

ACHIEVE YOUR SALES AND MARKETING OBJECTIVES THANKS TO OUR COMMUNICATION TOOLS

COMEXPOSIUM

SIAL

17-21 OCTOBER 2026
PARIS NORD VILLEPINTE

[SIALPARIS.COM](https://sialparis.com)

#SIALParis



SIAL

IN A FEW WORDS

SIAL Paris stands as the global destination for those driving the future of food.

It's the one moment to uncover breakthrough innovations, forge the right partnerships, and anticipate the trends shaping tomorrow's food ecosystem.

For this 2026 edition, **innovation** is at the heart of our promise. It has become a strategic lever for brands, a driver of market appeal, and a catalyst for engagement among buyers, decision-makers, and distributors alike.

8,000 exhibitors present their know-how, their innovations and more than **400,000 products**

to **295,000 professionals**, with among them,

5,000 Top buyers representing alone **60+ Billion euros** in purchasing power.

By coming to SIAL Paris 2026, you're not just visiting a trade show: you're entering a space of impact, a source of inspiration, and a global showcase of ideas, products and solutions that are transforming the future of food.

SIAL

INSPIRE FOOD BUSINESS

THE WORLD LARGEST FOOD EXHIBITION
PARIS — October 17 – 21, 2026
www.sialparis.com



BUSINESS



**Boost your
booth traffic**



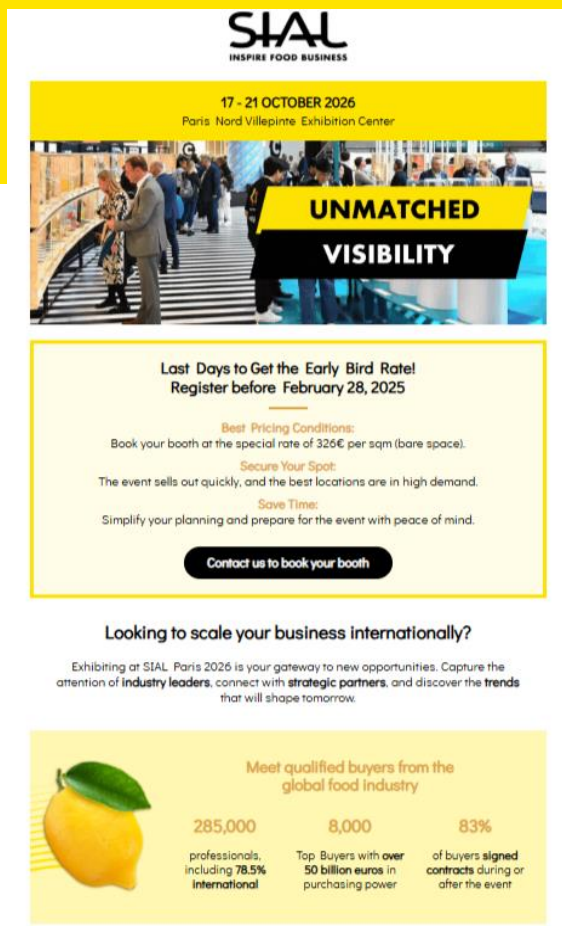
**Strengthen
your professional
network**



**Generate leads
year round**

MAILSHOTS

A targeted email campaign addressed to a specific segment of SIAL Paris' exhibitors or visitor's database



BANNER

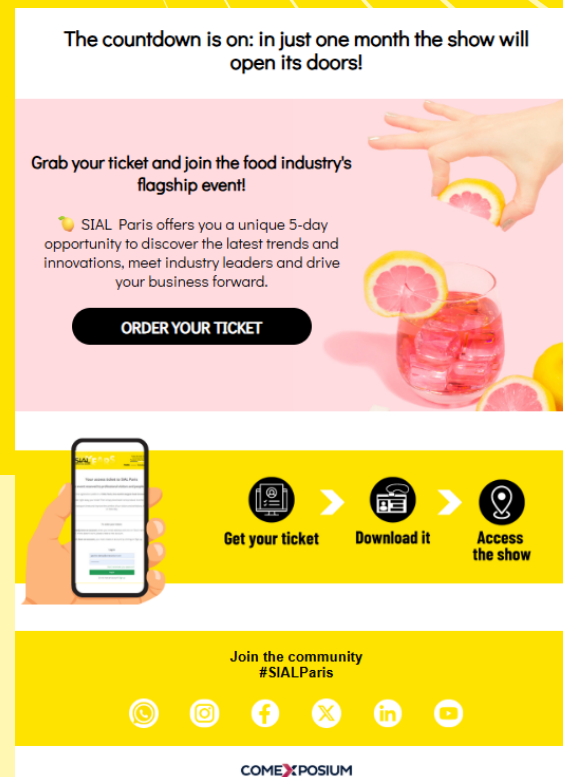
2,000 € EX.VAT

1 clickable banner with redirection link in 1 email of the SIAL Paris editorial planning

IMAGE

Size : 600 x 100px
Format : jpg
Weight : 40 kb max

Choice of date among the availabilities



IMAGE

Size : 150 x 150px
Format : jpg
Weight : 20 kb max

Choice of date among the availabilities

2,000 € EX.VAT

TEXTE :

Text of max 300 characters (including spaces)
1 CTA* of 30 characters maximum
with tracked redirect url.

*CTA = «Call To Action». This is a clickable button that prompts the user to take action.



ADVERTORIAL

1 image and short text with redirection link in 1 email of the SIAL Paris editorial planning

ARTICLE IN DEDICATED E-MAIL



EXHIBITORS

Communicate effectively with exhibitors through a dedicated article embedded in an official SIAL Paris email.

1 article + 1 image + 1 clickable link

2,000 € EX.VAT

VISITORS

Showcase your news with an article featuring an image and a clickable link in an email sent to the visitor database.

1 article + 1 image + 1 clickable link

2,000 € EX.VAT

THE INVITATION CARDS



Invite your network to visit your booth, create traffic and maximize your visibility!

PACK OF 10 INVITATIONS*

Retain your network and build new partnerships by meeting your customers and prospects.

400 € EX.VAT

*Digital invitation leading to a free Pre-registration



YOUR PRESENCE IN THE DIGITAL CALENDAR OF EVENTS



Register your events in the official program of SIAL Paris!

Are you organizing an animation, a conference or any other event on your stand and would like to attract a maximum number of participants?

Take the opportunity to include your events in the official **SIAL Paris programme** and to be visible on the show's digital calendar of events.



550 € EX.VAT

**To gain access to
the digital calendar**

HALL INTERIORS

Badge reading on your booth

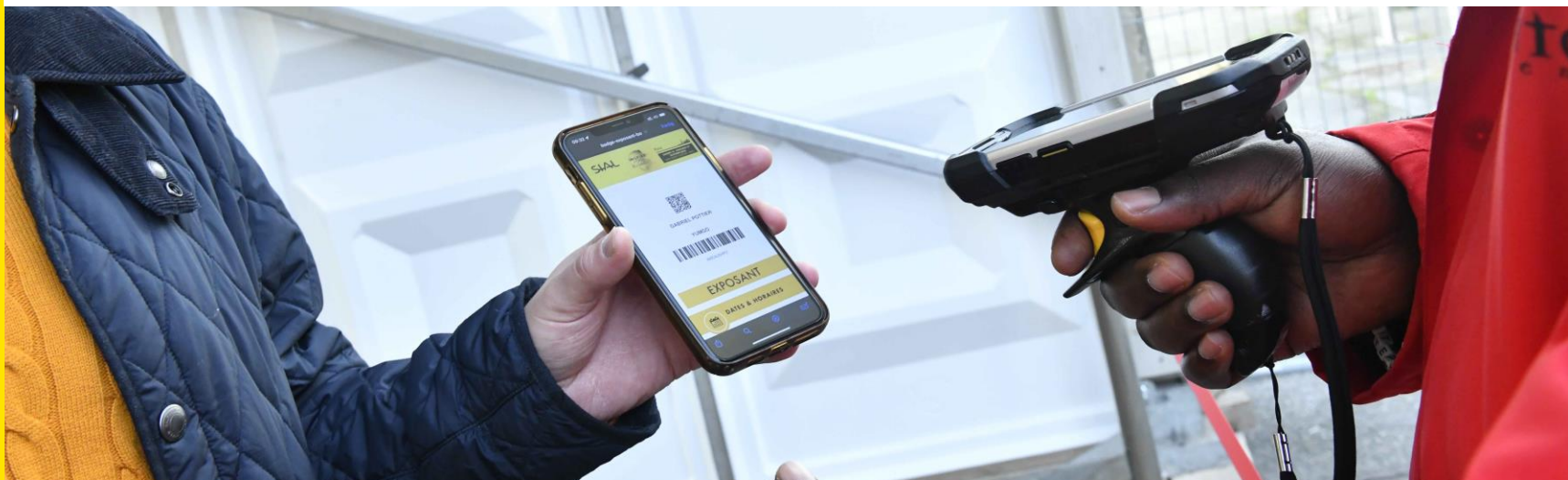


Get a license to scan visitors' badge

Easy to use directly from your smartphone: access all your visitor data, customize your statistics, and stay fully compliant with data protection regulations (GDPR).

200 € EX.VAT

LENI_LEC01_001

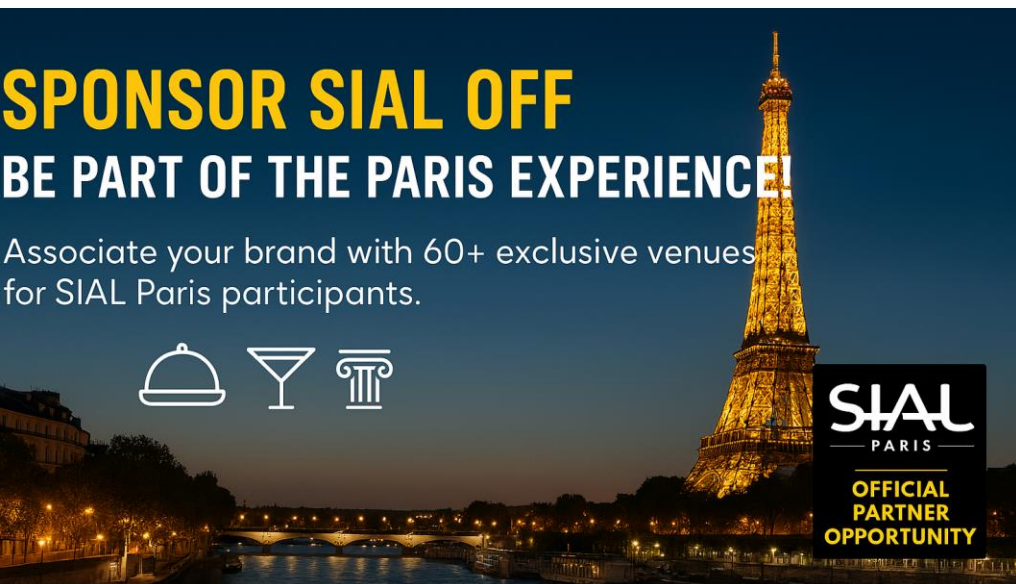


License + badge scanner to replace your smartphone

400 € EX.VAT

CONTENT SPONSORSHIP

SIAL OFF sponsorship



SIAL Off is SIAL Paris off-site event programme! Offering almost 60 places to go out, in partnership with SIAL, in the heart of Paris: restaurants, bars, cultural and festive venues, etc.

Associating your brand with the outings, entertainment and leisure activities of SIAL's participants is your sure-fire way of enhancing your image and generating brand awareness and leads at the show.

Available to all the 295,000 participants of SIAL Paris, SIAL Off gives them the chance to enjoy the City of Lights with exclusive benefits only available to the holders of SIAL badges.

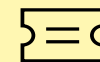
For 80% of trade fair attendees, visiting and enjoying the exhibition's host city is a must-do, and is one of the key factors that contributes to their appreciation of their trip.

Visibility of advertiser in all the materials promoting SIAL Off:
press releases, website, visitor guide, social media posts, Newsroom articles, SIAL Daily, newsletter emails.

Advertiser's logo and an advertorial in SIAL Off materials (printed & digital)

10,000 € EX.VAT

EXPERIENCE & COMFORT



Privileged access



Comfort services



**Organisation
of events**

VIP BADGES



Enjoy the exclusive benefits that come with the VIP badge:

- Priority access through a dedicated entrance
- Access to the VIP Club (networking, resting area, free F&B...),
- Invitation to social events (conferences, networking, cocktail lunches and dinners...)

Ideal for inviting your special guests or allocating internally to key team members

1 VIP Badge

318 € EX.VAT

EBADGE_002

**1 Upgrade
from regular ticket to VIP Badge**

218 € EX.VAT

EBADGE_003

**You can also purchase additional regular
exhibitor badges for**

60 € EX.VAT

EBADGE_001



SHUTTLE BUSES

Pass for 1 or 5 days



Secure a comfortable and practical way to commute between Sial Paris and Paris downtown for your team or your guests.

3 pick up places strategically dispatched in Paris: Gare de Lyon, Montparnasse and Porte Maillot. Departures every 10 minutes.

1 day pass

8 € EX.VAT

PRODSPEC_030b à PRODSPEC_034b

5 days pass

38 € EX.VAT

PRODSPEC_038

SIAL SUMMITS

Giving Perspective to Tomorrow's Food Challenges

Dive into the heart of the food industry and explore 3 dedicated summits on key topics, featuring live content and expert-led conferences. Developed with strategic partners, these sessions deliver actionable insights and solutions for tomorrow's challenges.

The summits are conducted in both French and English, with simultaneous translation provided in both languages.

140 € EX.VAT
for one pass

PRODSPEC_058 à PRODSPEC_060



Feeding a World Under Pressure

How must the global food industry adapt in the face of current environmental and geopolitical challenges to secure its future?

Food Intelligence: The New Value Chain

How are technology, data, platforms, and AI changing the game for players in the agri-food industry?

The Rise of Personalized Food

How are trends changing the way we eat, and how are science and technology reinventing personalized nutrition?

300 € EX.VAT
for all-access pass

PRODSPEC_062

HOSPITALITY



**Meet with your
partners**



**Book private
event spaces**



**Tailor-made
services**



CUSTOM EVENTS

upon request

Host an unforgettable event or evening for your prospects or clients in a welcoming space at the heart of the show.

From entertainment, décor, and live music to catering, presentations, and brand promotion, create your personalized experience.

For any requests for customized services, please feel free to contact Régis Kouaka (regis.kouaka@comexposium.com), copying in the account manager responsible for your account, to receive a quote tailored to your needs, or call us at +33 (0)7 64 02 64 05

TAILOR-MADE CATERING SERVICES

From a gourmet breakfast to start your day off right to an exceptional gourmet dinner, not to mention convivial cocktails or elegant meal platters, our partner caterers design fully customized services.

Each offering is tailored to your preferences, your event, and your guests. With an eye for detail, creative ideas, and a commitment to high-quality ingredients, they craft culinary experiences that blend culinary delight with visual appeal.

Generous buffets, refined cocktail bites, and personalized menus: every effort is made to leave a lasting impression.

Committed to a responsible approach, they prioritize environmentally friendly practices and a rigorous selection of ingredients to offer a menu that is as sustainable as it is delicious.

upon request





RECEPTION SPACES

SIAL MEET & MATCH

On the mezzanine level of Hall 6, discover an exceptional 770-square-meter space—one of the largest private event spaces at the trade show. Bright and open, with a lovely terrace, it offers the ideal setting for your networking events, cocktail receptions, dinners, and hospitality activities, exclusively in the evening.

Designed to encourage connections and conversation in an exclusive atmosphere, this space is perfectly suited for elegant and convivial gatherings. Its spacious layout and central location make it a strategic venue for welcoming your guests and creating memorable moments.

Maximum capacity: 400 people

TERRASSE DE LA VERRIÈRE

In the heart of the welcome gallery, in front of Hall 4, enjoy a charming reception area that allows you to host your guests in an open, engaging setting.

Maximum capacity: 50 people

SIAL SUMMITS

Located right next to the Hall 5A plaza, this enclosed conference space, which seats up to 300 people, offers the perfect setting for your presentations and events.

Versatile and fully equipped, it can be adapted to suit any format: conferences, networking events, or custom private functions.

Maximum capacity: 300 people

upon request

VISIBILITY



**Capture
attention**



**Enhance
your image**



**Stand out
among your
competitors**

SPONSORSHIP OF REST AREAS



SPONSORSHIP OF ONE OF THE REST AREAS (subject to availability)

Promotion of the sponsor's brand and advertising material (kakemonos, posters, flyers...)

Possibility of distributing goodies or samples

*Contact your sales manager for details

⚠ Claim it before someone else does — exclusive to one advertiser only!

15,000 € EX.VAT



SPONSORSHIP OF THE PHOTOCALL & INFO POINTS

PHOTOCALL SPONSORSHIP

Your brand visible in photos and in the activity area
During all 5 days of the show
Central localization in the main gallery

SPONSORSHIP OF INFORMATION POINTS

Presence on all information points at the exhibition
Optimal visibility for your brand. The Information points are focal points for visitors and they use them frequently
Logo on the signage of the information point and possible flyer distribution
During all 5 days of the show

⚠ Claim it before someone else does — exclusive to one advertiser only!
10,000 € EX.VAT **SOLD OUT**

⚠ Claim it before someone else does — exclusive to one advertiser only!
15,000 € EX.VAT



SPONSORSHIP OF THE VIP LOUNGE

Take advantage of the most exclusive area of the show to valorize daily your brand to the 11,000 influential VIPs & Top Buyers

OWN THE VIP EXPERIENCE – EXCLUSIVE SPONSORSHIP

Maximum Visibility : Your brand featured across all VIP Club communications:

- Pre-event media (print, web, social)
- On-site signage at the Club entrance and inside

Brand Presence in Style: Your logo showcased where it matters most — the VIP Lounge, the heart of exclusivity.

Go Beyond: Create unforgettable activations inside the VIP Lounge (at sponsor's expense) to engage top-tier guests and decision-makers.

⚠ **One sponsor. One unique opportunity. Will it be you?**

60,000 € EX.VAT



SPONSORSHIP OF PRESS & MEDIA LOUNGE

**BE THE UNMISSABLE GUEST IN THE 'BASE CAMP'
OF MORE THAN 1,500 JOURNALISTS
AND INFLUENCERS FROM ALL OVER THE WORLD!**

Visibility of advertiser on all materials presenting the Press lounge

Your logo printed on signage at the lounge entrance and inside

Additional features possible at advertiser's expense

⚠ Claim it before someone else does — exclusive to one advertiser only!

50,000 € EX.VAT



SPONSORSHIP OF “LA GUINGUETTE”

DISPLAY YOUR COLOURS IN THE DEFINITIVE CONVIVIAL VENUE OF THE SHOW!

Advertiser Presence Across All Guinguette Communication Materials

Your logo will appear on signage directing visitors to the space and inside the guinguette (subject to design approval by the SIAL planning team).

Open all day throughout the show, this venue enjoys a central location on the esplanade, a high-traffic area where 285,000 professionals pass through and relax.

Beverages, snacks, music, recreational activities, and various evening happenings will be offered.

⚠ Shared sponsoring (max 3)

25,000 € EX.VAT

⚠ Exclusive sponsorship

60,000 € EX.VAT



SPONSORSHIP OF EXCLUSIVE START-UP VILLAGE

The Start-up Village is centrally located, allowing a visibility for all visitors of the show

01

Advertiser visible on all media presenting the Start-Up Village
(upstream communication to VIPs, printed materials, website, etc.)
Your logo on the signage at village entrance and inside

02

Pitch Session Sponsoring (dedicated area in the village)
Advertiser visible on all media presenting the pitch session
(upstream communication, printed materials, website, etc.)
Your logo and colors on the Pitch Session area
5 minutes speech at the Pitch session opening

⚠ Exclusivity
40,000 € EX.VAT
SOLD OUT

25,000 € EX.VAT
SOLD OUT



SPONSORSHIP OF SIAL TASTE

Put your brand at the center of innovation with SIAL Taste — the ultimate space for discovering today's most exciting flavors.

Why sponsor SIAL Taste?

Associate your brand with trendsetting food innovations.

Gain visibility in a space that attracts highly engaged visitors eager for discovery during the whole 5 days of the tradeshow.

Be part of an experience that goes beyond ordinary tasting — a moment that leaves a lasting impression.



⚠ Claim it before someone else does — exclusive to one advertiser only!

40,000 € EX.VAT

SIAL INSIGHTS SPONSORSHIP

WHY SPONSOR?

SIAL Insights brings together all pre-show studies and analyses from SIAL Paris and its partners.

Food 360 Report: A unique global study with KANTAR, covering 12 regions of the world for 12 years.

ProteinesXTC: Leading database on food innovation trends.

Circana: Monthly panel tracking out-of-home food service evolution.

All insights combined and featured in a special report released ahead of the show and heavily promoted



SIAL INSIGHTS 2026



YOUR BENEFITS

Sponsoring SIAL Insights means associating yourself with the power of SIAL in the analysis of global food trends!

On all the show's networks:

SIAL Paris press briefing in June

Promotion of white paper to all the SIAL community by e-mail

Series of in-depth articles in the SIAL newsroom

A dedicated page on the exhibition website

A series of posts on LinkedIn, Instagram, X, Facebook

Publication in the SIAL Network WhatsApp group

At the show:

Visibility in visitor guide

Visibility in SIAL Daily
(daily newspaper with a 30,000-copy print run)

The SIAL Insights forum at the show, twinned with SIAL Innovation,
in the middle of hall 6

PRICING

Sponsor of dedicated SIAL Insights media briefing

15,000 € EX.VAT

CASPONSOPAR_026

⚠ Exclusive sponsor of SIAL Insights*

30,000 € EX.VAT

*visibility on all materials and campaigns, including press briefing

CASPONSOPAR_015

SIAL SUMMITS SPONSORSHIP

Among the flagship features at SIAL Paris, SIAL Summits is **the ultimate forum for bold ideas and future-focused insights**.

Sponsor the three Summits and position your brand at the heart of conversations shaping tomorrow's food industry:

1. Feeding a Hotter, Harsher World: Food Systems 2030. Explore food sovereignty, climate resilience, biodiversity, and sustainable value chains.

2. The New Food Economies: Tech, Taste, Traceability. Unpack the impact of technology, data, platforms, and AI on agri-food chains.

3. Desires, Diets & Digital: Meeting Global Consumer Expectations. Understand evolving consumer values, health trends, new diets, and the role of retail and foodservice.

Visibility in all the materials presenting the summit and the related theme (depending on material): press releases, website, visitor guide, social media posts, Newsroom articles.

Visibility of logo and quote in article dedicated to the theme in the SIAL Daily, printed in 30,000 copies.

Visibility of logo in the SIAL Summits forum throughout the show.

Possibility of a speaking opportunity during the Summit introduction's opening or closing remarks (5 minutes)

25,000 € EX. VAT per summit



SIAL
SUMMITS

Sponsoring these Summits is an excellent vector for your image, visibility, and media coverage

SIAL
INSPIRE FOOD BUSINESS

**SIAL
SUMMITS**

Where the future of food speaks



Climate &
Sovereignty



Tech
& AI



Consumer
& Digital



CASPONSOPAR_017 à CASPONSOPAR_019

SPONSORING OF SIAL STREET LAB

At the heart of the show, discover a 700-square-meter immersive and experiential space that serves as a showcase for the latest trends in dining and street food. Designed as a next-generation food court, it combines tastings, inspiration, and demonstrations in a lively and creative atmosphere.

Give your brand exclusive visibility through comprehensive sponsorship of the space: naming rights for "SIAL StrEat Lab by...", presence across all communication materials, and integration at the heart of the exhibition design. A unique opportunity, complemented by a live cooking highlight to bring your brand to life and engage your customers.

40,000 € EX.VAT



SPONSORING OF SIAL STREET LAB

Live cooking show StrEat Lab

Live Cooking Show Slots

Use of a corner of approx. 20 m² with equipment included.

Does not include staff or samples.

Additional services and support available upon request.

- Full day: 10:30 AM – 6:00 PM
(10,000€ EX.VAT)
- 2-hour slots: 3 slots available – 10:30 AM -12:30 PM / 1:30 PM - 3:30 PM / 4 PM – 6 PM **(3,500€ EX.VAT)**
- 30-minute premium: 12:45 PM – 1:15 PM **(1,500€ EX.VAT)**



SPONSORING OF LA BOULANGERIE

Immersive space of 80 m² representing a fully operational French bakery.

Demonstrations and tastings of bakery products made in the bakery will take place throughout the day during the show.

Full-space sponsorship only (exclusive naming, logo on communications and scenography).

The scheduling of activities remains at the discretion of SIAL Paris.

Sponsorship duration: 5 days

SIAL Paris reserves the right to accept or refuse a sponsorship request from the client.

25,000 € EX.VAT





SPONSORING MEET & MATCH

Give your brand a unique presence right in the heart of the action: a 700-square-meter space dedicated to business meetings, accessible to visitors and exhibitors by reservation or on-site. For five days, your company will enjoy maximum visibility thanks to:

Exclusive naming rights for the space: your name becomes synonymous with networking and business opportunities.

Logo integrated into official communications: on all print and digital media.

Scenographic highlighting: your visual identity integrated into the space's ambiance, for a memorable impact. Make this space the must-visit meeting point of the trade show!

60,000 € EX.VAT



YOUR PRESENCE ON THE SIALPARIS.COM WEBSITE

Homepage banners

Horizontal (728 x 90 px) banner on the site's homepage.

Banner visible until 31/12/2026

2 options : 1 position in a carousel of 3 or Exclusivity

In JPEG, GIF or PNG format.

Send banners 2 weeks before publication.

1 image in a carousel of 3 images.

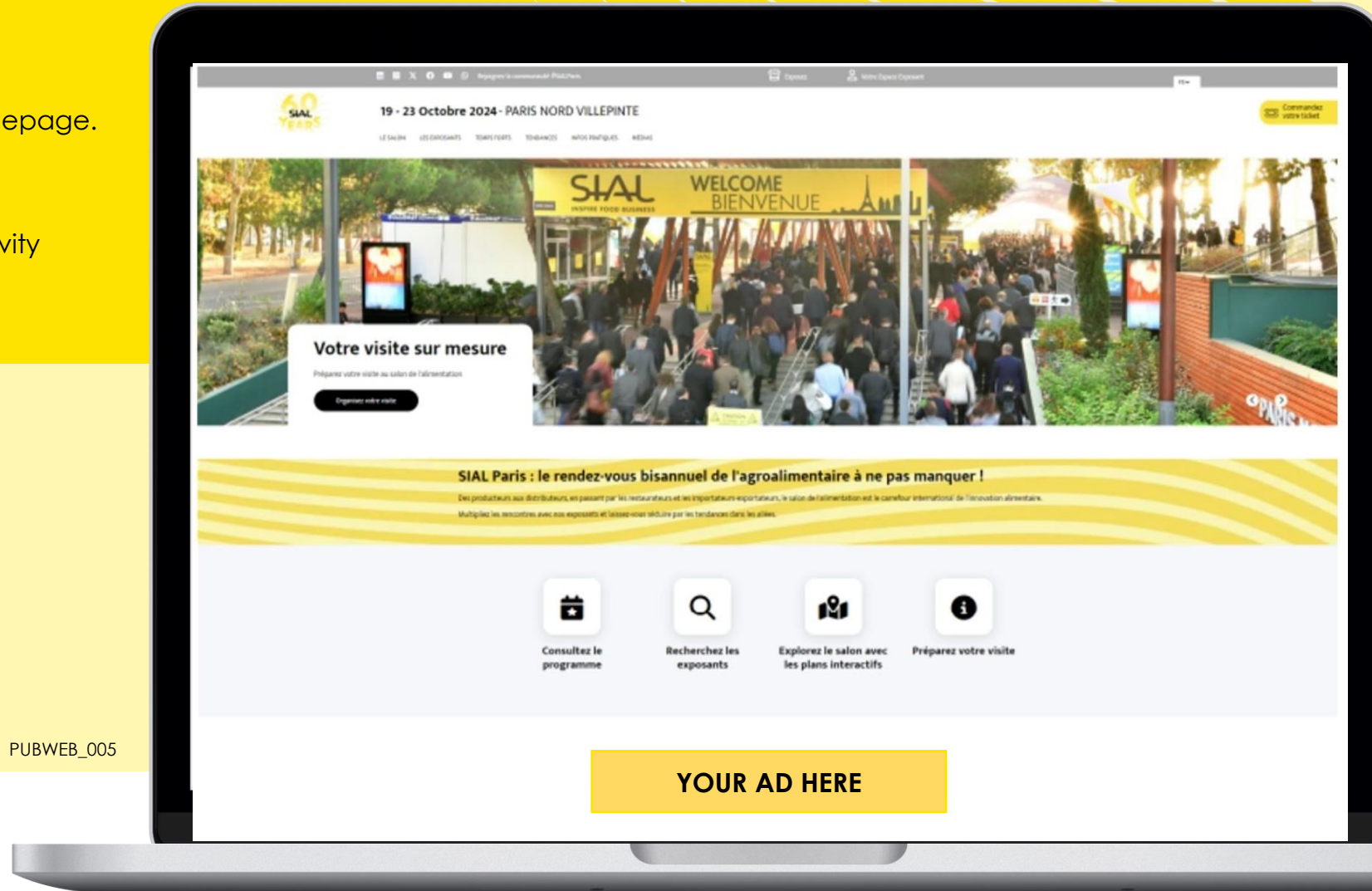
Visibility until 31/12/2026.

3,000 **SOLD OUT** position

PUBWEB_005

⚠ Exclusive to 1 advertiser
5,000 **SOLD OUT** for the entire carousel

PUBWEB_015





YOUR PRESENCE ON THE SIALPARIS.COM WEBSITE

Banners on general pages

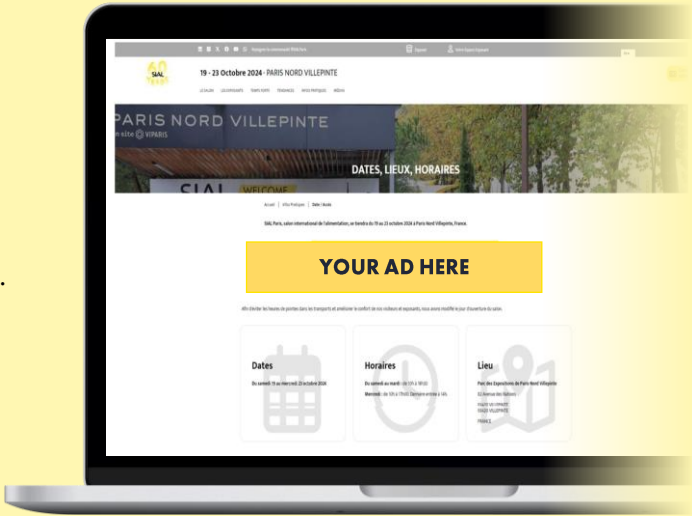
Horizontal (728 x 90 px) banner on exhibitor or visitor pages.

Banner visible until 31/12/2026

Top interior pages

- In JPEG, GIF or PNG format.
- Send banners 2 weeks before publication.
- 1 image in a carousel of 3 images.
- Visibility until 31/12/26.

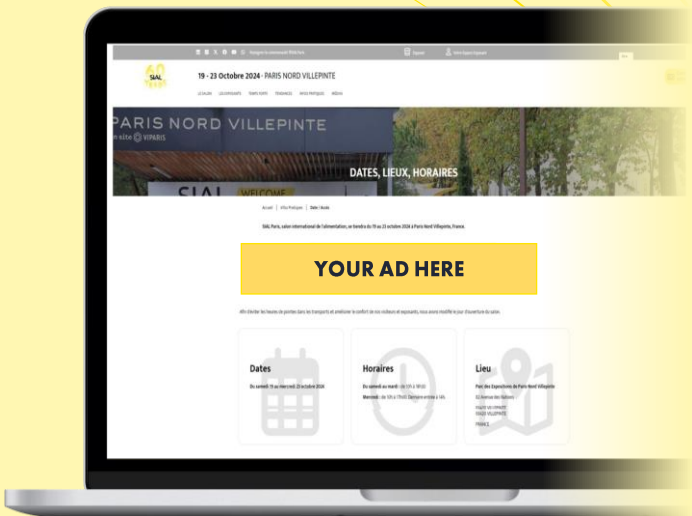
2,000 € EX.VAT
For 1 image



PUBWEB_007

Other pages

- In JPEG, GIF or PNG format.
- Send banners 2 weeks before publication.
- Visibility until 31/12/26.



⚠ Exclusive to 1 advertiser
4,000 € EX.VAT for the entire carousel

⚠ Exclusive to 1 advertiser
1,500 € EX.VAT

EMAIL BANNERS AND PRE-REGISTRATION PAGE



An exclusive banner included in all email communications sent to visitors: 1 registration confirmation email, as well as 2 badge reminder emails sent on October 8 and 15.

Exclusive banner
on all confirmation emails



3 mailings
to all SIAL Paris
visitors



Exclusive banner on registration
confirmation page

Pre-registration homepage:

(Formats: jpg, gif, png):
970x90 px or 728x90 px



100%
of registered visitors
see this page



⚠ Claim it before someone else does — exclusive to one advertiser only!

9,500 € EX.VAT

⚠ Claim it before someone else does — exclusive to one advertiser only!

9,500 € EX.VAT



HALL INTERIOR

FLYER DISTRIBUTION AND INDOOR SAMPLING

RIGHT FOR FLYER DISTRIBUTION INSIDE THE EXHIBITION (max 5 per day)

8,000 items

5,000 € EX-VAT

PUBOBJ_016 à PUBOBJ_020

RIGHT FOR DISTRIBUTING SAMPLES

(maximum 2 persons distributing)

From 17 to 21 October

⚠ **Non exclusive**

9,900 € EX.VAT

PUBOBJ_006 à PUBOBJ_010



YOUR PRESENCE IN THE VISITORS' GUIDE

PREFERENTIAL AND FOUR- COLOUR PAGES



- 4-colour page in visitors' guide

3,000 € EX.VAT

PRODSPEC_045

- Your logo and company name next to the hall plan

1,200 € EX.VAT

PRODSPEC_053

- 4-colour page opposite **Hall Floor Plan** in the visitor's guide

3,500 € EX.VAT

PRODSPEC_046

- 4-colour page opposite **Editorial** in visitors' guide

4,000 € EX.VAT

PRODSPEC_047

- 4-colour page opposite **Table of Contents** in visitors' guide

4,000 € EX.VAT

PRODSPEC_048

- 4-colour page opposite **Key Figures** in the visitors' guide

4,000 € EX.VAT

PRODSPEC_049

- **Inside cover** (floor plan flap) of visitors' guide

11,000 € EX.VAT

PRODSPEC_050

- **Inside back** page of Visitors' guide

9,000 € EX.VAT

PRODSPEC_051

- **Back page** of Visitors' guide

16,000 € EX.VAT

PRODSPEC_052

YOUR PRESENCE IN THE DIGITAL CATALOG

Be more visible in the catalog lists!

Increase the visibility of your **company, product, or brand** in the catalog by displaying it more prominently in search results.

With this service, your thumbnail is highlighted in the search results list thanks to a more attractive box that catches the eye of visitors.

99 € EX.VAT

to be highlighted in the Exhibitors list

PUBWEB_029

99 € EX.VAT

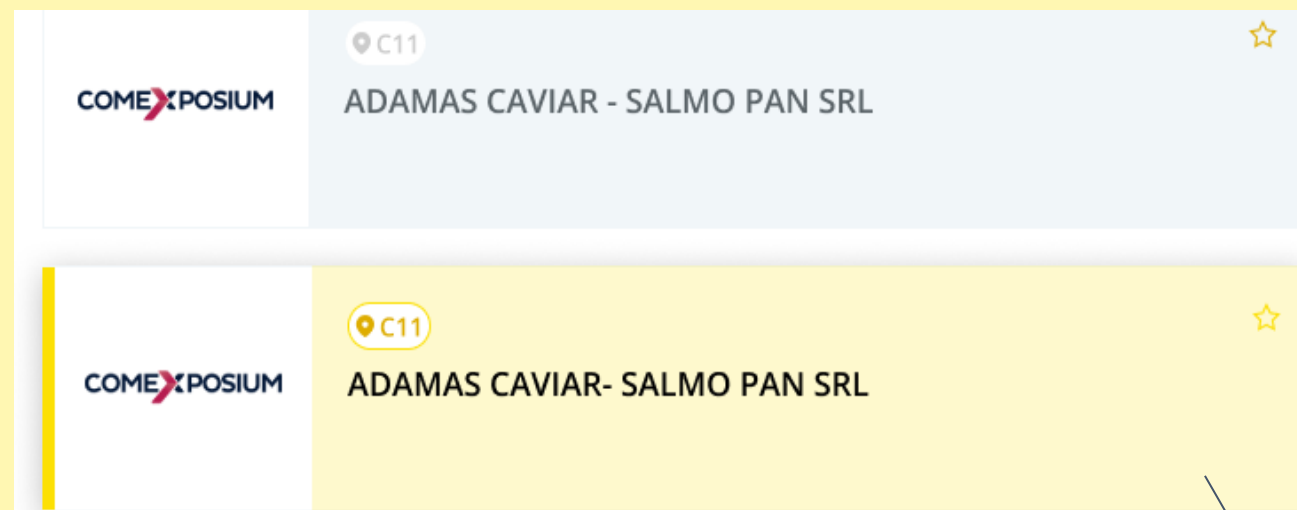
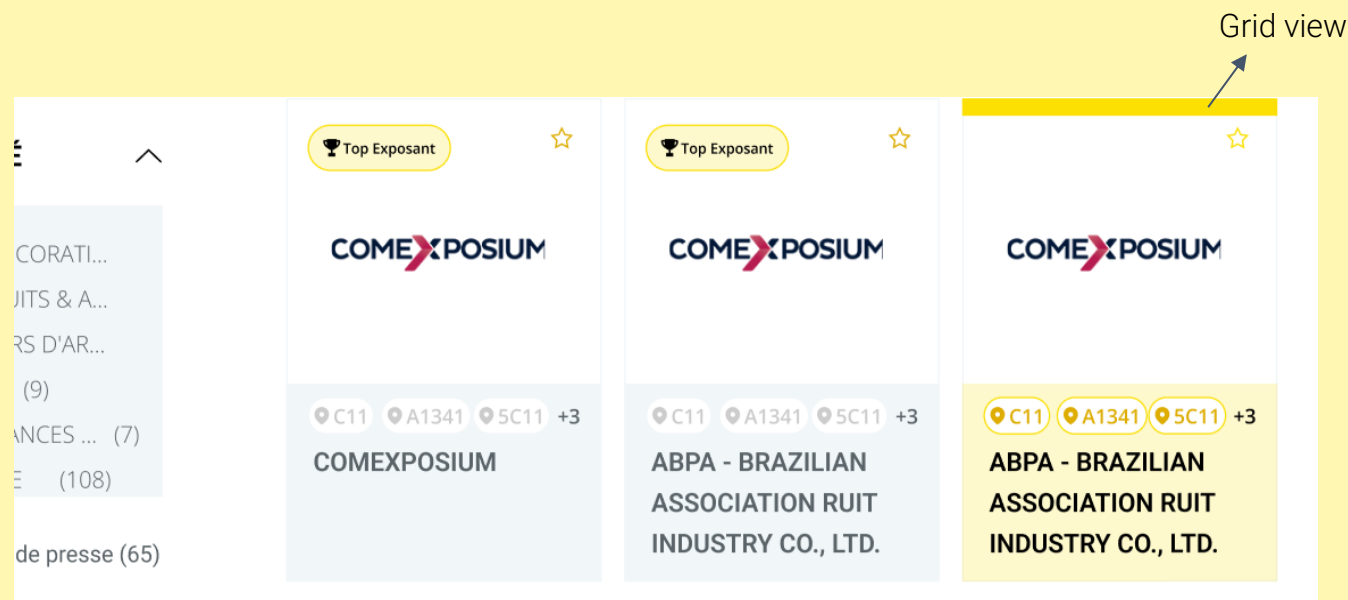
for 1 product highlighted in the Products list

PUBWEB_028

99 € EX.VAT

for 1 brand list highlighted in the Brands list

PUBWEB_027



YOUR PRESENCE IN THE DIGITAL CATALOG

Sponsored displays Globally and/or in your field of activity

Showcase your company, products, or brand directly in catalog results with premium placements.

Your ads appear in catalog lists (list or grid view), outside traditional search results. **Maximum 6 slots per list.**

You choose your configuration:

Global display (no filter applied) - 3 separate items:

- Sponsored Exhibitors in the Exhibitors list
- Sponsored Products in the Products list
- Sponsored Brands in the Brands list

Targeted display by main activity - 2 separate items:

- Sponsored Exhibitors in the Exhibitors list filtered by your activity
- Sponsored Products in the Products list filtered by your activity



Global display (no filter applied)

Top visibility on one of this 3 lists : Exhibitors, Products or Brands

400 € EX.VAT per section

Targeted display by activity domain

Visibility in the Exhibitors or Products list corresponding to your main activity

250 € EX.VAT per section

YOUR PRESENCE IN THE DIGITAL CATALOG

Advertisement

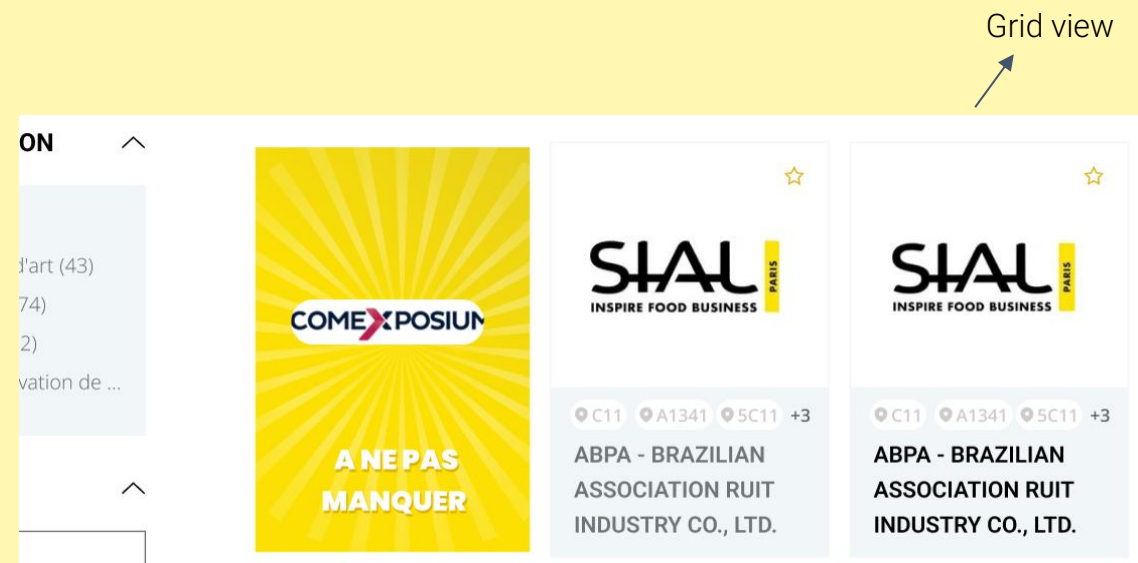
Exhibitor / Product / Brand

Ensure premium visibility for your company, product, or brand directly within search results, thanks to an advertising insert in the catalog listings.

This service allows you to display a visual insert labeled “Don't miss” in the list of exhibitors, products, or brands, depending on the service subscribed to. Two formats are available, depending on the display selected by the user:

Grid view: horizontal format (displayed in 9th position)

List view: vertical format (displayed in 6th position)



490 € EX.VAT for either grid or list view

PUBWEB_022
PUBWEB_023
PUBWEB_024

⚠ The component is designed to automatically adapt to the content being promoted. Simply select your company, product, or brand from the Communication Platform, and we'll take care of the rest. The display is independent of any filters or sorting applied.

YOUR PRESENCE IN THE DIGITAL CATALOG

Removal of the “other exhibitor” block

Keep the visitor's attention focused exclusively on your listing by removing the suggestions from other exhibitors that are displayed by default at the bottom of the page.

By default, each exhibitor listing displays a section entitled “Other exhibitors,” which allows users to discover other participants at the trade show.

This service allows you to remove this section entirely, so that your company's listing does not highlight any direct competitors.



50 € EX.VAT

PUBWEB_026

YOUR PRESENCE IN THE DIGITAL CATALOG

Featured in the top position in overall results and/or in your field of activity

Place your company, product, or brand in **the first position** of catalog results with priority placement and a visible label.

Your thumbnail will appear at the very top of the results (list or grid view) with the label "Top Exhibitor / Product / Brand."

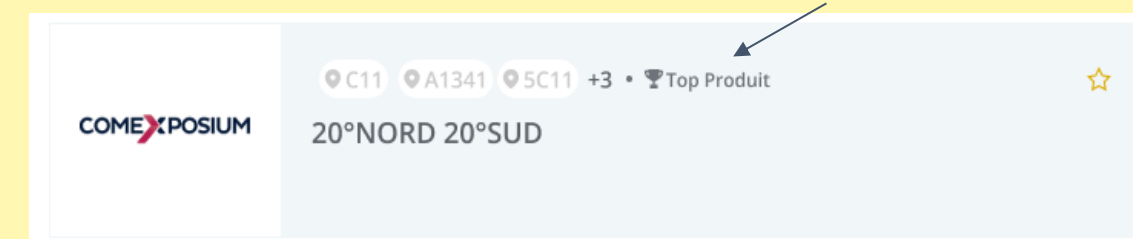
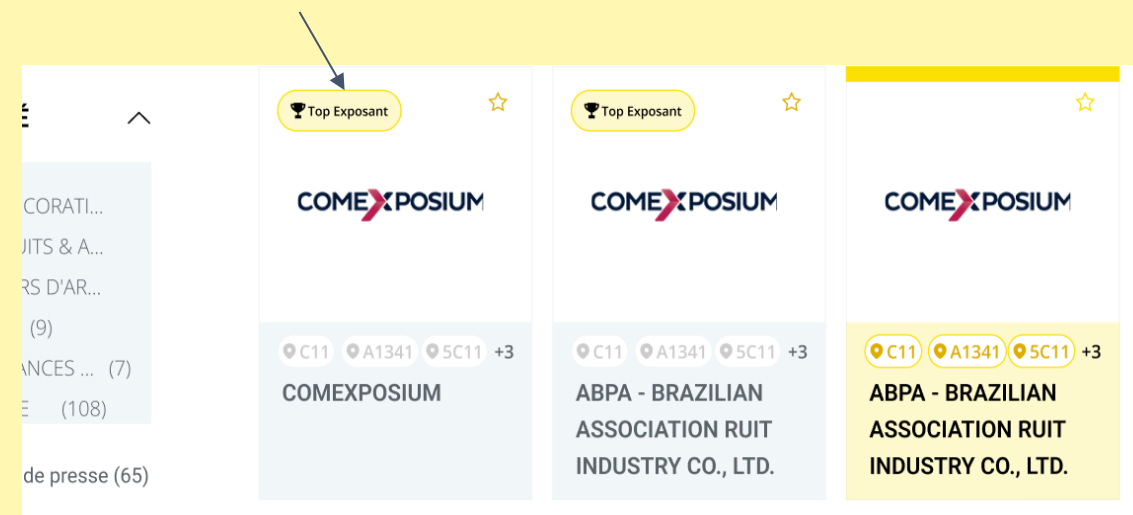
You choose your configuration:

Global display (no filter applied) - 3 separate items:

- Top position #1 in the Exhibitors list → 1 slot
- Top position #1 in the Products list → 1 slot
- Top position #1 in the Brands list → 1 slot

Targeted display by main activity - 2 separate items:

- Top position #1 in the Exhibitors list filtered by your activity → 1 slot per activity
- Top position #1 in the Products list filtered by your activity → 1 slot per activity



399 € EX.VAT

For 1st position in the Exhibitors list OR Products list OR Brands list

399 € EX.VAT

For 1st position in the Exhibitors OR Products list filtered by activity domain

PUBWEB_03572961

⚠ It is possible to combine these two views. These placements are independent of the sponsored listings located above the search results list.

YOUR PRESENCE IN THE DIGITAL CATALOG

Featured in second position in overall results and/or in your field of activity

Place your company, product, or brand in **the second position** of catalog results with priority placement and a visible label.

Your thumbnail will appear at the second position top of the results (list or grid view) with the label "Top Exhibitor / Product / Brand."

You choose your configuration:

Global display (no filter applied) - 3 separate items:

- Top position #2 in the Exhibitors list → 1 slot
- Top position #2 in the Products list → 1 slot
- Top position #2 in the Brands list → 1 slot

Targeted display by main activity - 2 separate items:

- Top position #2 in the Exhibitors list filtered by your activity → 1 slot per activity
- Top position #2 in the Products list filtered by your activity → 1 slot per activity



299 € EX.VAT

For 2nd position in the Exhibitors list OR Products list OR Brands list

299 € EX.VAT

For 2nd position in the Exhibitors OR Products list filtered by activity domain

PUBWEB_03672961

⚠ It is possible to combine these two views. These placements are independent of the sponsored listings located above the search results list.

YOUR PRESENCE IN THE DIGITAL CATALOG

EXCLUSIVITY

Top 1 Exhibitor Highlight / Top 1 Product Highlight
(no activity filter)

899 € EX.VAT

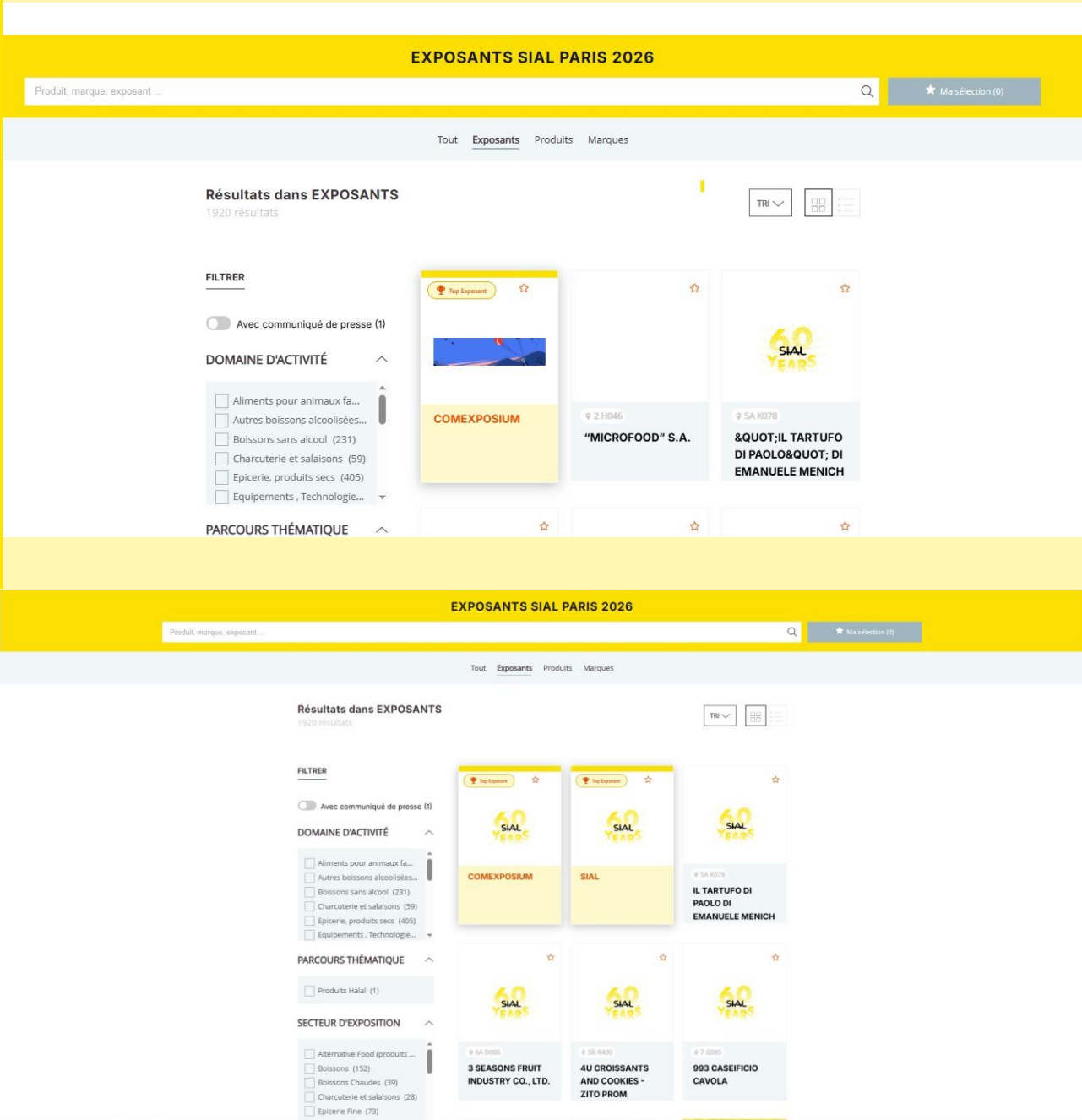
PUBWEB_047 PUBWEB_046

Top 2 Exhibitor Highlight / Top 2 Product Highlight
(no activity filter)

799 € EX.VAT

PUBWEB_048 PUBWEB_045

This service guarantees that you will appear exclusively as the first result in the catalog.



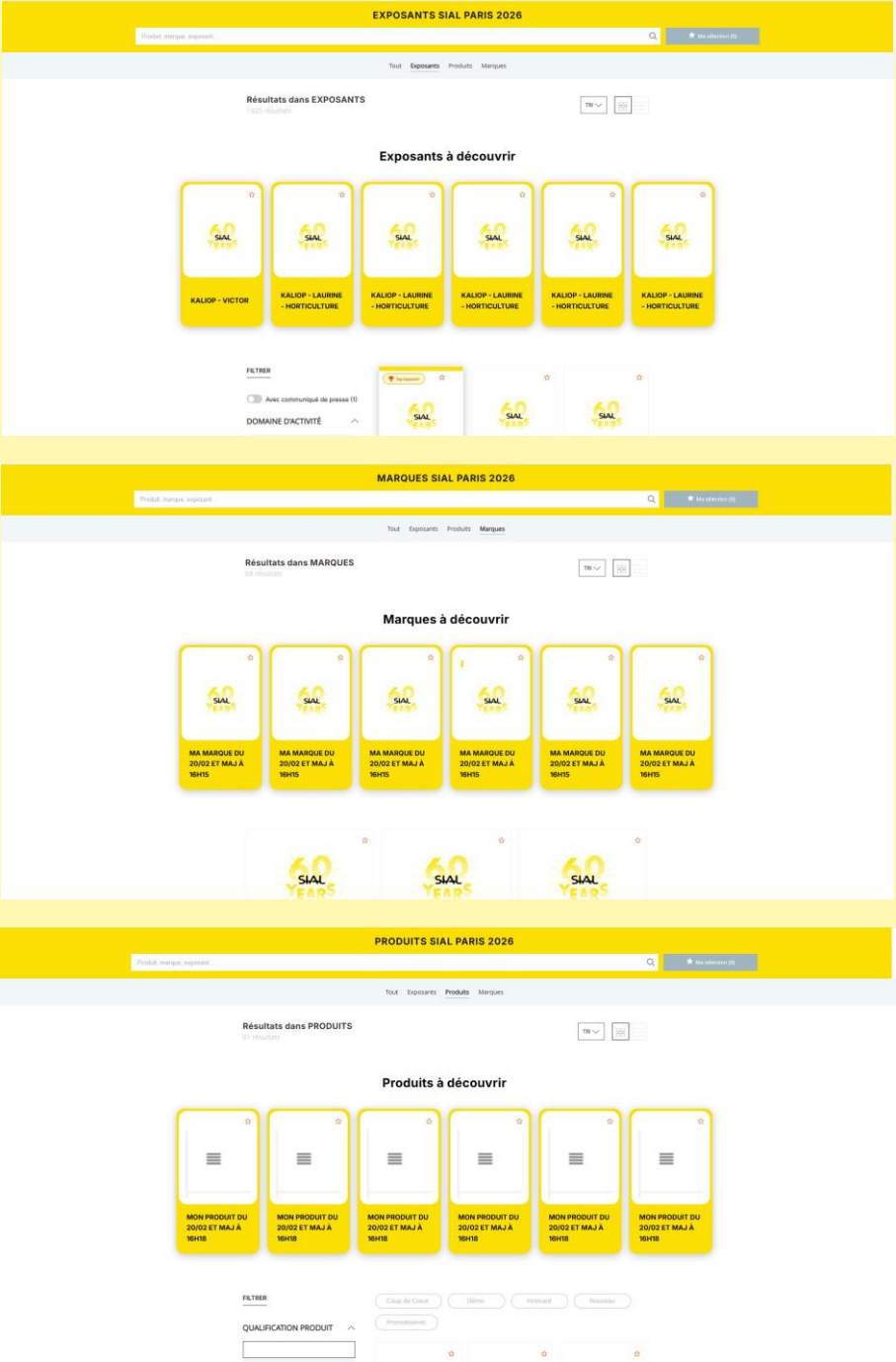
YOUR PRESENCE IN THE DIGITAL CATALOG

Sponsored display on exhibitor / brand / product searches

Showcase your company, product, or brand outside of search results.

This service allows you to appear in a dedicated space called "To Discover", visible at the top of the catalog page and designed to capture visitors' attention.

900 € EX.VAT



YOUR PRESENCE IN THE DIGITAL CATALOG

Your brand in 1st position in searches

599 € EX.VAT

PUBWEB_039

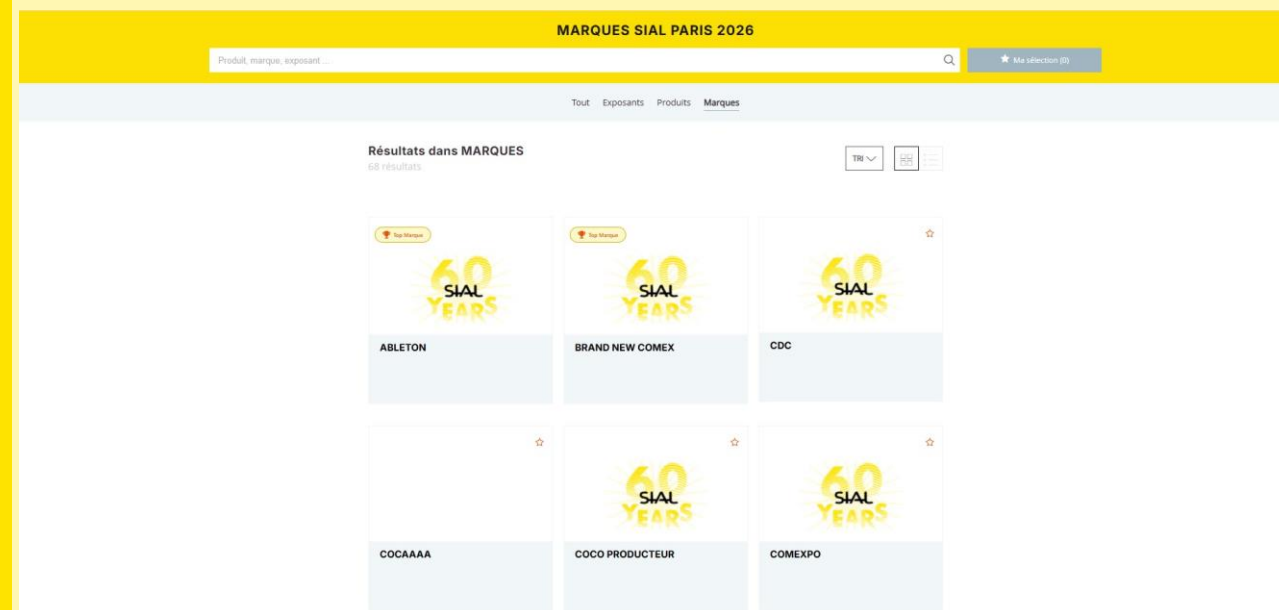
This service guarantees that your brand will appear first in the catalog results.

Your brand in 2nd position in searches

499 € EX.VAT

PUBWEB_040

This service guarantees that your brand will appear in second place in the catalog results.



YOUR PRESENCE IN THE DIGITAL CATALOG

Banner on PDF files

Showcase your company with a sponsored banner featured on all PDF exhibitor listings for the trade show.

From each exhibitor page on the trade show website, visitors can click on the “Download the brochure” button to obtain a PDF document that includes the banner of your choice at the top of the first page.

1,500 € EX.VAT

PUBWEB_021

Your banner



Présent sur le salon SIAL PARIS 2026

du jeudi 27 avril 2023 au 08 mai 2023

Richesses du Monde - Hall 4

LA MAISON
DE LA
COSMÉTIQUE ÉTHIQUE

Stand: 4 F098

La maison de la comethique

Adresse :
S/c Plateau Urbain (188)
3 avenue Victoria 75004
Paris, France

www.lendusiteweb.com



Informations société

Description :

⚠ Recommended dimensions for optimal display of your banner:
Ratio: 1:4 of an A4 format: 21 x 5.25 cm
Resolution: 300 dpi (professional printing)
Pixels: 2481 x 591 px
Recommended file size: between 5 and 10 MB (.jpg or .png)

YOUR PRESENCE IN THE DIGITAL CATALOG

Agent searches

Allow your company to display data about your search for agents (by continent, country, region, and contact) on its exhibitor page.

From each search results page, visitors can select a country/continent using the “Agent search” filter and then view more details on the exhibitor's page.

199 € EX.VAT up to 20 selections

PUBWEB_041

249 € EX.VAT up to 30 selections

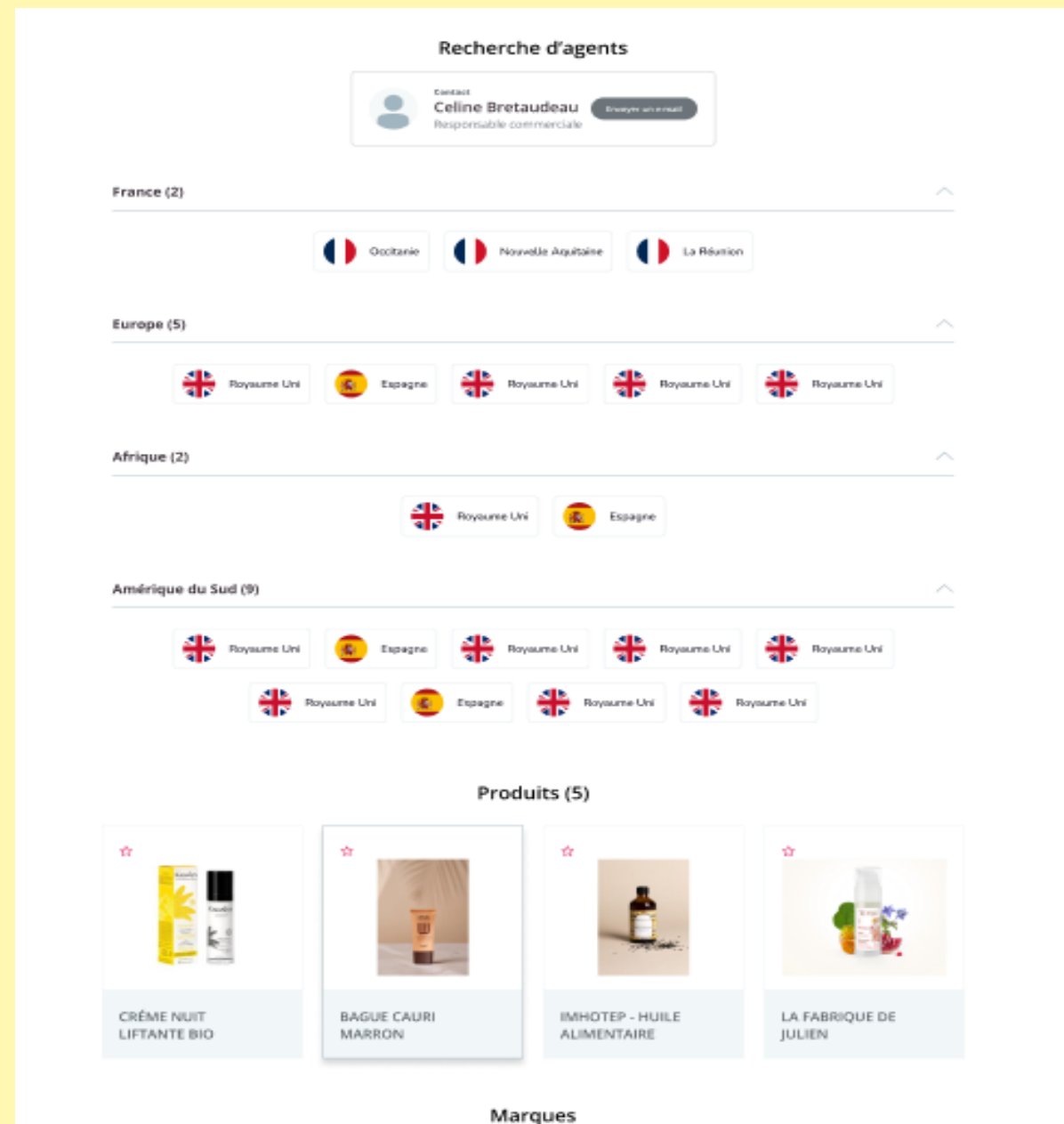
PUBWEB_042

299 € EX.VAT up to 40 selections

PUBWEB_043

349 € EX.VAT up to 50 selections

PUBWEB_044



YOUR PRESENCE IN THE DIGITAL CATALOG

Unlimited description from the Communication Platform

Access a description field with no character limit, so you can present your company in detail.

When this service is activated:

The “Tagline” field (150 characters) is replaced by a field with unlimited description from the “Company” page.

29 € EX.VAT

PUBWEB_020

Abrisud : fabricant français d’abris, volets et couvertures sur-mesure pour piscines, terrasses et véhicules, alliant innovation, qualité et savoir-faire et

150 / 150 caractères

+ [Acheter plus de caractères](#)

Without the option

🇫🇷 Description *

 Générer avec IA

B *I* U x_2 x^2 $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{2}$ $\frac{3}{4}$

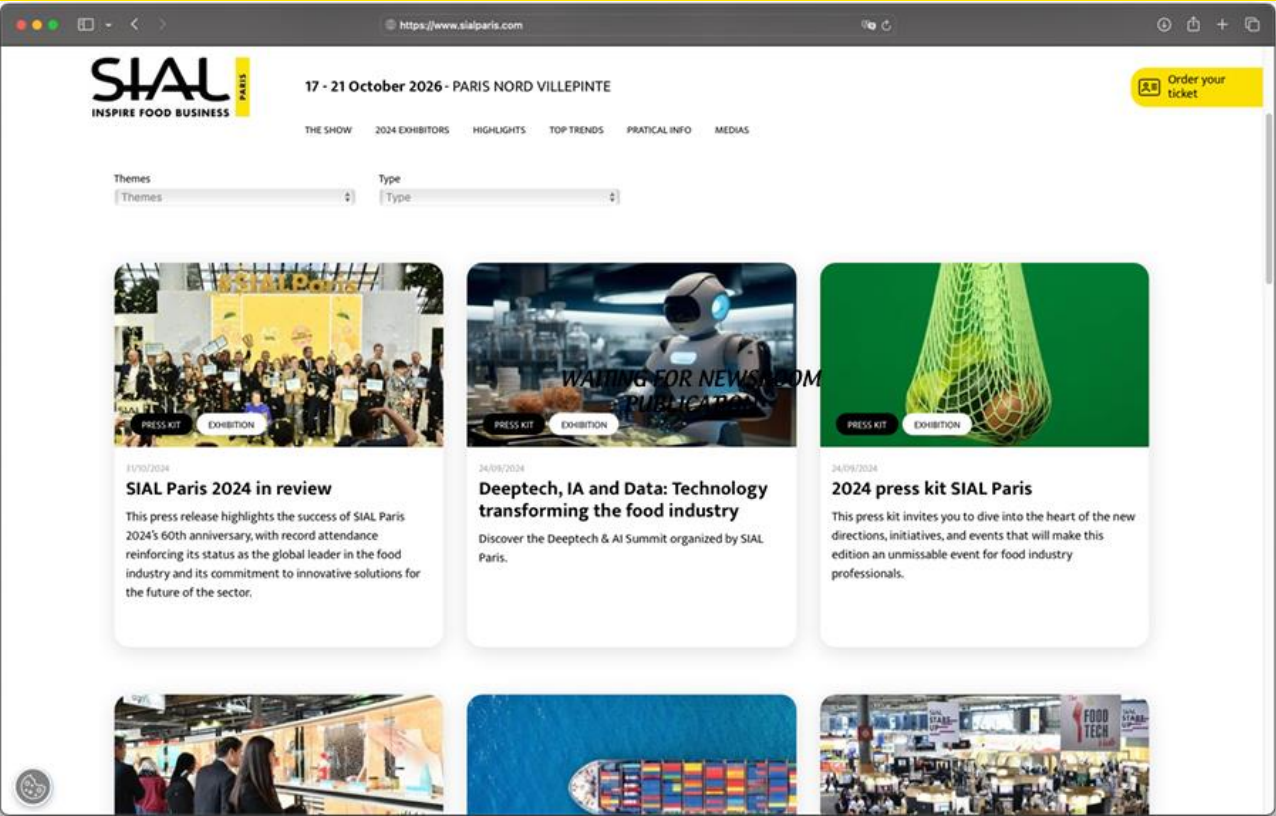
With the option

 **Without this service, only the “Tagline” field (150 characters) is available. The information entered in the Description and Tagline fields is visible in your online exhibitor profiles.**

YOUR PRESENCE IN THE SIAL PARIS NEWSROOM

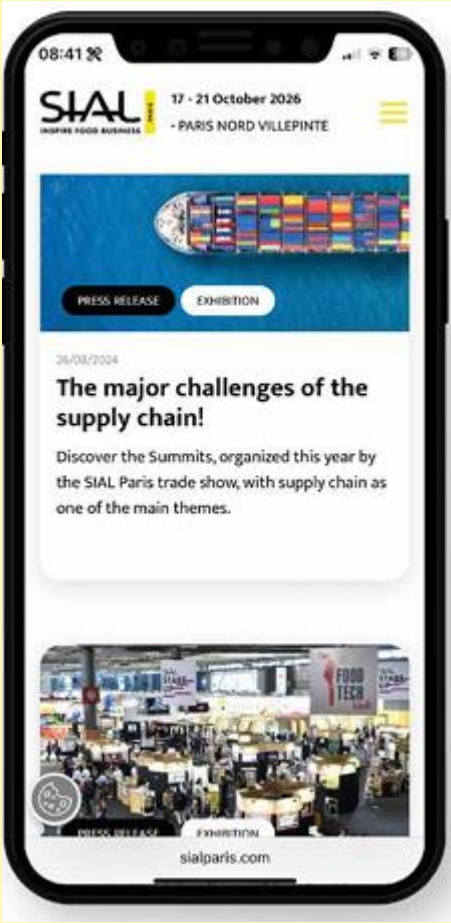
Digital opportunities

Our website is updated daily with unique articles and exclusive interviews live from the show—driving engagement with **55,000+ sessions**, an **average of 0:40 minutes spent per article**, and **over 100,000 page views**!



In-Depth Article: 600 words **1,400 € EX.VAT**

PRODSPEC_054



YOUR PRESENCE IN THE SIAL DAILY

Print opportunities

It is **the exclusive official daily magazine** of SIAL Paris!
Maximize your visibility with **30,000 copies** distributed each day at strategic locations and a daily e-mailing to **+150,000 contacts** with a preview of each day.



½ page for 5 days + online preview

8,000 € EX.VAT

PRODSPEC_056

1 full page for 5 days + online preview

15,000 € EX.VAT

PRODSPEC_057

1 double page for 5 days + online preview

27,000 € EX.VAT

PRODSPEC_055



YOUR PRESENCE ON THE MATCHMAKING PLATFORM

Display your logo where it matters most!

Logo on the login page

Your logo will be featured on the login page of the platform. Every participant will see it when they sign up and each time they log in—giving your brand repeated visibility right from the start.

390 € EX.VAT

PUBWEB_061

Logo on the platform banner

Stay visible throughout the entire user journey. Your logo will appear on the main banner of the platform, displayed continuously as participants navigate their personal area. This is prime real estate for maximum exposure.

1,490 € EX.VAT

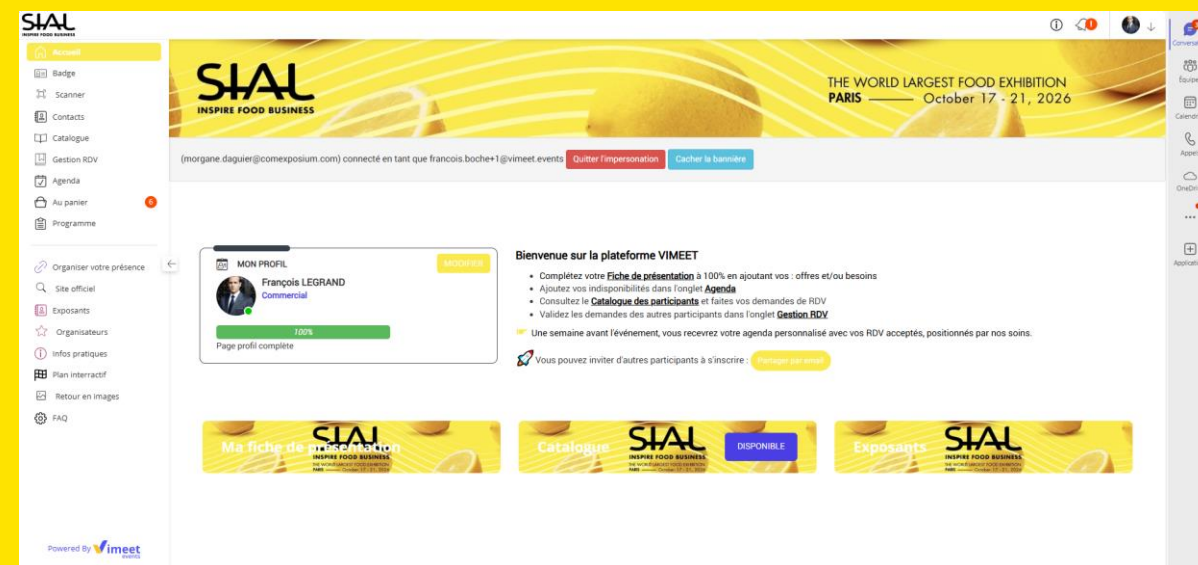
PUBWEB_059

Logo on the platform home page

Capture attention the moment participants arrive! Your logo will be showcased in a dedicated visual on the platform's home page. It's the perfect way to make an immediate impact and reinforce your brand presence.

690 € EX.VAT

PUBWEB_060



YOUR PRESENCE ON THE MATCHMAKING PLATFORM

Display your logo where it matters most!

Push notifications

During the appointment request period, a weekly push notification will be sent inviting participants to check out your profile. The message you choose will be integrated and reaching your audience at the right time.

1,000 € EX.VAT

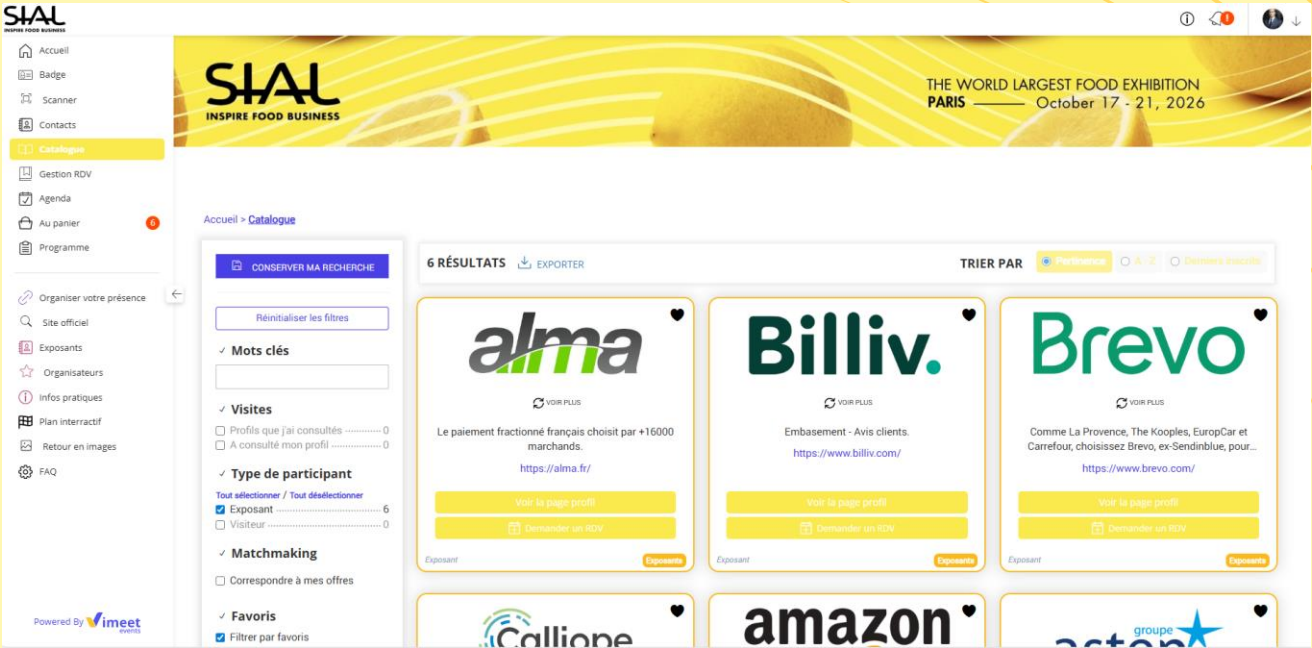
PUBWEB_062

Partners tab with categories

Showcase your brand with a dedicated tab in the platform's main menu, giving you prime visibility in the appointment scheduling catalog. This feature makes it easy for participants to discover your profile, learn about your company, products, and videos, and book meetings with you. Plus, you'll appear in exclusive sponsor categories for an extra boost.

490 € EX.VAT

PUBWEB_058



FLYERS DISTRIBUTION IN THE SHUTTLE BUSES

1 flyer distributed on shuttles to Paris or Roissy Charles de Gaulle Airport – over 30,000 visitors traveling through the shuttles!

Flyers available in all shuttles for a 5 days distribution

10,500 € EX.VAT

PUBOBJ_015

⚠ **Maximum of 3 advertisers**



SIAL INSPIRE FOOD BUSINESS

FIND US AT OUR BOOTH!

**OCTOBER 17–21, 2026
PARIS • VILLEPINTE**

CO-SPONSORSHIP OF THE VIP & PRESS BAGS

Put your brand in the spotlight with **12,000 eco-friendly, high-quality bags** featuring your logo, distributed exclusively to **press and VIP guests**. **Production costs are covered by the advertiser**, with a commitment to sustainable and premium manufacturing.

Joint branding with SIAL Paris and your brand
+ production costs at your expense

SOLD OUT

€ EX.VAT

PUBOBJ_014

⚠ Claim it before someone else does — exclusive to one advertiser only!





TAKE THE STAGE AT SIAL TALKS

SIAL Talks is the official stage where the food industry's most influential voices share insights, trends, and ideas shaping the future of food. It's a must-attend!



Secure a **30-minute slot** on the SIAL Talks stage. The schedule is set by SIAL, and **all presentations must be non-commercial with content validated by the SIAL team** to ensure relevance and quality.

3,500
SOLD OUT

Limited slots available!



YOUR PRESENCE ON THE FLOOR PLANS

Your logo on the most consulted tool of the show!

SINGLE LOGO

Where? On the main floor plan.

Why? Maximum visibility at key decision points.

Impact: Seen by 295,000 professionals.

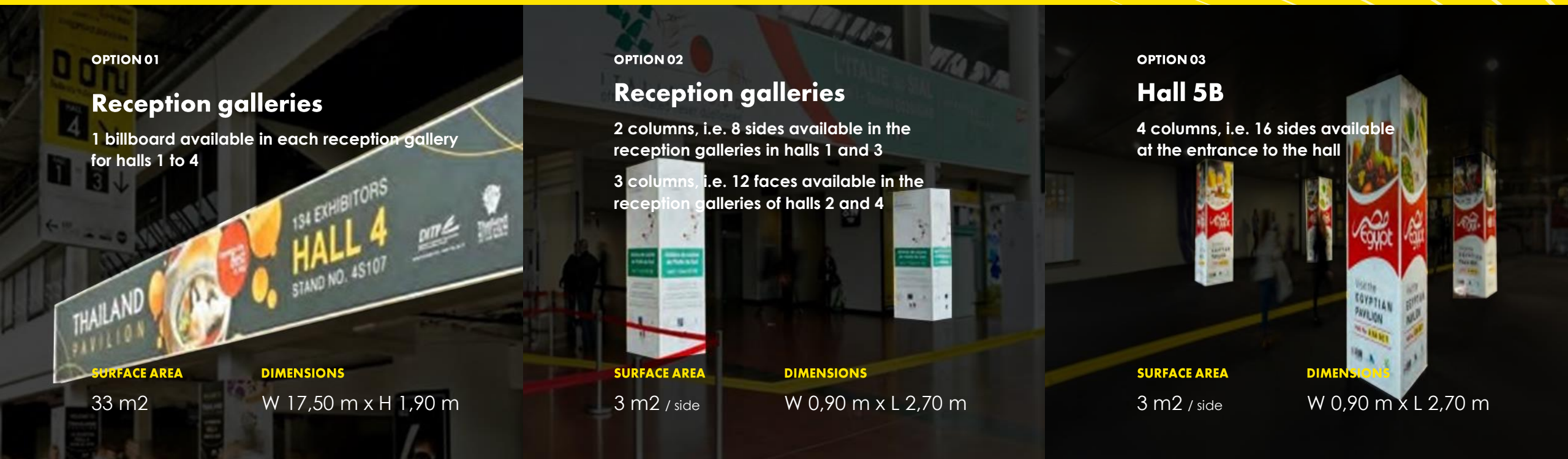


1,170 € EX.VAT

HALL INTERIOR

BILLBOARDS AND 4-SIDED COLUMNS (3 options)

In 2024, 285 000 professional visitors came through the doors



⚠ Exclusive to 1 advertiser
11,000 € EX.VAT per billboard
SOLD OUT

2 columns
7,000 € EX.VAT
SOLD OUT

3 columns
7,000 € EX.VAT
SOLD OUT

⚠ Exclusive to 1 advertiser
7,200 € EX.VAT per 4 columns
SOLD OUT

HALL INTERIOR

HANGING BILLBOARDS & ADHESIVE ITEMS IN THE RECEPTION GALLERIES

Prominent displays where visitors arrive

HALLS 3 AND 5A

2 billboards available



SURFACE AREA

47 m²

DIMENSIONS

W 8,40 m x H 5,60 m

Per billboard

14,900 € EX.VAT

SOLD OUT

HALLS 5A

2 adhesive stickers available



SURFACE AREA

18 m²

DIMENSIONS

W 5,95 m x H 2,90 m

Per sticker

10,000 € EX.VAT

SOLD OUT

⚠ Exclusive right

10,000 € EX.VAT

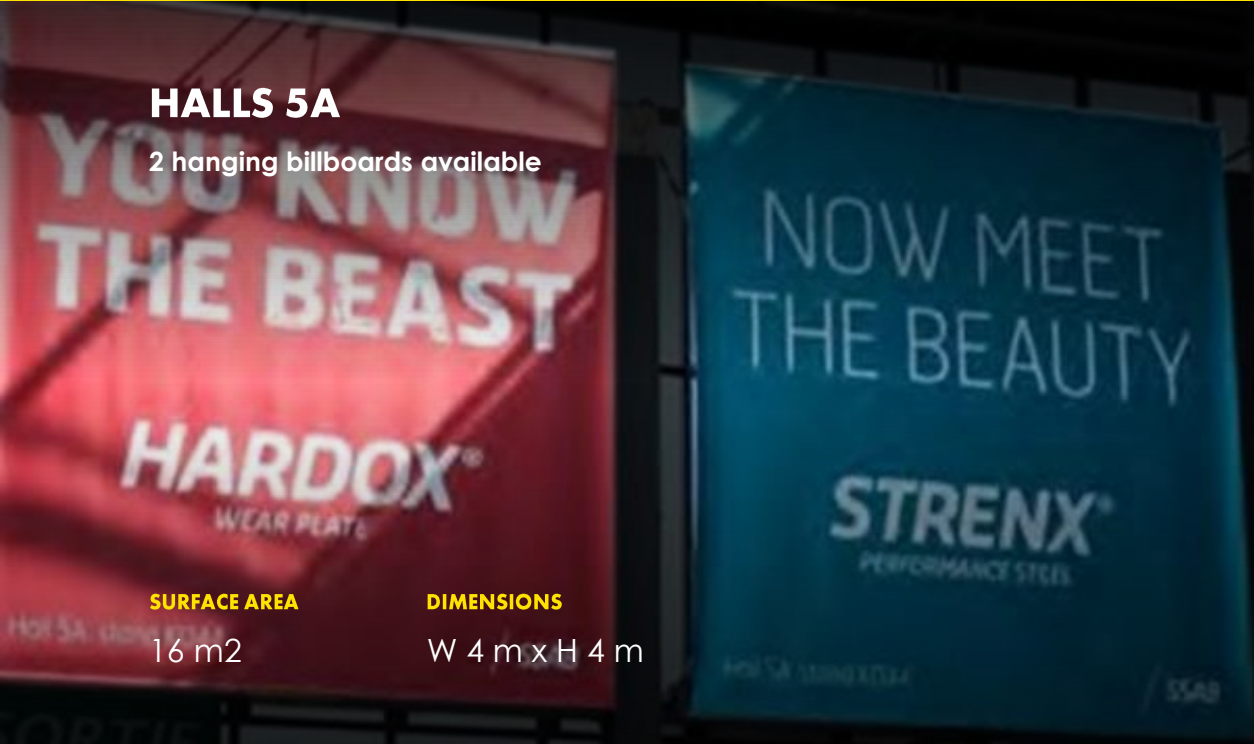
SOLD OUT



HALL INTERIOR

Hanging billboards & adhesive items

From the top of the halls to the visitor route



HALLS 5A

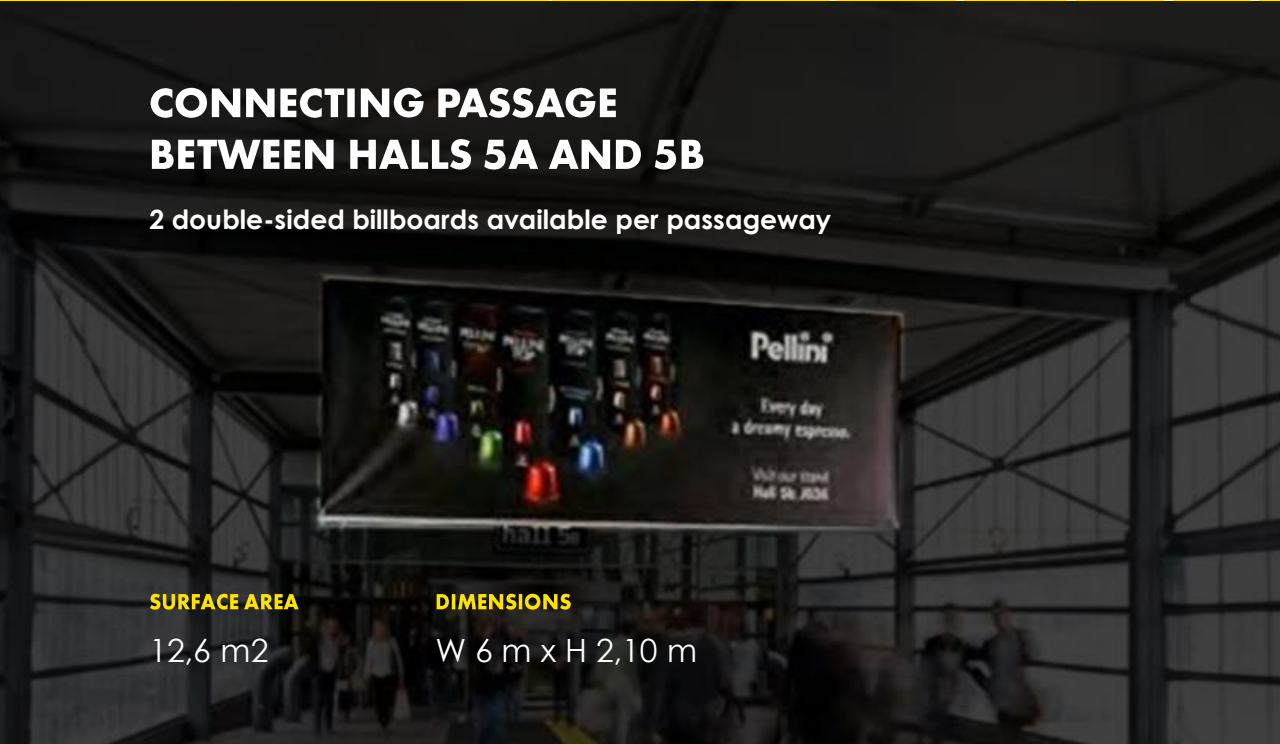
2 hanging billboards available

SURFACE AREA

16 m²

DIMENSIONS

W 4 m x H 4 m



CONNECTING PASSAGE BETWEEN HALLS 5A AND 5B

2 double-sided billboards available per passageway

SURFACE AREA

12,6 m²

DIMENSIONS

W 6 m x H 2,10 m

Per billboard
7,9
SOLD OUT

⚠ **Exclusivity**
12
SOLD OUT

Per billboard
9,
SOLD OUT



HALL INTERIOR

Hanging billboards

Suspended visibility on the glass roof

HALL 6 TO HALL 7

1 billboard on the glass roof

SURFACE AREA

23 m2

DIMENSIONS

W 6,34 m x H 3,50 m

Per billboard
6,5 **SOLD OUT**
EX.VAT

HALL 7 TO HALL 6

1 billboard on the glass roof

SURFACE AREA

25 m2

DIMENSIONS

W 5,53 m x H 4,60 m

Per billboard
6,5 **SOLD OUT**
EX.VAT

HALL INTERIOR

ESCALATOR GLAZING

Turn every step into a branding opportunity

ENTRANCE HALL HALLS 2-3

Covering of exterior glass panels at top of stairs in reception galleries between Halls 2-3 and Halls 4-5A

SURFACE AREA
37 m2

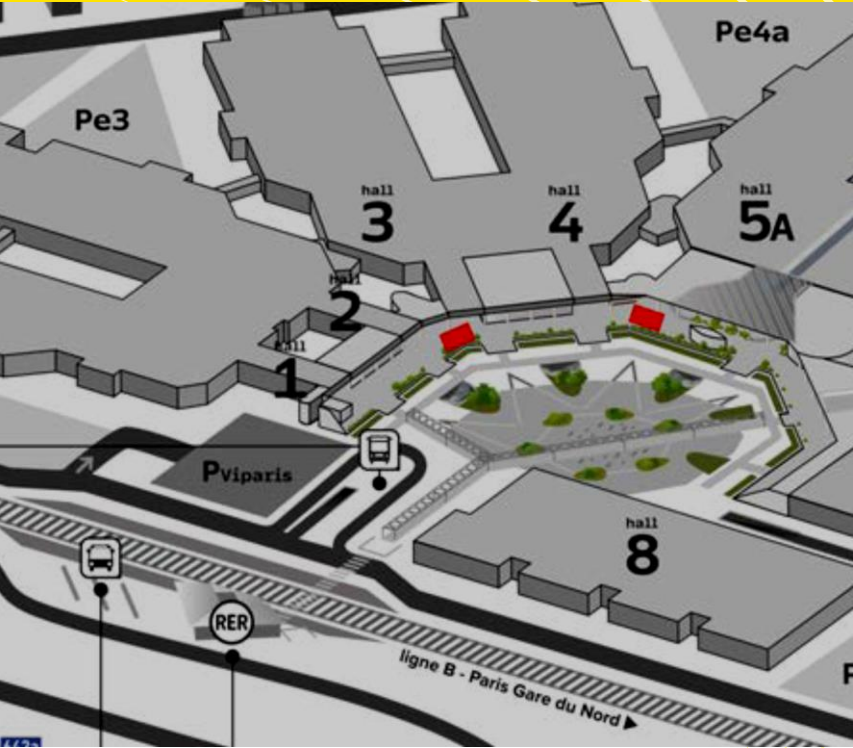
HALL 2-3
6,5 **SOLD OUT**
EX.VAT

ENTRANCE HALL HALLS 4-5A

Covering of exterior glass panels at top of stairs in reception galleries between Halls 2-3 and Halls 4-5A

SURFACE AREA
17m2

HALL 4-5A
4, **SOLD OUT**
EX.VAT



HALL EXTERIOR

COVERED WALKWAY PILLARS

PATIO HALLS 5A

2 networks of 8 pillars, both sides

SURFACE AREA

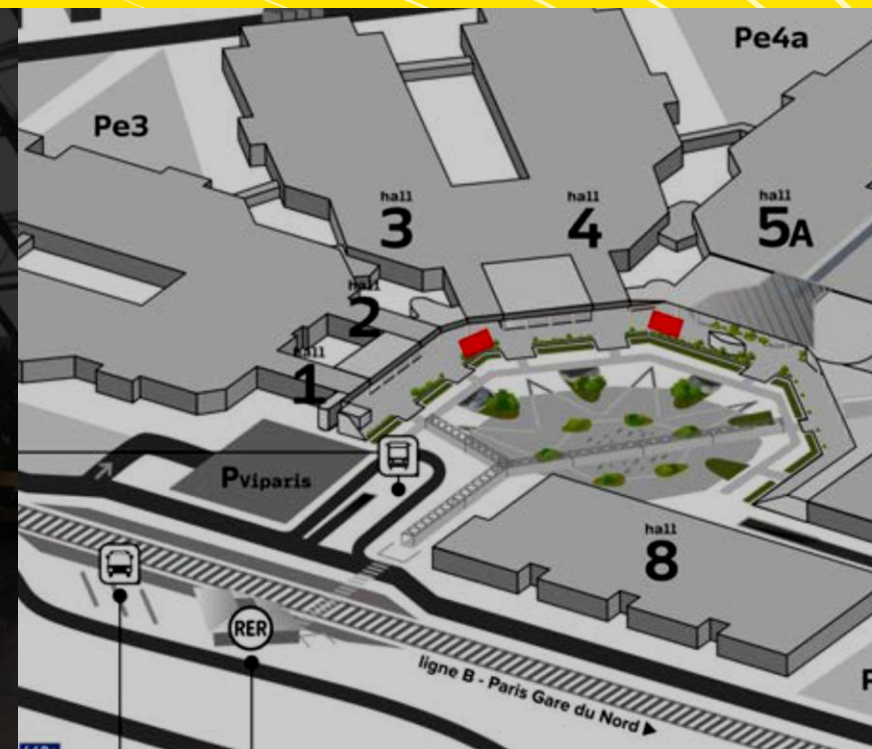
40 m²/ network

DIMENSIONS

W 1 m x H 2,50 m

SIDE FACES

W 0,27 m x H 2,50 m



Per network
7,2 **SOLD OUT**
KVA.VAT



HALL INTERIOR

Hanging billboards

Visibility that moves with the crowd

HALLS 6

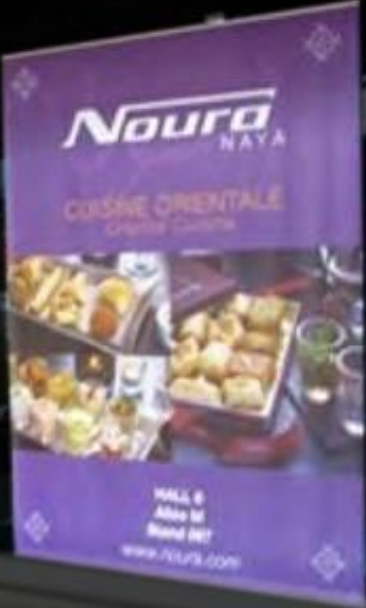
2 hanging billboards on the right-hand side of the stairway going down

SURFACE AREA

27 m2

DIMENSIONS

W 4,40 m x H 5,80 m



Per billboard
9,16 € EX.VAT
SOLD OUT

⚠ Exclusive right
16,32 € EX.VAT
SOLD OUT

HALL INTERIOR

INTERACTIVE FLOOR PLAN TERMINALS

Make your brand stand out on the exhibition floor plans consulted by visitors on the terminals in all exhibition halls

COVERING OF THE INTERACTIVE FLOOR PLAN TERMINAL

Your logo/corporate identity on the 12 interactive floor plan terminals, spread across all exhibition halls

(Technical details available from your sales manager)

⚠ **Exclusive to 1 advertiser**
12,500 € EX.VAT

Logo in the interactive floor plan
750 € EX.VAT



HALL INTERIOR

SIGNAGE WITH AISLE LETTERS AND FLOOR TILES

Position your brand where every visitor passes!

FRONT / BACK AISLE LETTERING

Your logo and booth number displayed on hanging aisle letters ensures your brand is seen from afar and remembered. Perfect for guiding visitors straight to your booth while reinforcing your presence.

ADVERTISING SPACE DIMENSIONS

W 0,50 m x H 1,50 m

AISLE LETTERS FRONT / BACK

Hall 1 PUBSIGNAL_009	6,000 € EX.VAT	Hall 5C PUBSIGNAL_015	5,000 € EX.VAT
Hall 2 PUBSIGNAL_010	6,000 € EX.VAT	Hall 6 PUBSIGNAL_016	9,000 € EX.VAT
Hall 3 PUBSIGNAL_011	6,000 € EX.VAT	Hall 6B PUBSIGNAL_063	5,000 € EX.VAT
Hall 4 PUBSIGNAL_012	SOLD OUT	Hall 7 PUBSIGNAL_017	SOLD OUT
Hall 4B PUBSIGNAL_014	3,000 € EX.VAT	Hall 8 PUBSIGNAL_018	5,000 € EX.VAT
Hall 5A PUBSIGNAL_013	12,000 € EX.VAT		
Hall 5B PUBSIGNAL_077	6,000 € EX.VAT		



Capture attention at every step! Adhesive floor tiles create a direct visual impact along visitor pathways, turning movement into engagement. Ideal for driving traffic and boosting brand recall.

⚠ Limited to one advertiser per hall – secure your spot and stand out from the crowd!

Pricing based on the number of drop per hall

Pack of 5 adhesive floor tiles (80 x 80 cm) 1,600 € EX.VAT

PUBSIGNAL_007

Pack of 10 adhesive floor tiles (80 x 80 cm) 2,600 € EX.VAT

PUBSIGNAL_008

HALL INTERIOR



LANYARDS

Promote your image during the 5 days of the event, thanks to the presence of your logo on this essential support of the show!



ADVANTAGES



**Boost
your visibility**



**Made
by yourself**



**Stand out among
your competitors**



**Available
at the entrance**



**Capture
attention**



**Worn
by all visitors**

DESCRIPTION

➤ 120,000
copies manufactured

➤ Customized necklaces

➤ Production of the cord at
the expense of the
exhibitor*

*see the details with your sales manager



Exclusive to 1 exhibitor
Yours only lanyards (excluding VIP badge lanyards)
45,000 € EX.VAT

SOLD OUT

NETWORK OF 70 LED SCREENS

Broadcast your message on a network of 70 LED screens located throughout the exhibition hall to maximize your visibility among visitors.

Your 10-second video spot is included in a 10-minute loop that plays continuously throughout the event.

Your video is shown an average of 50 times per day per screen, ensuring consistent visibility throughout the day.

Over the course of the 5-day trade show, this amounts to more than 240 showings per screen, or more than 17,000 showings across the entire network.

10 sec video spot

2,000 € EX.VAT

PUBSIGNAL_060





30 SEC VIDEO SPOT ON SIAL TALKS

Associate your brand with one of the most influential stages of the show! Through the broadcast of a 30-second (16:9) video spot on the SIAL Talks stage.

800 € EX.VAT

PUBSIGNAL_075

⚠ Limited slots available!



SPONSORSHIP OF **BADGE HOLDERS**

Your logo on every badge holder!

Every attendee at the show wears a badge. Your logo is therefore visible on one of the most exposed items of the event. Present continuously, directly in view, throughout the entire show.

Continuous visibility to 100% of visitors.

An exclusive item with very high coverage and massive impact.

40,000 € EX.VAT

SOLD OUT

PUBEDIT_001

 **Exclusivity!**



SPONSORSHIP OF CHARGING STATIONS

Your logo on smartphone charging stations!

Highlight a high-traffic area by integrating your visual identity. The charging stations become a natural and useful point of contact.

A strategic presence in the show's waiting areas.

A modern, appreciated, and highly frequented medium.

10,000 € EX.VAT

PUBSIGNAL_072

⚠ **Exclusivity!**



SIAL

17-21 OCTOBER 2026
PARIS NORD VILLEPINTE

[SIALPARIS.COM](https://sialparis.com)

#SIALParis



**COMMUNICATION
TOOLS GUIDE**

**YOUR BUSINESS OPPORTUNITIES
START HERE
CONTACT OUR SALES TEAM NOW!**

NON-EXHAUSTIVE LIST, NON-CONTRACTUAL DOCUMENT SUBJECT TO CHANGE
AS OF 12/11/2025.

COMEX POSIUM

exhibit@comexposium.com

+33 (0)1 76 77 13 33