



 **franchise**  
**expo** PARIS

19 - 22 MARCH 2023  
PARIS - PORTE DE VERSAILLES

The leading international franchising event



An event

**fff** Fédération  
Française  
Franchise

Organised by

**INFOPRO**  
digital



## PARTICIPATION GUIDE - NEW EXHIBITOR

4 unmissable days to meet franchise candidates and develop your business!

### 4 steps to book your participation at Franchise Expo Paris:

- 1- Tick your admin fees and exhibitor pack
- 2- Select your performance pack
- 3- Choose your stand surface area and formula
- 4- Select your additional communication tools

### FFF members - benefit from these advantages:

- No admin fees
- Improved visibility at the show
- 15% off corners
- Exclusive discounts on Toute La Franchise
- 15% off sqm price for bate stand space only and fitted stands
- Dedicated technical hotline

The discount on the surface area prices applies fully if the member brand is the only brand present on the stand. In the event that other brands are present on the stand, the conditions are applied according to the following formula:

- 2 brands, including 1 FFF member and 1 non-member: discount applied to 70% of stand surface area.
- 3 brands and more, including 1 FFF member, 2 or more non-members: discount applied to 50% of stand surface area.

Find out more about benefits for FFF member exhibitors on page 8.

**If you wish to become a FFF member, contact the FFF:**

Fédération française de la franchise - 29 boulevard de Courcelles - 75008 Paris – France.

Contacts: Boris Fleche - +33 (0)1 53 75 22 25 - b.fleche@franchise-fff.com

## 1/ Your admin fees and exhibitor pack

### ADMIN FEES

(mandatory)

Admin fees are mandatory and included in all orders

ADMIN FEES	FFF member free	Non-FFF member € 273,00 excl. VAT
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### EXHIBITOR PACK

(mandatory)

As part of the global service offer provided by Infopro Digital to exhibitors to enable them to promote their products at the exhibition in which they are participating, the following costs are included as mandatory in all orders, in addition to the price charged for the visibility desired at the exhibition.

Insurance for damage to goods present at the exhibition and belonging to the Exhibitor within the limits and conditions set out in the full information leaflet available in the technical guide and/or the Exhibitor area	✓
Exhibitor badges (4 badges per 9 sqm)	✓
Daily stand cleaning	✓
Invitations to exclusive digital information events to plan your show	✓
Access to the Business Lounge to receive your clients and sales leads in a convivial atmosphere at the show	✓
Concierge service at your disposal before and during the show	✓
Access to co-working zones to arrange appointments in parallel to your stand	✓
<b>TOTAL</b>	<b>€ 926 excl. VAT</b>

## 2/ Your performance pack (1 pack mandatory)

These are your digital and printed communication tools to develop your visibility before, during and after the show.

Select one of the performance pack options: Access or Premium.

	ACCESS	PREMIUM
Listing of your brand in the Official Catalogue	✓	✓
1 smartphone badge reader licence (additional orders possible with volume discount)	✗	✓
Promotion of your presence before and during the show by our press office	✓	✓
Access to your exhibitor area on franchiseparis.com to plan your participation	✓	✓
Online visibility: <ul style="list-style-type: none"> <li>Your brand on all the exhibitor lists published and in the online search engine</li> <li>Publication of the latest news from your network and your press releases on your exhibitor page</li> <li>Your logo on your exhibitor page</li> </ul>	✓	✓
Provision of free digital invitations and free and unlimited invitation code	✓	✓
Provision of a customisable logo and animated banner for your communication	✓	✓
Access to matchmaking platform <b>Franchise MEET UP:</b> Note: access to the platform, worth €500 excl. VAT for Access and €900 excl. VAT for Premium, is included in the performance packs.	✓	✓
✓ Your detailed exhibitor page with 2 employee accounts to manage appointment requests	✓	✓
✓ Your detailed exhibitor page with 5 employee accounts to manage appointment requests	✗	✓
✓ Your logo on your presentation page	✓	✓
✓ Video included in your presentation page	✗	✓
✓ Access to participant database 1 month before, during and after the show	✓	✓
✓ Download of details of people who have accepted an appointment	✓	✓
Price per brand - Mandatory 1 brand = 1 Access or Premium performance pack	<b>€ 875 excl. VAT</b>	<b>€ 1,338 excl. VAT</b>

## 3/ Your stand surface area and formula

### DESIRED SURFACE AREA

Mandatory for all exhibitors

This refers to the provision of an unconstructed stand space.

The stand space only formula enables you to recreate the ambience of your brand and the concept of your points of sale through a purpose-built stand.

#### YOUR STAND SPACE INCLUDES:

- Only floor markings (bare stand space, unconstructed, without a carpet)
- The MANDATORY Exhibitor Pack including exhibitor services and promotional tools (see above)



Stand space does not include a power supply junction box. If you do not order a fitted stand option, we recommend that you select the Equipment pack (**page 6**) to have a junction box on your stand, together with the pack's other options, or order a junction box on its own from Viparis (<http://www.viparis.com/epex>).

#### Standard

€614/sqm excl. VAT

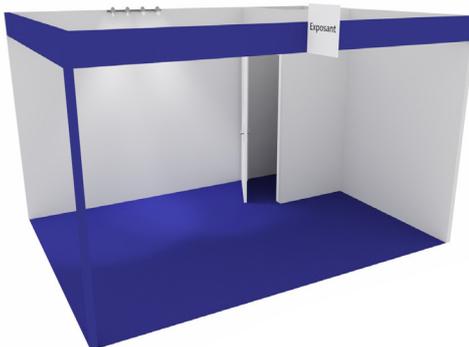
### YOUR STAND FORMULA

To help you with your stand, we offer 3 stand types

#### PRESENCE + STAND

minimum 9sqm

Non contractual illustration



Example of a 12sqm stand with 1 corner

#### BENEFITS OF THIS FORMULA

A presence with all the exhibiting essentials!  
A space you can personalise to meet your needs

This option includes the construction of a modular stand.

#### SERVICES AND FITTINGS INCLUDED

- Store room, size according to surface area: 1 sqm from 12 sqm, 2 sqm from 25 sqm, 3 sqm from 36 sqm
- Low consumption pivoting spotlights
- Double-sided flag sign (name and stand number)
- Choice between 3 carpet colours
- Choice between 3 partition colours (brushed cotton)

With this fitting option, a 3kW junction box is mandatory: € 409 excl. VAT  
Price of Presence +: \_\_\_\_\_sqm x € 156 excl. VAT in addition to stand space sqm price

## TURNKEY STAND

minimum 9sqm  
maximum 50sqm

Non contractual illustration



Example of a 12sqm stand with 1 corner

### BENEFITS OF THIS FORMULA

A "turnkey" formula to allow you to concentrate on business  
A stand reflecting your image to present your brand

This option includes the construction of a complete stand.

### SERVICES AND FITTINGS INCLUDED

- Choice between 4 partition colours
- Choice between 3 carpet colours
- Elevated customisable stand sign 1m x 1 m, double sided
- Double-sided flag sign (name and stand number)
- 1 table + 3 chairs
- 1 reception desk + 1 stool
- 1 document stand + 1 wastepaper bin
- A key visual (banner of 3m L x 2,5m H; produced from your artwork)

From 9sqm	From 15sqm	From 25sqm	From 36sqm
<ul style="list-style-type: none"> <li>• Locking 1sqm store room and coat hook</li> </ul>	<ul style="list-style-type: none"> <li>• Locking 1sqm store room and coat hook</li> <li>• 1 locking cupboard unit</li> </ul>	<ul style="list-style-type: none"> <li>• Locking 2sqm store room and coat hook</li> <li>• 1 coffee table + 3 pouffes</li> <li>• 1 locking cupboard unit</li> </ul>	<ul style="list-style-type: none"> <li>• Locking 3sqm store room and coat hook</li> <li>• 1 coffee table + 3 armchairs</li> <li>• 1 locking cupboard unit</li> </ul>

With this fitting option, a 3kW junction box is mandatory: € 409 excl. VAT

Price of Turnkey stand: \_\_\_\_\_ sqm x € 258 excl. VAT in addition to stand space sqm price

## IMPACT STAND

minimum 12sqm

Non contractual illustration



Example of a 12sqm stand with 1 corner

### BENEFITS OF THIS FORMULA

A "turnkey" formula to allow you to concentrate on business  
A stand reflecting your image to present your brand  
A dedicated technical hotline

This option includes the construction of a complete stand

### SERVICES AND FITTINGS INCLUDED

- Customised and backlit printed canvas
- Hanging stand sign on backlit circle, 2.5 m diameter x 50 cm high
- Choice between 3 carpet colours
- 1 table + 3 chairs
- 1 reception desk + 1 stool
- 1 document stand + 1 wastepaper bin
- Coffee machine (with 150 capsules) – Water dispenser + 2 bottles – cups, sugar and stirrers

From 12sqm	From 15sqm	From 25sqm	From 36sqm
<ul style="list-style-type: none"> <li>• Locking 1sqm store room and coat hook</li> </ul>	<ul style="list-style-type: none"> <li>• Locking 1sqm store room and coat hook</li> <li>• 1 locking cupboard unit</li> </ul>	<ul style="list-style-type: none"> <li>• Locking 2sqm store room with shelf and coat hook</li> <li>• Filled fridge (soft drinks)</li> <li>• 1 coffee table + 3 armchairs</li> </ul>	<ul style="list-style-type: none"> <li>• Locking 3sqm store room with shelf and coat hook</li> <li>• Filled fridge (soft drinks)</li> <li>• Meeting area:</li> <li>• 4 armchairs</li> <li>• 1 coffee table</li> </ul>

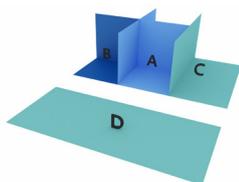
With this fitting option, a 4kW junction box is mandatory: € 631 excl. VAT

Price of Impact: \_\_\_\_\_ sqm x € 280 excl. VAT in addition to stand space sqm price

## CORNERS (subject to availability)

### SELECT THE TYPE OF OPENING

The basic price of stands does not include a corner. You can request one or several corners according to the configurations below.



<b>Type A:</b> stand with 1 open side*	INCLUDED
<b>Type B:</b> stand with 1 corner, 2 open sides*	€ 595 excl. VAT
<b>Type C:</b> stand with 2 corners, 3 open sides*	€ 1,190 excl. VAT
<b>Type D:</b> island stand, four open sides*	€ 2,380 excl. VAT
<b>Type E:</b> personalised corner(s): number of corners requested:	_____ x € 595 excl. VAT

\* Reminder: open sides must remain open in the stand's design.

## OTHER SERVICES

### EQUIPMENT PACK

- 1 non-continuous 3 kW power supply junction box with 2 sockets (electricity included)
- 1 parking space valid for the duration of the show (vehicle height < 1.90 m)
- 1 x 140 L fridge filled with soft drinks (fizzy drinks, fruit juice)
- 1 coffee machine, 150 coffee capsules and consumables (sugar, cups, stirrers)

Standard #EQS: € 1,649 excl. VAT

Light #EQL: € 1,187 excl. VAT

If you have chosen a fitted stand formula (pages 4 and 5), select a "Light" pack which does not include the junction box.

### OFF-STAND STORE ROOM minimum 2sqm

#### #RD

#### A storage space not on your stand

- 1 off-stand store room
- Built surface area + partition walls + locking door
- Free access during the 4 days of the show, subject to exhibitor opening hours

€ 324 / sqm excl. VAT

Security is not provided for the off-stand store room area. Exhibitors are asked to keep their store rooms locked and not to store any valuables in them. Franchise Expo Paris cannot be held responsible in the event of break-in or theft from your store room during and outside exhibition opening hours.

## 4/ Your communication tools (subject to availability)

Contact the sales team for the full list of promotional tools available!

### CATALOGUE PACK

€ 1,544 excl. VAT

Communicate about your brand in the publication that visitors use the most!

#### #PCAT \_\_\_\_\_ Official catalogue

- Your logo on your exhibitor details page
- ½ page advert
- Your brand highlighted in all the catalogue's exhibitor indexes

### VISIBILITY PACK

€ 4,116 excl. VAT

Attract visitors' attention online and in the catalogue!

#### #PCOM2

#### Web Pack

- Your company logo displayed on the website homepage, in rotation with 11 other advertisers, a link to your company details page in the exhibitor list

#### Official catalogue

- Your logo on your exhibitor details page
- ½ page advert
- Your brand highlighted in all the catalogue's exhibitor indexes

## LOGO PACK (limited number)

€ 3,396 excl. VAT

Be displayed everywhere that visitors go in the show

**#LOGO** \_\_\_\_\_ Your logo on:

- The floor plan handed out free to visitors
- Wall-mounted floor plans
- Standing floor plans distributed at strategic locations of the hall

## OFFICIAL CATALOGUE

- **#CAT1** \_\_\_\_\_ ½ page full colour (horizontal) \_\_\_\_\_ € 1,019 excl. VAT
- **#CAT2** \_\_\_\_\_ Inside full colour page \_\_\_\_\_ € 2,058 excl. VAT
- **#CAT3** \_\_\_\_\_ Logo on exhibitor details page \_\_\_\_\_ € 515 excl. VAT
- **#CAT4** \_\_\_\_\_ Premium exhibitor details page \_\_\_\_\_ € 2,573 excl. VAT

## WEBSITE

Website homepage

- **#W1** \_\_\_\_\_ Banner (1000 x 100 px + responsive format) in rotation (3 advertisers maximum) \_\_\_\_\_ € 3,602 excl. VAT

Website exhibitor list page

- **#W2** \_\_\_\_\_ Banner (1000 x 100 px + responsive format) in rotation (3 advertisers maximum) \_\_\_\_\_ € 2,984 excl. VAT

Web Pack

- **#PW** \_\_\_\_\_ Your company logo displayed on the website homepage, in rotation with 11 other advertisers, a link to your company details page in the exhibitor list \_\_\_\_\_ € 1,029 excl. VAT

## NEWSLETTERS

2 targets: new visitors or visitors already pre-registered for the upcoming show

- **#NL1** \_\_\_\_\_ 1 visibility on 1 e-newsletter sent to new visitor prospects \_\_\_\_\_ € 3,602 excl. VAT
- **#NL2** \_\_\_\_\_ 1 visibility on 1 e-newsletter sent to pre-registered visitors \_\_\_\_\_ € 3,602 excl. VAT

## FLOOR TILES

- **#D5** \_\_\_\_\_ 5 tiles \_\_\_\_\_ € 2,356 excl. VAT
- **#D10** \_\_\_\_\_ 10 tiles \_\_\_\_\_ € 4,003 excl. VAT

## BADGE READERS

Smartphone Badge reader licence (profile and details of visitors scanned, can be downloaded at all times after synchronisation)

1 licence = 1 smartphone (iPhone or Android)

- **#LB1** \_\_\_\_\_ 1 licence \_\_\_\_\_ 1 x € 247 excl. VAT
- **#LB2** \_\_\_\_\_ 2 licences \_\_\_\_\_ 2 x € 226 excl. VAT
- **#LB3** \_\_\_\_\_ 3 licences \_\_\_\_\_ 3 x € 206 excl. VAT
- **#LB4** \_\_\_\_\_ 4 licences \_\_\_\_\_ 4 x € 175 excl. VAT
- **#LB5** \_\_\_\_\_ 5 licences \_\_\_\_\_ 5 x € 144 excl. VAT
- **#LB6** \_\_\_\_\_ >5 licences \_\_\_\_\_ \_ x € 103 excl. VAT

## Exclusive benefits for FFF members

Franchise Expo Paris and Toute la Franchise are pleased to offer FFF members exclusive benefits as part of their participation at the show.



PRICE BENEFITS	
15% off exhibition surface area (stand space, fitted stands) and open corners	✓
<b>NEW</b> 15% off all first-time subscriptions to Toute La Franchise	✓
<b>NEW</b> 10% off Toute la Franchise promotional initiatives (webinars, e-mailshots, etc.)	✓



PRIVILEGE BENEFITS	
Rebooking and location priority	✓
Exclusive speaking opportunities in the official talks programme	✓
<b>NEW</b> Technical hotline dedicated to FFF member exhibitors	✓
<b>NEW</b> Dedicated technical hotline at the show for FFF member exhibitors	✓
<b>NEW</b> Stand cleaning callout service for FFF member exhibitors (for their stand)	✓



VISIBILITY BENEFITS	
FFF member logo in the exhibition catalogue exhibitor index	✓
FFF logo on exhibitor details front page in exhibition catalogue	✓
FFF logo on exhibitor details page in exhibition catalogue	✓
FFF Experts Village chapter	✓
FFF member filter on website	✓
FFF logo floor tile in front of FFF member exhibitor stands	✓
Desk sign : FFF member	✓
<b>NEW</b> FFF on Toute la Franchise brand details form	✓
<b>NEW</b> Brand logo on 1 aisle drop sign	✓
<b>NEW</b> Logo on poster at show entrance presenting FFF member exhibitors	✓
<b>NEW</b> Section Foreword from founder/CEO in the FEP exhibitor web page	✓
<b>NEW</b> LinkedIn presenting each FFF member (registered 6 months before the show)	✓
<b>NEW</b> Creation of a specific visitor trail of FFF member exhibitors	✓
<b>NEW</b> Your photo (CEO/Founder) in franchise brand guide	✓



**Toute la Franchise**

The leading franchisor-franchisee matchmaker



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**No. 1**

franchising platform  
in France

**600,000**

visitors per month

**20,000**

applications  
per month

**40**

websites dedicated  
to franchising

A dedicated team to help you



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Banks & Financing organisations - Experts from the FFF Collège des experts -  
International pavilions

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