

# COMMUNICATION TOOLS GUIDE

MAKE THE DIFFERENCE  
AT TRUSTECH 2025 !



THE GLOBAL EVENT FOR INNOVATIVE  
PAYMENT & IDENTIFICATION SOLUTIONS

**02-04**  
**DEC**  
**2025** PARIS EXPO  
PORTE DE  
VERSAILLES  
PAVILION 5.2 



## **BUSINESS.....p.3-10**

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



## **BRAND AWARENESS.....p.11-19**

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



## **EXPERIENCE & COMFORT.....p.20-24**

Have your employees and guests experience something unique



## **TAILOR-MADE OFFERS.....p.25-26**

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

## INNOVATION AWARDS : EXCLUSIVE SPONSORSHIP

Be sponsor of innovation !

Enjoy exposure throughout the awards ceremony recognizing 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**



# BUSINESS

Reach visitors and strengthen your professional network

## MEETING ROOMS

Bring your office at TRUSTECH

9-12 people capacity.

Dedicated equipped private room with a screen.

Branding with your logo (3 days).

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

### Meeting room - 1 DAY

**For exhibitors €2,650 Excl. VAT**

**For non-exhibitors €5,500 Excl. VAT**

### Meeting room - 3 DAYS

**For exhibitors €6,950 Excl. VAT**

**For non-exhibitors €13,900 Excl. VAT**





# BUSINESS

Reach visitors and strengthen your professional network

## HOSPITALITY SUITE

Bring your office with services at TRUSTECH

Welcome desk reception area.

1 hostess throughout the 3 days of the event.

9 - 12 people dedicated equipped private room with screen.

Branding with your logo.

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

Coffee machine.

**For exhibitors €8,000 Excl. VAT**

**For non-exhibitors €9,000 Excl. VAT**

**4 SPONSORS**



# BUSINESS

Reach visitors long before the exhibition

## BANNER ON THE TRUSTECH WEBSITE HOME PAGE

Display your banner on the website homepage and boost traffic to your stand. This tool is available to visitors before and during the show.

This pack includes:

Banner on the TRUSTECH homepage for two months.

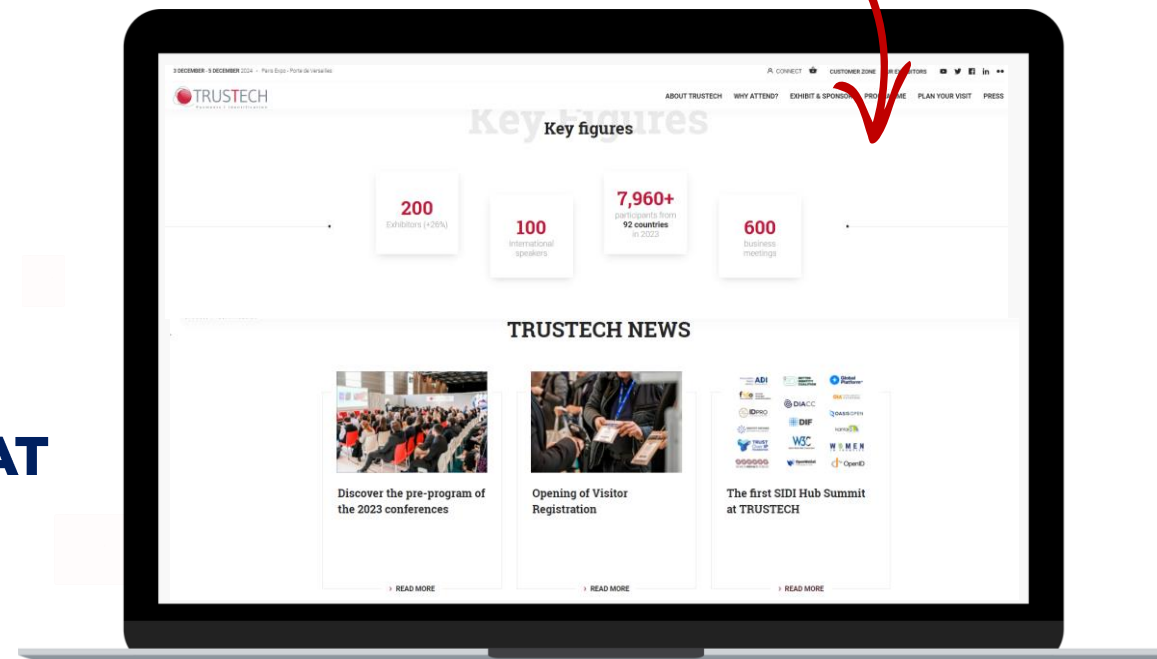
Annual audience: +110,000 visits.

Client to provide the banner

Dimension: 728 x 90 px, jpeg or animated gif + re-direction link

YOUR AD HERE

**€990 Excl. VAT**





# 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 “WHY VISIT” PAGE

Visibility until December 2024 incl

Dimension: 728 x 90 px, jpeg or animated gif + re-direction link

**€2,200 Excl. VAT**

### OFFER 2 - BANNER ON THE “PRACTICAL INFO” PAGE

Visibility until December 2024 incl

Dimension: 728 x 90 px, jpeg or animated gif + re-direction link

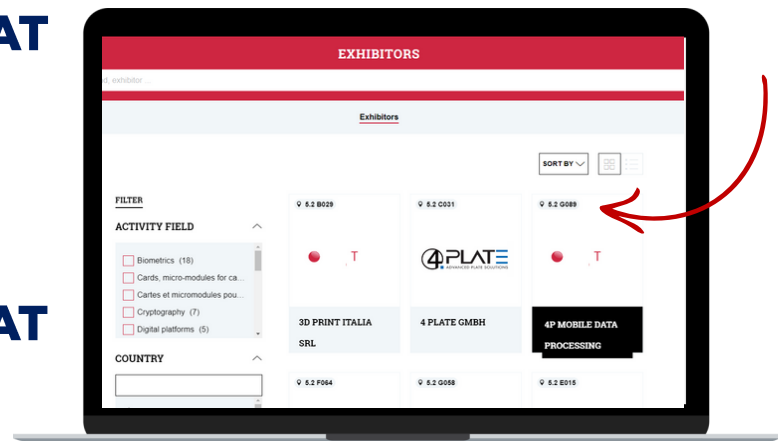
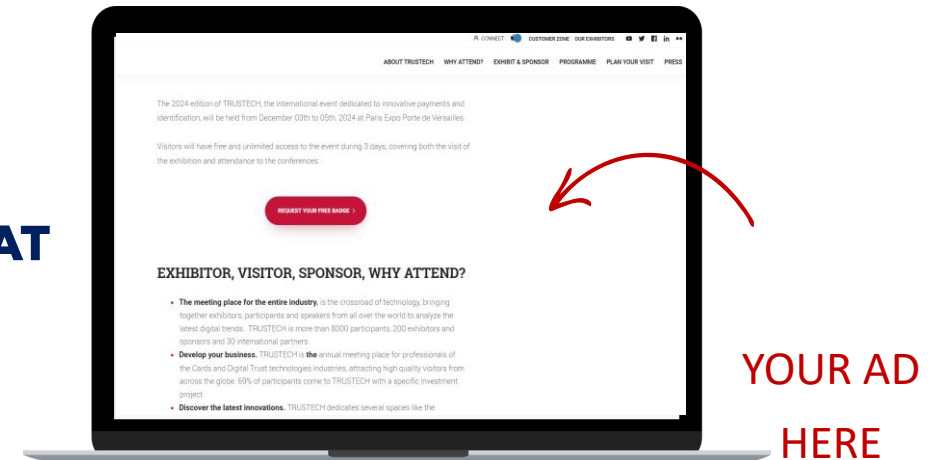
**€1,900 Excl. VAT**

### OFFER 3 - BANNER ON THE “EXHIBITOR LIST” PAGE

Visibility until December 2024 incl

Dimension: 728 x 90 px, jpeg or animated gif + re-direction link

**€2,200 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.

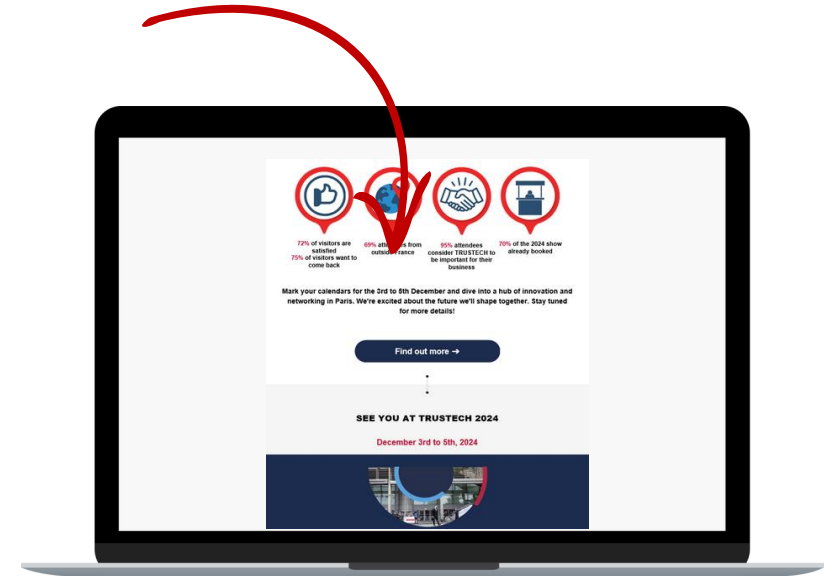
Database: approx. 12 000 industry contacts.

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



#TRUSTECH

# BRAND AWARENESS

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

## VISITOR BADGE : EXCLUSIVE SPONSORSHIP

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

This pack includes:

Your banner on the pre-registration platform

Dimension : 468x60 px

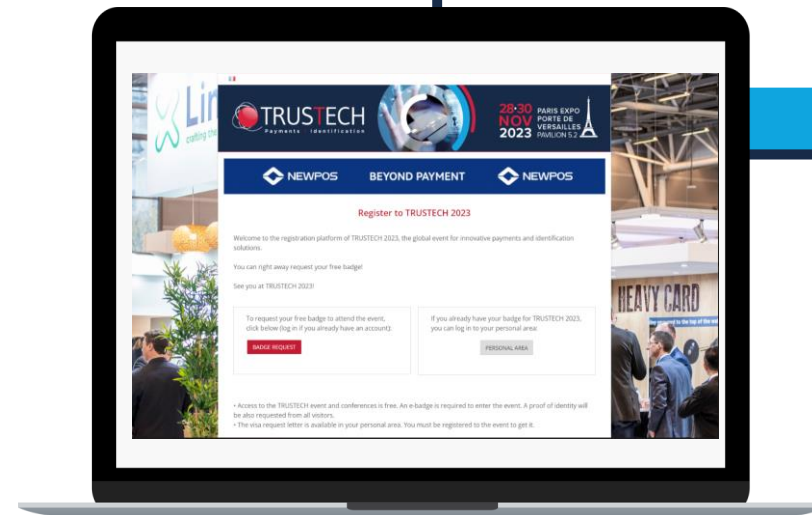
Your banner in the registration confirmation emails

Dimension : 970x90 px

Your logo/ on TRUSTECH badge.

Your logo in the sponsor list of the Event Guide.

**€5,400 Excl. VAT**



# BRAND AWARENESS

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

## VISITOR BADGE HOLDER : EXCLUSIVE SPONSORSHIP

Over the course of the show, reach all visitors via the appearance of your logo on the reverse side of the cardboard event badge holder

This pack includes:

Logo on reverse side of the badge.

7960 professionals expected.

HD JPEG logo to be supplied by the sponsor.

**€8,900 Excl. VAT**





# 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

## 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.

1 sponsor for ID room

1 sponsor for PAY room

**€1,200 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

## LANYARD: EXCLUSIVE SPONSORSHIP

Hook your prospects !

This pack includes:

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

Your logo in the sponsor list of the Event Guide.

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).

Delivery to be made by 29<sup>th</sup> November 2025 in Paris.

**€3,990 Excl. VAT**





# BRAND AWARENESS

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

## OFFICIAL SHOW TOTE BAG: EXCLUSIVE SPONSORSHIP

Accompany your prospects arm in arm

This pack includes:

Bag co-branded by sponsor and organizer.

A 1/2 page color ad in the Event Guide.

Your logo in the sponsor list of the Event Guide.

Self-service distribution at the show entrance.

4,000 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.

Delivery to be made by 29<sup>th</sup> November 2025 in Paris.

**€4,990 Excl. VAT**



# BRAND AWARENESS

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

## COFFEE BREAKS: EXCLUSIVE SPONSORSHIP

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 in the sponsor list of the Event Guide.

**3 days - €4,000 Excl. VAT**





# EXPERIENCE & COMFORT

Comfort services

Event organisation

Have your employees and  
guests experience something  
unique



# EXPERIENCE & COMFORT

Associate your brand with an exclusive area

## VIP LOUNGE: EXCLUSIVE SPONSORSHIP

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.

Your logo in the sponsor list of the Event Guide.

**€6,000 Excl. VAT**





# EXPERIENCE & COMFORT

Associate your brand with an exclusive event

## TRUSTECH PARTY: EXCLUSIVE SPONSORSHIP

Co-host the famous afterwork TRUSTECH Party !

This pack includes :

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.

Photo-booth co-branding.

Your logo in the sponsor list of the Event Guide.

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

**€6,000 Excl. VAT**





# EXPERIENCE & COMFORT

Associate your brand with a useful service

## SMARTPHONE CHARGING STATIONS: EXCLUSIVE SPONSORSHIP

Help attendees to stay powered up!

This pack includes:

Your logo on the 4 power towers.

A 1/2 page colour ad in the Event Guide.

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

Your logo in the sponsor list of the Event Guide.

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

**€3,000 Excl. VAT**



# EXPERIENCE & COMFORT

Associate your brand with a useful service

## WATER FOUNTAINS: EXCLUSIVE SPONSORSHIP

Ensure attendees' well-being

This pack includes:

Your logo in the water dispensers.

Your logo in the sponsor list of the Event Guide.

**€3,000 Excl. VAT**



# TAILOR-MADE OFFER

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**





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