

COMMUNICATION TOOLS GUIDE

MAKE THE DIFFERENCE
AT TRUSTECH 2026 !



**01-03
DEC
2026**

PARIS EXPO
PORTE DE
VERSAILLES
PAVILION 5.2





BUSINESS.....p.3-12

Boost traffic on your booth, strengthen your professional network and generate new leads for the year



BRAND AWARENESS.....p.13-21

Capture attention, highlight your brand image and stand out from your competitors



EXPERIENCE & COMFORT.....p.22-27

Have your employees and guests experience something unique



TAILOR-MADE OFFERS.....p.28-29

We answer your needs with tailor-made solutions

BUSINESS

Boost traffic on your booth

Strengthen your professional network

Generate leads for the year



BUSINESS

Reach visitors and strengthen your professional network

CONFERENCE SPONSOR

Giving voice!

Seize a one-off opportunity to reach all participants by leading a keynote speech in the plenary hall

This pack includes:

One speaking slot from your company (20 min.)

Your logo in the online conference programme

Your logo printed in the conference programme in the Event Guide

€5,300 Excl. VAT

Maximum 6 sponsors



BUSINESS

Reach visitors and strengthen your professional network

CONFERENCE INTERSESSION VIDEO SLOTS

An opportunity to promote your products/solutions and take advantage of the show's audience

Broadcast of a 15-20 second spot before the openings of the conference cycle (morning and afternoon)

Creation and transmission of the spot in MP4 format supplied by the sponsor

Your logo on the website (from booking until 3 to 6 months after the event)

1 sponsor for ID room

1 sponsor for PAY room

**€1,200 Excl. VAT
per day**



BUSINESS

Reach visitors and strengthen your professional network

TRUSTECH INNOVATION AWARDS

Be sponsor of innovation !

Enjoy exposure throughout the awards ceremony recognising the best innovations from the sector

Appearance of your logo on all communications documents associated with TRUSTECH Innovation Awards

Benefit from the show coverage in all the communications associated with the Awards (emailings, PR, articles...)

€5,800 Excl. VAT

EXCLUSIVE SPONSORSHIP



BUSINESS

Reach visitors and strengthen your professional network

PRIVATE MEETING ROOMS

Bring your office at TRUSTECH

9-12 people capacity

Dedicated equipped private room with a screen and furniture

Branding with your logo (3 days)

Extended opening hours for access before and after event opening hours

Meeting room - 1 DAY

For exhibitors €2,750 Excl. VAT

For non-exhibitors €5,500 Excl. VAT

Meeting room - 3 DAYS

For exhibitors €7,150 Excl. VAT

For non-exhibitors €13,900 Excl. VAT



BUSINESS

Reach visitors and strengthen your professional network

HOSPITALITY SUITE - 54 sq.m. fully equipped area

Bring your office with services at TRUSTECH

54 sqm area with a reception desk, a meeting room and a lounge area.

Branding with your logo

Carpet, wooden partitions, cotton wall, lights, electricity

Furniture and 2 screens

Extended opening hours for access before and after the event opening hours

Coffee machine and water fountain

Brand display all around the place (walls in blue on the image)



€40,000 Excl. VAT
4 SPONSORS

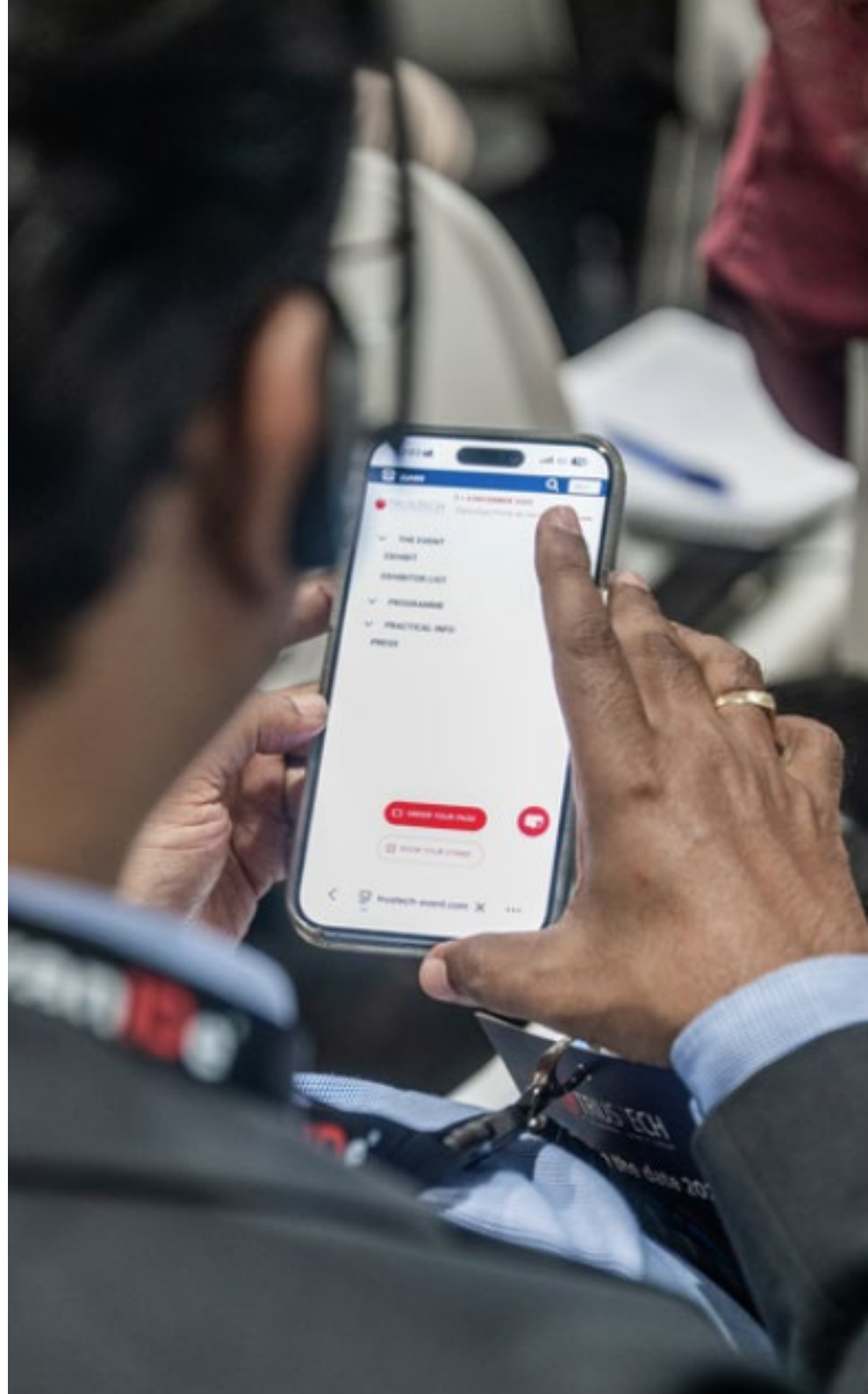
Ask for our dedicated brochure

BUSINESS

Make sure you are in every visitor's pocket

ONLINE CATALOGUE

Unlimited description	€400
On Exhibitors/Products/Brands research pages (price per list):	
• Added visibility	€180
• Banner	€1,000
• Sponsored display	€1,300
On lists sorted by activity field (price per list):	
• Sponsored display	€1,000
• Your Company name/product in 2 nd position	€1,000
• Your Company name/product in 1 st position	€1,200
Top 2 product promotion in Exhibitors/Products/Brands list - EXCLU (price per list)	€1,500
Top 1 product promotion in Exhibitors/Products/Brands list - EXCLU (price per list)	€1,800
Advertising banner on all catalogue's PDF exports	€2,400
Register your event on the official programme	Free



BUSINESS

Make sure you are in every visitor's pocket

VISITORS GUIDE

Make your mark in the exhibition handbook

Exhibitors list:

- Company name in bold red **€120**
- Logo **€550**
- Banner - **EXCLUSIVE** **€2,500**

Orientation map:

- Logo **€550**
- Header banner - **EXCLUSIVE** **€2,850**

Advertising page:

- Half-page **€1,200**
- Full page **€2,200**
- Full page inside cover - **EXCLUSIVE** **€3,200**
- Backpage - **EXCLUSIVE** **€3,600**



BUSINESS

Reach visitors long before the exhibition

ADVERTISING BANNERS

Increase your brand awareness, drive traffic to your website, and enhance the number of visits to your stand during the event by highlighting your brand before, during and after the show on the main website pages

OFFER 1 - BANNER ON THE HOMEPAGE

OFFER 2 - BANNER ON THE “CONFERENCE PROGRAMME” PAGE

OFFER 3 - BANNER ON THE “ABOUT TRUSTECH” & “WHY PARTICIPATE” PAGES

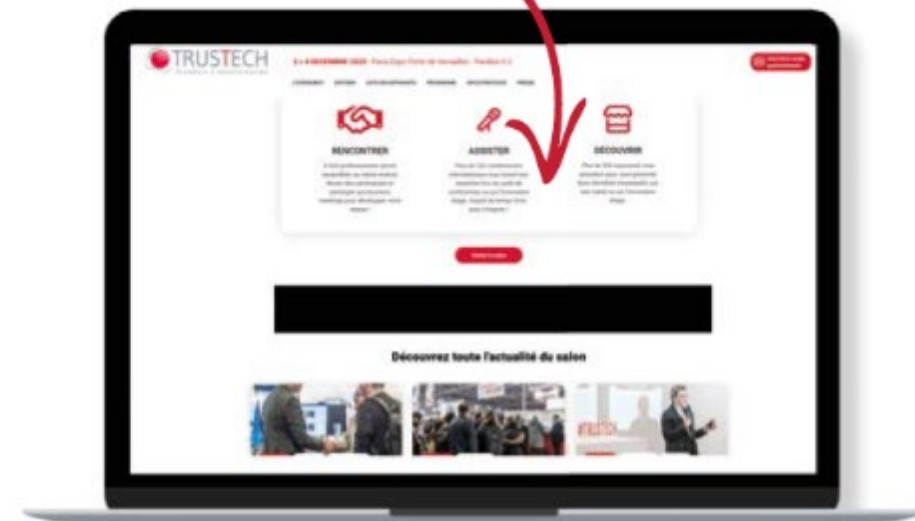
OFFER 4 - BANNER ON THE “PRACTICAL INFO” PAGE

OFFER 5 - BANNER ON THE “EXHIBITOR LIST” PAGE

Annual audience: +110,000 visits

Client to provide the banner with dimensions of 728 x 90 px, jpeg or animated gif + re-direction link

YOUR AD HERE



OFFER 1 - EXCLUSIVE - €1,500 Excl. VAT
OFFERS 2-5 - €1,300 Excl. VAT

BUSINESS

Reach visitors long before the exhibition

E-NEWSLETTER BANNER

Display your banner on our newsletter sent to our visitors database

Banner on an e-newsletter sent to our extensive database

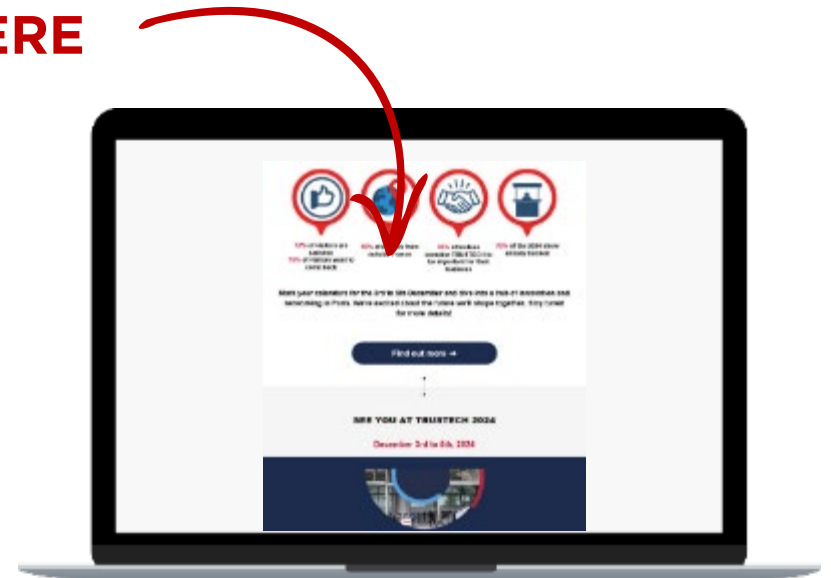
Database: approx. 12 000 industry contacts

Client to provide the banner

Dimension : 640x100 px

YOUR AD HERE

1 email for €690 Excl. VAT
2 emails for €990 Excl. VAT



BRAND AWARENESS

Capture attention

Highlight your
brand image

Stand out from your
competitors



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

LANYARD

Hook your prospects !

This pack includes:

Lanyard with your logo printed on both sides (distributed at the show entrance)

4,000 lanyards are to be supplied in bulk (without individual wrapping) by the sponsor and must include a breakaway attachment (design to be submitted to the organiser).

Your logo on the website (from booking until 3 to 6 months after the event)

Delivery to be made by 27th November 2026 in Paris.

€3,990 Excl. VAT

EXCLUSIVE SPONSORSHIP



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

VISITOR BADGE

Gain pre-event exposure, from the opening of the online visitor registration until the printing of the visitors passes

This pack includes:

Your banner on the pre-registration platform

Dimensions: 468x60 px

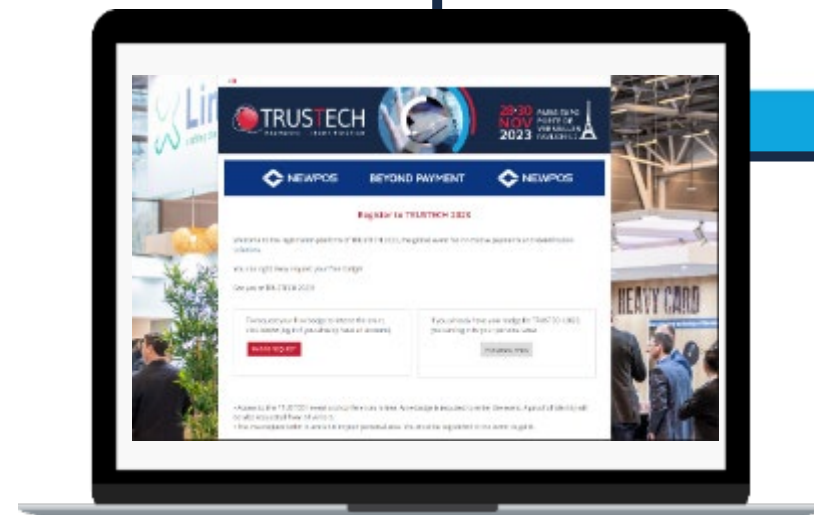
Your banner in the registration confirmation emails

Dimensions: 970x90 px

Your logo on the TRUSTECH badge

€5,400 Excl. VAT

EXCLUSIVE SPONSORSHIP



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

LOGO ON AISLE LETTERS

Be seen at the heart of the show, in its aisles

Display your logo and booth number on the hanging aisle letters

HD JPEG logo to be supplied by the sponsor

7 aisle letters (A to G)

€4,000 Excl. VAT

2 SPONSORS (1 per side)



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

FLOOR STICKER

So visitors can follow your path...

Boost your visibility on the ground with an extensive display that promotes repetition and memorisation of your brand

- 1 floor sticker 80 x 80 cm
Choice of aisle **€700 excl. VAT**
- Pack of 3 floor stickers
Choice of aisle **€2,100 excl. VAT**



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

ORIENTATION MAPS

Showcase your brand on the exhibition floor plans and boost footfall at your stand. The online floor plan is available to visitors before and during the exhibition.

Online PDF Map:

Your banner at the bottom of the A4 PDF floor map available on our website before, during and after the event. Dimensions: 728 x 90 px. **€900**

Giant orientation maps:

- Company name in bold red in the exhibitors list aside the map **€120**
- Logo showing your booth location **€700**
- Giant header banner – **EXCLUSIVE** **€3,280**



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

VISIBILITY PACKAGES

Ensure maximum visibility with these complete packages

Visitor Guide Package (-40%):

- Logo in the exhibitors list
- Company name in bold red in the exhibitors list
- Logo aside the map **€750 excl. VAT**

Visibility Package (-40%):

- Visitor Guide: 1 logo aside the map, 1 logo and Company name in bold red in the exhibitors list
- Orientation map: 1 logo, Company name in bold red **€1,242 excl. VAT**



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

DISTRIBUTION OF YOUR MATERIAL & PROMOTIONAL PRODUCTS

Take the opportunity to get your material or promotional products into the hands of all the visitors.

The organizer will define a designated place for your material/ promotional products to be distributed by your host/hostess.

Elements to be supplied by you and approved by the organizer.

Limited offer to 2 sponsors.

1 day - €1,400 Excl. VAT

2 days - €2,700 Excl. VAT

3 days - €3,850 Excl. VAT



BRAND AWARENESS

Capture attention, highlight your image and stand out from your competitors

OFFICIAL SHOW TOTE BAG

Accompany your prospects arm in arm

This pack includes:

Bag co-branded by sponsor and organizer

Self-service distribution at the show entrance

2,000 bags to be sent to the organiser for approval. In line with our CSR commitments, the bag will have to be produced from an eco-responsible material.

Your logo on the website (from booking until 3 to 6 months after the event)

Delivery to be made by 27th November 2026 in Paris.

€4,990 Excl. VAT

EXCLUSIVE SPONSORSHIP



EXPERIENCE & COMFORT

Offer your customers
and prospects a
remarkable
experience



EXPERIENCE & COMFORT

Associate your brand with an exclusive area

VIP LOUNGE

Associate your brand with the space dedicated to VIPs

This pack includes :

20 VIP passes for your guests

All-day-long coffee breaks

Your branding on the signage of the area

A dedicated area with your company logo

Possibility to distribute
items/goodies/documents

Possibility to organise a private cocktail from
18:00 to 19:30 on the day 2 of the event

€6,000 Excl. VAT

EXCLUSIVE SPONSORSHIP



EXPERIENCE & COMFORT

Associate your brand with an exclusive event

TRUSTECH PARTY

Co-host the famous afterwork TRUSTECH Party !

This pack includes :

A dedicated lounge area to receive your guests

2 Kakemonos with your logo at the entrance to the party

Your logo on the e-invitation and flyer dedicated to the party

20 VIP badges for your guests

=> Access reserved to exhibitors, VIPs, speakers and press pass holders.

€6,000 Excl. VAT

EXCLUSIVE SPONSORSHIP



EXPERIENCE & COMFORT

Associate your brand with a nice happening

COFFEE BREAKS

Cheers to them !

There are two coffee breaks per day during the event, open to all attendees.

This pack includes:

Signage: "Coffee break offered by..."

Your logo on the website (from booking until 3 to 6 months after the event)

3 days - €4,000 Excl. VAT
EXCLUSIVE SPONSORSHIP



EXPERIENCE & COMFORT

Associate your brand with a useful service

SMARTPHONE CHARGING STATIONS

Help attendees to stay powered up!

This pack includes:

Your logo on the 4 power towers

Your logo on the website (from booking until 3 to 6 months after the event)

The location of the charging stations will be indicated on the floor plan

€3,000 Excl. VAT

EXCLUSIVE SPONSORSHIP



EXPERIENCE & COMFORT

Associate your brand with a useful service

WATER FOUNTAINS

Ensure attendees' well-being

This pack includes:

Your logo in the water dispensers

Your logo on the website (from booking until 3 to 6 months after the event)

€3,000 Excl. VAT

EXCLUSIVE SPONSORSHIP



TAILOR-MADE OFFERS

We adapt to your needs
with tailor-made solutions



TAILOR-MADE OFFERS

We answer your needs

CUSTOMISED EVENT

An event to suit you

Willing to organise a private cocktail, breakfast, dinner or any other event for your clients?

We are here to help you.

Please contact us to discuss a personalised offer that will suit your needs.

**Estimation
on request**



THANK YOU!

