

THE SECURITY TRADE SHOW
& BUSINESS MEETINGS

3-5 OCT. 2023
PARIS | PORTE DE VERSAILLES
PAVILION 5.2

STAND AND
COMMUNICATION OFFERS

APS



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REGISTRATION PACK

MANDATORY FOR "A LA CARTE PACKAGE"

	INCLUDED:
DESCRIPTION	<p>APS Connect: take advantage of the APS business meetings programme! Visitors who are project holders will meet you if your product or service matches their needs. We organise your appointment schedule!</p> <ul style="list-style-type: none"> + Your company listed in the Official Guide distributed at the show's entrance + Your exhibitor page on www.salon-aps.com <ul style="list-style-type: none"> + Invitation banner + E-invitation + Comprehensive exhibitor insurance (under the conditions defined in article 10.3 of the General Regulations) and with the exception of exhibitors belonging to the drones and robots sector of activity (see special provisions of the Addendum).
PRICE	€920 excl. VAT

OPTION

<p>REGISTER YOUR CO-EXHIBITORS! Would you like to register 1 or more co-exhibiting company(ies)?</p>	Registration pack + 1 licence EMPERIA badge reader + 2 exhibitors badges
PRICE	€920 excl. VAT/company



CO-EXHIBITOR PACKAGE

Would you like to register **1 or more coexhibiting company(ies)?**

You must declare your co-exhibitor(s) in your exhibitor area.

INCLUDED	<p>APS Connect: take advantage of the APS business meetings programme! Visitors who are project holders will meet you if your product or service matches their needs. We organise your appointment schedule!</p> <ul style="list-style-type: none"> + Your company listed in the Official Guide distributed at the show's entrance + Your exhibitor page on www.salon-aps.com <ul style="list-style-type: none"> + Invitation banner + E-invitation + Comprehensive exhibitor insurance (under the conditions defined in article 10.3 of the General Regulations) and with the exception of exhibitors belonging to the drones and robots sector of activity (see special provisions of the Addendum). <ul style="list-style-type: none"> + 1 licence Emperia badge reader + 2 exhibitors badges
PRICE	€920 excl. VAT/company



REGISTRATION PACK SELECT YOUR BOOSTER(S)

	LEAD BOOSTER	NEW PRODUCT BOOSTER
DESCRIPTION	<p>To generate more contacts and optimise your stand visitor database: 2 additional visitor 1 badge reader app licences + 200 invitation cards in FR + Premium presentation of your company in the list of exhibitors</p>	<p>To optimise promotion of your new products and/or solutions: Your entry in the APS Awards + Your 80 cm x 180cm pop-up banner "Nominee for the Awards"</p>
PRICE	€450 excl. VAT	€665 excl. VAT





"A LA CARTE" PACKAGE SPACE ONLY

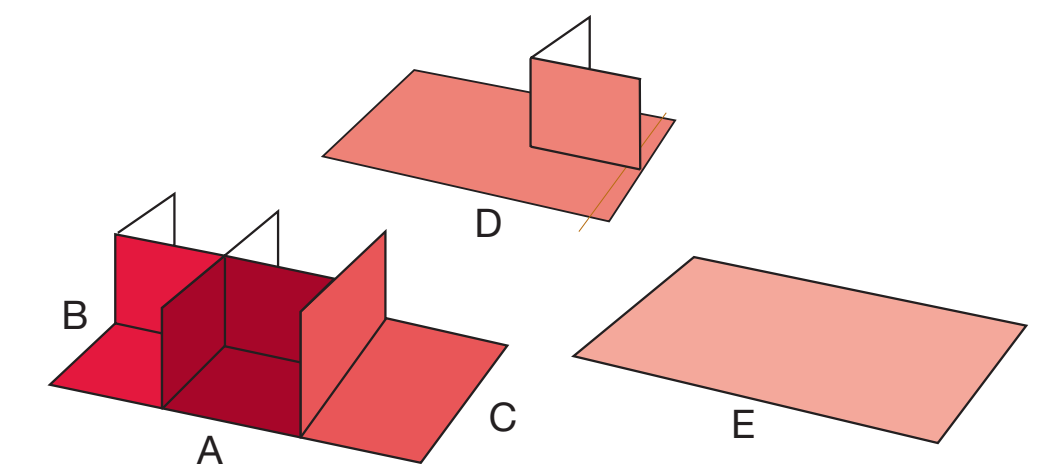
COMPULSORY

SELECT THE SPACE ONLY RATE/SQM THAT MATCHES YOUR PROFILE DEPENDING ON YOUR LOYALTY LEVEL AND YOUR REGISTRATION DATE

Step 1:
Choose your space

Step 2 :
Fit out your space
page 7

		STANDARD	PREMIUM*
2023 RATE	You exhibited at Expoprotection Sécurité 2021	€430 excl. VAT	PREMIUM ZONE RATE: + 10 % or + 5 % on your "space only rate"
	You exhibited at APS 2019 but not at Expoprotection Sécurité 2021	€450 excl. VAT	
	You did not exhibited at APS 2019 or Expoprotection Sécurité 2021	€460 excl. VAT	
CORNER(S) OPTIONS	A Type: 1 open side, no corner, no supplement	€380 excl. VAT/corner	
	B Type: 2 open sides, 1 corner		
	C Type: 3 open sides, 2 corners		
	D Type: 4 open sides, 3 corners		
	E Type: 4 open sides, 4 corners		



*Premium Zone space is not guaranteed. Subject to available space.



“A LA CARTE” PACKAGE STAND FITTING

Price per sqm in addition to your stand area

ESSENTIEL	EASY	BUSINESS	IDENTITY
			
	<p>From 9 to 45 sqm Island not possible Maximum of 2 corners</p>		<p>From 12 to 36 sqm Island possible from 36 sqm</p>

Non contractuel design





"A LA CARTE" PACKAGE STAND FITTING ESSENTIEL

From 9 to 45 sqm

A PRACTICAL SPACE WITH ALL THE ESSENTIALS

A functional space that includes everything you need to exhibit at the show on a budget.



Non contractual design

		From 9 to 45 sqm
FITTINGS AND SERVICES		Two-sided banner sign (name and stand number) + White melamine walls + 3 choices of carpet colour + 1 sqm storage room for stands of 12 sqm, (2 sqm from 25 sqm and 3 sqm above 36 sqm) + 1 rail of 3 spots for 9 sqm + 1 x 3 socket strip between 12 sqm and 25 sqm / 2 x 3 socket strips above 25 sqm (electrical box not included)
PRICE		€99 excl. VAT/sqm This price per sqm is added to your bare space
COMPULSORY	Compulsory electrical box 3KW intermittent	€460 excl. VAT
	Registration pack	This registration pack includes 1 visitor badge scan app licence
OPTIONS	Corner(s)	€380 excl. VAT/corner
	New product booster See description on page 5	€665 excl. VAT
	Lead booster See description on page 5	€450 excl. VAT



"A LA CARTE" PACKAGE STAND FITTING EASY

From 9 to 45 sqm

SIMPLE AND AFFORDABLE

Turnkey package including furniture to ensure success at the show at a affordable price.



Non contractuel design

		From 9 to 14 sqm	From 15 to 24 sqm	From 25 to 35 sqm	From 36 sqm
FITTINGS AND SERVICES		Customisable, two-sided raised sign 1 m x 1 m + 4 choices of wall colours + 3 choices of carpet colour + 1 rail of 3 spots for 9 sqm + Daily cleaning			
		1 x 3 socket strip	2 x 3 socket strips		
FURNITURE	Furniture package	Document display + Wastepaper basket + Reception desk + Stool			
	Storage cupboard	✗	✓	✓	✓
	Tables and seats (several options to choose from)	1 table and 3 chairs or 1 high table and 3 high stools		1 table and 3 chairs + 1 coffee table and 3 low seats (no backs) or 1 high table and 3 high stools + 1 table basse and 3 poufs or 2 tables and 6 chairs	1 table and 3 chairs + 1 coffee table and 3 armchairs or 1 high table and 3 high stools + 1 coffee table and 3 armchairs or 2 tables, 3 chairs and 3 armchairs
	Lockable storage room with hanger	1 sqm		2 sqm	3 sqm
PRICE		€238 excl. VAT/sqm - This price per sqm is added to your bare space			
COMPULSORY	Electrical box 3KW intermittent	€460 excl. VAT			
	Registration pack	This registration pack includes 1 visitor badge scan app licence			
OPTIONS	Corner(s)	380 excl. VAT/corner			
	New product booster See description on page 5	€665 excl. VAT			
	Lead booster See description on page 5	€450 excl. VAT			



"A LA CARTE" PACKAGE STAND FITTING BUSINESS

From 9 to 45 sqm

MEETING AND NETWORK

A fully-fitted stand,
perfect for meetings.



Non contractuel design

		From 12 to 14 sqm	From 15 to 24 sqm	From 25 sqm
FITTINGS AND SERVICES		High suspended signage according to your surface + Choice of 4 wall colours + 3 choices of carpet colour + 1 sqm storage room from 12 sqm, closing with a code, equipped with a mirror, a hanger and shelf (2 sqm from 25 sqm and 3 sqm above 36 sqm) + 1 x 3 socket strip in the storage room and in the office area + Daily cleaning		
FURNITURE	Furniture package	Document display + Wastepaper basket + Reception desk + Table + 3 chairs		
	Tools	1	4	10
	High table	✗	1	2
	Storage room from 12 sqm, closing with a code, equipped with a mirror, a hanger and shelf	1 sqm	1 sqm	2 sqm
EQUIPMENT	Drinks	Coffee machine (including 150 capsules, cups, sugar and stirrers) + Water fountain + 1 bottle of water		
	1 stocked fridge with soft drinks	✗	✗	✓
PRICE		€238 excl. VAT/sqm - A fully-fitted stand, perfect for meetings		
COMPULSORY	Electrical box 4KW intermittent	€675 excl. VAT		
	Registration pack	This registration pack includes 1 visitor badge scan app licence		
OPTIONS	Corner(s)	€380 excl. VAT/corner		
	New product booster See description on page 5	€665 excl. VAT		
	Lead booster See description on page 5	€450 excl. VAT		



"A LA CARTE" PACKAGE STAND FITTING IDENTITY

From 12 to 36 sqm

A PERSONALISED TURNKEY OFFER DRESSED LIKE YOU TO BE SEEN AND RECOGNIZED!

A top-of-the-range offer personalised to your colours: display your visual identity on your space to promote your brand and your business.

Non contractuel design



		From 9 to 14 sqm	From 15 to 24 sqm	From 25 to 35 sqm	From 36 m ²
FITTINGS AND SERVICES		Personalised backlit printed canvas + Tradename on a suspended ring with a diameter of 2,5 m and height of 50 cm (3 sqm from 36 sqm) + Storeroom of 1 sqm, lockable, with peg (2 sqm from 25 sqm and 3 sqm from 36 sqm) + Choice between 3 carpet colours + Daily cleaning			
FURNITURE	Furniture package	Document display + Wastepaper basket + Reception desk + Table + 3 chairs + Stool			
	Sofa	⊗	⊗	⊗	✓
	Lockable low cupboard	⊗	✓	⊗	⊗
	Coffee table	⊗	⊗	✓	✓
	Armchairs	⊗	⊗	3	2
	Storage room lockable, with peg	1 sqm	1 sqm	2 sqm	3 sqm
EQUIPMENT	Drinks	Coffee machine (including 150 capsules, cups, sugar and stirrers) + Water fountain + 2 bottles			
	1 stocked fridge with soft drinks	⊗	⊗	✓	✓
PRICE		€354 excl. VAT/sqm - This price per sqm is added to your bare space			
COMPULSORY	Electrical box 4KW intermittent	€675 excl. VAT			
	Registration pack	This registration pack includes 1 visitor badge scan app licence			
OPTIONS	Corner(s)	€380 excl. VAT/corner			
	New product booster See description on page 5	€665 excl. VAT			
	Lead booster See description on page 5	€450 excl. VAT			



ALL INCLUSIVE PACKAGE

PRESENCE: "ALL INCLUDED" SPACE

A PACKAGE THAT INCLUDES EVERYTHING YOU NEED TO TAKE PART IN THE SHOW

		4 sqm	6 sqm	9 sqm	12 sqm	15 sqm
FITTINGS AND SERVICES	Fittings	Two-sided banner sign + 3 choices of carpet colour + Melamine walls + 2 Low-energy spotlights + 3KW* electrical box (Intermittent control panel according to electricity power-up schedule) + Daily stand cleaning				
	Low-energy spotlights	2	2	3	4	5
	Power strip	⊗	⊗	⊗	✓	✓
	Storage room	⊗	⊗	⊗	1 sqm	
FURNITURE	Furniture package	1 document display + 1 wastepaper basket				
	Reception desk	⊗	⊗	✓	✓	✓
	High stools	2	3	3	1 High table + 4 high stools or 1 table + 3 chairs + 1 high stool	1 High table + 5 high stools or 1 table + 3 chairs + 1 high stool
	1 high table	✓	✓	✓		
	Tables	⊗	⊗	⊗		
	Chairs	⊗	⊗	⊗		
REGISTRATION PACK		Included				
EXHIBITOR BADGES		2	3	5	6	7
PRICE		€3,375 excl. VAT	€4,540 excl. VAT	€6,339 excl. VAT	€8,684 excl. VAT	€10,291 excl. VAT



ALL INCLUSIVE PACKAGE

EXPERT VILLAGE

TURNKEY SOLUTION



Experts in the same field brought together in the same space, with a strong visual identity.

Examples of topics:

- Drones & Robots
- Events security
- IoT & Connected protection
- Private security & Technology
- Security
- Etc

Would you like to suggest a topic?
Contact your Sales Manager

	NEW TECHNOLOGIES VILLAGE
FITTINGS AND SERVICES	1 reception desk + 2 stools + 1 exhibitor flag sign + Carpet + Wi-Fi account + Daily stand cleaning
REGISTRATION PACK	Included
EXHIBITOR BADGES	2
NEW TECHNOLOGIES VILLAGE PACK	Backlit suspended sign of the village + Visibility on the different communication tools (website, official guide, press release...)
PRICE	€2,668 excl. VAT



YOUR COMMUNICATION TOOLS

ONLINE VISIBILITY

Communicate to
preregistered visitors

	WEBSITE		
PRODUCTS	Silver Profile	Gold Profile	Banner
DESCRIPTION	A highlighted block with your description + Your contact details are highlighted + A product gallery: direct access and visibility to the presentation of your solutions	Silver Profile + Your logo on the home page of the site in the brand carousel + Your brand at the top of the list on the "products and services" filter of your choice (exclusive in the chosen section)	Your banner in rotation on the homepage and all pages of the site 3 banner formats (responsive website)
PRICE	€208 excl. VAT	€690 excl. VAT	€990 excl. VAT

BANNER ON THE EXHIBITION'S E-NEWSLETTERS, SENT TO PREREGISTERED VISITORS

PRODUCTS	1 st newsletter	2 nd newsletter	3 rd newsletter
PRICE	€541 excl. VAT	€874 excl. VAT	€1,550 excl. VAT



YOUR COMMUNICATION TOOLS

ONLINE VISIBILITY

INFOPROTECTION WEEKLY NEWSLETTERS					
PRODUCTS	Product feature	Publi-info	Banner	Top banner	Advertiser Exclusive Pack ¹
LOCATION in the newsletter	In the content of the newsletter			1 st position	3 newsletter formats to choose from
PRICE	€830 excl. VAT	€855 excl. VAT	€855 excl. VAT	€1,015 excl. VAT	€3,270 excl. VAT

INFOPROTECTION WEBSITE: 1 month									
PRODUCTS	"Supplier selection" logo	2 nd position banner	Product feature	Scrolling side bar	Square ad	Publi-info ²	Scrolling skyscraper	Visibility Pack	
FORMAT LOCATION on the website	On all pages of your sector ³ and on the Infoprotection home page							Top banner: On all pages of your sector ³ and on the Infoprotection home page Logo: On the Infoprotection home page	
PRICE	Standard	€195 excl. VAT	€630 excl. VAT	€670 excl. VAT	€730 excl. VAT	€770 excl. VAT	€790 excl. VAT	€875 excl. VAT	€980 excl. VAT
	Premium period ⁴	€215 excl. VAT	€690 excl. VAT	€735 excl. VAT	€800 excl. VAT	€845 excl. VAT	€870 excl. VAT	€960 excl. VAT	€1,080 excl. VAT

Whichever pack you choose, each sponsored file will benefit from a dedicated multi-channel communication plan.

SUITE P16 ►

1 Not available in Premium period.

2 The advertorial will not be displayed in the articles.

3 Choice of sector: "Malicious acts and fire risks" (including the "Fire risk", "Safety and security" and "Cyber prevention" pages).

4 Period from 01 September to 31 October 2023.



YOUR COMMUNICATION TOOLS

ONLINE VISIBILITY

WEBSITE PACKS 1 MONTH + 1 WEEKLY NEWSLETTER			
PRODUCTS	Multichannel Zoom Pack*	Multichannel Banner Pack*	Premium Exhibition Pack
DESCRIPTION	Product feature on Infoprotection website + Product feature on newsletter + Post on LinkedIn	Top banner on Infoprotection website + Supplier logo on Infoprotection website + Top banner on 1 newsletter + Post on LinkedIn	Top banner on Infoprotection website - Premium period + Supplier logo on Infoprotection website - Premium period + Top banner on 1 newsletter + Banner on Expoprotection website
PRICE	€1,350 excl. VAT	€1,795 excl. VAT	€3,300 excl. VAT

Whatever the package chosen, each sponsored file will benefit from a dedicated multi-channel communication plan.

*Not available during Premium period.



YOUR COMMUNICATION TOOLS

OFFICIAL GUIDE

	EXCLUSIVE COVERS		
LOCATION	Inside back cover	Inside front cover	Back cover
PRICE	€1,410 excl. VAT	€1,760 excl. VAT	€1,990 excl. VAT

	INSIDE PAGES			
LOCATION	Colour logo on the exhibitors list	Colour logo on the floorplan	Colour logo on the floorplan	Colour full page
PRICE	€168 excl. VAT	€331 excl. VAT	€630 excl. VAT	€1,050 excl. VAT



YOUR COMMUNICATION TOOLS

COMMUNICATION ON SITE

SECURE A HIGH PROFILE PRESENCE IN THE PRINT MEDIUM

FULL LOGO PACK				
DESCRIPTION	Colour logo on Official Guide floorplan + Colour logo on orientation floorplan + Colour logo on the exhibitor list of the Official Guide			
PRICE	€750 excl. VAT			
INDOOR DISPLAY				
Indoor Display			Floor tile	
PRODUCTS	Your logo	Advertising header on orientation maps	1 floor tile	5 floor tiles package
PRICE	€290 excl. VAT	€1,950 excl. VAT	€667 excl. VAT/floor tile	€2,825 excl. VAT
OUTDOOR DISPLAY EXCLUSIVE				
PRODUCTS	Doors covering Pav. 5.2 (panels 13, 14, 15) / (6,7 sqm)	Stairs signage up to Pav. 5.2 (14.82 sqm)	Signage of all totems positioned outside (4 totems)	Billboard - Your visual beside the sign advertising the APS exhibition (27 sqm)
PRICE	€2,527 excl. VAT	€4,774 excl. VAT	€6,266 excl. VAT	€10,395 excl. VAT



YOUR COMMUNICATION TOOLS

COMMUNICATION ON SITE

SECURE A HIGH PROFILE PRESENCE IN THE PRINT MEDIUM

	SPONSORING EXCLUSIVE			
	BAGS	BADGES		
PRODUCTS	Sponsorship of bags	Sponsoring badges	Sponsoring of the visitors' lanyard	Badges pack (lanyard + sponsorship of the badges)
DESCRIPTION	Sponsorship of bags at the entrance before the badges' access control system 1 person hands out bags to visitors - Bags supplied by the exhibitor	Your logo printed on all badges Only available if the lanyards + badges package has not been booked	Supplied by the advertiser Only available if the lanyards + badges package has not been booked	Clanyard + Logo of the badges Available only if lanyard sponsorship and badge sponsorship have not been booked
PRICE	€3,323 excl. VAT	€2,782 excl. VAT	€3,492 excl. VAT	€4,996 excl. VAT

	ITEMS HANDED OUT AT THE ENTRANCE			
	DISTRIBUTION RIGHTS AT THE ENTRANCE AFTER THE BADGES ACCESS CONTROL SYSTEM (EXCLUDING BAGS AND LANYARDS)			
PRODUCTS	For 1 person		For 2 persons	
DESCRIPTION	Host(ess) service supplied by the exhibitor	Host(ess) service supplied by APS	Host(ess) service supplied by the exhibitor	Host(ess) service supplied by APS
PRICE	€1,349 excl. VAT	€2,075 excl. VAT	€2,173 excl. VAT	€3,323 excl. VAT



YOUR COMMUNICATION TOOLS

COMMUNICATION ON SITE

	WORKSHOP	
PRODUCTS	Mini Exhibitor Workshop	Exhibitor Workshop
DESCRIPTION	Take advantage of a 20-minute-workshop to present your novelties, demonstrate your expertise and bring content to visitors looking for information. It's up to you to define the subject of your workshop!	Take advantage of a 30-minute-workshop to present your novelties, demonstrate your expertise and bring content to visitors looking for information. It's up to you to define the subject of your workshop!
PRICE	€979 excl. VAT	€1,370 excl. VAT

You get the database of the visitors who attended your workshop.



YOUR COMMUNICATION TOOLS

COMMUNICATION ON SITE

Are you launching a product or service?
Come and present your product or service and try your luck at being recognised and valued by the profession by taking part in the APS 2023 Awards selected by a jury of experts!

APS INNOVATION AWARDS	
DESCRIPTION	<p>For all candidates:</p> <ul style="list-style-type: none"> Your solution presented in the "Special Awards" press release + Your solution and your brand mentioned in the general press kit + Your solution presented in the official guide with an innovation trail <p>And if your product wins an award:</p> <ul style="list-style-type: none"> Your product and brand highlighted on APS Social media + Participation in the awards ceremony + Presentation in the "special winners" press release + A special "Winners" emailing sent to visitors + A "winner" Kakemono
PRICE	€541 excl. VAT





EMPERIA SCANNING APP

Emperia is a mobile application for collecting information from your prospects during the exhibition, making it easy to store, follow up with and retrieve contacts.



Requires iOS 11



Requires OS 5.1.1 and an auto-focus lens

LICENCES EMPERIA

DESCRIPTIF	1 licence	2 licences	5 licences	10 licences
PRICE	€60 excl. VAT	€110 excl. VAT	€230 excl. VAT	€400 excl. VAT

Please note: this licence is included in the registration packs for the "A LA CARTE packages" and "All inclusive packages".

BEFORE THE EXHIBITION

1 Download the Emperia app



2 Receive the login details sent by e-mail solely to the person responsible for participation 2 weeks before the exhibition. These login details are also available in your Exhibitor Area.

3 Log in using your full name and the access code for your company.



DURING THE EXHIBITION

1 Scan a badge by clicking on the icon. Hover the camera lens of your device over the QR code of the visitor badge.

2 Add your notes and comments. For each contact scanned, you are able to add comments and to assign a score according to their level of interest.

3 Visit your contact reports. On the application, each user has his/her own tab to see your prospects.

AFTER THE EXHIBITION

1 Receive the end-of-exhibition email and access and download your prospects via a direct link (file format of your choice). This link is also available in your Exhibitor Area during and after the exhibition.

2 Use the information collected to increase your ROI and to keep in touch with your prospects.

IN ONE SCAN,
**COLLECT AND FOLLOW UP
WITH PROSPECTS
AT THE EXHIBITION**



EMPERIA SCANNING APP

FAQ

What is Emperia?

Emperia is a mobile application that makes it easy to capture contact details and follow up with your visitors during the exhibition.

Where can I find my login details?

You will find them in the Exhibitor Area as well as in the welcome email from Emperia, which is sent solely to the person responsible for participating in the exhibition. This e-mail contains the unique login details and the access code as well as a direct link to the main report.

Check your inbox and junk/spam folders for the e-mail. If you cannot find your access codes, please contact the person responsible for participation or the customer service for the exhibition.

Why haven't I received the Emperia registration email?

Access to Emperia and all registration information is sent solely to the person responsible for your company's participation. Contact the person responsible for your company's participation to obtain your company's access code.

How many members of my team can use the Emperia application?

The number of user licences will be specified in your exhibitor contract.

Does Emperia need an Internet connection to work?

In order to download the application, internet access is required. However, the application works "offline" and allows you to scan badges and add comments that will synchronise the next time you connect to the internet.

Can I edit my scanned prospect?

On the application the identification information for your contact is not editable, however, you may add any comments with information you think is relevant.

Why do some prospects not have a phone number or any other information?

The application only displays the information provided by the visitor when registering: surname, first name, company, profession, e-mail, telephone, country.

Can I add additional questions on Emperia to qualify my prospects?

Yes, this can be done in your Exhibitor Area.

How do I download my prospect report?

The person responsible for participation may download a consolidated list of all badges scanned on behalf of the company at any time.

All they have to do is visit their Exhibitor Area. The link can be found in the welcome email, as well as in the daily and monthly report emails and end-of-exhibition email. This link will also be available in the Exhibitor Area.

Other users of your company's application will only be able to see the prospects they have scanned on their own device.

How long after the exhibition will the data collected be available?

This is available all year round in the Exhibitor Area.

What provisions under GDPR apply to the use of data collected via Emperia?

Visitors have been informed and have given their consent to the collection and processing of their data when they pre-registered. Click here to view our Privacy Policy: <https://privacy.rxglobal.com/fr-fr.html>