

# Les Salons du tourisme

**Lille**

17 to 19 Jan. 2020  
Lille Grand Palais

**Lyon**

07 to 09 Feb. 2020  
Halle Tony Garnier

**Paris**

12 to 15 March 2020  
Paris Expo - Porte de Versailles

# salon destinations Nature



12 to 15 March 2020

Paris Expo - Porte de Versailles

## COMMUNICATIONS TOOLS

### 1 BEFORE THE EXHIBITION

#### Publicise your presence

##### Banners on exhibition pages

Limited to 3 exhibitors per exhibition.

Raise your profile at the exhibition on [www.salons-du-tourisme.com](http://www.salons-du-tourisme.com) or [www.destinations-nature.com](http://www.destinations-nature.com) with your animated banner on home page for the town of your choice for 1 year.

Number of pages seen in 2019:

Lille: 473,825; Lyon: 1,160,379;

Paris - Salon Mondial du Tourisme: 1,442,256 / Destinations Nature: 419,116

To be provided: animated banner in 728x90 pixel format + link to your website.

Rate:

**Paris (Salon Mondial du Tourisme or Destinations Nature): €2,000 excl. VAT • Lille or Lyon: €800 excl. VAT**

##### Visitor e-mailshot

Raise your profile among future visitors. We can send your e-mailshots out to the people in our email database (database of previous visitors' email addresses).

Distribution\*:

Lille: 6,500 copies; Lyon: 5,000 copies; Paris - Salon Mondial du Tourisme: 25,000 copies/Destinations Nature: 6,500 copies.

To be provided: 15 days before dispatch, see technical file.

**Paris (Salon Mondial du Tourisme or Destinations Nature): €800 excl. VAT • Lille or Lyon: €500 excl. VAT**

##### Collective e-mailshot

Limited to a maximum of 3 advertisers.

Send out details of your offer as part of a group mailshot. We can produce and send out e-mailshots to the people in our email database (database of previous visitors' email addresses).

Distribution\*:

Lille: 36,000 copies; Lyon: 38,000 copies; Paris - Salon Mondial du Tourisme: 108,000 copies / Destinations Nature: 31,000 copies.

To be provided: 15 days before dispatch, see technical file

Rate:

**Paris (Salon Mondial du Tourisme or Destinations Nature): €950 excl. VAT • Lille or Lyon: €450 excl. VAT**

### 2 DURING THE EXHIBITION

#### Generate traffic

##### Logo on orientation plan

Limited to a maximum of 10 advertisers (Except partners)

• Plan on site at the entrance to the exhibition, in the good tips area

• Plan in the visitor's guide with which visitors are provided

To be provided: 4 weeks before the exhibition: your logo in vectorised EPS format

Rate:

**Paris (Salon Mondial du Tourisme or Destinations Nature): €700 excl. VAT • Lille or Lyon: €300 excl. VAT**

##### Distribution of your flyers

Limited to 4 exhibitors per exhibition.

Your flyers distributed at the entrance to the exhibition.

To be provided: the day before the exhibition, 10,000 copies for Lille, Lyon; 40,000 copies for Paris (Salon Mondial du Tourisme/Destinations Nature).

Rate:

**Paris (Salon Mondial du Tourisme or Destinations Nature): €2,400 excl. VAT (distribution by your own)**

**• Lille or Lyon: 1,500 excl. VAT (Distribution by our hostesses)**

##### Advertising inserts for the visitor's guide

Limited to 3 advertisers.

Distributed free of charge to all visitors. 7x5 cm advertising insert.

To be provided: 4 weeks before the exhibition, HD vectorised PDF.

Rate:

**Paris (Salon Mondial du Tourisme or Destinations Nature): €700 excl. VAT • Lille or Lyon: €300 excl. VAT**

### 2 advertising boards at the exhibition

Positioned in the good tips area or traffic areas.

Dimensions: approx. 2m (H) x 1m (l)

To be provided: 4 weeks before the exhibition, visual in 300 dpi EPS format or HD vectorised PDF

Rate:

**Paris (Salon Mondial du Tourisme or Destinations Nature): €1,600 excl. VAT • Lille or Lyon: €900 excl. VAT**

##### Bags' Distribution

Limited to 3 exhibitors.

Broadcasting rights of your bags in free service at the show's entrance. (Manufacturing possibility on quote).

To be provided: the day before the exhibition, 5,000 copies for Lille and Lyon; 15,000 copies for Paris.

Rate:

**Paris (Salon Mondial du Tourisme or Destinations Nature): €4,000 excl. VAT • Lille or Lyon: €1,500 excl. VAT**

##### Room rental. Half day.

On the Hall, equipped room: sono, hi-fi, furniture, videoprojection.

Rate: **Paris: Salon Mondial du Tourisme/Destinations Nature - On quotation**

##### Provision of badges cords

Limited to 2 exhibitors.

Broadcasting rights of badges cords to professionals, VIP press, Exhibitors (Manufacturing possibility on quote).

To be provided: the day before the exhibition, 1,500 copies for Lille and Lyon, 5,000 copies for Paris.

Rate: **On quotation**