



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](http://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



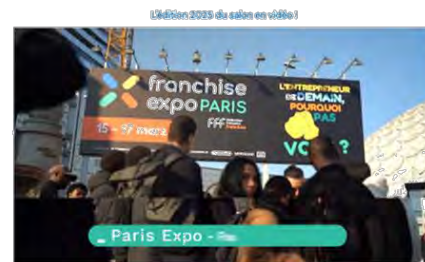
Franchise Expo Paris, événement incontournable de l'entrepreneuriat

Franchise Expo Paris, salon de la Franchise et de l'Entrepreneuriat, est le plus grand événement de la Franchise dans le monde. Il rassemble plus de 1000 exposants et 100 000 visiteurs professionnels. C'est l'occasion de rencontrer des entrepreneurs, de découvrir de nouvelles opportunités de business et de faire des affaires.

Un événement incontournable de plus de 1000 entreprises et de 100 000 visiteurs professionnels. C'est l'occasion de rencontrer des entrepreneurs, de découvrir de nouvelles opportunités de business et de faire des affaires.

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

Le salon





# 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 Fédération Française de la Franchise organisé par Infoprix Digital, est le plus grand rendez-vous de la Franchise dans le monde.

En 2024, il a rassemblé **près 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, assurances, villes & territoires, avocats, experts-comptables, consultants, institutionnels, 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 pitchs enseignes 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 1<sup>st</sup> 2025

Price #W01:  
€ 4,030 excl. VAT

# Communicate on the website

## THE HOMEPAGE

### Exclusive visibility integrated into the show communications

**franchise expo PARIS**  
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 organisé par Interco Digital, est le plus grand rendez-vous de la Franchise dans le monde.

En 2026, il a réuni près de 32 000 participants (salariés, commerçants, investisseurs, créateurs d'entreprise...) intéressés par l'entrepreneuriat en France.

Il est l'occasion de la rencontre de 510 enseignes françaises et internationales et de plus de 100 partenaires (banques, assurances, villes & territoires, associations, experts-comptables, conseils en stratégie, médias...) qui accompagnent les créateurs et les investisseurs.

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

[Explorer en 2025](#)

**Votre publicité | Your advertising**

40	04	12	51	17
secondes	jours	heures	minutes	secondes

**Les replays des conférences**  
sont disponibles !  
Sur le site [franchiseexpo.com](#), vous pouvez accéder aux conférences captées dans l'événement.

[Ajouter à la conférence](#)

**Retrouvez les émissions de Franchise Expo Live**  
Les vidéos sont disponibles en streaming sur le site [franchiseexpo.com](#). Vous pouvez également les télécharger sur votre ordinateur ou votre smartphone.

[Ajouter à la vidéo virtuelle](#)

**Parcourez le salon avec la visite virtuelle interactive**  
Cliquez sur l'icône pour accéder à la visite virtuelle du salon.

[Ajouter à la visite virtuelle](#)

### (#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 1<sup>st</sup>, 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

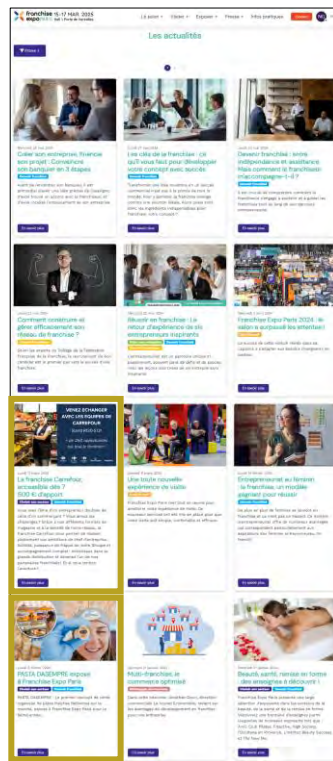
### Deadlines max.

Before Monday, December 1<sup>st</sup> 2025

# Communicate on the website

## THE HOMEPAGE

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



## (#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

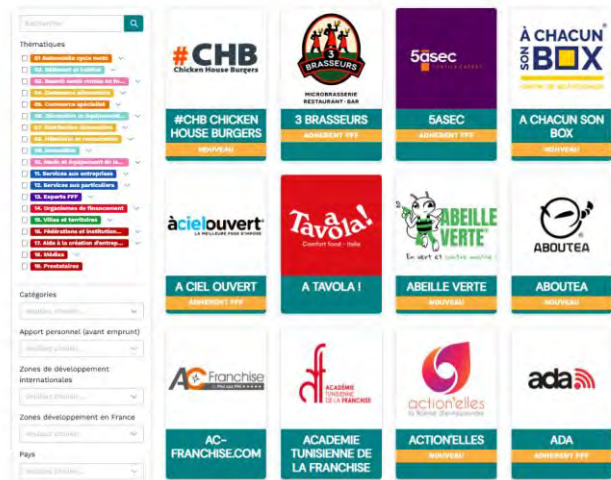
franchise 14-16 MAR. 2026  
expoPARIS Hall 1, Porte de Versailles

Le salon • Visiter • Exposer • Presse • Infos pratiques • Se connecter • S'inscrire

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 1<sup>st</sup>, 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

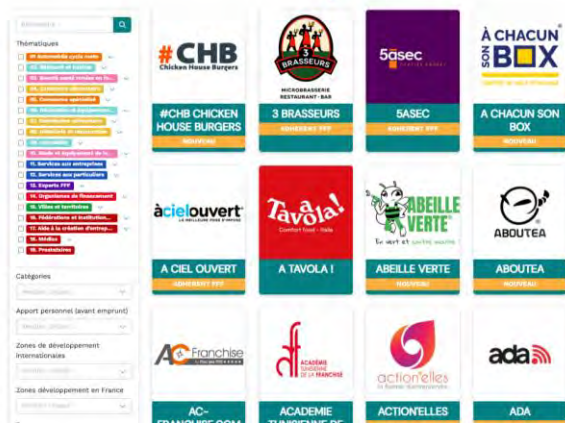
[ 3 ADVERTISERS MAXIMUM ]

NEW!



Liste des exposants 2025

595 exposants



## (#TR) HIGHLIGHTING YOUR INSERT

Your insert, with a clickable link to your exhibitor file, is placed above the list of exhibitors of the show. Insert immobile throughout the consultation of the pages.

## Technical characteristics

Your exhibitor form must be filled out to display your logo on the "Featured Exhibitors" list.

## Deadlines max.

Before Monday, December 1<sup>st</sup>, 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 expo 15-17 MAR. 2025  
expo 2025 Hall 1, Porte de Versailles

La salon

Voir le plan

Exposer

Presse

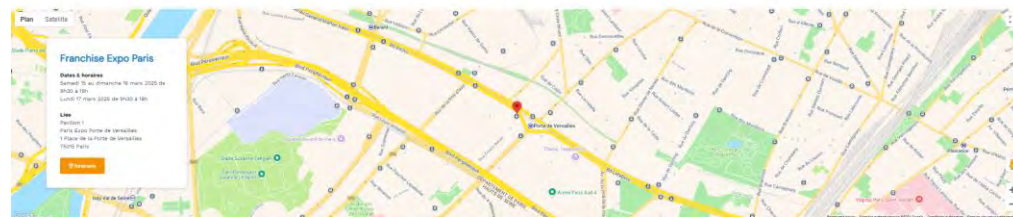
Infos pratiques

Se connecter

Se connecter

Votre publicité | Your advertising

Toutes les informations à savoir sur le salon



Tarif des badges

**Badges à destination des visiteurs**  
Le badge gratuit, 10€ tout badge supplémentaire  
Le badge à destination des visiteurs, 10€ tout badge supplémentaire  
Le badge à destination des visiteurs, 10€ tout badge supplémentaire  
Le badge à destination des visiteurs, 10€ tout badge supplémentaire  
Le badge à destination des visiteurs, 10€ tout badge supplémentaire

Les tarifs des badges sont en TTC, ils sont non remboursables et non transférables.  
Les badges sont remis, dans un délai de 15 jours, par le service à l'accueil.

Consultez nos tarifs

Une question ?

Consultez le site de contact

Une manifestation  
FFF  
Organisée par  
Infoprodigital

Contact

info@franchiseexpo.com  
Franchise Expo Paris de  
Versailles

Liens utiles

Contacts  
Informations pratiques  
Espace Presse  
Partenaires Franchise de la Franchise  
Nous rejoindre  
Membres associés

Suivez-nous

f t i n y

#FranchiseParis

Franchise Expo Paris de Versailles

© 2025 Franchise Expo Paris de Versailles

Présentation des visiteurs

## 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

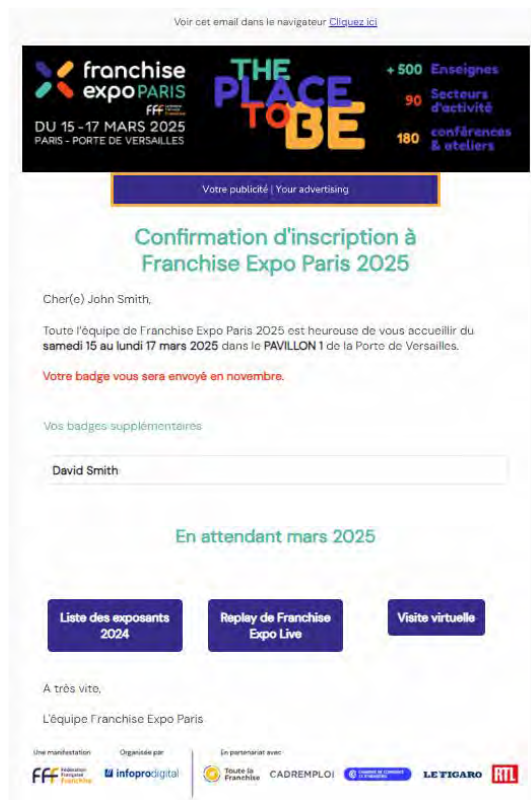
Dimensions: 1120 x 90 px • JPG format • Weight 200 KB  
To be provided in French and English

### Deadlines max.

Before Monday, December 1<sup>st</sup>, 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 1<sup>st</sup>, 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

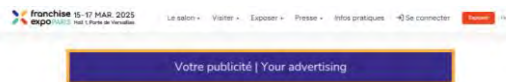
DIRECT  
MARKETING

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 1<sup>st</sup>, 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 1<sup>st</sup>, 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 digitization 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)
- 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

#### 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

Deadlines max.

Before Monday, December 1<sup>st</sup>, 2025

# 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.

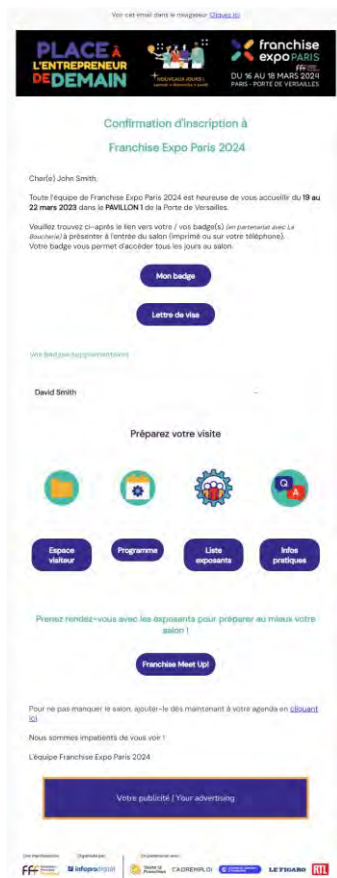
Before Monday, December 1<sup>st</sup>, 2025

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

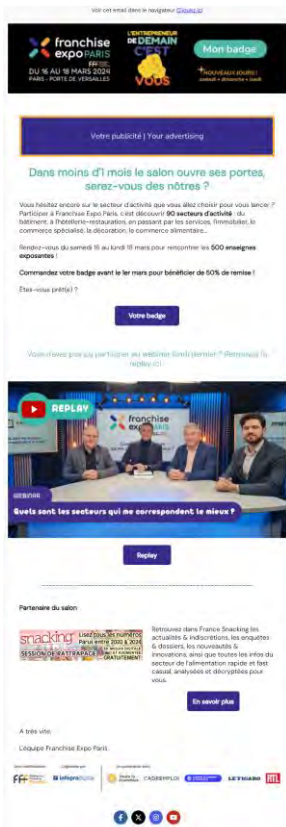
### Deadlines max.

Before Monday, November 3<sup>rd</sup>, 2025

Price #W05:  
€ 3,350 excl. VAT



### Your banner on the show's newsletters



#### (#NL01) 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 1<sup>st</sup>, 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

# 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



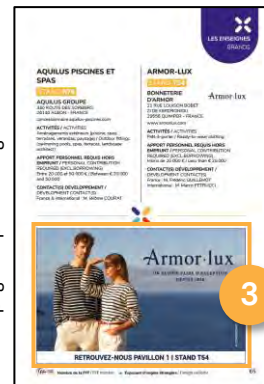
Half page ad – Experts / Cities



Plaine 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](https://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 2<sup>nd</sup> cover #CAT05:

€ 5,300 excl. VAT

Price 3<sup>rd</sup> cover #CAT06:

€ 5,300 excl. VAT

Price 4<sup>th</sup> cover #CAT07:

€ 6,300 excl. VAT

Price window cover #CAT08:

€ 3,000 excl. VAT

# Communicate in print

THE OFFICIAL CATALOGUE

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

INDEX DES EXPOSANTS  
EXHIBITORS INDEX

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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Logo on the presentation sheet + half page of advertising



> Browse the [2025 catalogue](#)

## 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

## 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

[illegible]

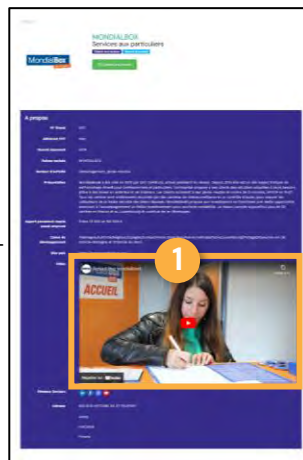
Logo on the presentation file



Full-page advertisement



Video on the online presentation file



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 4<sup>th</sup> cover #PCONF:

€ 4,780 excl. VAT

Price 2<sup>nd</sup> cover #PCONF02:

€ 2,500 excl. VAT

Price 3<sup>rd</sup> cover #PCONF03:

€ 2,500 excl. VAT



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 • 1/10<sup>th</sup> 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:

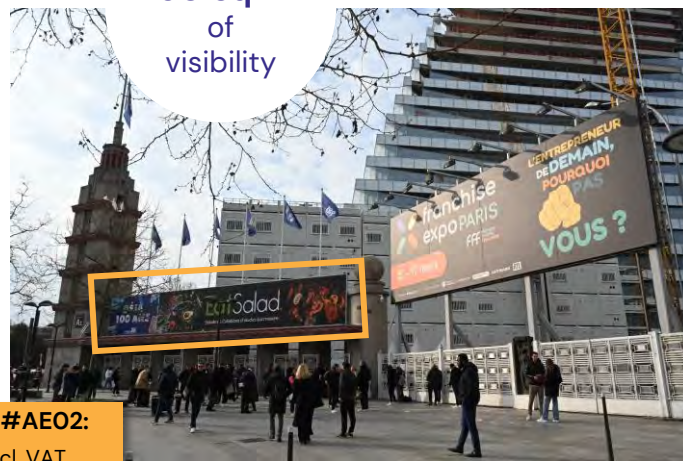
€ 12,350 excl. VAT

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 • 1/10<sup>th</sup> 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 • 1/10<sup>th</sup> of final format • CMYK
- vectorized fonts and logos • Zipped directly via WeTransfer

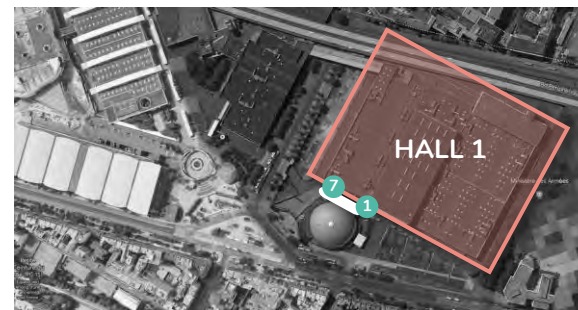
### Deadlines max.

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 1<sup>st</sup>, 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

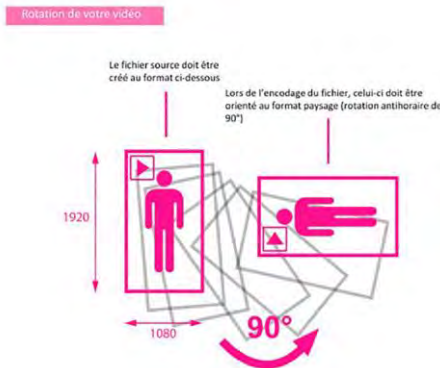
#### Deadlines max.

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 • 1/10<sup>th</sup> of final format • CMYK • vectorized fonts and logos • Zipped directly via WeTransfer

#### Deadlines max.

Before Friday, January 30, 2026

Price 1 box #AE05:

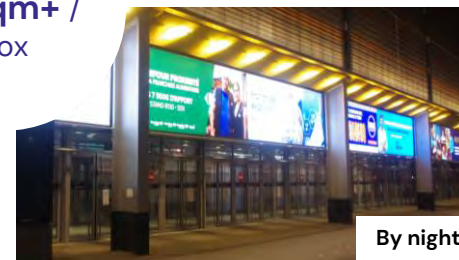
€ 4,990 excl. VAT

[ 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 • 1/10<sup>th</sup> of final format • CMYK • vectorized fonts and logos • Zipped directly via WeTransfer

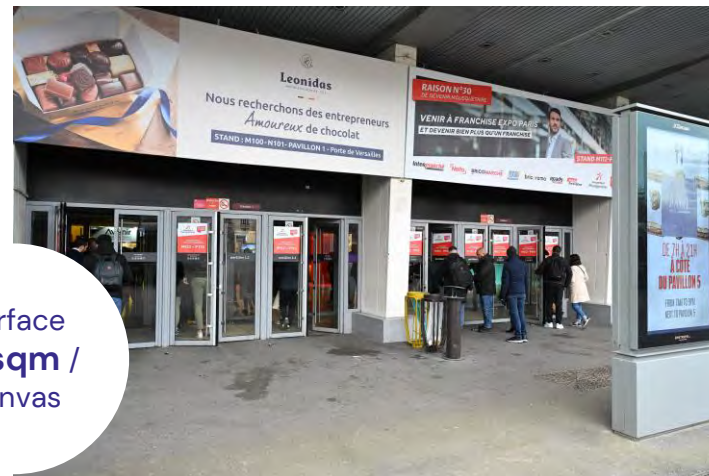
#### Deadlines max.

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

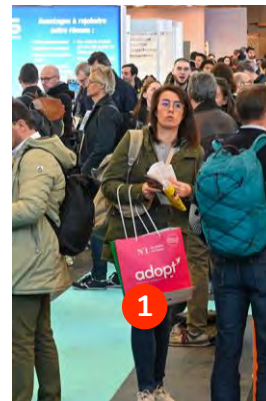
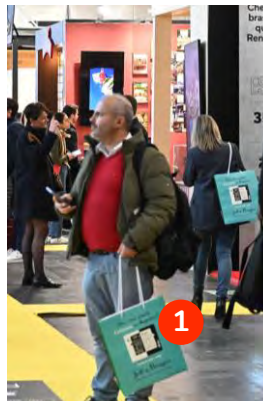
HD PDF (linked files) • 300 DPI • CMYK • vectorized fonts and logos • HD photos • Zipped directly via WeTransfer

#### 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

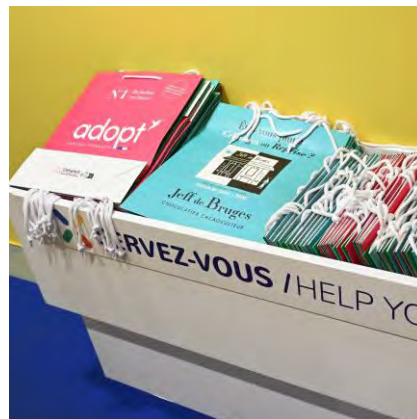


### (#GOO) YOUR GOODIES\*

[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):

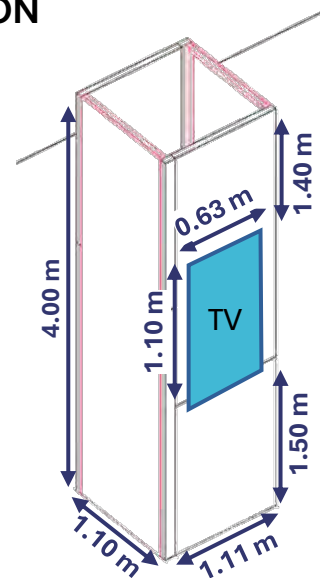
W1.11 x H 1.10 m

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

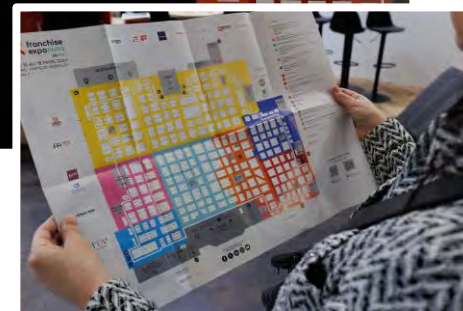
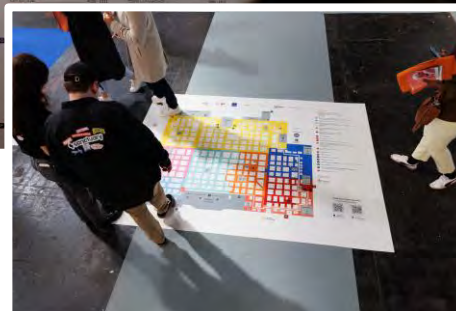
Logo HD (accepted extensions: .ai or .eps • CMYK • vectorized fonts)

### 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 are displayed on different panels set up at various points around the show. The list of exhibitors for each route can be downloaded using a QR Code.

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

Your advertising page in the PDF listing FFF members, sorted alphabetically.

#### 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 #F08:

€ 2,000 excl. VAT

[ EXCLUSIVITY ]

Franchise Expo Paris | Catalogue 2026

HOMEPAGE

DIGITAL  
SOLUTIONS

DIRECT  
MARKETING

PRINT

OUTDOOR  
DISPLAYS

INTERIOR  
DISPLAYS

SPEECHES



Digitalized tour route



Full-page ad

# Communicate on-site

VISITORS THEMATIC TOUR

Accompany visitors on their visit

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

The visit itineraries are displayed on different panels set up at various points around the show.  
The list of exhibitors for each route can be downloaded using a QR Code.

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

Your advertising page in the flyer listing companies looking for multi-, multi or master-franchisee profiles, in alphabetical order.

### Dimension

W148 x H210 mm (without bleed)

### File to send

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

### Deadlines max. max.

Before Friday, January 23, 2026

Price #F09:

€ 2,000 excl. VAT

[ EXCLUSIVITY ]

NEW!

Digitalized tour



Full page ad.

# 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 come and see you on 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

Price #BAR01:

€ 5,550 excl. VAT

[ 3 ADVERTISERS MAXIMUM ]





# 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

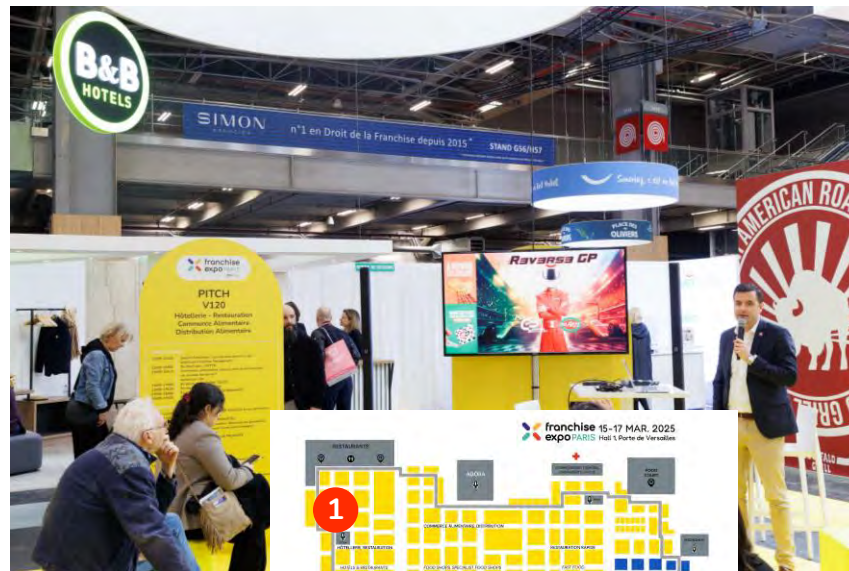
HD PDF (linked files) • 700 DPI • 1/10<sup>th</sup> of final format • CMYK • Vectorized fonts and logos • HD photos • Zipped directly via WeTransfer

#### Deadlines max.

Before Friday, January 30, 2026

Price #BR:

€ 3,900 excl. VAT



Non-contractual plan



# 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..

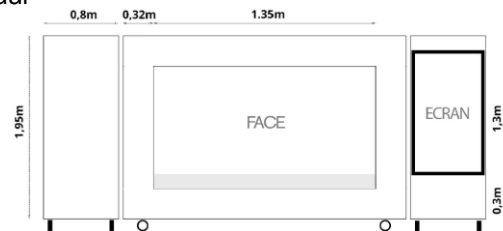
- ❷ **Top and bottom panels covering:** W300 x H30 cm / visual
- ❸ **Right and left panels covering:** W32 x H130 cm / visual
- ❹ **Right and left side panels covering:** W80 x H195 cm / visual

**! 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



### 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

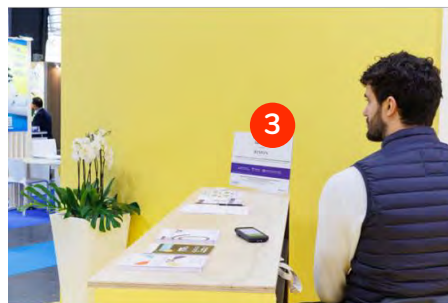
- 1 Your film LeClub's screen (MP4 file of 3 min max – without sound)
- 2 A reserved table
- 3 Your logo (HD format) at the entrance of the club
- 4 Your logo (HD format) in the email sent to the Business visitors
- 5 Your logo (HD format) on the show maps / LeClub area

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

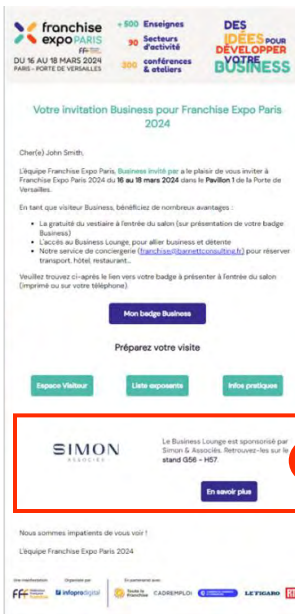
#### Deadlines max.

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:

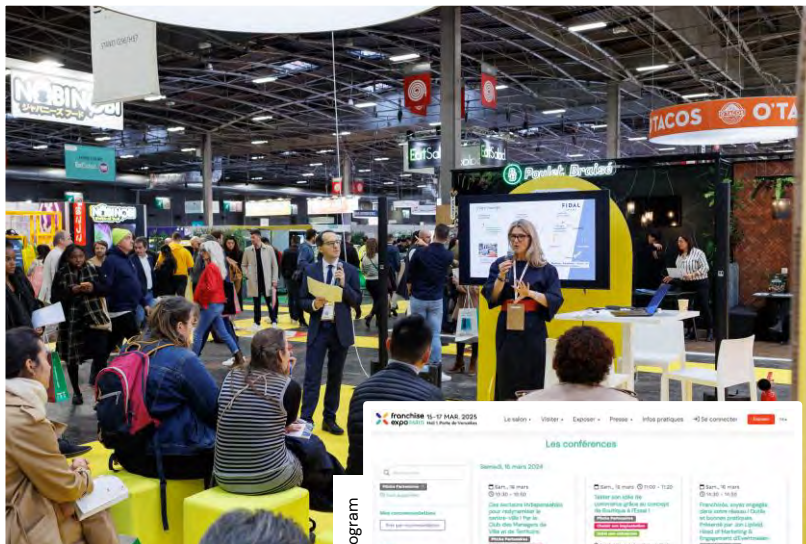
- Capacity of a zone: 30 seats
- Equipment provided to animate high stools, 1 high table, 1 TV screen, and 1 handheld microphone
- Duration of your pitch: 20 min maximum
- Leads: provision of a file of participants who came to see you pitch, to be exported from your exhibitors/My leads area

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

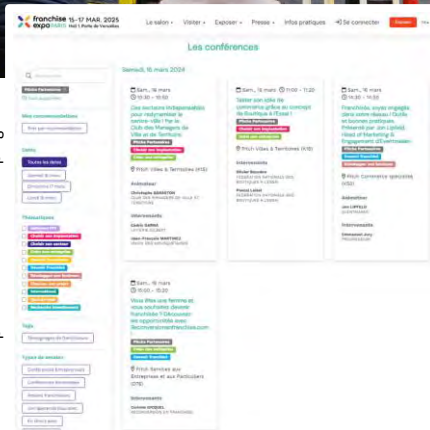
#### Deadlines max.

Before Friday, January 23, 2026

Price #PIT:  
**€ 550** excl. VAT



Your pitch in the conference program





# Communicate on-site

TESTIMONY

## 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

