



FFF Fédération
Française
Franchise

leading international event
for franchising and networked retail

Maximize your visibility on Franchise Expo Paris!

SATURDAY 14 • SUNDAY 15 • MONDAY 16 MARCH 2026

Pavilion 1 • Paris Expo Porte de Versailles

www.franchiseparis.com



An event

FFF Fédération
Française
Franchise

Organized by

infoprodigital

franchise expoPARIS 14-16 MAR. 2026
Hall 1, Porte de Versailles

Summary

DIGITAL SOLUTIONS

DIRECT MARKETING

PRINT

OUTDOOR DISPLAYS

INDOOR DISPLAYS

SPEECHES

Communicate on the website

FRANCHISEPARIS.COM

CETIFIED DATA

Certification of data reliability

Data are followed and tracked on AT Internet

Search engine optimization

SEO – Striking keywords optimization

Dynamic content

Regularly updated with daily content

User friendly

Ergonomic and structured



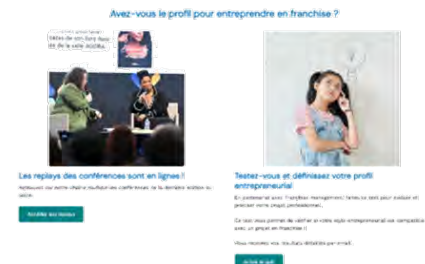
Franchise Expo Paris, l'événement incontournable de l'entrepreneuriat

Franchise Expo Paris, salon de la Franchise Française de la Franchise organisé par l'Institut Digital, est le plus grand rendez-vous de la Franchise dans la capitale. En 2026, il rassemblera plus de 10 000 participants (salon, conférences, ateliers, ateliers d'accompagnement, ateliers de networking pour l'entrepreneuriat en Franchise).

Se déroulant à la fin du mois de mars, les 1000 entreprises françaises, internationales et de plus de 100 pays (français, allemands, anglais, espagnols, italiens, portugais, russes, chinois, indiens, japonais, etc.) qui accompagnent les visiteurs (salon, conférences, ateliers, ateliers d'accompagnement, ateliers de networking pour l'entrepreneuriat en Franchise).

Plateforme de rencontres, d'informations et d'échanges, Franchise Expo Paris présente chaque année un programme de conférences, d'ateliers et de ateliers de networking pour vous aider dans la concrétisation de votre projet.

à réserver



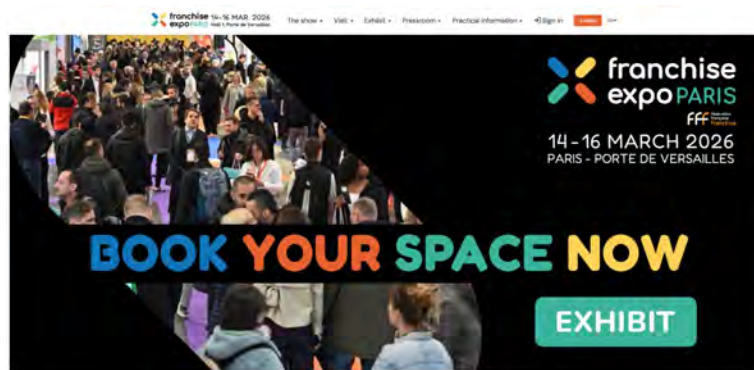
Communicate on the website

THE HOMEPAGE

Advertise on the most visited page of the website

[3 ADVERTISERS MAXIMUM]

in rotation



Votre publicité | Your advertising

Franchise Expo Paris, l'événement incontournable de l'entrepreneuriat

Franchise Expo Paris, salon de la Franchise organisé par Infoprix Digital, est le plus grand rendez-vous de la Franchise dans le monde.

En 2024, il a rassemblé **plus de 32 000 participants** (salariés, commerçants, investisseurs, créateurs d'entreprise...) intéressés par l'entrepreneuriat en franchise.

Ils viennent à la rencontre de **510 enseignes françaises et internationales** et de près de 100 partenaires (banques, assureurs, villes & territoires, avocats, experts-comptables, consultants, institutions, médias...) qui accompagnent les créateurs d'entreprises et les réseaux.

Plateforme de rencontres, d'informations et d'échanges. Franchise Expo Paris présente chaque année un programme de conférences, d'ateliers et de ateliers ateliers pour vous aider dans la construction de votre projet.

Exposer en 2026



franchise expo PARIS 14-16 MAR. 2026
Hall 1, Porte de Versailles

(#W01) HOMEPAGE BANNER

Banner positioned under the slider, as soon as the visitor scrolls down the page, non-clickable

Technical specifications

Dimensions: 970 x 90 px • JPG Format • Weight: 200 KB
To be provided in French and English

Deadlines max.

Before Monday, December 1st 2025

Price #W01:
€ 4,030 excl. VAT

Communicate on the website

THE HOMEPAGE

Exclusive visibility integrated into the show communications

franchise expo PARIS 2026

14 - 16 MARCH 2026
PARIS - PORTE DE VERSAILLES

BOOK YOUR SPACE NOW

EXHIBIT

Franchise Expo Paris, l'événement incontournable de l'entrepreneuriat

Franchise Expo Paris, salon de la Franchise, Porteur de la Franchise création par internet Direct, est le plus grand rendez-vous de la Franchise dans le monde.

En 2024, il a rassemblé **près de 33 000 participants** (salariés, entrepreneurs, investisseurs, créateurs d'entreprises...) intéressés par l'entrepreneuriat en France.

Il viendra à la rencontre de **512 enseignes françaises et internationales** et de plus de 100 partenaires (banques, associations, villes, à leur tour, investisseurs, indépendants, médias, collectivités territoriales...) qui accompagneront les créateurs et les investisseurs.

Plateforme de rencontres, d'informations et d'échanges, Franchise Expo Paris présente et organise un programme de conférences, ateliers et de ateliers de travail pour aller plus loin dans la connaissance de votre projet.

Exposer en 2026

Votre publicité | Your advertising

Durée	Nombre de spots
40 secondes	40
04 min	04
12 min	12
51 min	51
17 heures	17

Les replays des conférences seront disponibles !

Retrouver les émissions de Franchise Expo Live

Participez à la soirée avec la vidéo virtuelle interactive

Participez à la soirée avec la vidéo virtuelle interactive

(#CR) COUNTDOWN TIMER

Banner located under the welcome text of the show, non-clickable

Technical specifications

Your logo in RGB, JPG HD format

Specify the desired background colour for the banner

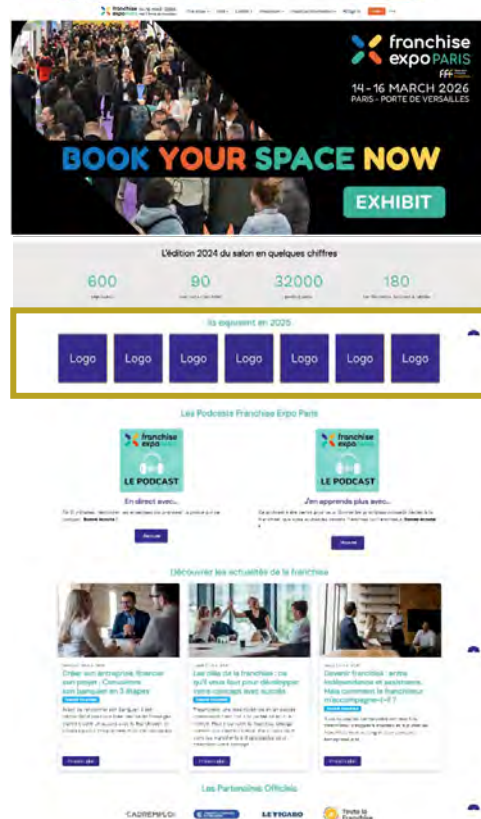
Deadlines max.

Before Monday, December 1st, 2025

Communicate on the website

THE HOMEPAGE

Help visitors to find you from the homepage



(#PW) PACK WEB

Your logo on the show homepage website concerning your company listing on the exhibitors list

Technical specifications

Logo size: 300 x 300 px • JPG format • Weight 200 KB

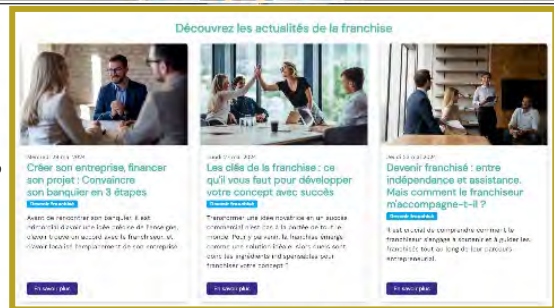
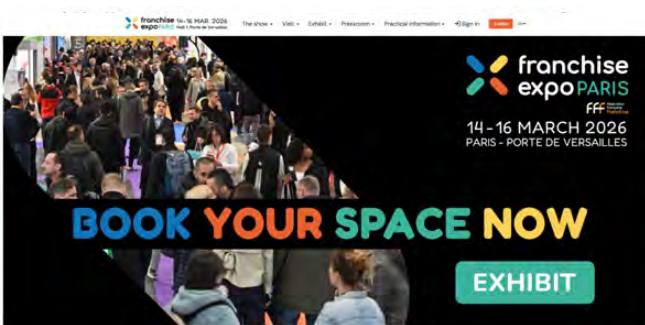
Deadlines max.

Before Monday, December 1st 2025

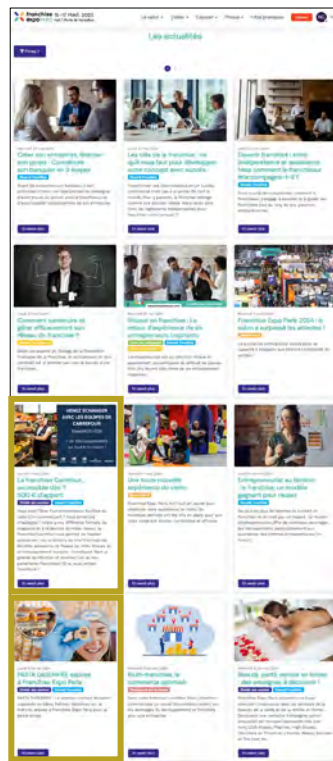
Communicate on the website

THE HOMEPAGE

Be present on the homepage of the website, with an article about your brand



Home Page



News Page

(#ACTU) NEWS

Your article is hosted on the website all year round and an extract is visible from the homepage for 1 week. Your article pushed by a post on social networks and visibility in a newsletter dedicated to visitors of the show.

Technical specifications

Your article on the website:

- Text: between 800 words and 1,000 words
- Photo: JPG format, size: 1420 x 960 px, Weight: 200 KB
- Ability to embed URL links in your text
- in French and in English

Your visibility on social networks and on the newsletter:

- Logo in HD JPG

Upload periods

- from Monday, February 16 to Sunday, February 22, 2026
- from Monday, February 23 to Sunday, March 1, 2026
- from Monday, March 2 to Sunday, March 8, 2026

Deadlines max.

Before Friday, January 30, 2026

Price #ACTU:
€ 1,120 excl. VAT

Communicate on the website

THE EXHIBITORS LIST'S PAGE

Communicate on the 2nd most viewed page on the website

[3 ADVERTISERS MAXIMUM]

in rotation

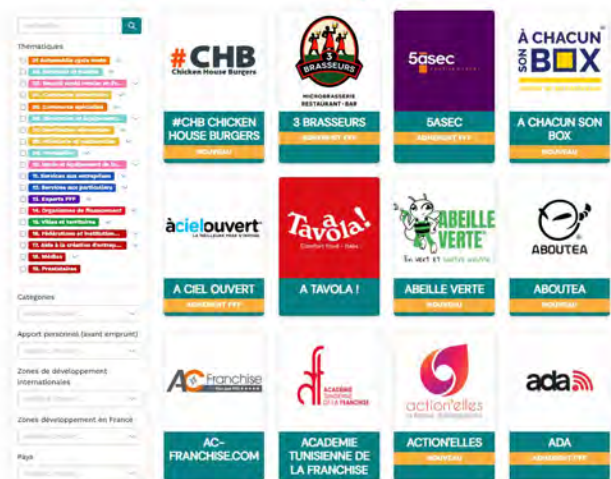
franchise 14-16 MAR. 2026
expoPARIS Hall 1 Porte de Versailles

Le salon • Visiter • Exposer • Presse • Infos pratiques • Se connecter

Votre publicité |
Your advertising

Liste des exposants 2025

595 exposants



(#W02) BANNER

Banner located above the exhibitors' listing, non-clickable.

Technical specifications

Dimensions: 1128 x 191 px • JPG format • Weight 200 KB

To be provided in French and English

Deadlines max.

Before Monday, December 1st, 2025

Price #W02:

€ 3,350 excl. VAT

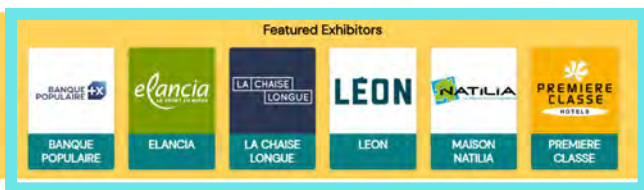
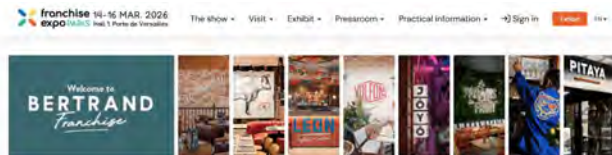
Communicate on the website

THE EXHIBITORS LIST'S PAGE

Your exhibitor's profile highlighted above the exhibitors' list

[6 ADVERTISERS MAXIMUM]

NEW!



2025 exhibitors list

595 exhibitors



(#TR) HIGHLIGHTING YOUR INSERT

Your insert is clickable to your exhibitor form. It is placed above the exhibitors' list, and it appears on each page of the list.

The exhibitors' list is available on December 1st, 2025

Technical characteristics

Download your logo from your exhibitor form in your exhibitor area.

Deadlines max.

Before Monday, December 1st, 2025

Communicate on the website

THE PRACTICAL INFORMATION PAGE > OPENING HOURS & PRICES

Communicate on one of the most used pages of the website

[3 ADVERTISERS MAXIMUM]

in rotation

franchise 14-17 MAR. 2025
expoPARIS Hall 1, Porte de Versailles

Le salon > Visiter > Explorer > Presse > Infos pratiques > +0 Se connecter

Votre publicité | Your advertising

Toutes les informations à savoir sur le salon

Plan

Franchise Expo Paris

Du mardi 14 au dimanche 16 mars 2025 de 10h00 à 19h00

Local 17, Porte de Versailles

Paris

Infos

Programme

Partenaires

Partenaires

Partenaires

Partenaires

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Tarif des badges

Badges d'entrée au salon

Badges d'entrée au salon

Badges d'entrée au salon

Badges d'entrée au salon

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Badges d'entrée au salon

Badges d'entrée au salon

(#W07) BANNER

The banner located above the practical information page of the show's website, non-clickable.

Technical specifications

Dimensions: 1120 x 90 px • JPG format • Weight 200 KB

To be provided in French and English

Deadlines max.

Before Monday, December 1st, 2025

Price #W07:

€ 2,900 excl. VAT

Display yourself on the pre-registration page, the visitor's obligatory step to obtain his badge

(#W03) PRE-REGISTRATION BANNER

The banner located above the visitor's registration form, non-clickable

Technical specifications

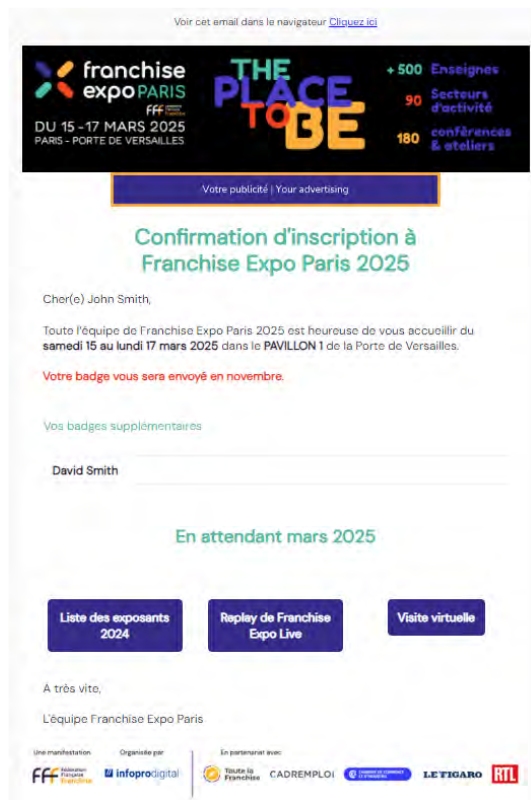
Dimensions: 1120 x 90 px • JPG format • Weight 200 KB
To be provided in French and English

Deadlines max.

Before Monday, December 1st, 2025

Price #W03:
€ 2,500 excl. VAT

Display yourself on the pre-registration page, the visitor's obligatory passage to obtain their badge



(#W04) CONFIRMATION PAGE BANNER

The banner located on the visitor's Pre-registration confirmation page, non-clickable.

Technical specifications

Dimensions: 1120 x 90 px • JPG format • Weight 200 KB

To be provided in French and English

Deadlines max.

Before Monday, December 1st, 2025

Price #W04:

€ 3,350 excl. VAT

Communicate on the website

IN YOUR TARGET'S VISITING AREAS

Your visibility only targeted to your core target

[EXCLUSIVITY]

Franchise Expo Paris | Catalogue 2026

HOMEPAGE

DIGITAL SOLUTIONS

DIRECT MARKETING

PRINT

OUTDOOR DISPLAYS

INTERIOR DISPLAYS

SPEECHES



(#W08) VISITOR AREA BANNER

The banner is located on the homepage of the visitor area.

Technical specifications

Dimensions : 1120 x 90 px •
JPG format • Weight 200 KB
To be provided in French and English

Deadlines max.

Before Monday, December 1st, 2025

Price #W08:
€ 1,500 excl. VAT



(#W09) EXHIBITOR AREA BANNER

The banner is located on the homepage of the exhibitor area.

Technical specifications

Dimensions : 1120 x 90 px •
JPG format • Weight 200 KB
To be provided in French and English

Deadlines max.

Before Monday, December 1st, 2025

Price #W09:
€ 1,500 excl. VAT

Realize a virtual tour of your point of sale

WITH A COMMUNICATION TO THE SHOW'S PARTICIPANTS

Help your audience to imagine themselves in one of your points of sale

VIRTUAL VISIT

An immersive pre-show experience to promote your brand!

Included:

- Travel expenses and production of the video in your establishment: 3D digitisation of the establishment + integration of high-quality 360-degree photos
- Integration into Google Street View
- Hosting of the video for 5 months (from December 2025 to April 2026)
- Putting the video online for 5 months (from December 2025 to April 2026) on the exhibitor file of the franchiseparis.com website
- An announcement of this virtual visit in a prospecting e-newsletter (110,000+ contacts)
- An announcement of this virtual visit in an e-newsletter sent to visitors requesting their badge for the 2026 edition of the show
- A post on the Franchise Expo Paris social networks with a link to the virtual visit

Included depending on the size of your store:

1 (#VV01) Surface area less than 200 sqm

- > Inclusion of 5 clickable tags (information bubbles and links)

Price #VV01:
€ 3,100 excl. VAT

Deadlines max.

Before Monday, December 1st, 2025

2 (#VV02) Surface area between 201 and 500 sqm

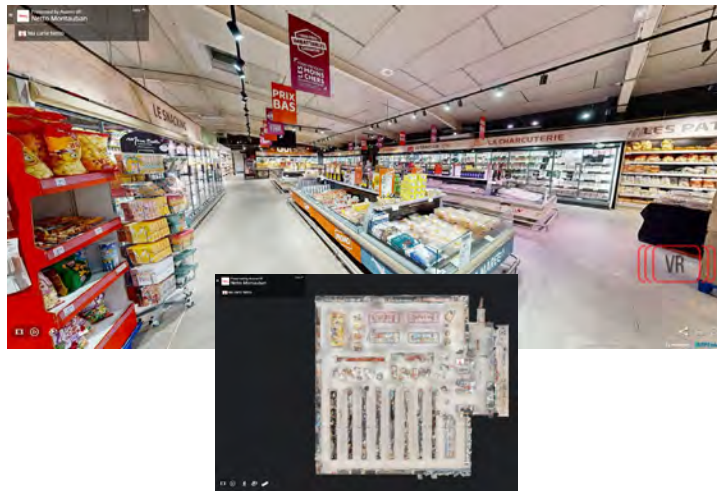
- > Inclusion of 10 clickable tags (information bubbles and links)
- > Possibility of modifying 5 tags per month

Price #VV02:
€ 3,500 excl. VAT

3 (#VV03) Surface area between 501 and 1,000 sqm

- > Inclusion of 20 clickable tags (information bubbles and links)
- > Possibility of modifying 10 tags per month

Price #VV03:
€ 3,800 excl. VAT



Communicate on the mobile app

YOUR LOGO AT THE OPENING OF THE MOBILE APP

Exclusive visibility in the palm of the visitor's hand

(#LOGOAP) LOGO ON THE MOBILE APP

Display your logo EXCLUSIVELY in the show's mobile app, available for free download from January 2026 to all attendees:

- 1 on the launch page (5-second display)
- 2 the homepage of the trade fair mobile app.

Technical specifications

Logo HD in JPG format

Deadlines max.

Before Monday, December 1st, 2025

Price #LOGOAP:

€ 2,650 excl. VAT



Target your qualified prospects!



(#W05) BANNER CONFIRMATION EMAIL FOR PRE-REGISTERED VISITORS

A clickable banner on the automatic email sent to all pre-registered visitors to confirm their badge order and send them the access badge.

Technical specifications

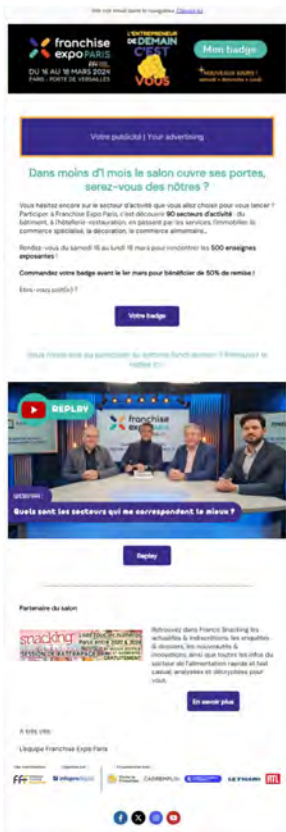
Dimensions: 500 x 80 px • JPG format • Weight 200 KB

To be provided in French and English

Deadlines max.

Before Monday, November 3rd, 2025

Price #W05:
€ 3,350 excl. VAT



(#NLO1) PROSPECTING NEWSLETTER

5 NEWSLETTERS TO SPONSOR

These newsletters are sent to the candidate databases to encourage them to register for the show

- More than 110,000 targeted contacts
- 1 clickable banner per newsletter

Technical specifications

Dimensions: 500 x 80 px • JPG format • Weight 200 KB

To be provided in French and English

Deadlines max.

Before Monday, December 1st, 2025

Price #NL01:
€ 3,900 excl. VAT

(#NL02) **CONVERSION NEWSLETTER**

5 NEWSLETTERS TO SPONSOR

These newsletters are sent to pre-registered visitors to remind them of the show and encourage them to come and meet you.

- 1 clickable banner per newsletter

Technical specifications

Dimensions: 500 x 80 px • JPG format • Weight 200 KB
To be provided in French and English

Deadlines max.

Before Friday, January 9, 2026

Price #NL02:
€ 3,990 excl. VAT

Contact the project leaders

AN OPERATION CAREFULLY CARRIED OUT BY US

Personalised appointment tracking for maximized comfort

NEW!

(#RDV) PERSONALISED MEET-UP SCHEDULING

Franchise Expo Paris offers a personalised meeting scheduling service, connecting you with qualified candidates matched to your criteria (sector, investment level, geographic area, etc.).

Objective: Generate as many valuable meetings as possible with real project holders, directly during the exhibition.

A 100% turnkey solution:

- 400 targeted candidates contacted by trained telemarketers.
- A dedicated project manager ensures end-to-end follow-up.
- Confirmed and scheduled meetings directly in your agenda.
- Rigorous follow-up with full reporting and reconfirmation 1 day before.

You provide:

- A presentation of about 10 lines of your brand.
- Your candidate selection criteria.

We take care of the rest:

Benefit from a steady flow of qualified prospects at your booth and maximize your trade show ROI!



Price #RDV:
€ 3,000 excl. VAT

Communicate in print

THE OFFICIAL CATALOGUE

Increase your visibility by accompanying visitors throughout the show

ADVERTISING PAGES IN THE CATALOGUE

A real reference and decision-making tool for your future partners, the official catalogue allows you to be present throughout the year.
It is FREE for all on-site visitors and distributed at the entrance of the show.

Technical specifications

- 1 (#CAT02) Full page: W160 x H240 mm (+ 5 mm bleed)
- 2 (#CAT01) Half page in the list of experts or cities: W133 x H105 mm (without bleed)
- 3 (#CAT01) Half page in the list of brands: W133 x H86 mm (without bleed)

Files to send

HD PDF • 300 DPI • CMYK • vectorized fonts and logos • HD photos

Deadlines max.

Before Friday, January 9, 2026

> Browse the [2025 catalogue](#)

Price half-page #CAT01:

€ 1,150 excl. VAT

Price 1 page #CAT02:

€ 2,250 excl. VAT

Official Catalogue 2025



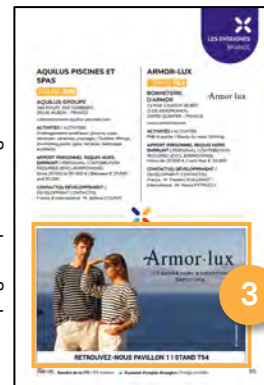
Half page ad – Experts / Cities



Pleine page de publicité



Demi-page de pub. Enseigne



Increase your visibility by accompanying visitors throughout the show

ADVERTISING PAGES IN THE CATALOGUE

Choose the visibility in the official catalogue, distributed in the show and available on the franchiseparis.com website.

Technical specifications

- 1 Window cover: HD format logo (accepted extensions: .ai or .eps • CMYK • vectorized fonts)
- 2 Full page, 2nd, 3rd and 4th covers of the catalogue: Dimensions: W160 x H240 mm (+5 mm bleed) HD PDF • 300 DPI • CMYK • vectorized fonts and logos • HD photos

Deadlines max.

Before Friday, January 9, 2026

> Browse the [2025 catalogue](#)



Window cover



Full page of advertising.

Price 2nd cover #CAT05:

€ 5,300 excl. VAT

Price 3rd cover #CAT06:

€ 5,300 excl. VAT

Price 4th cover #CAT07:

€ 6,300 excl. VAT

Price window cover #CAT08:

€ 3,000 excl. VAT

Increase your visibility by accompanying visitors throughout the show

(#CAT04) PREMIUM EXHIBITOR FILE

The Premium exhibitor file quickly distinguishes you and makes it easier for visitors to understand your business.

An entire page is dedicated to you with your logo, a cover photo, a presentation of your brand, and the full details of the investment.

Files to send

- 1 visual in HD JPG, format W133 x H80 mm
- 1 HD logo (accepted extensions: .ai or .eps • CMYK • vectorized fonts)
- A description of your brand in French and English (number of words: 100 words FR + 100 words EN)

Deadlines max.

Before Friday, January 9, 2026

Price #CAT04:
€ 2,850 excl. VAT

Official Catalogue 2025



Premium exhibitor file



> Browse the [2025 catalogue](#)

Communicate in print

THE OFFICIAL CATALOGUE

Increase your visibility by accompanying visitors throughout the show

(#CAT03) LOGO YOUR EXHIBITOR FILE

Differentiate yourself with your logo on your exhibitor file, displayed in the catalogue.

During their visit to the show, visitors will find you more easily thanks to your logo.

Technical specifications

HD logo (accepted extensions: .ai or .eps • CMYK • vectorized fonts)

Deadlines max.

Before Friday, January 9, 2026

Price #CAT03:

€ 570 excl. VAT

Official Catalogue 2025



Logo on presentation file



> Browse the [2025 catalogue](#)

Communicate in print

THE OFFICIAL CATALOGUE

Increase your visibility by accompanying visitors throughout the show

(#PCAT) PACK CATALOGUE

Be spotted at a glance, both in the exhibitor index and in the inside pages of the trade fair catalogue.

1 Highlighting your brand in the exhibitor index

2 Your logo on your exhibitor file:

HD Format (accepted extensions: .ai or .eps • CMYK • vectorized fonts)

3 Your half page of advertising:

W133 x H86 mm (without bleed)

HD PDF • 300 DPI • CMYK • Vectorized fonts and logos • HD photos

Deadlines max.

Before Friday, January 9, 2026

Price #PCAT:

€ 1,740 excl. VAT

Official Catalogue 2025



Featured on the exhibitor list

EXHIBITOR	LOGO	CONTACT
1	Logo 1	123 456 789
2	Logo 2	987 654 321
3	Logo 3	555 123 456
4	Logo 4	777 888 999
5	Logo 5	111 222 333
6	Logo 6	444 555 666
7	Logo 7	888 999 000
8	Logo 8	222 333 444
9	Logo 9	666 777 888
10	Logo 10	000 111 222

Logo on the presentation sheet + half page of advertising



> Browse the [2025 catalogue](#)

Communicate in print

THE OFFICIAL CATALOGUE

[11 ADVERTISERS MAXIMUM]

Stand out on this tool acclaimed by visitors

(#PCOM2) VISIBILITY PACK

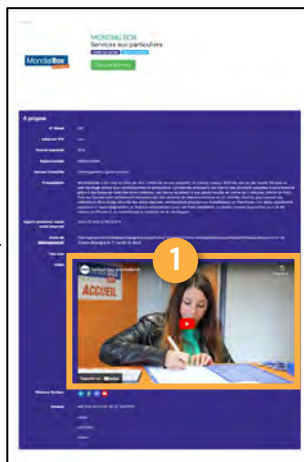
Attract visitors' attention and be by their side all year round!

WEBSITE

1 Your video broadcast on your exhibitor file online

Format: YouTube link

Video on the online presentation file



CATALOGUE

2 Highlighting your brand in the exhibitor index

3 Your logo on your exhibitor file:

HD Format (accepted extensions: .ai or .eps • CMYK • vectorized fonts)

4 Your full-page ad:

W160 x H240 mm (+5 mm bleed)

HD PDF • 300 DPI • CMYK • Vectorized fonts and logos

• HD photos

Deadlines max.

Before Friday, January 9, 2026

> Browse the [2025 catalogue](#)

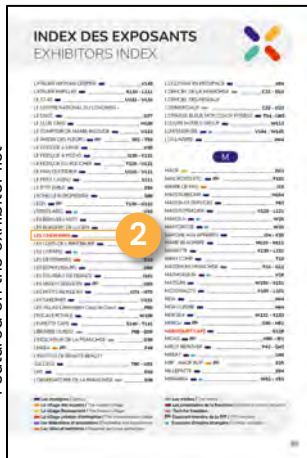
Price #PCOM2:

€ 4,625 excl. VAT

Official Catalogue 2025



Featured on the exhibitor list



Logo on the presentation file



Full-page advertisement



HOMEPAGE

DIGITAL SOLUTIONS

DIRECT MARKETING

PRINT

OUTDOOR DISPLAYS

INTERIOR DISPLAYS

SPEECHES

Franchise Expo Paris | Catalogue 2026

Associate your image with the content presented at the show

CONFERENCE PROGRAM

Ensure your presence on the conference program, available to all visitors to the show.

Technical specifications

Dimensions: W150 x H210 mm (+ 5 mm bleed)

Format : HD PDF • CMYK • vectorized fonts and logos • HD photos

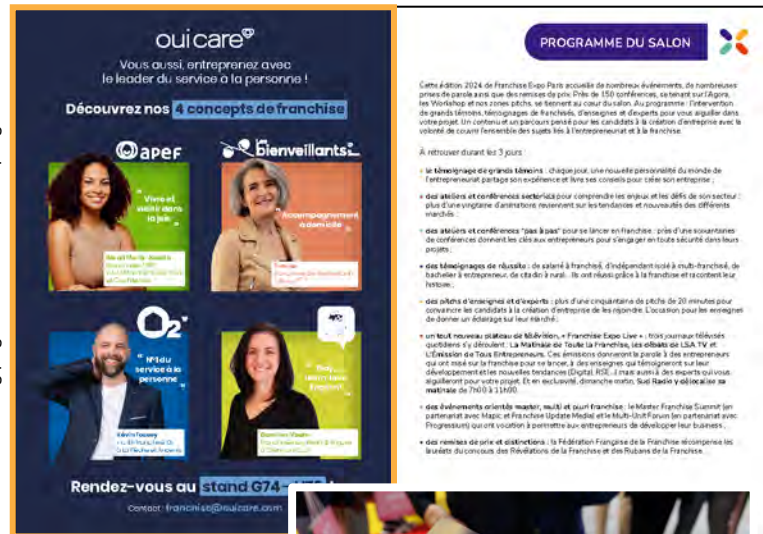
Deadlines max.

Before Friday, January 9, 2026

Conference programme



Advertising page in the conference program



> Browse the [2025 catalogue](#)

Price 4th cover #PCONF:
€ 4,780 excl. VAT

Price 2nd cover #PCONF02:
€ 2,500 excl. VAT

Price 3rd cover #PCONF03:
€ 2,500 excl. VAT



Communicate on-site

OUTDOOR COMMUNICATION

[4 ADVERTISERS MAXIMUM]

Announce your presence as soon as you get off public transport

DISPLAY DOOR A1

Located above the entrance of the A1 gate, this giant device is visible from the Place de la Porte de Versailles, at the exit of the tram and metro.

Dimensions

1 module: W5.00 x H3.00 m

2 modules: W10.00 x H3.00 m

3 modules: W15.00 x H3.00 m

4 modules: W20.00 x H 3.00 m

For each module

Add 5 cm bleed and 5 cm white

Files to send

HD PDF (linked files) • 350 DPI • 1/10th of final format • CMYK
• vectorized fonts and logos • Zipped directly via WeTransfer

Deadlines max.

Before Friday, January 30, 2026

Price 1 module #AE01:

€ 6,750 excl. VAT

Price 2 modules #AE01BIS:

€ 12,350 excl. VAT

Price 4 modules #AE02:

€ 22,250 excl. VAT



Up to
60 sqm
of
visibility



Communicate on-site

OUTDOOR COMMUNICATION

[3 ADVERTISERS MAXIMUM]

Make an impression on the candidates' minds before they enter the show!

DOME MODULE

Your advertising at the beginning of the aisle leading to the show.
3 modules are located along the flow when entering gate A1

Dimensions

- Module ① : W3.68 x H1.70 m
- Module ② : W3.68 x H1.70 m
- Module ③ : W3.525 x H1.70 m

For each module

Add 5 cm bleed and 5 cm white

Files to send

HD PDF (linked files) • 350 DPI • 1/10th of final format • CMYK
• vectorized fonts and logos • Zipped directly via WeTransfer

Deadlines max.

Before Friday, January 30, 2026

Price 1 module #AE03:

€ 2,500 excl. VAT

Price 3 modules #AE04:

€ 6,500 excl. VAT



Surface:
6 sqm /
tarpaulin



Communicate on-site

OUTDOOR COMMUNICATION

Display yourself on the entrance route for participants!

PANORAMIQUE FRIEZE

A total of 71 sqm of visibility on the path leading participants to the entrance of the show.

Dimensions

- Module ①: W6,265 x H1.89 m • Module ②: W6.185 x H1.89 m
- Module ③: W5,020 x H1.89 m • Module ④: W4.990 x H1.89 m
- Module ⑤: W5,010 x H1.89 m • Module ⑥: W4.950 x H1.89 m
- Module ⑦: W5 x H1.89 m

For each module

Add 5 cm bleed and 5 cm white

Files to send

- HD PDF (linked files) • 350 DPI • 1/10th of final format • CMYK
- vectorized fonts and logos • Zipped directly via WeTransfer

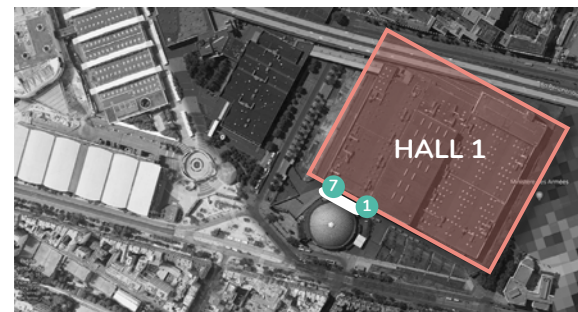
Deadlines max.

Before Friday, January 30, 2026

Price 1 module #AE12BIS:

€ 2,500 excl. VAT

[7 ADVERTISERS MAXIMUM]



Communicate on-site

OUTDOOR COMMUNICATION

Get noticed with an outdoor location!

(#AE08) OUTDOOR AREA

You already have an exhibition space in the heart of the show to recruit your future partners. Take advantage of the outdoor exhibition area to highlight your concept, products, and brand as soon as visitors arrive.

To be provided

Detailed description of your project for validation

Deadlines max.

Before Monday, December 1st, 2025

Price #AE08:

€ 515 excl. VAT / SQM

[3 ADVERTISERS MAXIMUM]



Communicate on-site

OUTDOOR COMMUNICATION

Display yourself on the path to the Hall 1

(#AE11) DIGITAL TOTEMS

Your 10-second advertising spot on 2 totems installed at the front of Hall 1.
6 spots in total in rotation on a 1-minute loop.

Technical specifications

- MP4 video or a PNG image
- Screen dimension: 84 inches
- Video dimension: W1920 x H1080 px, with the visual rotated 90°
- Duration: 10 seconds max

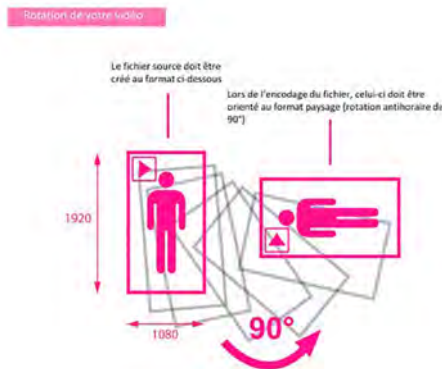
Deadlines max.

Before Friday, January 30, 2026

Make the original creation in 1080 x 1920 px vertical format. Then, rotate your video 90° counterclockwise.

Videos should be created in "full screen" with no black borders around them, the borders could appear on the screen, or the image could be distorted

Price #AE11:
€ 1,500 excl. VAT



[6 ADVERTISERS MAXIMUM]



Communicate on-site

OUTDOOR COMMUNICATION

Display yourself on the path to Hall 1

BACKLIT BOXES

Attract the attention of visitors to your brand, thanks to the backlit boxes at night on the front of Hall 1.

Dimensions

For a box: W6.235 x H2.187 m

Files to send

HD PDF (linked files) • 700 DPI • 1/10th of final format • CMYK • vectorized fonts and logos • Zipped directly via WeTransfer

Deadlines max.

Before Friday, January 30, 2026

Price 1 box #AE05:

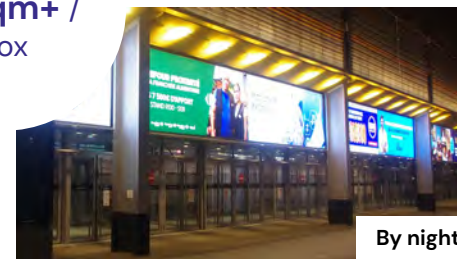
€ 4,990 excl. VAT

[6 ADVERTISERS MAXIMUM]



Surface
13 sqm+ /
box

By day



By night

Communicate on-site

OUTDOOR COMMUNICATION

Display yourself on the path to Hall 1

(#AE09) HANGING DISPLAY

This successful device is visible before entering the living room.
7 canvases hanging above the entrance doors of Hall 1.

Dimensions

For a canvas: W6.00 x H2.00 m
Add 5 cm bleed and 5 cm white

Files to send

HD PDF (linked files) • 700 DPI • 1/10th of final format • CMYK • vectorized fonts and logos • Zipped directly via WeTransfer

Deadlines max.

Before Friday, January 30, 2026

Price #AE09:

€ 7,790 excl. VAT

[7 ADVERTISERS MAXIMUM]



Surface
12 sqm /
canvas

Communicate on-site

OUTDOOR COMMUNICATION

Display yourself on the path to Hall 1

(#AE13) STICKERS ON ACCESS DOORS

18 stickers spread over all visitor entrances, at human height.

Dimensions

For one sticker: W50 x H50 cm

Files to send

HD PDF (linked files) • 300 DPI • 100 % of final format • CMYK • vectorized fonts and logos • Zipped directly via WeTransfer

Deadlines max.

Before Friday, January 30, 2026

Price #AE13:

€ 3,450 excl. VAT

[EXCLUSIVITY]



Communicate on-site

OUTDOOR COMMUNICATION

Display yourself on the path to Hall 1

(#AE10) BARRIER COVER

With this original form of communication placed on the arrival of visitors in front of Hall 1, your visibility is twofold: on their arrival and their return.
Per set of 5 gate covers.

Dimensions

For 1 side of a cover: 198 x 84 cm

The visual must be mirrored on the same work surface,
so one dimension for **the 2 sides** (double-sided): W198 x H168 cm

Files to send

HD PDF or .ai or .eps (linked files), 300 DPI, 1/4 of final format • CMYK •
vectorized fonts and logos et HD photos • Zipped directly via WeTransfer

Deadlines max.

Before Friday, January 30, 2025

Price 5 covers #AE10:

€ 3,000 excl. VAT

[3 ADVERTISERS MAXIMUM]



(#BAD) **PACK BADGE + LANYARD + BANNER ON D-3 EMAIL**

Benefit from complete visibility in your brand colours: before the event with your banner on the badge resend email to all show registrants and during the event, carried by all visitors in the show.

BANNER IN THE BADGE RETURN EMAIL TO ALL PRE-REGISTERED EMAILS ON D-3

A clickable banner on the email sent to all pre-registered 3 days before the show. It contains their badge and all the information they need to prepare for their trip and visit to the show.

Number of pre-registered on D-3: 30,000+

Technical specifications

Dimensions: 500 x 80 px • JPG format • Weight 200 KB • redirection link

To be provided in English and French

Deadlines max.

Before Friday, January 9, 2026

LANYARD

Elements to send

Cords provided by you
lobster clasps imperative
10,000 copies

Delivery date

Monday, January 26, 2026

Delivery conditions

ESAT Atelier du Château
17 rue Madeleine Salzgeber
92500 RUEIL-MALMAISON

Contact

Guillaume Fillette:
+33 (0)6 60 80 83 64
+33 (0)1 47 08 23 23

BADGE

Ad dimensions

Usable format: L105 x H148 mm

Visible format: L85 x H122 mm

Files to send

PDF HD • 300 DPI

Date of submission of items

Before Tuesday, September 29, 2025

Price #BAD:
€ 17,685 excl. VAT

Communicate on-site

COMMUNICATION AT THE ENTRANCE

Enhance your image with dedicated visitor services

VISITOR BAG

A real traveling advertising space, the bags distributed at the entrance to the show, convey your colors throughout the park.

Choice of 1 side or 2 bellows

Dimensions

- 1 Face: W36 x H40 cm
- 2 Bellows: W12 x H40 cm

Files to send

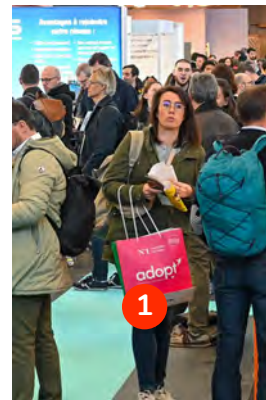
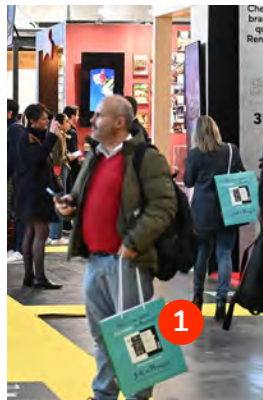
HD PDF (linked files) • 300 DPI • CMYK • vectorized fonts and logos • HD photos • Zipped directly via WeTransfer

Deadlines max.

Before Monday, October 13, 2025

Price #SAC01:
€ 9,450 excl. VAT

Price #SAC02:
€ 4,300 excl. VAT



Communicate on-site

COMMUNICATION AT THE ENTRANCE

Enhance your image with dedicated visitor services

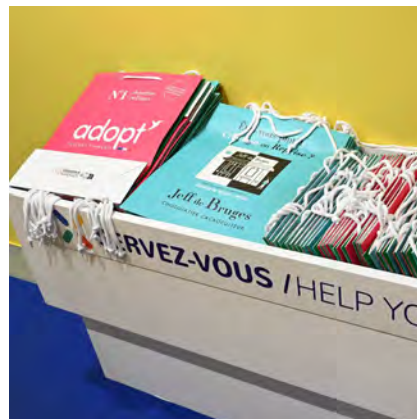


(#GOO) YOUR GOODIES*

[2 ADVERTISERS MAXIMUM – EXCLUSIVITY AT THE INFO POINT]

Greet every visitor as soon as they enter the show. At the entrance of the show, one or two hostesses of yours will take care of the distribution of your goodies. Don't hesitate to dress them up in your brand colours for more visibility.

Price #GOO:
€ 3,950 excl. VAT



(#SAC03) VISITORS BAG INSERTION*

[5 ADVERTISERS MAXIMUM]

Engage the visitor and increase the number of visits to your booth. Visitors leave with your documentation, provided by you, slipped into the bag.

Price #SAC03:
€ 1,500 excl. VAT

Communicate on-site

COMMUNICATION AT THE ENTRANCE

Your visibility to all visitors who enter the show

[EXCLUSIVITY]

Franchise Expo Paris | Catalogue 2026

HOMEPAGE

DIGITAL
SOLUTIONS

DIRECT
MARKETING

PRINT

OUTDOOR
DISPLAYS

INTERIOR
DISPLAYS

SPEECHES



Deadlines max.

Before Friday, January 30, 2026

Price #PIL:

€ 5,665 excl. VAT

(#PIL) THE PILLAR AT THE RECEPTION

4 visuals installed on either side of the pillar and 2 TV screens at the visitor flow.

Files to send

• 2 solid panels:

Dimension for each panel:

W1.10 x H4.00 m

• 2 panels with TV screen:

Total Dimension for Each Panel:

W1.11 x H4.00 m

Dimension of the visible visual for each panel:

Top: W1.11 x H1.40 m

Center (where the TV screen is installed):

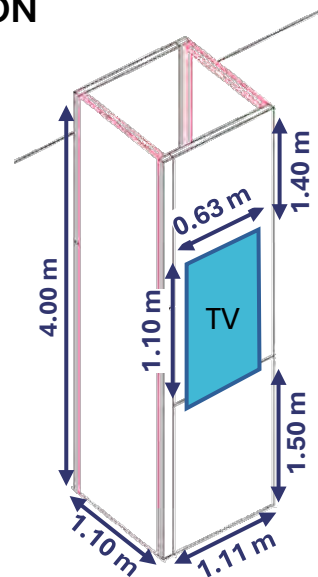
W1.11 x H 1.10 m

Bottom: L1.11 x H1.50 m

• 2 TV screens, 50 inches:

Your video will be played on a loop

Format: MP4, without sound



Display your colours on all the plans of the show, including digital plans

(#LOGO) LOGO PACK

Orientation maps help visitors to find their way around the show and allow immediate identification of your stand.

Your logo is present on all the plans of the show: The paper memo plan given to all visitors, the wall plans distributed throughout the show, the floor plans located in the main aisles and the interactive digital map accessible on the show's website and mobile application.

File to send

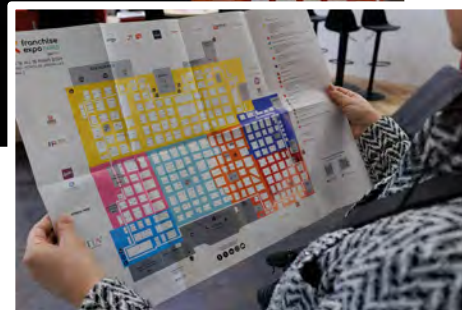
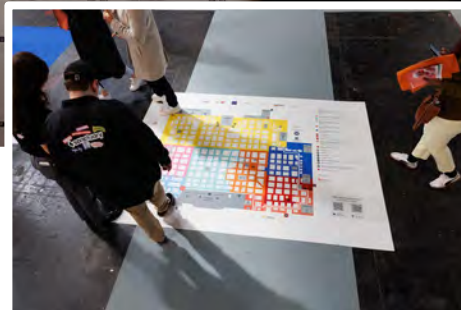
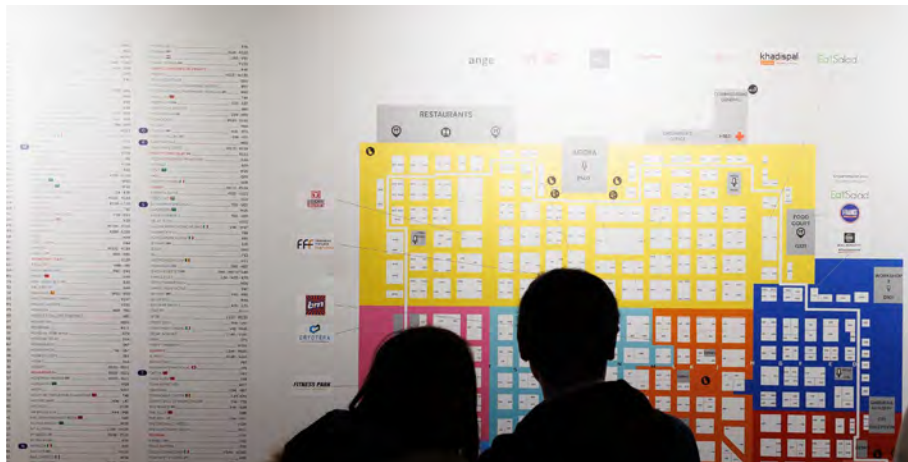
Logo HD (accepted extensions: .ai or .eps • CMYK • vectorized fonts)

Deadlines max.

Before Friday, January 9, 2026

Price #LOGO:

€ 4,100 excl. VAT



Ensure a wide audience with this essential document for visitors!

(#MP) MEMO PLAN

One of the most sought-after tools at the entrance to the show and made available to all participants, the 4th cover of the plan memo allows you to be in the hands of the visitor!

Dimension

W150 x H210 mm (without bleed)

File to send

HD PDF • 300 DPI • CMYK • vectorized fonts and logos
• HD photos

Deadlines max.

Before Friday, January 9, 2026

Price #MP:

€ 4,780 excl. VAT



Communicate on-site

VISITORS THEMATIC TOUR

Accompany visitors on their visit

(#F08) "FFF MEMBERS" ITINERARIES

The visit itineraries list all the French Franchise Federation members, who are exhibitors at the show.

Available in PDF format online, the tour is accessible at the show, thanks to the QR Code placed on all the maps installed.

Technical characteristics

Your advertising page in the PDF listing the FFF member brands appeared in alphabetical order.

Price #F08:
€ 2,000 excl. VAT

[EXCLUSIVITY]



Digitalized tour route



Full-page ad

Dimension

W148 x H210 mm (without bleed)

Files to send

HD PDF • 300 DPI • CMYK • vectorized fonts and logos • HD photos

Deadlines max.

Before Friday, January 23, 2026

As part of our eco-responsible exhibition policy, the itineraries are not printed.

Communicate on-site

VISITORS THEMATIC TOUR

Accompany visitors on their visit

(#F09) "MULTI-UNIT, MULTI-BRAND AND MASTER-FRANCHISEES" ITINERARIES

The tour is available in PDF format. Built for visitors who have a multi-unit / multi-brand / master-franchisee profile, looking for exhibiting brands open to multi-unit / multi-brand and master-franchise, as well as dedicated conferences.

BEFORE THE SHOW

Sent to registered visitors who have declared a multi-unit, or master-franchisee profile. Also online on the show's multi-brandwebsite, in the multi-unit/multi-brand and master-franchise section.

DURING THE SHOW

A QR Code is displayed on all the maps of the show to download the program.

Technical characteristics

Your advertising page will be featured in the official guide, which includes an alphabetical list of brands seeking multi-unit, multi-brand, or master-franchisee profiles, as well as the full conference program.

Digitalized tour



Full page ad.



Dimension

W148 x H210 mm (without bleed)

File to send

HD PDF • 300 DPI • CMYK • vectorized fonts and logos • HD photos

Deadlines max.

Before Friday January 23, 2026

Price #F09:
€ 2,000 excl. VAT

As part of our eco-responsible exhibition policy, the itineraries are not printed.

[EXCLUSIVITY]

NEW!

Communicate on-site

FLOOR DISPLAY

Make an impression on the D-day and generate traffic to your stand!

FLOOR TILES

This playful stand is an eye-catcher at your stand.
Set the course and lead visitors to your stand.

Dimension

W1.00 x H1.00 m

File to send

HD PDF • without margin or cut • 300 DPI • CMYK • vectorized
fonts and logos • HD photos

Deadlines max.

Before Friday, January 30, 2026

Price 5 tiles #D05:

€ 2,650 excl. VAT

Price 10 tiles #D10:

€ 4,500 excl. VAT



Communicate on-site

OVERHEAD DISPLAY

Maximum visibility at height

(#BAR) GIANT DISPLAY

Capture the interest of trade fair visitors. Designed to be installed at the level of the main traffic routes of the show, the giant display in your colors is a reminder to visitors to visit your stand.

Dimension of a canvas

W6.00 x H2.00 m

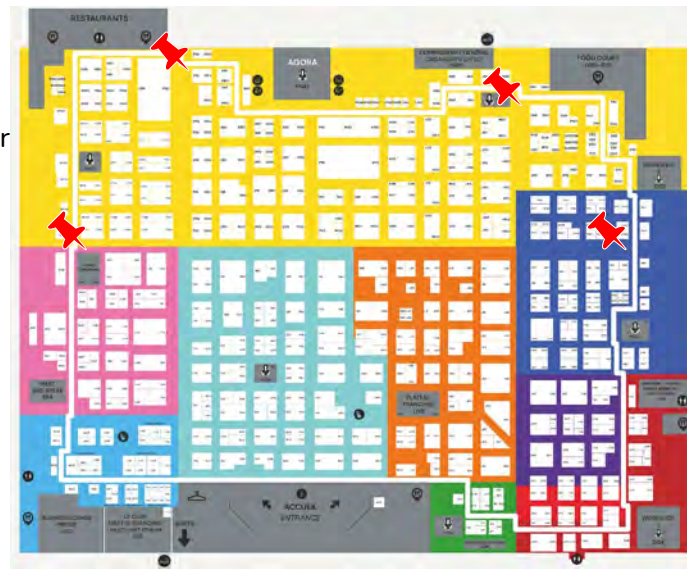
File to send

PDF HD or .ai or .eps (linked files), 300 DPI, 1/4 of the final format • CMYK • fonts and logos vectorized and photos in HD • transmitted zipped directly via WeTransfer or Dropbox

Deadlines max.

Before Friday, January 30, 2026

[4 ADVERTISERS MAXIMUM]



Price #BAR01:

€ 5,550 excl. VAT

Communicate on-site

OVERHEAD DISPLAY

Dress up the railing at the top of the escalators

(#BR) COVERING OF THE ESCALATOR RAILING

Display your colors in a high space with nearly 12 sqm of visibility (located at a height of about 6.30 m from the ground).

Location of the covering

① In the sector of Specialist Food Shops / Food Shops / Hotels & Restaurants, in height

Dimension

W11.88 x HO.955 m

File to send

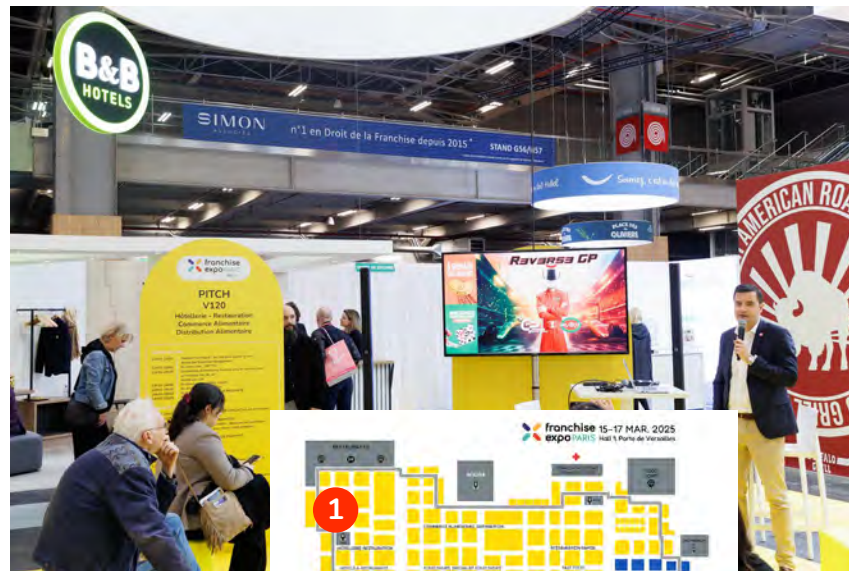
HD PDF (linked files) • 700 DPI • 1/10th of final format • CMYK • Vectorized fonts and logos • HD photos • Zipped directly via WeTransfer

Deadlines max.

Before Friday, January 30, 2026

Price #BR:

€ 3,900 excl. VAT



Communicate on-site

OVERHEAD DISPLAY

Get noticed from afar!

DISPLAY ABOVE THE AISLES

This successful device is visible from afar. Draw visitors' attention to your brand by standing out!

Technical specifications

A double-sided poster: 2 posters leaning back-to-back
Dimensions of a canvas: W1.50 x H2.50 m

File to send

HD PDF (linked files) • 300 DPI • 1/4 of final format • CMYK •
vectorized fonts and logos • HD photos • Zipped directly via
WeTransfer

Deadlines max.

Before Friday, January 30, 2026

Price 1 display #INT01BIS:

€ 2,570 excl. VAT

[2 ADVERTISERS MAXIMUM]

Price 2 displays #INT01:

€ 3,720 excl. VAT

[3 ADVERTISERS MAXIMUM]



Communicate on-site

OVERHEAD DISPLAY

Get noticed from afar!

(#LDA) AISLE'S LETTERS

Located in every aisle of the show, the letters help visitors find their way around. Your logo placed in this strategic location, under each letter on all posters, will enable you to take advantage of these indispensable landmarks.

Technical specifications

Total height of the tarpaulin: W120 x H250 cm

Dimension of your visual: W120 x H44 cm

File to send

Logo format HD (accepted extensions: .ai or .eps • CMYK • vectorized fonts)

Deadlines max.

Before Friday, January 30, 2026

Price #LDA:

€ 8,790 excl. VAT

[EXCLUSIVITY]



Dress up the connected benches in your colors!

(#BC) CONNECTED BENCH SEAT

4 benches located on either side of the show: 2 in the Agora conference area and 2 in the rest areas allow visitors to sit for a few moments while charging their laptop. Capture their attention during this break!

Technical specifications

❶ **Screen:** MP4 video or JPG HD image
Visual format: vertical, 1080 x 1920 px. When recording, rotate the visual 90° counter-clockwise. The video must be created in "full screen" with no black borders around it, as the borders could appear on the screen, or the image could be distorted..

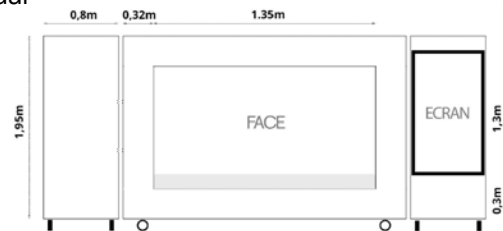
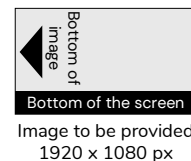
- ❷ **Top and bottom panels covering:** W300 x H30 cm / visual
- ❸ **Right and left panels covering:** W32 x H130 cm / visual
- ❹ **Right and left side panels covering:** W80 x H195 cm / visual

! Take into account the size of the screen on the right panel in your creation
Dimensions: 32 inches (W70.8 x H39.8 cm)

Format: HD PDF • 300 DPI • 1/4 of final format • CMYK • vectorized fonts and logos • HD photos

Deadlines max.

Before Friday, January 9, 2026



Price #BC:
€ 2,500 excl. VAT

Communicate on-site

SPONSORSHIP OF CONFERENCE SPACES

Benefit from the dynamics of conferences to communicate

SPONSORSHIP OF CONFERENCE SPACES

7,500+ listeners during the show • 95 speeches in the
3 conference areas • 1 advertiser per space

1 2 panels on the walls of the conference spaces

Dimensions of each panel

- > Area AGORA: W300 x H200 cm (without bleed)
- > Areas WORKSHOP 1 & WORKSHOP 2: W225 x H150 cm (without bleed)

Format: HD PDF (linked files) • 750 DPI • 1/10th of final format •
CMYK • vectorized fonts and logos • HD photos • Zipped directly via
WeTransfer

2 1 on-screen video played between conferences

HD JPG image or MP4 video, without sound

Duration: 12 seconds max

3 AGORA space only: 1 notebook distributed at the entrance of the space, with your 4th cover

Dimensions: W90 x H140 mm (+5 mm bleed)

Format: PDF HD (linked files) • 300 DPI • CMYK color spaces •
vectorized fonts and logos • HD photos

Distribution of your documentation on participants' chairs

Deadlines max.

Before Friday, January 23, 2026



Price Agora #CONF01:

€ 6,950 excl. VAT

Price Workshop 1 #CONF02:

€ 5,450 excl. VAT

Price Workshop 2 #CONF03:

€ 5,450 excl. VAT

Communicate on-site

SPONSORSHIP OF THE VIP AREA

Be a sponsor of a VIP area

(#CLUB) LECLUB SPONSORSHIP

The LeClub area welcomes the show's VIPs, master franchisees, multi-brand and multi-unit franchisees, in a friendly setting.

Included in sponsorship

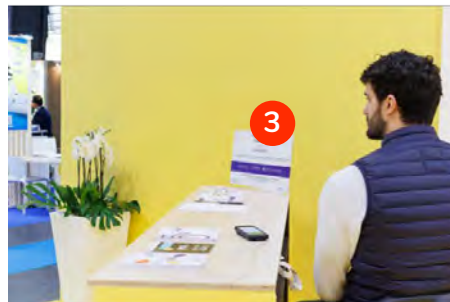
- 1 Your film LeClub's screen (MP4 file of 3 min max – without sound)
- 2 A reserved table
- 3 Your logo (HD format) at the entrance of the club
- 4 Your logo (HD format) in the email sent to the Business visitors
- 5 Your logo (HD format) on the show maps / LeClub area

+ an area dedicated to your kakemono (to be brought back by you)

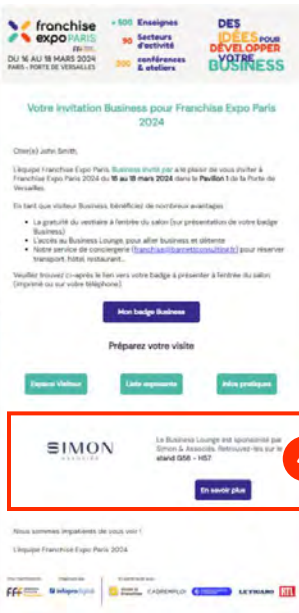
Deadlines max.

Before Friday, January 9, 2026

Price #CLUB:
€ 6,850 excl. VAT



[EXCLUSIVITY]



Communicate on-site

SPONSORSHIP OF STRATEGIC AREA

Get noticed at any time

(#COWO) COWORKING AREA

Display your presence in the coworking area and animate during the show

2 PANELS INSTALLED IN THE AREA

Dimension of each visual: W80 x H120 cm

File to send

HD PDF (linked files) • 300 DPI • 1/4 of final format • CMYK • vectorized fonts and logos • HD photos • Zipped directly via WeTransfer

YOUR LOGO ON THE DISPLAY OF THE AREA

File to send

Logo format HD (accepted extensions: .ai or .eps • CMYK • vectorized fonts)

Deadlines max.

Before Friday, January 30, 2026

Price #COWO:
€ 3,000 excl. VAT



[EXCLUSIVITY]

Communicate on-site

TESTIMONY

Get noticed at any time

(#PIT) PITCH SLOT

Present your brand in duo with one of your franchisees, being your best ambassador. You have 20 minutes to convince your candidates to join you.

The pitch areas are in the heart of your sector at the show.

Included in the offer:

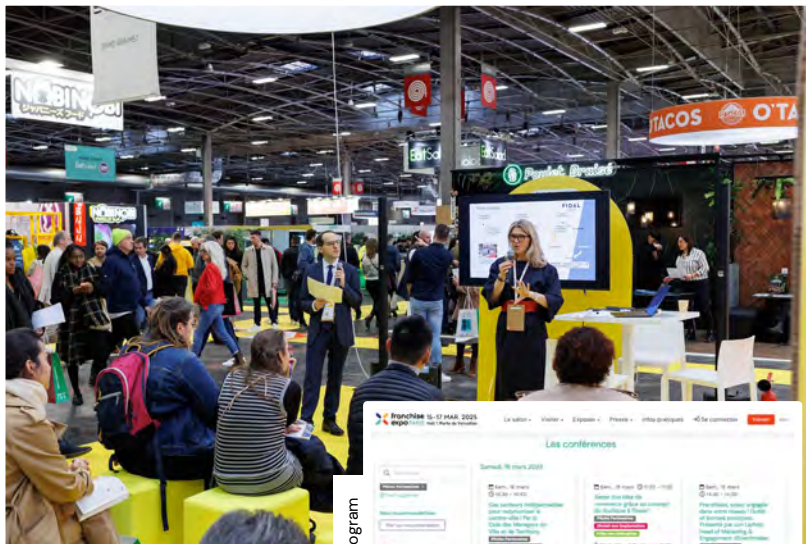
- Capacity of a zone: 30 seats
- Equipment provided to animate high stools, 1 high table, 1 TV screen, and 1 handheld microphone
- Duration of your pitch: 20 min maximum
- Leads: provision of a file of participants who came to see you pitch, to be exported from your exhibitors/My leads area

To be provided on site: your computer + HDMI cable or a USB stick and your presentation (preferably in PDF)

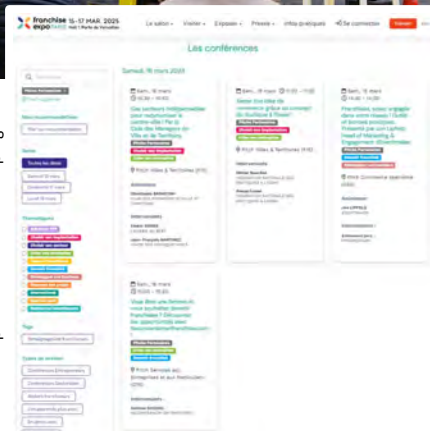
Deadlines max.

Before Friday, January 23, 2026

Price #PIT:
€ 550 excl. VAT



Your pitch in the conference program



Get noticed at any time

FRANCHISE EXPO LIVE

Present your brand in the new conference area of the show: a TV set dedicated to both the public present at the show and to video recording.

Included in the offer:

- A 20-minute speech with a facilitator (only if you select the offer with the facilitator)
- Announcing your show in the conference program
- The video recording of the show
- Post-show film delivery

Deadlines max.

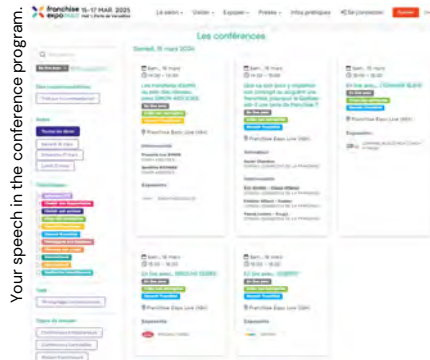
Before Friday, January 23, 2026

Price without facilitator

#TV01: € 900 excl. VAT

Price with facilitator

#TV02: € 1,550 excl. VAT



Your speech in the conference program.

