

# YOUR NEXT BUSINESS MEETING

# Sieec

Retail Real Estate Event

11.12

June 2025

—  
PARIS EXPO  
PORTE DE  
VERSAILLES  
PAVILION 6



# SUMMARY

03

## « Privileged » partnerships

Boost your visibility and reach new customers thanks to our Privileged Partnerships.

07

## *Business*

Boost your stand traffic, strengthen your professional network and generate leads all year round.

12

## Visibility

Grab attention, enhance your image and stand out from the crowd.

# Siec

Retail Real Estate Event

## Privileged partnerships

Boost your visibility and reach  
new customers thanks to our  
Privileged Partnerships.



# SPONSOR PLATINUM

€ 20,000 *excl.VAT*

Access to the most prestigious status.  
Exclusive exposure for your brand at the show.

## EXCEPTIONAL VISIBILITY AT THE SHOW\*.

- Your logo at the entrance to the Exhibition Centre (If the Viparis stands at the entrance to the Exhibition Centre are not available, the logo will be displayed on the façade of Pavilion 6) - limited to 3 advertisers
- Your logo as soon as visitors arrive at Pavilion 6
- Your logo at the entrance to the exhibition and on the main aisle (2 floor markings: white background with stand number, location defined by the organiser)

## YOUR LOGO\* IN THE FOREGROUND

- On your stand
- On the sponsors and partners page on [www.siec-online.com](http://www.siec-online.com)\*\*\*
- On the sponsors' kakemono
- On the Official brochure of the event
- On exhibition badges

## YOUR BRAND ASSOCIATED WITH ALL OUR COMMUNICATION TOOLS

- Your banner\* on the home page of [www.siec-online.com](http://www.siec-online.com)\*\*\*.
- Your banner\*\*\*\* on a Siec 2025 newsletter
- Your logo\* on the exhibition map (on the website, at the entrance of the event and in the Official brochure)

\*HD JPEG logo / banner in 728x90px + url

\*\* Depending on the number of partners, the elements will be used alternately

\*\*\* visible until the end of September 2025

\*\*\*\* Banner in 640x150px + destination url, choice of newsletter subject to approval by the organiser

# SPONSOR GOLD

€10,000 excl. VAT

## YOUR VISIBILITY AT THE SHOW

- Your logo at the entrance to the show or on the main aisle (1 ground marking: white background with stand number, location defined by the organiser)

## YOUR LOGO FRONT AND CENTRE\*\*

- On your stand
- On the sponsors and partners page on [www.siec-online.com](http://www.siec-online.com)\*\*\*
- On the sponsors' kakemono
- On the Official brochure of the event
- On exhibition badges

## YOUR BRAND ASSOCIATED WITH ALL OUR COMMUNICATION TOOLS

- Your banner\* on a page of [www.siec-online.com](http://www.siec-online.com)\*\*\*.
- Your banner\*\*\*\* on a Siec 2025 newsletter
- Your logo\* on the exhibition map (on the website, at the entrance of the event and in the Official brochure)

\*HD JPEG logo / banner in 728x90px + url

\*\* Depending on the number of partners, the elements will be used alternately

\*\*\* visible until the end of September 2025

\*\*\*\* Banner in 640x150px + destination url, choice of newsletter subject to approval by the organiser

# SPONSOR SILVER

€5,000 excl. VAT

## YOUR LOGO FRONT AND CENTRE\*\*.

- On the cover of the official brochure distributed to all Siec participants
- On your stand
- On all pages of the [www.siec-online.com](http://www.siec-online.com)\*\*\* website (in the footer)
- On the sponsors' kakemono
- On exhibition badges

## YOUR BRAND ASSOCIATED WITH ALL OUR COMMUNICATION TOOLS

- Your advertising banner\* on a Siec newsletter (choice of newsletter subject to approval by the organiser)

\*HD JPEG logo

\*\* Depending on the number of partners, the elements will be used alternately

\*\*\* visible until the end of September 2025

\*\*\*\* Banner in 640x150px + destination url, choice of newsletter subject to approval by the organiser

# Siec

Retail Real Estate Event

## BUSINESS

Boost your stand traffic,  
strengthen your professional  
network and generate leads all  
year round.

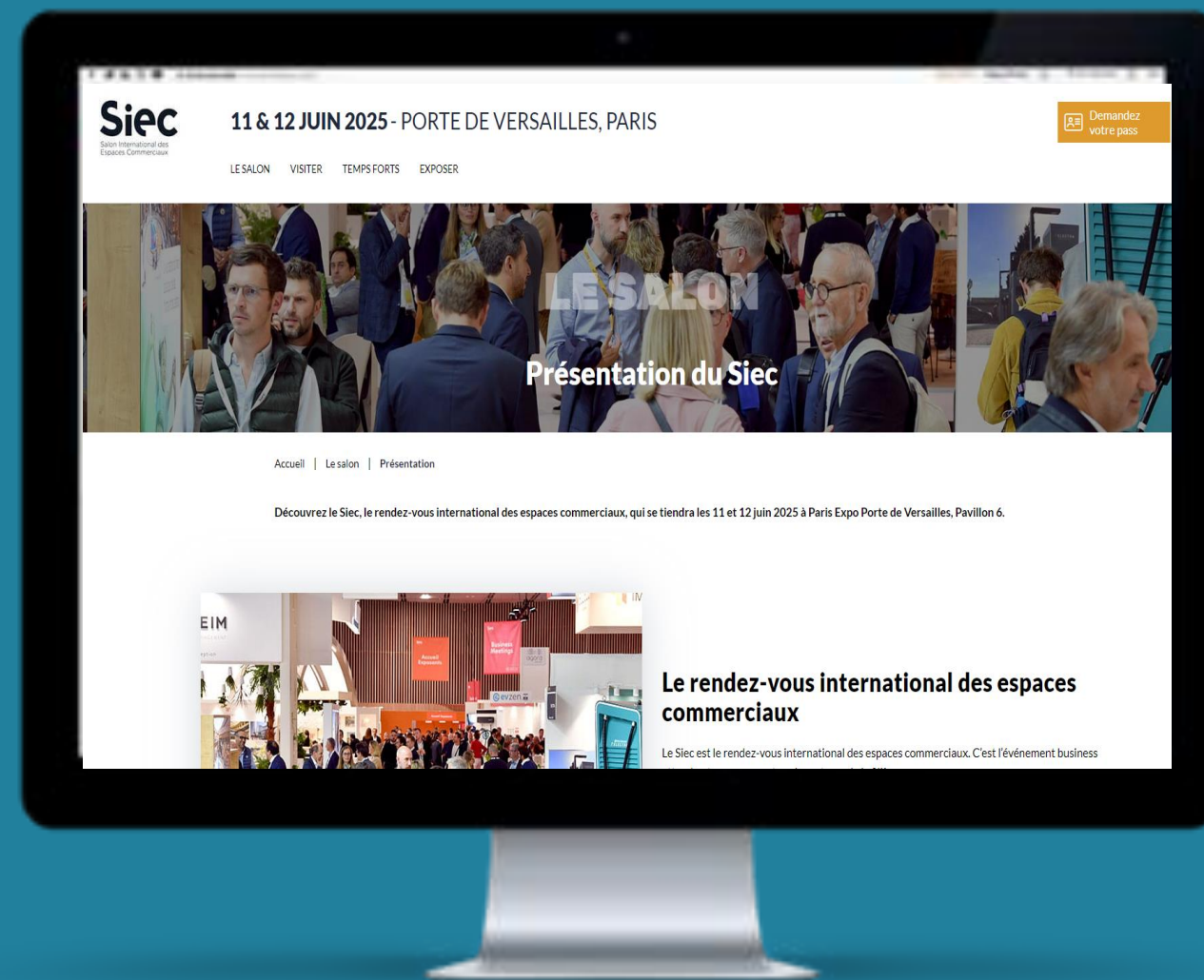


# WEBSITE

Increase your brand awareness, traffic to your website and the number of visits to your stand during the show! Promote your brand before, during and after the show on the ‘exhibitor list’ page and the interactive map.

Your exclusive banner on the  
“List of exhibitors”

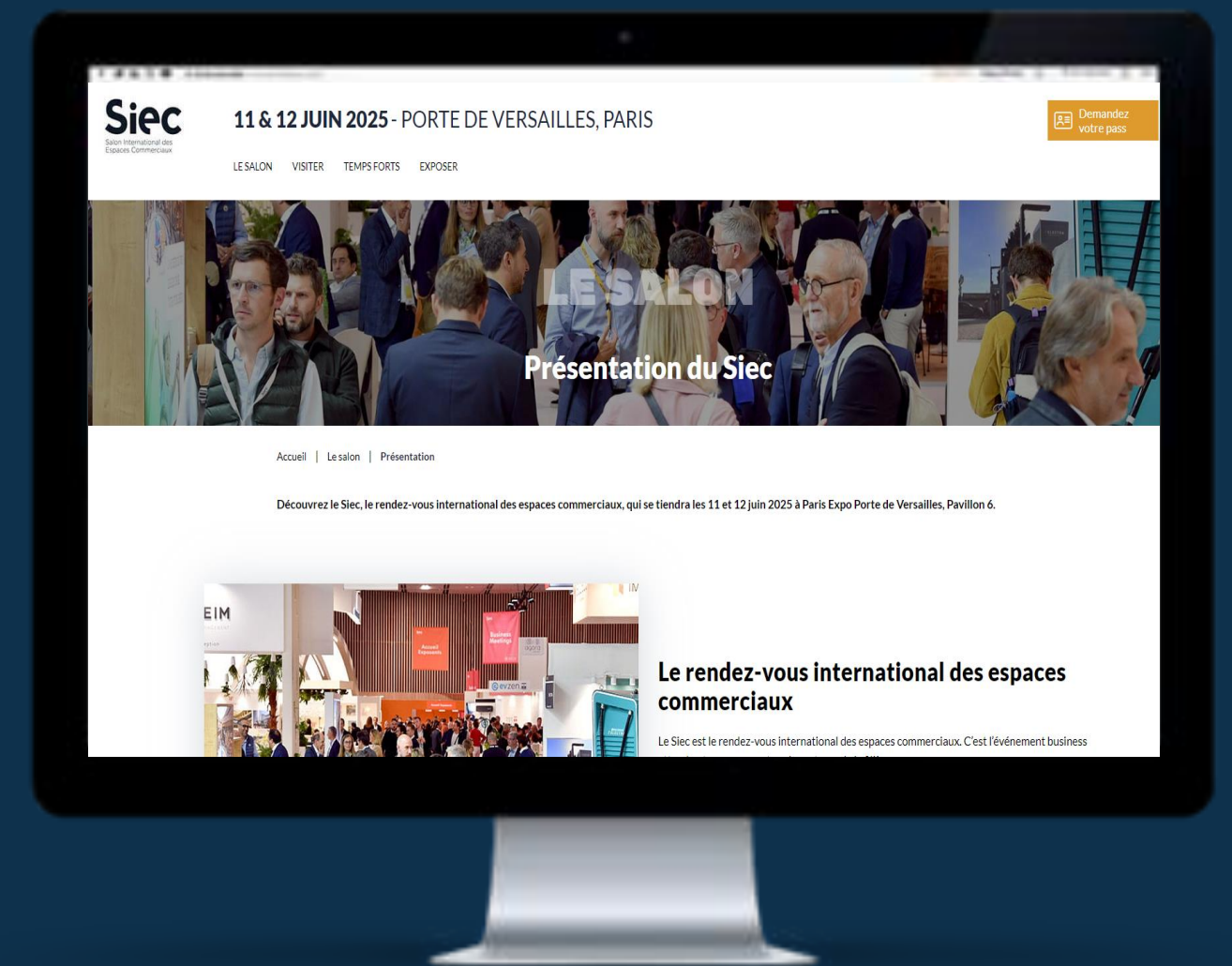
**€3,900 excl. VAT**  
EXCLUSIVE



banner in 728x90px + url

Your exclusive banner on the  
“Exhibition presentation” page

**€2,500 excl. VAT**  
EXCLUSIVE





# REGISTRATION CONFIRMATION EMAIL

Distribute your brand quickly and massively to a qualified target audience.  
Benefit from a customer database tailored to your needs.

- Your banner on the visitor registration confirmation email

**€2,500 excl. VAT**



Banner in 640x150px + destination url

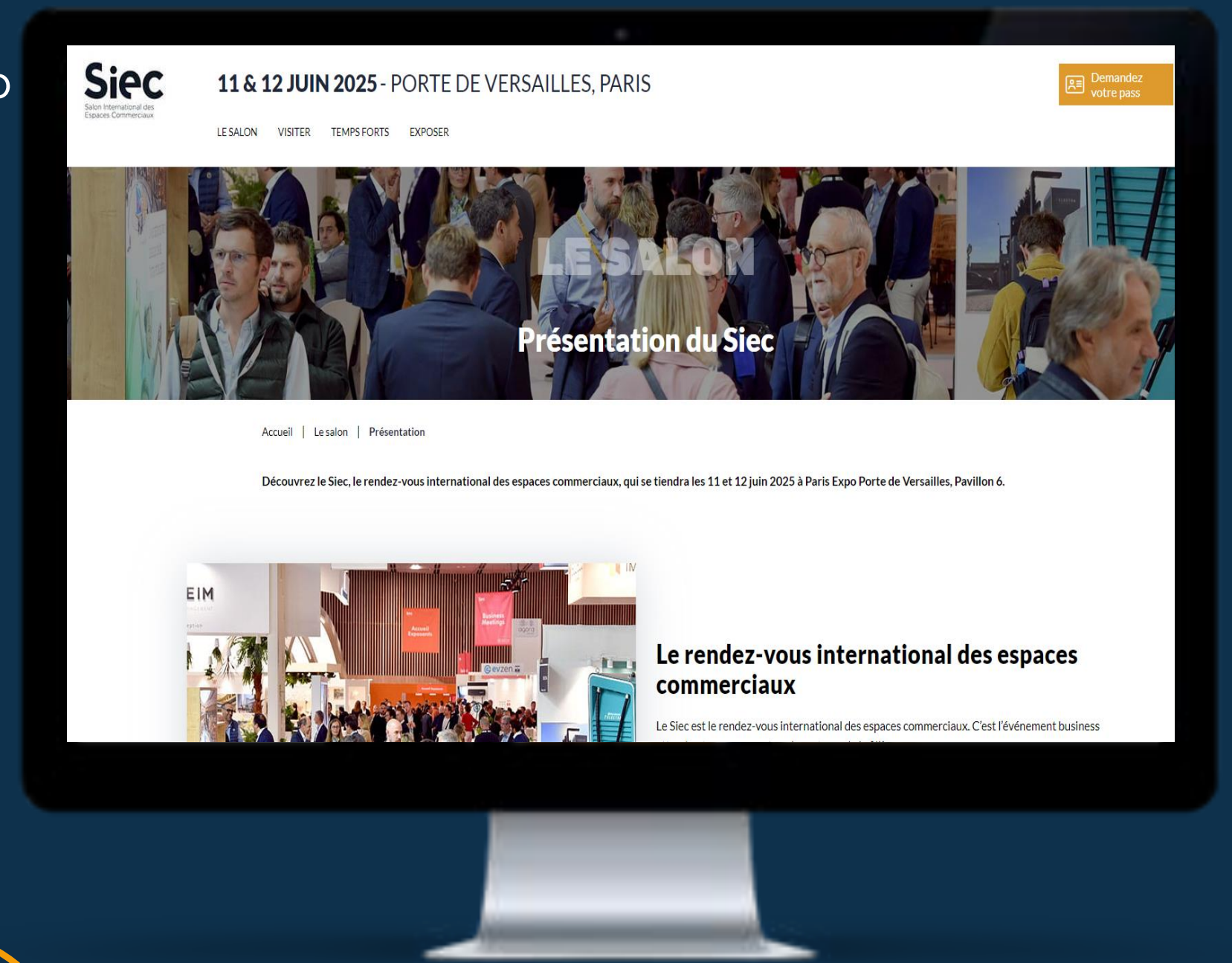
# SMART COMMUNICATION PACK

- Your JPG HD logo on the exhibition map
- Your advertising banner\*\* on the Siec website (www.siec-on-line.com)

€2,000 *excl. VAT*

\*HD JPEG logo / banner in 728x90px + url

\*\* Depending on the number of partners, the elements will be used alternately



# ALLEY LETTERS

## *Exclusive*

Hanging letters to help visitors find their bearings.

- Your JPG HD logo to be displayed on the 7 aisle letters of the show

**€6,000 excl. VAT**



# Siec

Retail Real Estate Event

## VISIBILITY

Grab attention, enhance your image and stand out from the crowd.



# BE VISIBLE

***Add your image to the Siec tools available to visitors in the reception areas***

## Badges

Personalise the back of badges

- Your visual\* on the e-badge sent to registrants before the show

**€8,000 excl. VAT**



## Badge lanyards

Badge lanyards in your colours

- 5,000 copies manufactured and supplied by the sponsor in bulk (without individual packaging) and fitted with a safe-breaking system (model to be submitted to the organiser for approval)

**€7,500 excl. VAT**



# OFFICIAL BAG

## *Exclusive*

Personalise the official show bag with your company colours. A real mobile advertising showcase both inside and outside the show.

3,000 copies supplied by the sponsor and submitted to the organiser for approval

Bag co-branded with the show logo, made from recycled cotton

*€7, 000 excl. VAT*



# OFFICIAL BROCHURE

The ideal tool for showcasing your company and your products to decision-makers, during and after the show.

- Full-colour advertising page €2,000 excl. VAT
- Logo on the Exhibition Plan € 1,500 excl. VAT
- Your company name in bold red in the list of exhibitors (reserved for 10 advertisers) €131 excl. VAT

### PARTENAIRES INSTITUTIONNELS

CMC, FFF, PROCO, COF, etc.

### PARTENAIRES MEDIAS

Entreprise, Business, L'Espresso, etc.

### TEMPS FORTS

Startup Zone, Pavillon Retailtainment, L'Afeterlec, etc.

### PROGRAMME DES CONFÉRENCES

#### MERCREDI 22 MAI 2024

**10h00 - 10h10** [Ouverture] Introduction de la Fédération des Acteurs du Commerce dans les Territoires

**10h15 - 10h45** [Keynote Basic FI] Débat sur l'impact de la loi de finances 2024 sur les recettes de la Base FI

**10h45 - 11h15** [Keynote Easy Cash] L'impact de la loi de finances 2024 sur les recettes de la Base FI

**11h30 - 12h00** [Baromètre] Seconde main : un phénomène de société qui est le bon indicateur de consommation

**12h15 - 12h45** [Keynote EDF (ZMA)] Son large ultra-rapide pour VE : valorisez votre flotte et attirez de nouveaux clients

**12h45 - 13h00** [Table ronde CHCV] Fondra Territorial d'Accueillabilité, des défis et perspectives à mettre aux normes

**13h00 - 13h15** [Fin du Congrès / Buffet]

**14h30 - 15h00** [Interview] Transformation des centres de villes commerciales : un nouvel horizon

**16h00 - 16h30** [Table ronde] IA et immobilier commercial : où en sommes-nous ?

### ENGLISH PROGRAMME

### JEUDI 23 MAI 2024

**09h00 - 10h00** [Congrès CMCV 2024] De 10h00 à 10h30 La DATA : un outil indispensable pour développer les stratégies commerciales en soutien aux centres villes et aux territoires

**10h30 - 10h45** [Ouverture] Ouverture du Congrès du CHCV

**10h45 - 10h55** [Présentation] Actualité du CHCV / Projets

**10h55 - 11h05** [Table ronde CHCV] Le rôle des centres villes dans le développement des territoires

**11h05 - 11h15** [Table ronde CHCV] La dynamique commerciale des territoires

### RENDÉZ-VOUS EN 2025

SAVE THE DATE 11 et 12 JUN 2025

Organisé par COMPOSUM

### Plan du salon

### Liste des exposants

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z																																															
2FACTORY*	3A ORGANISATION*	ACCESSITE*	ALC COMERS*	ALTAIRIA COMMERC*	APPE*	ARTISAN LOYD*	ATELERS BS	BNP PARIBAS REAL ESTATE*	BUSINESS INNO*	CARIMEL*	CCB*	CCI BORDEAUX GIRONDE*	CHCV*	COMPOSUM*	COMMUNAUTE URBAINE DE COMMERCE*	CUSHMAN & WAKEFIELD*	DR'VECO*	EASY CHARGE*	ENTREPRISE INNO FRANCE*	EOL COMMERC*	BURCO COMMERC*	FACTY*	FREY*	GALIM MOP*	GIFFROY*	GRAND PORTIERS*	GRUPPE SIVAC*	GRUPPE MARGUES AVENUE*	HAMMERSON*	INNO INNOUSUSTAINES*	INRIA CENTRES SERVICES AB*	IZVIA*	KEL FONCIER*	KFC FRANCE*	KLEPHERRE*	LES ARCHITECTES*	LA COMPAGNIE DE PHILIPPE DUM*	LES ALLIES DU COMMERCE*	MCARTHURGLEN GROUP*	MER CALYS*	MOYON*	MULTI DANCE*	HYTRAFFIC*	NEXT*	NHOD*	ONEFLASH OPTI-MALL*	QUANTIFLOW*	REDEVOO*	RETAIL PLACE*	RETAILSONAD*	SAD MARKETING*	SAVILLE*	SCC*	SEBIC*	STES COMMERCIAUX*	SMART MOVEUSE*	SHEEP*	SINCF RETAIL & CONNEXION*	SOCIETE DES GRANDS MAGASINS*	SOCRI BHM*	SPL COMMERC ET CENTRE URBAIN CALAIS*	SUBCOO*	TDI*	TERI ANAP*	THE SECOND LIFE*	THOM AS BROUQUET*	TOTALENERGIES CHARGING SERVICES*	UNISOLAR*	UNIBAIL RODANO WESTFIELD*	VILLE DE PAU*	ZUNDER*	ADVERTISING FACT*

### SPONSORS PLATINUM

nhOod, KFC, SOCRI, etc.

### SPONSORS GOLD

APSYS, BNP PARIBAS REAL ESTATE, etc.

# DISTRIBUTION RIGHTS

## *Limited to 3 sponsors*

Your hostesses distribute your leaflets or products at the main entrances, in a high-traffic area, to create direct contact with your potential buyers.

- Your flyer distributed by your hostesses at the entrance to the show
- Items supplied by you and subject to prior approval by the organiser

*€2,000 excl. VAT*





# CHARGING STATIONS

## *Exclusive*

Boost your visibility with charging point wrapping

2 kiosks at the show + 1 kiosk in the VIP area

- Your HD JPEG logo to be supplied to us on the recharging points made available to visitors by the exhibitor

*Exhibitor price: €2,000 excl. VAT*

*Non-exhibitor rate: €5,000 excl. VAT*



# SPONSORSHIP BUSINESS MEETINGS

## *Exclusive*

Qualified, pre-programmed meetings between exhibitors and visitors with projects in mind

- Associate your brand\* with the space
- Your logo \* in the official brochure distributed at the entrance to the show
- Your logo on the sponsors' kakemono

*10,000 excl. VAT*



\*Logo in JPEG HD

# VIP LOUNGE SPONSORSHIP

## *Exclusive*

A privileged, top-of-the-range setting reserved exclusively for VIP badge holders

- Highlight your logo\* in the VIP area
- Invite your VIP contacts to an exclusive area (capacity of 5 people)
- 4 access badges for your team
- Your logo on the official brochure distributed at the entrance to the show
- Your logo\* on the sponsors' kakemono
- Your logo\* on the signage in the VIP area

**€10,000 excl. VAT**



\*Logo en JPEG HD

# SPONSORSHIP THE CLUB ENSEIGNES

## *Exclusive*

A privileged, top-of-the-range setting reserved exclusively for retailers badge holders

Highlight your logo\* in the “Club Enseignes” area

Invite your VIP contacts to an exclusive area (capacity of 5 people)

4 access badges for your team

Your logo on the official brochure distributed at the entrance to the show

Your logo\* on the sponsors' kakemono

Your logo\* on the signage in the “Club Enseignes area”

**€10,000 excl. VAT**



\*Logo en JPEG HD

# SPONSORSHIP GALA EVENING

## *Exclusive*

The Gala Dinner is the place to be for executives and top managers in the sector (400 guests). Ideal for promoting your brand image and inviting your partners and privileged customers to an exceptional venue.

On-stage display of your logo\*.

Your logo \* in official brochure distributed at the entrance to the show

Your logo\* on the pages dedicated to the evening on the Siec website\*\* ([www.siec-online.com](http://www.siec-online.com))

Your logo\* on the sponsors' kakemono

**€10, 000excl. VAT**



\*Logo en JPEG HD

# OUR TEAM AT YOUR SERVICE



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# Siec

Salon International des  
Espaces Commerciaux

**11-12 Juin 2025**

Paris Expo Porte de Versailles  
Pavillon 6

# THANK YOU

Un salon de la



Fédération des  
Acteurs du Commerce  
dans les Territoires •

[WWW.SIEC-ONLINE.COM](http://WWW.SIEC-ONLINE.COM)

X in #SIEC

COMEXPOSIUM