



SALON DU CHOCOLAT

MONDIAL DU CHOCOLAT
& DU CACAO

ET DE LA
PÂTISSERIE



SALON
DU CHOCOLAT
PARIS

From October 30th to November 3rd, 2024
Porte de Versailles - Hall 5

BtoB Village
From October 30th
to November 1st, 2024

Opening Night
October 29th, 2024

THE ANNUAL GOURMET *meeting*



Discover Salon du Chocolat Paris, the world's largest event dedicated to cocoa and sweet gastronomy. For nearly 30 years, this essential gathering celebrates master artisans of taste, bearing witness to a gourmet tradition that never ceases to reinvent itself. This year, Salon du Chocolat Paris has chosen to focus its edition on the theme of TIME to offer a gourmet, sensory, and immersive experience. This encounter with time transforms the event into a dazzling showcase, where each creation tells a story and invites you to savor the present moment.

Salon du Chocolat Paris : an enchanted interlude where craftsmanship and creativity intertwine for the greatest pleasure of the taste buds!



An immersion

IN THE HEART OF THE WORLD'S LARGEST CHOCOLATE FACTORY



Discover

MORE THAN 500 PARTICIPANTS
FROM 39 COUNTRIES



Savor

THE CREATIONS
OF THE GREATEST NAMES
IN CHOCOLATE AND PASTRY



Dance

DURING LIVE PERFORMANCES
FROM COCOA-PRODUCING
COUNTRIES



Celebrate

EXCELLENCE THROUGH
PRESTIGIOUS INTERNATIONAL
COMPETITIONS



Meet

PROFESSIONALS FROM
AROUND THE WORLD



Develop

YOUR VISIBILITY AND NETWORK



Admire

THE PARADE OF CHOCOLATE
DRESSES AND MONUMENTAL
CHOCOLATE ARTWORKS



Share

DISCOVERY AND INITIATIVE
WORKSHOPS FOR ALL,
AND BOOK SIGNING SESSIONS



Narrate

THE TRENDS AND CHALLENGES
OF THE INDUSTRY DURING
OUR CONFERENCE SESSIONS

THE SALON DU CHOCOLAT PARIS

in 2023



THE UNMISSABLE PLATFORM FOR ALL PROFESSIONALS
IN THE SWEET FOOD INDUSTRY.

39

COUNTRIES REPRESENTED



47%

France



16%

Cocoa-producing countries



11%

European countries



26%

The rest of the world

Exhibitors' Profile

Chocolatiers - Cocoa Producers - Confectioners - Couverture Chocolate Makers - Ice Cream Makers - Ingredients - Packaging - Pastry Chefs - Pastry Schools - Professional Organizations - Professional and General Public Equipment Suppliers - Interior Designers - Table Arts.



AN AREA RESERVED
FOR PROFESSIONALS



2 LEVELS
OF PUBLIC EXHIBITION

92 000



BTOB & BTOC
VISITORS IN 5 DAYS

500



PARTICIPANTS



20 000 m²

8000



PROFESSIONAL VISITORS

AVERAGE SPEND
PER PERSON

60€

1,200



JOURNALISTS AND MEDIA
DECISION-MAKERS PRESENT

450 000



VISITS TO THE WEBSITE IN THE
MONTH PRECEDING THE FAIR



125 K

SUBSCRIBERS



92,5 K

SUBSCRIBERS

+7 million €

MEDIA COVERAGE
(EQUIVALENT TO ADVERTISING SPEND)



+800 million

POINTS OF CONTACT EXPOSED TO THE
ANNOUNCEMENT/NEWS OF THE FAIR



Nearly 500

PRESS MENTIONS
IN FRANCE



Exceptional MEDIA COVERAGE

Le Parisien

B I B A

DNA
DERNIÈRES NOUVELLES D'ALSACE

Closer

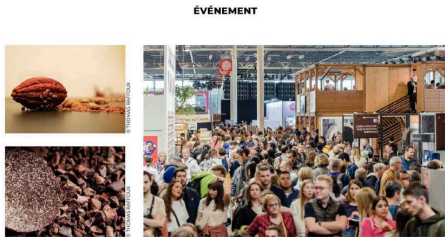
REPORTAGE. Au Salon du chocolat de Paris, le délicieux accord de la sculpture et de la haute couture

Le 28e Salon du chocolat se tient du 28 octobre au 1er novembre 2023, porte de Versailles. Un rendez-vous délicieux, mêlant en avant le savoir-faire et la création artistique.



Nicolas Guerrero, chef-pâtisseries et chocolatier, de l'Atelier Luletia Paris, installe ses « Lulus » sur la structure géante au Salon du chocolat. (CMD/actu Paris)

Le Salon du chocolat est de retour pour le bonheur des visiteurs : dégustations, ateliers, et défis pour faire rêver les amateurs de cacao jusqu'en 1er novembre 2023. Cette nouvelle édition gourmande prend place au parc des expositions, porte de Versailles (15^e arrondissement). Entre défilés chics et douceurs gustatives, le Salon du chocolat s'inscrit comme un rendez-vous incontournable pour les gourmets parisiens.



ÉVÈNEMENT

Presque 30 ans et pas une ride. En 28^e éditions, le Salon du Chocolat de Paris est devenu un événement incontournable pour tous les amateurs des dérivés de la fève de cacao... mais pas seulement. Grâce aux efforts de ses organisateurs et de ses artisans, produits et acteurs de la filière présents chaque année, ces cinq jours représentent la vitrine des évolutions de la pâtisserie, de la chocolaterie-confiserie comme de l'ensemble des savoir-faire sucrés. De quoi fédérer l'attrait du grand public... mais également des professionnels.

Salon du Chocolat Paris 2023
Rendez-vous d'une filière en mouvement

Si octobre est le mois du chocolat par excellence, le point d'orgue de la période est atteint lorsque le pavillon 50e Paris Expo - Porte de Versailles se remplit des douces effluves émanant par les stands et démonstrations du Salon du Chocolat. Cette année encore, du 28 au 1^{er} novembre, la « planète cacao » se retrouvera lors de cet événement. Le mot ne pourrait être mieux choisi tant les relations entre les pays producteurs et les transformateurs ont pris de l'importance au fil du temps : à présent, le dialogue entretenu entre les deux parties fait une meilleure place à l'éthique et au progrès mutuel, avec comme objectif commun la pérennité de la filière, qui pourrait être mise à mal en raison du changement climatique et faute d'un plus grand respect des ressources naturelles. Après plusieurs années perturbées en raison de la crise liée au Covid-19, 2023 sera le premier salon du grand rassemblement international, se rejoignant Gerald Falacios, président du Salon du Chocolat. En effet, il marquera le retour de pays tels que le Japon, avec un espace dédié, dont les créations sont appréciées pour leur originalité et leur excellence. « L'offre d'exposants est constituée de près de 40% d'entreprises étrangères. Malgré son nom orienté autour des déclinaisons de la fève de cacao, l'événement est devenu la plateforme incontournable de la gastronomie sucrée. « Le Salon du Chocolat de Paris est le plus grand événement au monde dédié à cette catégorie, et l'un des principaux salons français du secteur alimentaire ouverts au grand public », détaille le dirigeant, avec quelques chiffres particulièrement marquants : 100 000 visiteurs sont attendus cette année, dont 10 000 professionnels, pour venir à la rencontre de 260 exposants. « Nous ferons nos fières et le savoir-faire associé aux métiers du sucré, en couvrant l'ensemble de la palette des acteurs du marché, qu'ils soient producteurs, artisans ou industriels. » Ce salon impose son caractère atypique et multifacette, avec une forte orientation sur le contenu en plus de l'espace d'exposition traditionnelle, ce sont près de 25 démonstrations, 20 conférences ainsi que plusieurs concours et remises de prix qui s'offrent au public. « Sur 5 jours, ce sont à la fois des conférences pointues, traitant des problématiques de la filière, mais aussi des



Création
Un robe « made 100 % en cacao » au Salon du Chocolat à Paris

On ne dégoûte pas seulement au Salon du chocolat, porte de Versailles, à Paris. On admire aussi les créations de plus belle, notamment lors du traditionnel défilé robes « Made 100% en cacao », qui inaugure le rendez-vous comme cela a encore été le cas ce jeudi. Une création a été imaginée en Alsace par la famille Brunot - Nolite et Meud, les compagnes de Pascal Delmarre maître de France et Champion du monde de chocolaterie et Tom Laroche élu par la chaine Marie Claire gagnante de The Voice 2022.



systeme LA VIE MODE D'EMPLOI

BONNE IDÉE ?
Le chocolat dans les plats salés

Où, et depuis longtemps ! Les Américains du Midwest utilisent le chocolat comme une épice au moins deux fois par semaine. Plus proches de nous, certains de nos grands chefs peuvent leur filigrane de vous avec un cœur de chocolat. Mais il est possible d'aller beaucoup plus loin ! Aujourd'hui, pour rester innovants, les chefs, et les ventes au home. Pour une sauce, un pain, un gâteau, un jus qui se transforme, pour un salade, en réponse des visiteurs pour garder le contact avec eux, pour un menu, le bon sens et le savoir-faire sont les clés.

Et si on manque d'inspiration ? On peut du plus grand événement mondial consacré au chocolat, qui ouvre porte de Versailles le 28-10-2023 jusqu'au 1^{er} novembre. Des ateliers, des démonstrations, traditions, ateliers de cacao comme en direct avec des cacao, des à imaginer 77 routes - dans beaucoup de nos

Parce que le chocolat est un monde à découvrir, il faut le partager.

10 PASS DE 2 ENTRÉES AU SALON DU CHOCOLAT DE PARIS 2023

C'est « le » rendez-vous des bacs sucrés à ne pas manquer ! Pour sa 28^e édition, le Salon du Chocolat de Paris vous propose du 28 octobre au 1^{er} novembre 2023 de participer à un véritable festival de la gourmandise ! Tentez votre chance de gagner deux places pour partir à la rencontre des plus grands maîtres chocolatiers et chefs pâtisseries du monde entier!

salon-du-chocolat.com
(Valeur : 32 €)
Code : MCLAIRE33



actu.fr
LE MONDE DES PATISSIERS & CHOCOLATIERS



CHOCY DRESSES? I SHOULD COCOA!

by ELIZABETH SHARPLEY
THESE outfits look a bit Flakky - as they are!
The annual Salon du Chocolat show in Paris offers a chance to see a bit of sugary stardom. And these creations look like best - bar none.

FOOD STORY CHOCOLAT
RÉALISATION : COUMBA DIOP

LE RENDEZ-VOUS DES PUPILLES ET DES PAPILLES

La 27^e édition du plus grand événement mondial dédié au cacao et à ses gourmandes déclinaisons se présente comme un véritable festival du chocolat et de la pâtisserie d'exception. Durant cinq jours, le Salon sera rythmé par des épreuves convoquant toutes les facettes de la profession : maîtrise de la viennoiserie, sculpture sur glace, en passant par l'art chocolater, l'innovation pâtissière et le sourcing responsable... Événement incontournable, le défilé de robes en chocolat revient sur le devant de la scène. Stylistes et chocolatiers ont rivalisé de créativité pour élaborer des silhouettes pleines de panache et de poésie. Du 28 octobre au 1^{er} novembre, à Paris, rendez : salon-du-chocolat.com.

Paris, le 27 octobre
Laurent Maistret Choco-Lanta!

Actualité Économie & Business

STARTUP
C'est dans une tenue à croquer que Laurent Maistret a montré ses talents de communicant lors du défilé d'ouverture du Salon du Chocolat, en faveur de l'association Michael Changé Cœur. Preuve que ce beau gosse a aussi un cœur tendre!

ALORS ? En chocolaterie ou pas, il fait fondre ses fans féminines.

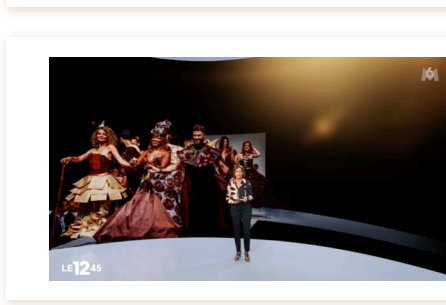
Dengo Bien plus que du chocolat

Les producteurs sont prêts à investir 245 \$ au-dessus du prix du marché

Il avait déjà les tablettes, là, il a le reste!

BFM ÉCONOMIE
LE RETOUR DU SALON DU CHOCOLAT À PARIS!

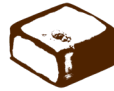
Info Pratique **Cyclisme** : L'UCI Track Champions League revient le 4/11 au Vélodrome de St-Quentin-en-Yvelines. Billetterie : uctrackchampionsleague.com



Le Journal du Dimanche
THE Sun

Gala
marie claire

Testimonials



Rosario Pajuelo

PROMPERU FRANCE DIRECTOR AND SWISS CONFEDERATION



For Peruvian cocoa producers and Tree-to-Bar chocolate tablet manufacturers, Salon du Chocolat Paris is the most anticipated event of the year because it brings together chocolate industry players in a festive, sophisticated, and human atmosphere. This event represents a real opportunity for them to approach new markets, meet professionals from Asia, Europe, the Middle East, and America, and focus on customer preferences while absorbing new trends.

Peru has been a faithful exhibitor at Salon du Chocolat Paris, and we are proud to be part of this international family. Our country's participation is essential to promote Peru's origin, its chocolate industry, and its expertise.

Pierre Leriche

MANAGER ALEP FRANCE, YOUNG TALENT IDF EXHIBITOR



Salon du Chocolat Paris was a logistical challenge for us for a week. The warm and professional welcome from the organization significantly enriched our experience, fostering customer loyalty and creating new opportunities. This experience allowed us to engage with potential customers, share professional moments, and strengthen relationships within our company.

Hasnaâ et Vincent Ferreira

HASNAÂ CHOCOLATS GRANDS CRUS



Salon du Chocolat Paris enables us to shine across the national territory with visitors coming from all corners of France, and to introduce our products to a new clientele. Parades, demonstrations, conferences, all provide opportunities for us to showcase our expertise.

Hugues Pouget

HUGO & VICTOR



The Salon is a meeting place for chocolate lovers where we, passionate professionals, share our passion, expertise, and products with both young and old gourmands, enthusiasts, and professionals alike. Our mission: distributors of happiness! Chocolate, of course!

BE PART
of the Salon du Chocolat 2024



THE GOOD REASONS TO BECOME AN ACTOR
IN A UNIQUE EVENT



Take advantage of a powerful communication platform and proximity to consumers and chefs to associate your brand with it



Showcase your brand alongside the biggest names in chocolate, pastry, and gastronomy



Benefit from the presence of the press, influencers, and opinion leaders (across all media)



Generate high-quality event visibility



Make dreams come true for visitors of all ages with animations and sculptures in your spaces



Expand your professional network. The presence of industry experts, renowned chefs, and other key players offers a unique opportunity to create valuable connections

Salon's animations



THE CHOCOLATE DRESS PARADE



CONFERENCES
ABOUT COCOA AND GASTRONOMY



AN ENTERTAINING PROGRAM
FOR CHILDREN



THE PASTRY SHOW



EXHIBITIONS
CELEBRATING THE MATERIAL OF CHOCOLATE



COMPETITIONS





*The Different
areas*

THE BTOB VILLAGE

October 30th - November 1st, 2024

RESERVED FOR
PROFESSIONALS



Designed as a space for meetings, exchanges, and discoveries, the BtoB Village offers a comprehensive view of the market with the presence of the entire industry.



PARTICIPANTS

- Cocoa Liquor
- Chocolate bonbons and confectionery
- Ingredients and raw materials
- Laboratory equipment
- Small equipment
- Packaging
- Store layout and equipment
- Table arts
- Professional organizations
- Importers
- Training and employment

VISITORS

- Chocolatiers
- Distributors
- Buyers
- Media
- Institutions
- Ice Cream Makers
- Pastry Chefs
- Chefs
- Hospitality industry professionals
- Consumers

AT YOUR DISPOSAL

- A dedicated access
- A Lounge for your meetings
- Networking breakfasts
- A quota of invitations
- A dedicated sales representative to accompany you

WHY EXHIBIT AT THE BTOB VILLAGE?

During 3 days, expand your professional network, generate leads and qualified prospects, build a database of potential customers interested in your offer, thus facilitating future business opportunities.

THEMATIC PAVILIONS

NEW

The Grand-Place



EUROPE HONORED!

Around a central square, three pavilions will highlight artisans from **Belgium, Switzerland, and Germany.**

Take part in the Salon du Chocolat Paris and benefit from visibility with the media.

6 OR 9SQM BOOTHS

Layout

- Counters with colored brushed cotton
- High stool
- 2.5m partitions covered in colored brushed cotton
- Carpet on the floor
- Lighting and electricity during the fair
- Specific signage for the space and sign

OFFERED VISIBILITY

Highlight of the Grand-Place and its participants on the following communication platforms:

- Stories and posts on our social media networks
- Article in an email campaign (database of 65K)
- Dedicated paragraph on the website (online in September 2024)
- Mention in the press kit (publication in October 2024)

THEMATIC PAVILIONS

NEW

Passage Gourmand

Reserved for French sweet specialties
subject to validation by the project management.



SWEET TREATS TOUR OF FRANCE

Le Passage Gourmand invites visitors to the Salon du Chocolat to discover or rediscover **French regional sweet specialties.**

Come and present yours!

65QM BOOTHS

Layout

- A stall to display your products, a chair, carpet on the floor
- Specific signage for the space and sign
- Electricity not included and mandatory

OFFERED VISIBILITY

Highlight of the Passage Gourmand and its participants on the following communication platforms:

- Stories and posts on our social media networks
- Article in an email campaign (database of 65K)
- Dedicated paragraph on the website (online in September 2024)
- Mention in the press kit (publication in October 2024)

THEMATIC PAVILIONS

Elles area



TALENTED WOMEN

This pavilion honors **talented women** who are revolutionizing the world of chocolate.

Take part in our event and benefit from a strategic location, at the heart of the Salon du Chocolat Paris.

6 OR 9SQM BOOTHS

Layout

- Counters with white brushed cotton
- High stool
- 2.5m partitions covered in white brushed cotton
- Carpet on the floor
- Lighting and electricity during the fair
- Specific signage for the space and sign

OFFERED VISIBILITY

Highlight of the Elles's Pavilion and its participants on the following communication platforms:

- Stories and posts on our social media networks
- Article in an email campaign (database of 65K)
- Dedicated paragraph on the website (online in September 2024)
- Mention in the press kit (publication in October 2024)

THEMATIC PAVILIONS

En Résidence



A dedicated offer for a selection of renowned brands for a premium event experience.

Come and showcase your talent and the excellence of your know-how, within a fully equipped space located in the heart of the salon.

You will also benefit from great visibility through an optimal communication plan.

Your presence is possible for 1 or several days of your choice.

EQUIPPED 24SQM BOOTH

Located on the central aisle, in the area of chocolate makers and pastry chefs

Layout

- Counters with white brushed cotton
- 2.5m partitions covered in white brushed cotton
- Carpet on the floor
- A lockable storage room
- Furniture: refrigerated display cases, high stools, 2 pastry racks, 1 refrigerator
- Lighting and 8kW electrical terminal during the fair
- Specific signage for the space, sign, and visuals printed by us

OFFERED VISIBILITY

Highlight of the En Résidence area, the women's pavilion, and its participants on the following communication platforms:

- Stories and posts on our social media networks
- Article in an email campaign (database of 65K)
- Dedicated paragraph on the website (online in September 2024)
- Mention in the press kit (publication in October 2024)
- Integration into the media coverage plan of the Salon du Chocolat

THEMATIC PAVILIONS

1 Jour 1 Chocolatier



A dedicated offer for a selection of renowned chocolate artisans for a premium event experience.

Come and showcase your talent and the excellence of your know-how, within a fully equipped space located in the heart of the Salon.

You will also benefit from great visibility through an optimal communication plan.

Your presence is possible for 1 or several days of your choice.

EQUIPPED 15SQM BOOTH

Located on the central aisle, in the area of chocolate makers and pastry chefs

Layout

- Counters with black brushed cotton
- High stool
- 2.5m partitions covered in black brushed cotton
- Carpet on the floor
- A lockable storage room
- Lighting and 4kW electrical terminal during the fair
- Specific signage for the space, sign and visuals printed by us

OFFERED VISIBILITY

Highlight of 1 jour 1 chocolatier space and its participants on the following communication platforms:

- Stories and posts on our social media networks
- Article in an email campaign (database of 65K)
- Dedicated paragraph on the website (online in September 2024)
- Mention in the press kit (publication in October 2024)

THEMATIC PAVILIONS

Japan area



AN IMMERSION IN THE WORLD OF JAPANESE SWEET GASTRONOMY

In the Japan Area, visitors are introduced to **Japanese culinary art** through artisans presenting their exceptional chocolates and demonstrations by Japanese chefs on the dedicated stage.

Come and present your products at a furnished booth, in the heart of a village dedicated to Japan.

FURNISHED BOOTH FROM 6 TO 9SQM

Layout

- Counter with brushed cotton (choice of white or black)
- High stool
- Shelf
- 2.5m high partitions covered in rushed cotton (choice of white or black)
- Black carpet
- Rail with 3 spotlights*
- Sign (40x40cm)
- Insurance and handling fees included

OFFERED VISIBILITY

Highlight of the Japan area on the following communication platforms:

- Article in an email campaign (database of 65K)
- Dedicated paragraph on the website (online in September 2024)
- Mention in the press kit (publication in October 2024)

**Electricity not included and mandatory*

*3 types of booths to meet
your needs*



3 TYPES OF BOOTHS TO MEET *your needs*

GENERAL
PUBLIC



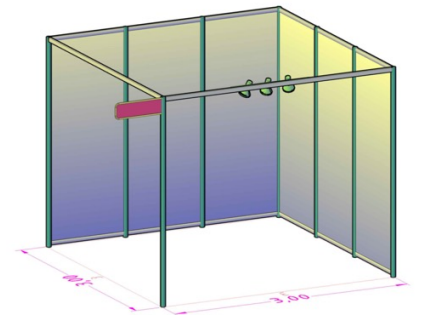
BARE STAND

The bare stand is an empty and vacant area, delineated on the ground and to be fully furnished by yourself or with the assistance of a stand builder.

MODULAR BOOTH*

The modular booth is a space comprising chocolate-colored melamine partitions, a 2.50m high aluminum structure, black carpeting, a flag sign with stand number and name, and a rail of 3 LED spotlights for each 9sqm module.

VUE 3D



FURNISHED BOOTH*

Available in limited numbers for areas of 6, 9, 12, 15, or 18sqm the furnished booth allows you to prepare your participation with peace of mind as it includes black carpet, wooden partitions with 2.50m high brushed cotton in white or black, a rail with 3 LED spotlights per 9sqm module, as well as the following furniture: a counter covered with white or black brushed cotton with plexiglass and melamine painted top, 2 high stools, and a shelf.

**Visuals are not contractual.*

Each exhibitor will receive a web kit to communicate their presence at Salon du Chocolat on their own social networks, their participation announced on the list of exhibitors on the at Salon du Chocolat website, as well as a quota of access badges and invitations allocated according to the booth's size.

Please note that electrical power supply is not included in the booth cost and will be subject to mandatory ordering.

3 TYPES OF BOOTHS TO MEET *your needs*

**BTOB
VILLAGE**

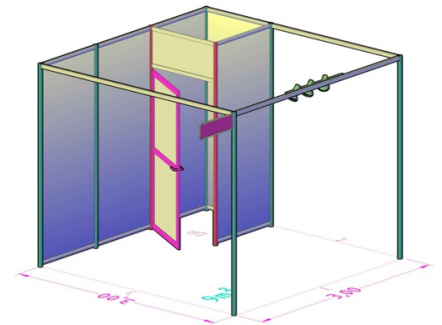


BARE STAND

The bare stand is an empty and vacant area, delineated on the ground and to be fully furnished by yourself or with the assistance of a stand builder.

MODULAR BOOTH*

The modular booth is a space consisting of chocolate-colored melamine partitions, an aluminum structure of 2.50m high, black carpet, a 1sqm storage closed by a door, a flag sign with stand number and name, and a rail of 3 LED spotlights for each 9sqm module.



FURNISHED BOOTH*

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Our communication tools



PARTNERSHIP AND Brand Exposure



Salon du Chocolat goes beyond an exhibition; it is also a **collaboration** aimed at optimally meeting your brand objectives.

We offer **sponsorship** opportunities to **increase the visibility** of your brand among the general public.

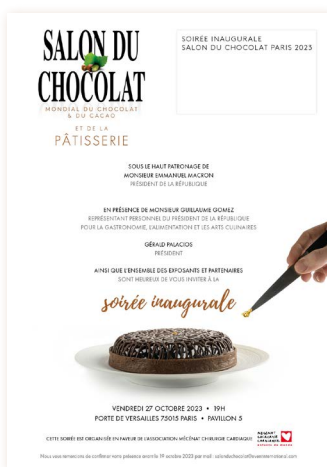
Goods exchanges are also possible to support values that are important to you.

Special operations enable the creation of a unique experience.

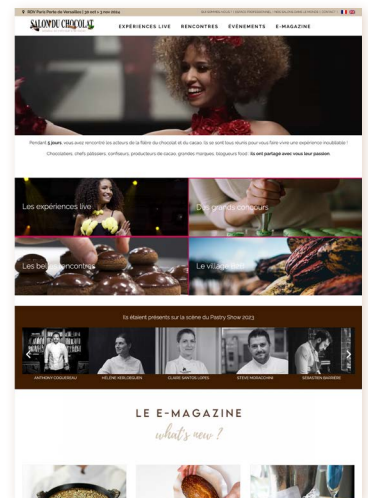
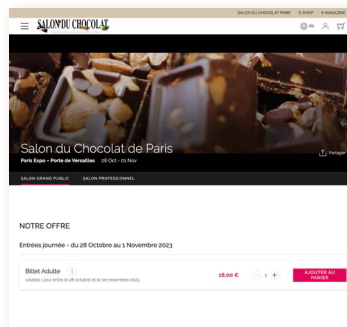
All these initiatives are built around an agile mechanism, allowing the use of tools provided according to your visibility needs.

If you wish to precisely target your audience using one or more impactful and engaging platform, we provide a customized offer.

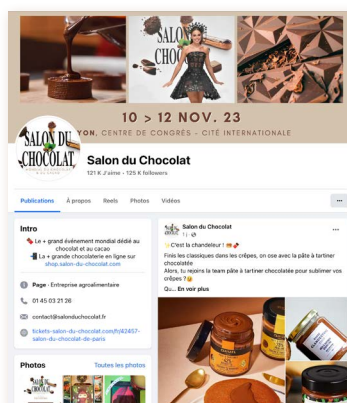
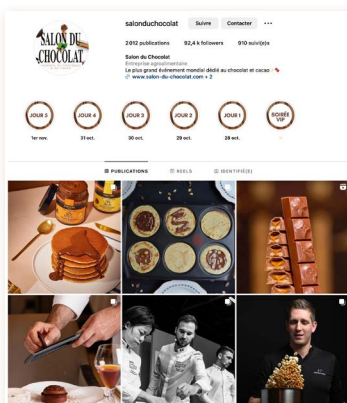
PRINT COMMUNICATION TOOLS



OUR DIGITAL PLATFORMS



SOCIAL MEDIA PLATFORMS



ON-SITE VISIBILITY



Print communication tools

Communicate **with our community** to showcase your brand, new product or innovation

Subject to conditions and pending content approval by Salon du Chocolat

1. INTERNAL ADVERTISEMENT FOLD-OUT MAP

Share 1/12th of the fold-out map with our official makeup partner through an advertising box on one of the inner pages.

Quantity: 30,000 copies

4000 € HT



Non-contractual visual

2. LOGO/BANNER ON B2B OR PUBLIC TICKETS

Prime Visibility on e-tickets sold via Salon du Chocolat ticketing platform.

80% of total tickets sold on our official ticketing platform.

Specific format to be determined later.

4000 € HT



Newsletter

Before the Salon, **announce your presence** and highlight your expertise, latest news, or new products to our visitors, your future clients!

In a few figures: Targeting 65K highly targeted contacts - Average open rate of 30% - Click-through rate of 5-6%.

SALON DU CHOCOLAT
LE SALON E-SHOP E-MAGAZINE

Découvrez
LE PROGRAMME #4

28 OCT > 1 NOV 2023
PARIS PORTE DE VERSAILLES

Alerte promo 🔔

Plus qu'une semaine avant l'évènement le plus chocolaté de l'année! 🍫

Découvrez dès maintenant la suite du **programme complètement fofoooo** qui vous attend sur le Salon du Chocolat de Paris, du 28 octobre au 1er novembre.

Past...Bénéficiez de **réductions jusqu'à -4€** sur vos billets! *

VITE, J'EN PROFITE

Les démos de chefs en live

Past...toujours plus de chefs sur le **Pastry Show!**
Venez les rencontrer tous les jours sur le salon.

PASTRY SHOW

MAX MARTIN
LE PÂTE CATELAN***
30 OCT. À 15H

JE RENCONTRE LES CHEFS

Le Pastry Show junior

1. VISUAL INSERTION IN NEWSLETTER

Integration of a banner with a redirect link to a website of your choice.

The banner format will be communicated to you later.

A campaign report will be provided at the end of the campaign.

1000 € HT

2. SIMPLE EMAIL CAMPAIGN

Integration of an editorial or promotional text along with an image and a redirect link.

Maximum character count: 300

The banner format will be communicated to you later.

A campaign report will be provided at the end of the campaign.

1200 € HT

Our social media platforms

Communicate with our community to showcase your brand, new product or innovation.

Subject to conditions and pending content approval by Salon du Chocolat

 **125 K FOLLOWERS**

1. FACEBOOK POST AND/OR STORY

Creation of a Facebook post or story, published on our account to reach our entire Facebook community.

Format: max 250 characters

The visual will be provided by you and adapted according to the chosen publication format.

1000 € HT



 **92,5 K FOLLOWERS**

2. INSTAGRAM STORY

Creation of an Instagram story, published on our account to reach our entire Instagram community.

Format: max 250 characters

*The visual will be provided by you.
Format: 1080px by 1920px (9:16 ratio)*

1250 € HT



Social media contest

Integration of your brand into one of the contests organized by Salon du Chocolat

Prizes to be provided by the partner:
between 25 and 50 prizes valued at €40 to €50 each



3000 € HT

Broadcast of your video ad at the exhibition

1. AD SPOT ON THE CACAO SHOW SCREENS

Broadcast your content
twice daily for 5 days,
between animation slots

LED screens visible at 180° located on the
central stage of the Salon

Format and duration to be specified later

Limited offer

3000 € HT

2. ON THE PASTRY SHOW STAGE

Broadcast your content
6 times per day for 5 days
between chef demonstrations

Hanging screen above the stage
for increased visibility

Format and duration to be specified later

Limited offer

5000 € HT

3. BACKSTAGE AT THE PASTRY SHOW - B2B TARGET

Backstage:

Broadcast your content on a 55" screen
located in the Chefs Lounge

Premium visibility to a target audience
of pastry chefs, chocolatiers,
and their teams

EXCLUSIVE

2000 € HT

SHARED SCREEN

1500 € HT

4. ON THE RUNWAY

During the opening night

broadcast your content
before the runway show: 1 broadcast

Throughout the duration of the Salon

Broadcast twice daily for 5 days,
between animation slots

LED screens visible at 180° located
on the central stage of the Salon

OPENING NIGHT

1500 € HT

THROUGHOUT THE DURATION OF THE EXHIBITION

3000 € HT

Visibility and Sampling

1. LOGO INSERTION ON THE LANYARD DISTRIBUTED TO 5000 PROFESSIONALS

* Subject to availability and approval by Salon du Chocolat team.

9000 € HT



2. SIGN DISPLAY

Opportunity to display sign in the central aisle on pillar X 2 sides (100 x 150cm)

Printing costs included

3000 € HT

3. VIDEO ADVERTISING SCREEN IN THE SALON

Provision of a video screen (55») located at a strategic place within the Salon for continuous playback of a promotional video for your brand **during the 5 days of opening** as well as **during the Opening Night**.

Video production not included.

Limited offer to a maximum of 5 brands.

DEDICATED SCREEN 5000 € HT

SHARED SCREEN WITH OTHER BRANDS (MAXIMUM OF 3)

2500 € HT



Non-contractual visual

Visibility and Sampling

4. SAMPLING AT THE OPENING NIGHT

Amplify the visibility of your brand during the opening night by offering samples at the entrance and exit to introduce your products to as many people as possible.

For this purpose, we provide you with **2 hostesses**, whose attire can be customized (pins, scarf, outfit in brand colors).

Duration: during the opening night from 7pm to 10pm

Remember to provide sampling trays + products

PRICE WITH HOSTESS

2000 € HT

PRICE WITHOUT HOSTESS

1500 € HT

5. DAYTIME SAMPLING AT THE SALON

Showcase your brand by offering your products for sampling, which will be distributed by 2 hostesses for 5 hours each day during the 5 days of the exhibition.

Duration: 5 hours per day for the 5 days of the Salon

Area to be jointly defined with Salon du Chocolat team

Remember to provide sampling trays + products

PACKAGE FOR ALL 5 DAYS

6000 € HT

PACKAGE FOR 1 DAY - 5 HOURS

2000 € HT

Private space rental at the Salon

Organize a private event such as a cocktail reception, press conference, meeting, or tasting for your team or clients within the Salon in various possible spaces:
The Pastry Show
The B2B Lounge
Other rooms



**Quotation and service
on request**

Event visibility

Take advantage of a powerful media lever to associate your brand with the **creation of a monumental artwork** combining art & chocolate.

Provision of a space at the entrance of the Salon or another strategic area depending on availability.



Quotation on request

Presence on all touchpoints



SERVICES OFFERED	PRICES
PRINT COMMUNICATION TOOLS	
1. Interior Advertisement on the Fold-out Map (30,000 copies)	4000,00 €
2. Logo/Banner on the General Public e-Tickets	
3. Logo/Banner on the B2B e-Tickets	4000,00 €
NEWSLETTER	
1. Visual Insertion in the Newsletter	1000,00 €
2. Simple Emailing Insertion with Editorial Text	1200,00 €
RÉSEAUX SOCIAUX	
1. Facebook Post	1000,00 €
2. Instagram Story	1250,00 €
3. Facebook Contest organized by the Salon	3000,00 €
DIFFUSION VIDÉO	
1. Advertisement Spot on Cacao Show Screens (excluding runway)	3000,00 €
2. Advertisement Spot on Pastry Show Screens between chef demonstrations	5000,00 €
3. Dedicated Screen in the Pastry Show Backstage - professional target	2500,00 € Exclusive sponsorship for 4000,00 €
4. Advertisement Spot during the Runway Show Opening Night	1500,00 €
Throughout the Duration of the Salon (excluding opening night)	3000,00 €
ON-SITE VISIBILITY & SAMPLING	
1. Logo Insertion on the Lanyard	9000,00 €
2. Signage Display	3000,00 €
3. Dedicated Video Advertising Screen within the Salon	5000,00 €
4. Sampling at the Opening Night	2000,00 €
5. Daytime Sampling at the Salon Private rental at the Salon	5000,00 € Price on request
Event visibility	Price on request

Please note that prices may vary based on specific needs and availability

SALON DU CHOCOLAT *around the world*



JAPON : JAN - FEB 2024

IN PARTNERSHIP WITH ISETAN MITSUKOSHI LTD.
 

LIMA : JULY 18 - 21, 2024

IN PARTNERSHIP WITH     

DUBAÏ : SEPT 18 - 20, 2024

IN PARTNERSHIP WITH  

PARIS : OCT 30 - NOV 3, 2024

MONTREAL : NOV 8 - 10, 2024

IN PARTNERSHIP WITH 

NEW YORK : NOV 8 - 10, 2024

IN PARTNERSHIP WITH 

SHANGHAI : NOV 12 - 14, 2024

IN PARTNERSHIP WITH 

RIYADH : NOV 27 - 29, 2024

IN PARTNERSHIP WITH  

LYON : NOV 2024

SHANGHAI : MAR 26 - 29, 2025

IN PARTNERSHIP WITH 

ISTANBUL : MAR 2025

IN PARTNERSHIP WITH 

For more informations, please contact:

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Thank you

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