

The logo for WNE Paris is centered on the left side of the slide. It features the word "wne" in a bold, lowercase, sans-serif font, with "PARIS" in a smaller, uppercase, sans-serif font directly below it. The text is white and is enclosed within a circular frame that has a yellow outer ring and a teal inner ring. Below this main circle is a smaller teal circle containing the dates "4-6 NOV 2025" in white, uppercase, sans-serif font. The background of the slide is a stylized map of Europe, with France highlighted in yellow and the rest of Europe in teal.

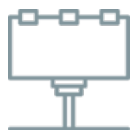
**wne**  
PARIS

**4-6  
NOV  
2025**

# COMMUNICATION TOOLS

Enhance your exposure with effective tools

# SUMMARY



Outdoor  
**BRANDING**



Indoor branding:  
**SINGLE-LOCATION**

Indoor branding:  
**MULTI-LOCATION**



Print  
**ADVERTISEMENT**



Digital  
**ADVERTISEMENT**



Animations &  
**AREAS BRANDING**

# OVERVIEW OF OFFERS

CHANNEL	PRODUCT	BRAND AWARENESS	DRIVE TRAFFIC TO YOUR CORPORATE CHANNELS	PROMOTE MEETINGS	LEAD GENERATION	EXPERTISE	Rate (excl.VAT)
▶	ONSITE - Outdoor branding	Shuttle stop branding	✓		✓		Starting from € 2,045
		Scrolling advertisement panels	✓		✓		Starting from € 5,370
		Covered passage panels	✓		✓		1,365 €
		Display advertisement panel	✓		✓		5,360 €
		Covering panels on the entrance airlock	✓		✓		Starting from € 5,820
▶	ONSITE - Indoor branding Single location	Entrance door covering	✓		✓		7,090 €
		Entrance-rigged billboard	✓		✓		2,550 €
		Digital advertisement panels	✓		✓		4,550 €
		Escalator glass covering	✓		✓		Starting from € 5,270
		Stairs covering	✓		✓		8,180 €
▶	ONSITE - Indoor branding Multi-location	Large floorplans	✓		✓		1,165 €
		Path letters	✓		✓		2,235 €
		Footprints	✓		✓		Starting from € 2,300
		Floor tiles	✓		✓		Starting from € 330
		Sponsoring of a mobile charging station	✓		✓		Starting from € 1,160
		Welcome screen	✓				Included in the booster product & service
▶	Print advertising	WNE Daily newspaper - advertisement	✓		✓		Starting from € 1,655
		WNE Daily newspaper - page sponsored advertorial	✓		✓	✓	Starting from € 4,135
▶	Digital advertising	Pocket plan	✓				Starting from € 530
		Banners on the WNE website	✓	✓	✓	✓	Starting from € 1,750
		Banner on the Business Meeting Platform	✓	✓	✓		2,000 €
		WNE Social Media	✓	✓	✓		390 €
		WNE Social Media - 3 exclusives posts	✓	✓	✓		1 470 €
		WNE Newsletters	✓	✓	✓	✓	1,750 €
▶	Animations & areas branding	Workshop pack	✓	✓	✓	✓	3,200 €
		Expertise pack	✓	✓	✓	✓	6,410 €
		Booster Business	✓	✓	✓	✓	Starting from € 3,330
		Booster Visibility	✓	✓	✓	✓	Starting from € 1,460
		Booster New Product & Service	✓	✓	✓	✓	Starting from € 990

# OUTDOOR BRANDING



## CREATE A FANTASTIC OUTDOOR EVENT FOR VISITORS

- / Free shuttles station stop branding
- / Scrolling advertisement panels
- / Covered passage panels
- / Display advertisement panels
- / Covering panels on the entrance airlock

# COVERING PANELS ON THE ENTRANCE AIRLOCK



A covering panel on the side of the hall entrance of 14 m<sup>2</sup> panels



At the entrance of hall 6, left or right



*Useful file size:* 8.025m Large x 2.16m High (left) & 8.035m Large x 2.16m High (right)

17,35 sq.m by side

*Format needed:* Photoshop, Illustrator, pdf or InDesign



2 sides available

## STANDARD PACK

1 side

€ 5,820 excl. VAT

## PREMIUM PACK

Exclusivity 2 sides

€ 10,910 excl. VAT

DEADLINE: 15/09/2025





# SCROLLING ADVERTISEMENT PANELS



An unavoidable scrolling panel seen by all the exhibitors and visitors  
(double-sided totems -21 totems available)



Totems ideally located between the exit of  
the train station and the hall entrance



*Useful file size:* 1,185m Large x 1,75m High

*Visible format:* 1.16m Large x 1.69m High

*Format needed:* Photoshop, Illustrator, pdf or InDesign

## STANDARD PACK

with 3 totems  
(7 packs available)

€ 5,370 excl. VAT

## PREMIUM PACK

with 7 totems  
(3 packs available)

€ 10,730 excl. VAT

DEADLINE: 15/09/2025



# COVERED PASSAGE PANELS



A network of 3 panels hung from the RER to the exhibit hall



Passage used by all the exhibitors and visitors arriving and leaving by taxi, shuttles, or train



*Useful file size:* 1.5m Large x 0.5m High

0,75 sq.m by face

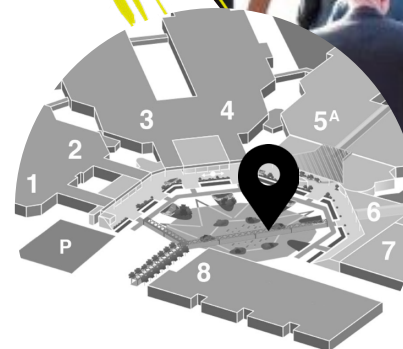
*File resolution:* 70 dpi



Up to 14

€ 1,365 excl. VAT  
per panel

**DEADLINE: 15/09/2025**





# DISPLAY ADVERTISEMENT PANELS



16 panels located on the way to hall 6 that give high visibility  
(double-sided panels)



Totems located under the covered walkway (non-digital support)



*Useful file size:* 0,795m Large x 1,992m High

*Visible size:* 0,795m Large x 1,992m High

2sq.m by face

*Printing support:* PVC

*Format needed:* Photoshop, Illustrator, pdf or InDesign



Up to 4

**A total of 4 displays**

**€ 5,360 excl. VAT**

**DEADLINE: 15/09/2025**





# FREE SHUTTLES STATION STOP BRANDING



A huge visibility on the free shuttle stations for your brand. Each message is repeated on the different surfaces to get the best visibility.



Covering the free shuttles stations where all the buses (CGD Airport, hotels, Paris Porte Maillot, Car parking, ...) arrive and depart.



*File format:*

Bus shelters 1 and 2: 1.40mW x 1.56mH (faces 1 to 3) & 1.45mW x 1.56mH

Bus shelter 3: 1.40mW x 1.56mH (faces 1 to 3) & 1.45mW x 1.56mH (faces 4 and 5) & 1.39mW x 1.56mH

*Required format:*

Photoshop, Illustrator, PDF, or InDesign

## STANDARD PACK

5 packs of 3 faces

€ 2,045 excl. VAT

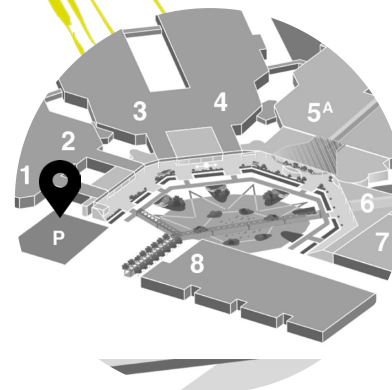
## PREMIUM PACK

2 packs of 6 faces

€ 3,885 excl. VAT

**DEADLINE: 15/09/2025**

*\*In order of demand*



# INDOOR BRANDING: *SINGLE-LOCATION*



MAKE YOUR BRAND PART **OF ALL**  
**THE ACTION**

- / Entrance-rigged billboard
- / Escalator glass covering
- / Stairs covering

# ENTRANCE-RIGGED BILLBOARD



The Hall 6 entrance will display your brand: **5 m<sup>2</sup>** rigged billboard to be customized



Located before the escalators, going to the show floor of Hall 6



1.65m Large x 2,90m High  
1 face of 4,95 sq.m with black back  
100 dpi



Up to 6 (3 on each side)

€ 2,550 excl. VAT  
per Billboard

**DEADLINE: 15/09/2025**



# ESCALATOR GLASS COVERING



3 glass sides to highlight your brand at the entrance of hall 6 with  
5 m<sup>2</sup> space available on 3 sides  
of the glass sides of the escalators



The 2 escalators connect the entrance  
to the show floor of Hall 6



*Useful file size:* 8.75m Large x 0.62m High  
Provide 2cm at the top and bottom without any text nor logo  
*Format needed:* Photoshop, Illustrator, pdf or InDesign



2 escalators

## STANDARD PACK

2 escalators on the same side, one up,  
one down (3 glass sides)

€ 5,270 excl. VAT

## PREMIUM PACK

Exclusivity all escalators, 2 up and 2  
down (6 glass sides)

€ 9,450 excl. VAT

DEADLINE: 15/09/2025





# STAIRS COVERING



A full covering of the stairs which provides access to the show floor: 22 stairs to be covered with your artwork



The staircase provides access to the show floor of Hall 6



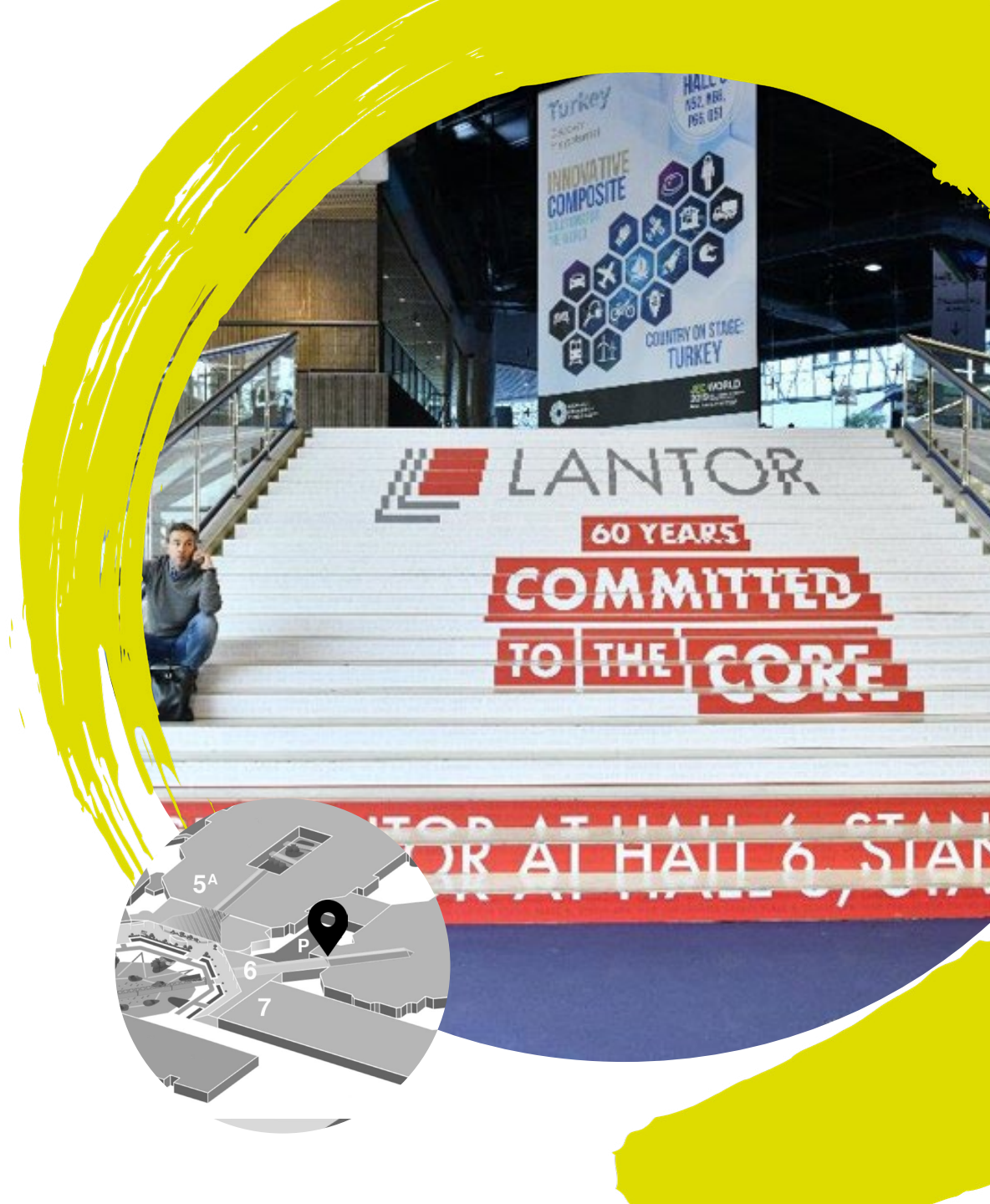
Upper part: 5,75m Large x 2,08m High by stair (16 risers)  
Lower part: 5,75m Large x 2,86m High by stair (22 risers)  
0,75 m<sup>2</sup> of rise face  
Provide 1 cm at the top and bottom without any text nor logo  
*Format needed:* Photoshop, Illustrator, pdf or InDesign



Up to 2

€ 8,180 excl. VAT  
per side

DEADLINE: 15/09/2025



# INDOOR BRANDING: *MULTI-LOCATION*



MAKE YOUR BRAND PART  
OF ALL THE ACTION

- / Path letters
- / Footprints
- / Floor tiles
- / Sponsoring of a mobile charging station

# SPONSORING OF A MOBILE CHARGING STATION

Mobility charge box



## Full Sponsorship of a Mobile Smartphone Charger

Complete customization of a smartphone charger for the 3 days of the show.  
The charger unit offers 30 batteries on the go, customized with the visual of your choice.

Chargers will be placed in common areas.

Fees include customization and equipment provision.



Format TBD  
300 DPI



Up to 10

€ 2,975 excl. VAT  
per station

DEADLINE: 15/09/2025





# PATH LETTER



Get your logo # highlighted on the giant aisle signs of your choice located in the Hall



High resolution – eps, AI or PDF  
300 DPI  
Send information by .zip



Up to 4

€ 2,235 excl. VAT  
per logo, per path letter

DEADLINE: 15/09/2025





# FOOTPRINT



Your artwork is displayed on a footprint every meter. Guide the attendance to your booth!



Format (w x d): 25cm x 30cm  
Artwork only with logo and booth number



Up to 5

Up to 3

**SOLD OUT**

**50 footprints**

€ 2,300 excl. VAT

**100 footprints**

€ 4,220 excl. VAT

**DEADLINE: 15/09/2025**



# FLOOR TILE



Place your artwork on strategic places in the show



Format (w x d): 60cm x 60cm  
300 DPI

Texts at a minimum of 5cm from the edges. A bleed of 5 cm should be included in your file.

Artwork needs to be at least with logo and booth number



Up to 10

1 floor tile

€ 330 excl. VAT

Up to 5

2-floor tiles

€ 550 excl. VAT

Up to 3

3-floor tiles

€ 775 excl. VAT

DEADLINE: 15/09/2025



# SPONSORING OF A MOBILE CHARGING STATION

## Fast Charge



Full covering of a 6-lockers phone charging station placed on meeting tables or in your booth

Showcase your brand and increase your visibility among WNE visitors by offering a free cell phone charging service!

Personalize it with your logo and contact

Fees include customization and equipment provision.



Image format: tif or eps

300 DPI

Text at a minimum of 5cm from the edges. A bleed of 5 cm should be included in your file



Up to 5

€ 1,160 excl. VAT  
per station

DEADLINE: 15/09/2025



# PRINT ADVERTISING



ENGAGE YOUR TARGET AUDIENCE  
**INTERACTIVELY**

- / WNE Daily newspaper
- / Pocket plan



# WNE DAILY NEWSPAPER

1/8 advertisement on the back cover page



The daily newspaper is distributed to all visitors on the morning of each day of the show.



13 cm width x 8cm depth  
5mm of rounded white edges  
Pdf format



**Please specify the publication date:**

1st day - Tuesday, November 4, 2024

2nd day - Wednesday, November 5, 2024

3rd day – Thursday, November 6, 2024



2 exclusive advertisers by day

€ 1,995 excl. VAT  
per ad

**SOLD OUT  
DAY 1**

**DEADLINE: 03/10/2025**



# WNE DAILY NEWSPAPER

1/8 advertisement inside page



The daily newspaper is distributed to all visitors on the morning of each day of the show.



13 cm width x 8cm depth  
5mm of rounded white edges  
Pdf format



**Please specify the publication date:**  
1st day - Tuesday, November 4, 2024  
2nd day - Wednesday, November 5, 2024  
3rd day – Thursday, November 6, 2024



Up to 12 by day

€ 1,655 excl. VAT  
per day

DEADLINE: 03/10/2025





# WNE DAILY NEWSPAPER

1/4-page sponsored advertorial



The daily newspaper is distributed to all visitors on the morning of each day of the show.



Title : 30 characters (with space)

Text : 900 characters (with space)

Image : high-resolution .eps – 300DPI

Logo : high-resolution .eps – 300DPI

Contact information : name, mail address, phone number



**Please specify the publication date:**

1st day - Tuesday, November 4, 2024

2nd day - Wednesday, November 5, 2024

3rd day – Thursday, November 6, 2024



Up to 4 by day

€ 4,135 excl. VAT  
per advertorial

DEADLINE: 03/10/2025



# WNE DAILY NEWSPAPER

1/2-page sponsored advertorial



The daily newspaper is distributed to all visitors on the morning of each day of the show.



Title : 30 characters (with space)  
Text : 1 800 characters (with space)  
Image : high-resolution .eps – 300DPI  
Logo : high-resolution .eps – 300DPI  
Contact information : name, mail address, phone number



**Please specify the publication date:**  
1st day - Tuesday, November 4, 2024  
2nd day - Wednesday, November 5, 2024  
3rd day – Thursday, November 6, 2024



2 exclusive advertisers by day

€ 6,615 excl. VAT  
per advertorial

DEADLINE: 03/10/2025





# POCKET PLAN



Offer more visibility to your brand with the official guide of the show!

Your logo on the pocket plan is distributed to all visitors with your company's name and booth number with the option to be highlighted in the exhibitor list.



Your logo in high resolution - eps



Up to 24 logos and 50 highlights

**Your company highlighted**

**€ 530 excl. VAT**

**Your logo**

**€ 1,165 excl. VAT**

**DEADLINE: 15/09/2025**



# DIGITAL ADVERTISING



## THE MOST POPULAR WAYS TO ENHANCE BRAND AWARENESS

- / Listing on the exhibitor search list
- / Banners on the WNE website
- / WNE Social Networks
- / WNE Newsletters

# BANNERS ON WNE WEBSITE

## HOMEPAGE BANNER



Your advertisement banner on the Homepage of the WNE website: 3 random rotating banners.



970x90px (Desktop)

320x50 (Mobile)

GIF, JPEG, PNG

Max 50 Kb

Banner in French & English

A hyperlink that directs to your company website  
(French & English)



Up to 3

€ 2,320 excl. VAT  
per banner

**DEADLINE:**  
the sooner the better, increase your  
period of visibility



# BANNERS ON WNE WEBSITE

## MAIN SECTION BANNER



Your advertisement banner on a main section of the WNE website: 3 random rotating banners.



970x90px (Desktop)

320x50 (Mobile)

GIF, JPEG, PNG

Max 50 Kb

Banner in French & English

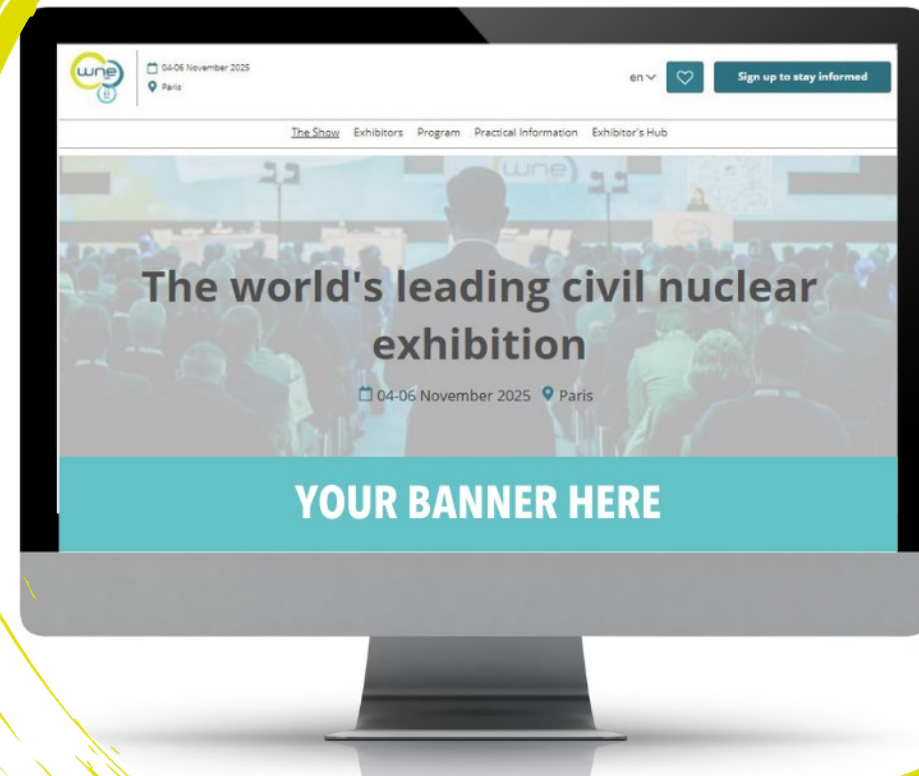
A hyperlink that directs to your company website  
(French & English)



Up to 3 by main section (3 main sections in total)

€ 1,750 excl. VAT  
per banner

**DEADLINE:**  
the sooner the better, increase your  
period of visibility





# WNE SOCIAL MEDIA



Enjoy privileged exposure to the WNE community. Your posts highlight your company or product with 3 exclusive posts on LinkedIn and X (ex Twitter).



A text of 280 characters

Horizontal high-resolution image format (**the image does not include logos or text**) + your logo in eps format.

Recommended size: 1124 px width x 632 px dept

A hyperlink that directs to your company website (French & English)

Example of post from the 2023 edition:

<https://www.linkedin.com/feed/update/urn:li:activity:7150841519082577921>



Up to 6

€ 1,470 excl. VAT

DEADLINE:10/09/2025





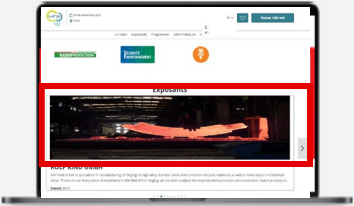
# LISTING ON THE EXHIBITOR SEARCH LIST



**Stand out from your competitors:**  
Promote your company, your products and your booth on the WNE platforms.



Your logo in high resolution – eps  
Your banner in 1400x350 px  
Format jpg or png  
**The banner that will appear on the WNE website is the same as the cover image in the exhibitor's list**

BRONZE LISTING	SILVER LISTING	GOLD LISTING
		
Company logo + Company name + Business sector + Booth number + Description of your company	Company logo + Company name + Business sector + Booth number + Description of your company	Company logo + Company name + Business sector + Booth number + Description of your company
	Your profile is twice as long + Your contact details are highlighted + You have an extra text about the reasons to visit your booth + Product gallery: direct access to the presentation of your solutions	Your profile is twice as long + Your contact details are highlighted + You have an extra text about the reasons to visit your booth + Product gallery: direct access to the presentation of your solutions
		Your brand at the top of the list on the filter «business sector» + A banner with your logo and company description, on the homepage of the World Nuclear Exhibition website (homepage)
Included in the Registration STANDARD Pack	€700 excl. VAT	€1,200 excl. VAT

**Illimited**

**Up to 90 (780 exhibitors on 2023 edition)**

**SOLD OUT**

**EXCLUSIVITY  
1 by main activity  
(6 activities in total)**

# WNE NEWSLETTERS

Large banner



Enjoy privileged exposure to the WNE community and highlight your company in one of our newsletter sent to 30,000 visitors contacts.



600 width X 80 dept px

JPG or GIF

Max 50 Kb

A hyperlink that directs to your company website (French & English)


Banner in French & English



Up to 12


€ 1,750 excl. VAT  
per banner per newsletter

DEADLINE: 12/09/2025




2023

J-7 it time to prepare your visit for WNE 2023




First of all  
print your badge!

Practicals Details



ID CARD  
ID Card/passport  
Get it with you to ensure your entrance at the show



SAFETY  
FIRST

Security is our priority!  
We are very excited to welcome you to WNE next week. Given the current instability, the French government recently increased its state of alert and has implemented various additional security measures aimed at safeguarding the public. To this end, extra security measures will also be deployed at WNE, for the duration of the event to ensure successful delivery. Therefore, every entry into the event will be subject to thorough security protocols. It's important to note that backpacks and suitcases will not be permitted within the venue. Security personnel will be reinforced. We will strive to minimize wait times, but if there are any delays, we apologize in advance for any inconvenience.

**YOUR BANNER HERE**

Your experience onsite

# WNE NEWSLETTERS

## Article



Enjoy privileged exposure to the WNE community and highlight your products and services in one of our newsletter sent to 30,000 visitors contacts. The article will be posted in a landing page of WNE website,



A short title (100 characters)

Introduction text (25 words)

Article of 250 words

275 width X 170 dept px

JPG

Max 50 Kb

A hyperlink that directs to your company website (French & English)

Banner in French & English



Up to 12

Included in the Booster  
New Product & Service

DEADLINE: 12/09/2025





# ANIMATIONS & AREAS BRANDING



THE MOST POPULAR WAYS  
TO ENHANCE BRAND AWARENESS

/ Boosters

# BOOSTER ENGAGEMENT

**Your logo will be prominently featured on the floor plan** with a direct link to all your exhibitor information and booth details, ensuring **maximum visibility**. Additionally, a **large banner at the top of the screen will capture visitors' attention** throughout the day, with an estimated **3000 passersby daily**. Don't miss this unique opportunity to **engage your target audience!**

1

## Intensity 1

- Logo on the pocket plan
- + Logo on large floorplans
- + Premium logo on digital orientation and programming screens

€2,970 excl. VAT per pack

2

## Intensity 2

- Logo on the pocket plan
- + Logo on large floorplans
- + Premium logo on digital orientation and programming screens
- + Banner on main section (3 random rotating banner)

€4,460 excl. VAT per pack

3

## Intensity 3

- Logo on the pocket plan
- + Logo on large floorplans
- + Premium logo on digital orientation and programming screens
- + Banner on main section (3 random rotating banner)
- + Large banner on digital orientation and programming screens

€6,430 excl. VAT per pack

DEADLINE:15/09/2025



# BOOSTER VISIBILITY

1

## Intensity 1

- Company highlighted in the exhibitor search list on the pocket plan
- + Silver listing on the exhibitor search list
- + Highlight of your company in a post on LK & X – High Five format

€ 1,460 excl. VAT per pack

2

## Intensity 2

- Company highlighted in the exhibitor search list on the pocket plan
- + 1/8 advertisement inside page
- + Silver listing on the exhibitor search list
- + Highlight of your company in a post on LK & X – High Five format

€ 2,950 excl. VAT per pack

SOLD OUT

3

## Intensity 3 – V2

- Company highlighted in the exhibitor search list on the pocket plan
- + 1/8 advertisement inside page
- + Silver listing on the exhibitor search list
- + Ad on the big screen located at the visitor's entrance
- + Workshop pack
- + Highlight of your company in a post on LK & X – High Five format

€ 6,280 excl. VAT per pack

DEADLINE:10/09/2025





# BOOSTER NEW PRODUCT & SERVICE

1

## Intensity 1

- You company highlighted on the pocket plans
- + “New product” pictogram in the exhibitor search list
- + Article about your product published on the WNE newsletter

€ 990 excl. VAT per pack

2

## Intensity 2

- You company highlighted on the pocket plans
- + Company name on the page dedicated to new products & services of the WNE Daily on the 2<sup>nd</sup> day of the show
- + Floor tile “new product” in front of your booth
- + “New product” pictogram in the exhibitor search list
- + Article about your product published on the WNE newsletter

€ 1,830 excl. VAT per pack

SOLD OUT

3

## Intensity 3

- You company highlighted on the pocket plans
- + Company name on the page dedicated to new products & services of the WNE Daily on the 2<sup>nd</sup> day of the show
- + Floor tile “new product” in front of your booth
- + Workshop pack
- + “New product” pictogram in the exhibitor search list
- + Article about your product published on the WNE newsletter

€ 4,710 excl. VAT per pack

DEADLINE:10/09/2025

