-for-pack.com)

# KEY FIGURES



## EXHIBITORS



**850**

**EXHIBITORS**

INCLUDING 30% OF NEW EXHIBITORS



**24%**

INTERNATIONAL  
EXHIBITORS

## VISITORS



**24 000**

**PROFESSIONNALS**

IN ATTENDANCE 2027



**15%**

OF INTERNATIONAL  
VISITORS

## VISITING GOALS



**1**

MEET NEW SUPPLIERS



**2**

SEE NEW PRODUCTS  
OR SERVICES



**3**

FIND INSPIRATION FOR  
FUTURE PROJECTS

## SUMMARY

Step out and meet the 24.000 who will soon be wandering the aisles of the 2027 edition of ALLFORPACK EMBALLAGE PARIS! Whether you're looking to generate more footfall on your stand, improve your visibility, or offer your employees, clients and prospective customers an enjoyable moment, our all-round communications solutions are here to meet your every need!

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COMMUNICATION PACKAGES

# BUSINESS

BOOST FOOTFALL ON YOUR STAND, REINFORCE YOUR PROFESSIONAL NETWORK AND GENERATE LEADS ALL YEAR ROUND.

BUSINESS

# FLOOR PLANS & THEMATIC TRAILS



Support visitors throughout their journey at ALLFORPACK EMBALLAGE PARIS by showcasing your brand across the event's different maps.

## FLOOR PLAN & EXHIBITOR LIST

Included in the visitor guide

→ Company name highlighted in bold and red

**€120 excl. VAT**

→ Logo in the exhibitor list

**€550 excl. VAT**

→ Logo displayed on the floor plan

**€880 excl. VAT**

→ Banner in the exhibitor list

**€3.270 excl. VAT**

**EXCLUSIVE**

→ Banner on the floor plan

**€5.390 excl. VAT**

## ORIENTATION MAPS

5 large orientation maps throughout the venue

→ Company name highlighted in bold and red

**€120 excl. VAT**

→ Logo displayed on the orientation maps

**€1.850 excl. VAT**

## THEMATIC TRAILS

Two themed trails available: Materials or Packaging Type

→ Logo in the list

**€700 excl. VAT**

→ Logo on the theme trail

**€880 excl. VAT**

→ 1 advertising page

**€2.150 excl. VAT**

**-30%**

→ "TRAILS" package

1 logo in list +1 logo on map+ 1 advertising page

**€120 excl. VAT**



**EXCLUSIVE**

→ Banner on the orientation maps

**€4.650 excl. VAT**

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BUSINESS

# VISITOR GUIDE

Advertise in the official ALLFORPACK EMBALLAGE PARIS Visitor Guide, distributed in 6,000 copies, and give your brand and products premium visibility.

## ADVERTISING

### → Half-page advertisement

- W.180 × H.125 mm, no bleed, with frame

**€1.350€ excl. VAT**

### → Full-page advertisement

- W.200 × H.280 mm + 5 mm bleed and crop marks

**€2.100 excl. VAT**



## EXCLUSIVE

## PREMIUM POSITIONS

### → Inside back cover (3rd cover)

**€2.900 excl. VAT**

### → Inside front cover (2nd cover)

**€3.400 excl. VAT**

### → Back cover (4th cover)

**€4.050 excl. VAT**

### → Front cover (1/3 page strip)

**€4.500 excl. VAT**

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**J2C**  
com'organisée

## BUSINESS

# ONLINE CATALOGUE

Boost your presence at ALLFORPACK EMBALLAGE PARIS with premium positioning and showcase your brand and products at the top of the search results on our website.

### EXCLUSIVE

#### PREMIUM POSITIONING

→ Featured in 2nd position in the online catalogue (filtered display)

- 1 listing of your choice: exhibitor list / product list
- Display within filtered results based on your main activity

**€1.400 excl. VAT**

→ Featured in 1st position in the online catalogue (filtered display)

- 1 listing of your choice: exhibitor list / product list
- Display within filtered results based on your main activity

**€1.700 excl. VAT**

→ Featured in 2nd position in the online catalogue (non-filtered display)

- 1 listing of your choice: exhibitor list / product list / brand list

**€2.000 excl. VAT**

→ Featured in 1st position in the online catalogue (non-filtered display)

- 1 listing of your choice: exhibitor list / product list / brand list

**€2.400 excl. VAT**

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## BUSINESS

# ONLINE CATALOGUE

Boost your presence at ALLFORPACK EMBALLAGE PARIS with premium positioning and showcase your brand and products at the top of the search results on our website.

- Highlighting for your company, brand or product
  - 1 listing in a list of your choice: exhibitor / product / brand

**€180 excl. VAT**

- Search for representatives

**€200 excl. VAT**

- Unlimited company description

**€400 excl. VAT**

- Removal of the "Other exhibitors" section
  - Remove the block displaying similar companies from your company profile

**€450 excl. VAT**

- Advertising placement – Exhibitor / Product / Brand
  - 1 placement in a list of your choice: exhibitor / product / brand

**€1.500 excl. VAT. / choice**

- Banner on PDF listings
  - Advertising banner displayed on PDF exports of exhibitor listings generated by visitors

**€3.800 excl. VAT**

### SALES CONTACT

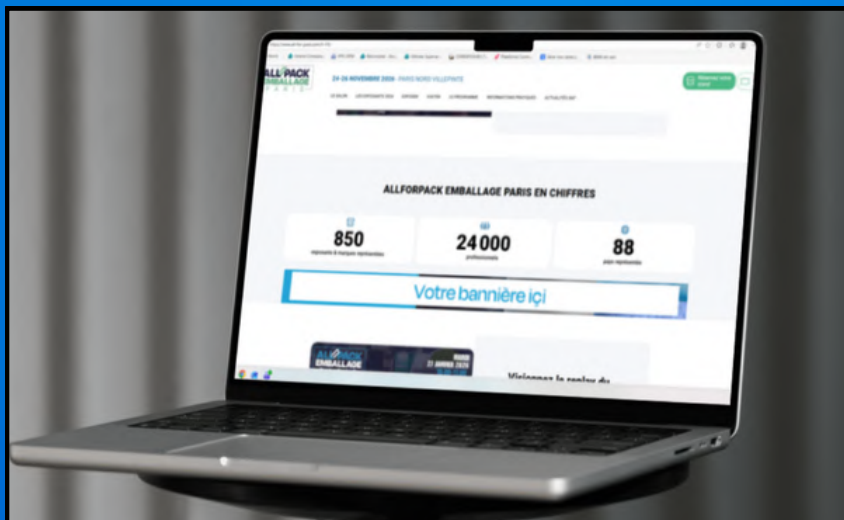
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# WEBSITE BANNERS

Engage with our online community throughout the year and strengthen your brand presence across our digital channels.



## → Exhibitor logo on the homepage

- Visibility guaranteed until July 02, 2027
- Logo + link to your website
- Maximum of 5 advertisers

**€2,300 excl. VAT**

## Banner – “About the show” page

- Format: 728 x 90 px
- Visibility guaranteed until July 02, 2027
- 3 advertisers in rotation

**€2,900 excl. VAT**

## → Banner – “Dates / Venue / Opening hours” page

- Format: 728 x 90 px
- Visibility guaranteed until July 02, 2027
- 3 advertisers in rotation

**€3,200 excl. VAT**

## → Bannière page “Demandez votre badge”

- Format: 728 x 90 px
- Visibility guaranteed until July 02, 2027
- 3 advertisers in rotation

**€3,200 excl. VAT**

## → Homepage banner

- Format: 728 x 90 px
- Visibility guaranteed until July 02, 2027
- 3 advertisers in rotation

**€4,900 excl. VAT**

### SALES CONTACT

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[sales.all-for-pack@comexposium.com](mailto:sales.all-for-pack@comexposium.com)

BUSINESS

# NEWSLETTER BANNERS



Leverage our online community and engage with over 36,000 packaging professionals subscribed to our newsletters.

## → E-newsletter banner (Sept to end of March)

- Format: 640 x 100 px
- 1 advertiser per newsletter
- Minimum 1 newsletter per month

**€2,600 excl. VAT**

## → E-newsletter banner (April to June)

- Format: 640 x 100 px
- 1 advertiser per newsletter
- Minimum 2 newsletters per month

**€3,200 excl. VAT**

### EXCLUSIVE

## → Post-show newsletter banner (September)

- Format: 640 x 100 px
- 1 advertiser

**€3,500 excl. VAT**

## → E-newsletter banner – Pre-registered visitor reminder

- Format: 640 x 100 px
- 1 advertiser per newsletter
- Minimum 2 newsletter per month

**€5,800 excl. VAT**



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BUSINESS

# WORKSHOPS

Showcase your expertise to packaging professionals at ALLFORPACK EMBALLAGE PARIS. Host a workshop at the "Cafe de l'Emballage" and share your insights and client case studies with a qualified audience.



## EXHIBITOR WORKSHOP (30 MN)

**€1,610 excl. VAT**



## NON-EXHIBITOR WORKSHOP (30 MN)

**€9,000 excl. VAT**



## BUSINESS QLEADS

### → Lead Generation Package

Using a QR code, visitors can access a dedicated web page to get in touch directly with your sales team. This page includes:

- A meeting request button
- A call button
- An email contact button
- A video
- Up to 3 documents
- Up to 4 product visuals
- Links to your social media channels

**€720 excl. VAT**



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BUSINESS

# BADGE READER

Want to keep in touch with visitors of ALLFORPACK EMBALLAGE PARIS 2027 ?  
Rent a badge reader, an easy and practical solution that allows you to collect key information about the professionals who visited your stand.

→ Badge reader rental

- No license included

**€100 excl. VAT**

→ Pack of 20 licenses

- 1 license per device
- App to download on your smartphone

**€238 excl. VAT**

→ Pack 5 badge reader + 100 licenses

- 1 licence per device

**€950 excl. VAT**

→ Pack 10 badge reader + 200 licenses

- 1 licence per device

**€1,800 excl. VAT**



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# VISIBILITY

**CAPTURE ATTENTION, ENHANCE YOUR BRAND IMAGE  
AND STAND OUT FROM YOUR COMPETITORS.**

## VISIBILITY

# INDOOR SIGNAGE

Capitalise on our range of indoor signage and display solutions to develop your presence at the show and grow footfall on your stand!

### ADVERTISING BOARD

- Located at the visitor entrance of your choice
- Artwork supplied by advertiser
- Format: 100 cm x 300 cm

→ 1 unit

**€1,150 excl. VAT**

→ 2 units

**€2,050 excl. VAT**

→ 3 units

**€3,500 excl. VAT**



### FLOOR TILES

→ Set of 3 tiles

- Artwork supplied by advertiser
- Format: 80 cm x 80 cm

**€2,050 excl. VAT**

→ Set of 5 tiles

- Artwork supplied by advertiser
- Format: 80 cm x 80 cm

**€2,900 excl. VAT**



### AISLE LETTERS

→ Your logo on the aisle letters

**€6,858 excl. VAT**

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## VISIBILITY

# SPACE SPONSORSHIP

Sponsor one of the event's key areas or giveaways and position your brand within a high-impact visibility environment, reaching all audiences of ALLFORPACK EMBALLAGE PARIS.



### VIP CLUB

Be at the heart of the VIP Club, visited by the show's top buyers.

Your logo featured on:

- Venue signage
- Reception desk
- VIP Club bar
- VIP invitation (digital format)
- Show orientation maps indicating the VIP Club location
- Distribution of your goodies or brochures

**€10,550 excl. VAT**



### WELCOME COFFEE

Offer visitors a coffee upon arrival and associate your brand with a warm and engaging welcome experience. Coffee distribution points set up at both main entrances.

- 1 host/hostess per kiosk (provided by the organiser)
- Your logo displayed on signage with the message: "This coffee is offered by YOUR LOGO + STAND NUMBER"
- Your logo featured on all print and digital promotional materials related to this activation.
- Distribution of your goodies

**€15,900 excl. VAT**

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VISIBILITY

# SPACE SPONSORSHIP



## PARIS TALKS CONFERENCE AREA

Associate your brand with the conference space, highly valued by both visitors and journalists.

- Your logo featured in newsletters promoting the conference programme
- Your logo displayed on on-site signage
- Your logo included in the programme published in the Visitor Guide
- Your logo, a short company description (max. 5 lines) and a link to your website featured on the "Conference Area" page of the show website

**€10,550 excl. VAT**



## LE CAFÉ COMPTOIR DE L'EMBALLAGE

Take advantage of this new space to position your brand at the heart of industry discussions.

- Your logo highlighted on all materials related to the area
- Banner on the dedicated web page presenting the space
- Your logo displayed on on-site signage
- Distribution of your goodies and documents within the area

**PRICE UPON REQUEST**

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# VISIBILITY

## SPACE SPONSORSHIP

### ENTRANCE GALLERY

Engage packaging professionals as soon as they arrive at the show.

- Your logo displayed on welcome signage
- Your logo featured on the show reception desks
- Distribution of your documents and giveaways

**PRICE UPON REQUEST**

### HACK-A-PACK AREA

Associate your brand with the latest creative trends by sponsoring this new show feature.

- Your logo highlighted on all materials related to the area (online and offline)
- Banner on the dedicated web page presenting the space
- Your logo displayed on on-site signage
- Distribution of your goodies and documents within the area

**€9,000 excl. VAT**

### MATERIALS MATTERS

Reinvent the packaging materials experience by sponsoring the new "Materials Matters" feature.

- Your logo highlighted on all materials related to the area (online and offline)
- Banner on the dedicated web page presenting the space
- Your logo displayed on on-site signage
- Distribution of your goodies and documents within the area

**€9,000 excl. VAT**

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VISIBILITY

# OTHER SPONSORSHIP OPPORTUNITIES



## EXCLUSIVE

### GOODIES & BADGES

#### → Official event bag

- Official logo printed on one side of the bag
- 15,000 units
- Production at the exhibitor's expense

**€6,010 excl. VAT**

#### → Visitor & VIP badges

- Your advertisement featured on visitor and VIP badges
- Dimensions : 105x148mm

**6,000 excl. VAT**

#### → Badge lanyard

- Your logo on the official event lanyards
- Quantity to be defined with the organiser
- Production at the exhibitor's expense

**€9,000 excl. VAT**

### GOODIES & DOCUMENT DISTRIBUTION

Distribution staff provided by the advertiser

#### → Distribution of your goodies or documents in the show aisles.

**€4,450 excl. VAT**

## EXCLUSIVE

#### → Exclusive distribution of your goodies or documents in the show aisles.

**€9,500 excl. VAT**



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## VISIBILITY

# ALLFORPACK INNOVATION AWARDS APPLICATION

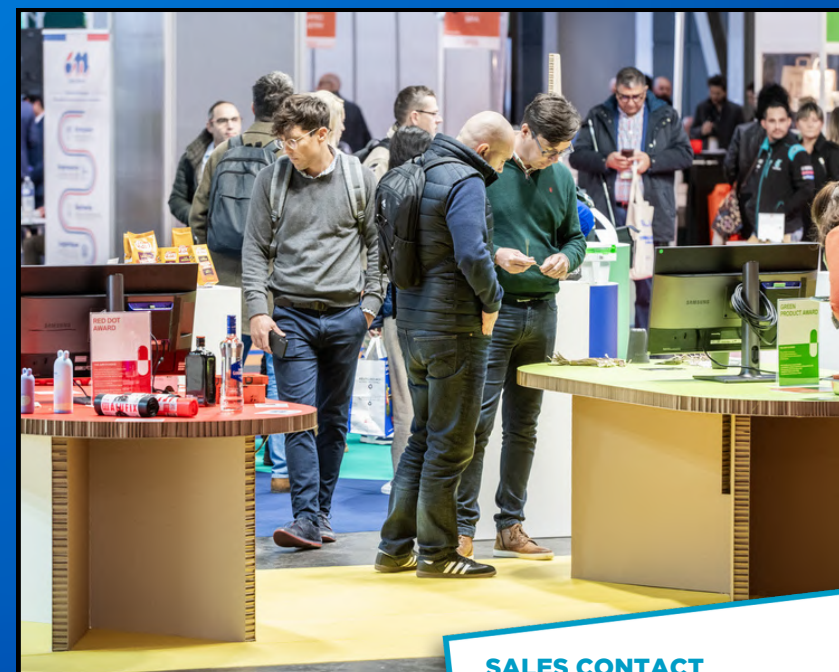
Apply for the ALLFORPACK INNOVATION AWARDS to showcase your new products and innovations to the decision-makers attending the exhibition.

- Exhibitor application
- Unlimited application

**FREE**

- Non-exhibitor application
- 1 application per exhibitor

**€3,000 excl. VAT**



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# THE PACKAGES

# COMMUNICATION PACKAGES

**-20%**

## PLANS PACKAGE

- 1 logo on the floor plan (visitor guide)
- 1 company name in bold red (visitor guide)
- 1 logo in bold red (floor plan)

~~€2,970~~ **€2,376 excl. VAT**

**-40%**

## COMMUNICATION PACKAGE

- 1 advertising page (visitor guide)
- 1 advertising page (themed trail)
- 1 logo on the floor plan (themed trail)

~~€5,130~~ **€3,078 excl. VAT**

**-30%**

## WEB PACKAGE

- 1 email banner from May to August (newsletter)
- 1 agent search (online catalogue)
- 1 exhibitor highlight (online catalogue)

~~€2,980~~ **€2,086 excl. VAT**

**-40%**

## BUSINESS PACKAGE

- 1 exhibitor highlight (online catalogue)
- 2 product highlights (online catalogue)
- 1 removal of "Other exhibitors" section (online catalogue)
- 1 unlimited company description (online catalogue)

~~€1,390~~ **€834 excl. VAT**

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# COMMUNICATION PACKAGES

**-25%**

## PREMIUM PACKAGE

- 1 advertising page (visitor guide)
- 1 logo on the floor plan (visitor guide)
- 1 advertising page (themed trail)

~~€5100~~ **€3,848 excl. VAT**

**-50%**

## VISIBILITY PACKAGE

- 1 logo on the floor plan (visitor guide)
- 1 logo in the exhibitor list (visitor guide)
- 1 company name in bold red (visitor guide)
- 1 logo (floor plan)
- 1 company name in bold red (floor plan)
- 1 package of 3 units (floor stands)
- 1 package of 2 units (entrance panels)

~~€7620~~ **€3,810 excl. VAT**

**-40%**

## VISITOR GUIDE PACKAGE

- 1 logo in the exhibitor list (visitor guide)
- 1 logo on the floor plan (visitor guide)
- 1 company name in bold red (visitor guide)

~~€1550~~ **€930 excl. VAT**

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# **ALL** **PACK** **EMBALLAGE** P A R I S

**PROMOTIONAL TOOLS**  
**TECHNICAL SPECIFICATIONS**