



med
FEL
2025

23 & 24 April 2025

Parc des Expositions, Perpignan - France

MEDIAKIT

Increase your visibility at medFEL

NEW

BUNDLE OFFERS MEDFEL X VÉGÉTABLE

végétable
L'ÉCHO DE LA PLANÈTE FRUITS & LÉGUMES



Take advantage of the upcoming edition of medFEL to amplify your presence and increase your visibility among industry professionals by benefiting from advertising and editorial features in végétable magazine.

végétable is the French leading publication for understanding the key issues in the fruit and vegetable sector. As a key partner of medFEL, the magazine collaborates with the event to offer you ready-to-use promotional packages. **végétable is published monthly, with a circulation of 6,500 copies, reaching approximately 21,000 French-speaking readers.**

Starter Pack « Showcase your latest innovations »

- Highlight your presence at medFEL through exclusive coverage in **végétable** (900-character editorial +accompanying image)
Single Publication:
 - February issue: Submit content by January 15.
 - March issue: Submit content by February 15.
 - April issue: Submit content by March 15.
- Your logo on the floorplans of the exhibiton and on the **medFEL** visitor guide
- Your presentation video on your exhibitor profile on **www.medfel.com**
- Your **medFEL** badge reader app

~~€437 excl. VAT~~
10% off
€393.30 excl. VAT

Booster Pack « Boost your brand awareness »

- 1 half-page, full-color advertisement in the February, March, or April 2025 edition of **végétable**.
- 1 week of banner placement on **www.vegetable.fr**. The week and format will be determined following the purchase.
- Your logo on the floorplans of the exhibiton and on the **medFEL** visitor guide
- Your home page banner (728x90px) on **www.medfel.com**
- Your **medFEL** badge reader app

~~€1,849 excl. VAT~~
10% off
€1,664.10 excl. VAT

NEW

BUNDLE OFFERS MEDFEL X VÉGÉTABLE

végétable
L'ÉCHO DE LA PLANÈTE FRUITS & LÉGUMES



Promo Pack « Highlight your latest news »

- 1 full-page, full-color advertisement in the February, March, or April 2025 edition of **végétable**
- 2 weeks of banner placement on **www.vegetable.fr**. The exact weeks and formats will be arranged post-purchase.
- A one-on-one interview with a **végétable** journalist during medFEL
- Your logo on the floorplans of the exhibiton and on the **medFEL** visitor guide
- Your presentation video on your exhibitor profile on **www.medfel.com**
- 1 hour workshop conference on **medFEL**
- Your video ad broadcasted before a conference on the **medFEL** Agora
- Your **medFEL** badge reader app

~~€3,021 excl. VAT~~
10% off
€2,718.90 excl. VAT

SPECIAL PAVILION & STAND GATHERING OFFER

Privilege Pack « Promote your collective presence »

- 1 full-page, full-color advertisement in the February, March, or April 2025 edition of **végétable**
- 2 weeks of banner placement on **www.vegetable.fr**. The exact weeks and formats will be arranged post-purchase.
- 1 week of banner placement for each co-exhibitor on **www.vegetable.fr**. Weeks and formats to be arranged post-purchase.
- Your logo on the floorplans of the exhibiton and on the **medFEL** visitor guide
- Your advertising banner on the **medFEL** visitor guide
- Your banner on the **medFEL** visitor pre-registration page
- > **EXCLUSIVE**
- Your banner on the **medFEL** badge confirmation email
- > **EXCLUSIVE**
- Your **medFEL** badge reader app

~~€4,503 excl. VAT~~
10% off
€4,052.70 excl. VAT

YOUR VISIBILITY ON WWW.MEDFEL.COM



- **Home page banner** (728x90px) €515 excl. VAT
(Rotating banner– 3 advertisers max)
- **Inside pages banner** (300x250px)..... €824 excl. VAT
(Rotating banner – 3 advertisers max)
- **Logo in the list of partners**..... €309 excl. VAT
- **Banner on the visitor pre-registration page** (728x90px)..... €824 excl. VAT
(1 advertiser only)
- **Presentation video on your exhibitor profile**..... €103 excl. VAT
Link to be provided by the exhibitor.
- **Your press release published on medFEL's website** **FREE**

Your material will be uploaded on medFEL's website within 10 days after reception, and until the end of the show.

YOUR VISIBILITY IN VISITOR AND EXHIBITOR EMAILSHOTS

Book your banner on the show's newsletter and be visible among 10,000 contacts.

- **Confirmation email banner** (600x100px) €1,030 excl. VAT
(1 advertiser only)
- **Clickable banner (728x90px) in an episode of medFEL Breaking News, a newsletter sent every other week to visitors and exhibitors**..... €800 excl. VAT
(1 advertiser only. Send date to be defined at the time of the order based on availability)

YOUR VISIBILITY AT THE SHOW

- **Your logo on the floorplans of the exhibitor and on the visitor guide** €180 excl. VAT
- **Your company name in bold on the floorplans**..... €52 excl. VAT
- **Your banner (11,5 x 7cm) on the visitor guide** €350 excl. VAT
- **Your logo on the visitor badge**..... €3,090 excl. VAT
(1 advertiser only)
- **Your video ad broadcasted before a conference on the Agora**
30sec max, mp4 file to be provided by the advertiser
 - 1 conference €567 excl. VAT
 - 3 conferences €1,360 excl. VAT
 - 1 full day €2,040 excl. VAT
 - 2 full days €3,966 excl. VAT
- **Your logo on the partners board at the entrance of the fair**..... €721 excl. VAT
With your booth number

Get the media attention!

- **Your press release available at the Press Lounge**
Printed documents to be provided by the exhibitor

FREE



WORKSHOP CONFERENCE

Product launch, business meeting, press conference?
Get together and meet your clients and coworkers for an hour.

- **Workshop conference**..... €515 excl. VAT

A 50 seats room, equipped with a table, a sound system, a video projector and a screen, available for one hour. Access is free for visitors. The organizer assigns conference days and times based on availability. Please enclose with your file the title of the conference and the names of the speakers who will be advertised in the show program, as well as in our dedicated press releases.

Preferred date and time (subject to availability):

« CANIGOU » ROOM RENTAL

Enjoy a private meeting room for general meetings and press conferences.

Half-day..... €680 excl. VAT
Full day..... €1,360 excl. VAT

Area: 250 m2
Capacity: 120 people
Sound system: 1 MF microphone (room) + 1 wired (grandstand)
Internet: Wifi connection
Video: 1 video projector (computer not included) + 1 screen
Grandstand: 2 tables + 6 chairs
Furniture: 120 chairs

Room cleaning is included.

Preferred date and time (subject to availability):



VIP/PRESS LOUNGE RENTAL



Enjoy the VIP/Press lounge to welcome journalists and prospects during a private event.

1h30-slot €515 excl. VAT

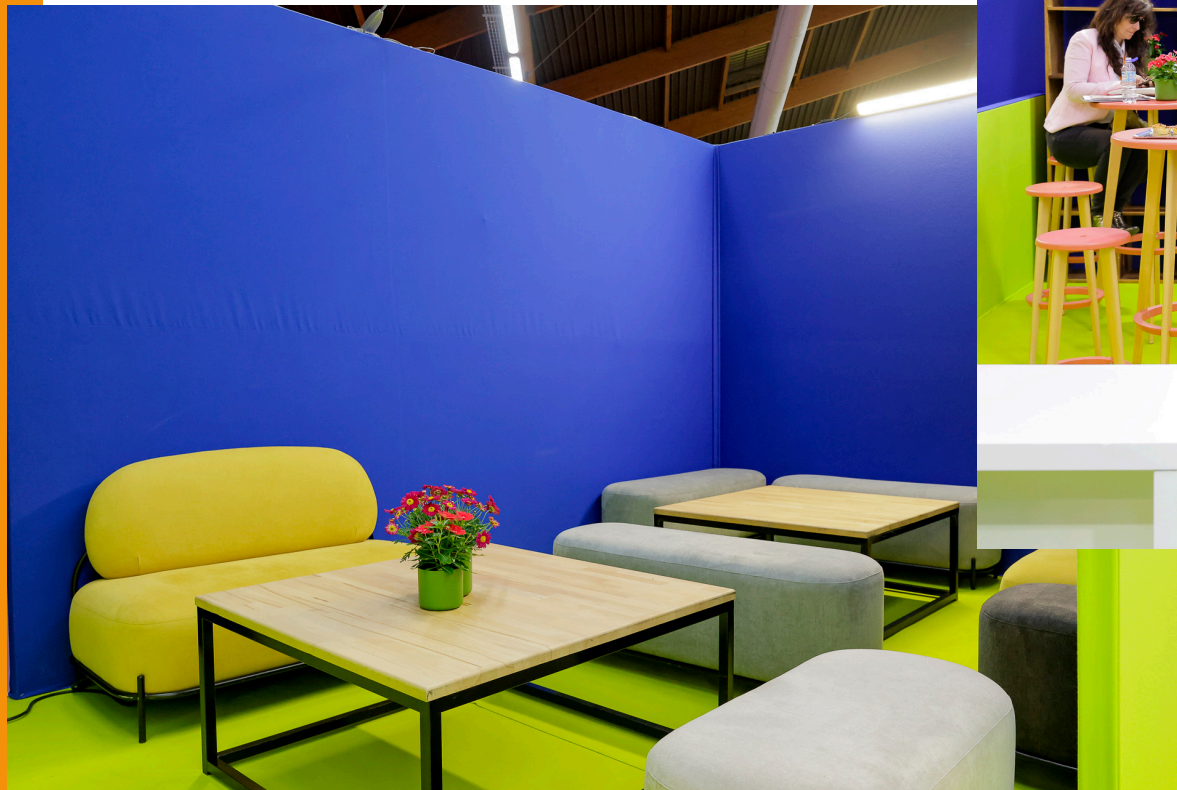
Area: 80 m²

Internet: Wifi connection

Furniture: Tables, chairs, armchairs and coffee tables

Room cleaning is included.

Preferred date and time (subject to availability):



BADGE READERS



Save time by scanning visitors who visit your stand!

Badge reader (unlimited licence) €154 excl. VAT

The app allows you this year to scan visitors who visit your stand, take notes and create contact lists, on as many devices as you want. The list of scanned contacts will be sent to you by email at the end of the show.

Scan visitor badges

Click on the central button

Open your camera through the application

Scan the participant's badge

Qualify leads by taking notes

Benjamin LAFARGUE
Eventmaker
Visiteur

De quel type de contact s'agit-il ?
Selectionnez un type
Prospect

De quel type de contact s'agit-il ?
Selectionnez un rôle
Prescripteur
Décideur
Autre

De quel type de contact s'agit-il ?
Selectionnez un rôle
Prospect
Prescripteur

Ajouter une note

eventmaker

YOUR VISIBILITY ON MEDFEL TUESDAYS' EMAILSHOTS



Book your banner on the show's newsletter and be visible among 10,000 contacts,.

- **Registration form banner + hyperlink** (728x90px)..... €1,030 excl. VAT
(1 advertiser only)
- **Confirmation email banner + hyperlink** (600x100px)..... €1,030 excl. VAT
(1 advertiser only)
- **D-1 emailshot banner + hyperlink** (728x90px)..... €1,030 excl. VAT
(1 advertiser only)
- **H-1 emailshot banner + hyperlink** (728x90px)..... €1,030 excl. VAT
(1 advertiser only)
- **D+1 emailshot banner + hyperlink** (728x90px)..... €1,030 excl. VAT
(1 advertiser only)

The screenshot shows an emailshot banner for medFEL Tuesdays. The banner features a background image of peaches and nectarines. At the top left, it says 'medFEL Tuesdays'. In the center, there is a white box with the text 'European harvest forecasts for Peaches and Nectarines' and 'Tuesday 21st May 2024 Live at 4 PM'. To the right of this box is a green circle with the text '100% committed to sustainability'. Below the banner, there is a bell icon and the text 'One hour left before the European harvest forecasts for Peaches and Nectarines'. Below this, it says 'Dear Marion Elie,' and 'The webinar presenting the European harvest forecasts for Peaches and Nectarines will be held in an hour, Tuesday 21 May, at 4PM:'. At the bottom, there is a red button with the text 'Access the webinar in French'.

YOUR VISIBILITY DURING MEDFEL TUESDAYS



Your video ad broadcasted during the webinar

- **During harvest forecasts**..... €1,545 excl. VAT
(1 advertiser only)
- **After harvest forecasts**..... €927 excl. VAT
(1 advertiser only)

Your ad on the live page + replay

- **Banner + hyperlink** (798x90px)..... €1,030 excl. VAT
(1 advertiser only)
- **Logo (no hyperlink)** (300x300px) €515 excl. VAT
(4 advertisers max)

WEBINAR SPONSORSHIP

- **Your webinar**..... €2,575 excl. VAT
1 hour live

Take the opportunity to speak for 1 hour online, live, on a topical subject related to the Fruit and Vegetables sector. Your webinar theme is subject to validation by the organizing committee. Conditions of participation and specifications provided by the organizer. The offer includes the preparation of the intervention and a technical test before the intervention as well as technical support on the day of the event. Recruitment emailings carried out on the basis of medFEL visitors and exhibitors and on the basis of partner contacts. Please enclose with order the title of the conference and the names of the speakers who will be indicated in the show program.

Preferred date and time (only Tuesdays, subject to availability):

GET SOCIAL

FREE



- **Announce now your presence** on your social media and invite your network to meet you on your stand! You'll reach the medFEL community and be more visible.
 1. Post using the hashtag **#medfel2025**
 2. Don't forget to mention us **@medfel** (LinkedIn) or **@medfelevent** (Facebook, X and Instagram)We will then be able to relay your post and communicate about your presence.

- **Your free social media banners are available on medfel.com**
- **Don't forget to like and follow our social media**
@medfelevent
#medfel2025



INVITE YOUR CLIENTS

FREE

As an exhibitor, you can benefit from our free e-invitation sending device to invite your potential customers. Send up to **1,000 visitor invitations** and **20 VIP* invitations**.

New platform in 2025: a new, more intuitive interface with greater room for customization.

**The VIP badge grants access to the show during opening hours, and exclusive access to the VIP lounge for refreshments.*

Contact us for any additional invitations request.

ORDER FORM

Order summary

TOTAL AMOUNT EXCL. VAT: €

VAT 20 % : €

TOTAL AMOUNT INCL. VAT: €

**HD files to be sent to Vadhana KHATH - vkhath@spas-expo.com
before March 21st, 2025**

- **Logos:** size 50 x 50 mm in 300 dpi - 100% minimum. File type: .ai, .eps, .jpg, .png.
- **Videos:** 30s max, mp4 format. Source file mandatory: a Youtube link is not enough.
- **Banners:** file type .jpeg or .png or .jpg + HTML link

Your company

Company name:

Address:

Postcode: City:

Phone: Email:

Website:

VAT number: SIRET N° :

Last name : First name :

Phone: Mobile phone :

A team here to help

Vadhana KHATH – medFEL Project manager
vkhath@spas-expo.com

Juliette CARDOT – Sales manager
jcardot@spas-expo.com

Solène BRYON – Director of international development
sbryon@spas-expo.com

Clarisse HARDY – Communication Officer
chardy@spas-expo.com

Marion ELIE LANDREAU – B2B Communication Manager
melie@spas-expo.com

Payment conditions

I make a request by email for a payment by credit card (vkhath@spas-expo.com)

Cheque made out to: **Spas Organisation – MEDFEL 2025**
160 bis rue de Paris – CS 90001 - 92645 Boulogne-Billancourt Cedex - France

Bank transfer:

Bank code	Branch code	Account no	2-digi bank code	Bank address
14806	00083	72016520641	88	PME ORLEANS
IBAN: FR76 1480 6000 8372 0165 2064 188				
BIC / Swift: AGRIFRPP848				

Transfer notice to be joined to the application form. Please make sure with your bank that the company name appears well written on every document to avoid difficulties to recognize your payment. Bank transfer fees are to be paid by the exhibitor.



Signature and company stamp

A show by



Organized by

