

www.salon-cbrand.com

EDITION
#1

25 / 26 / 27
MARCH 2025

PARIS

PORTE DE VERSAILLES,
PAVILIONS 5.2 AND 5.3

@3Brand

DISPLAY
YOUR BRAND
UNIVERSE

PRINT /
GIFT & GARMENT /
PACKAGING /
EVENT

At the same time
and place as:

shop!
LE SALON
RETAIL MARKETING SOLUTIONS

An event:

infoprodigital
TRADE SHOWS

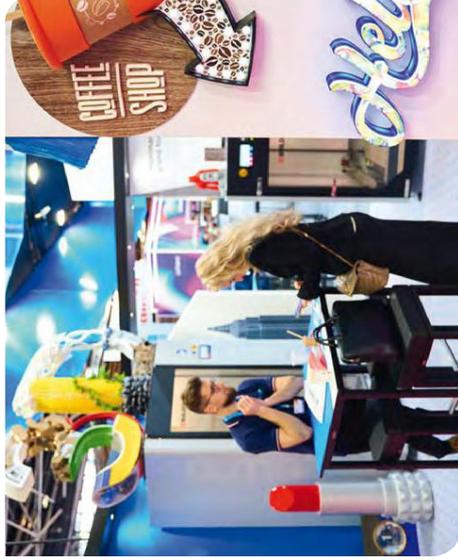


THE MEETING PLACE FOR BRANDS UNIVERSES

CIBRAND is a new event dedicated to solutions for the deployment of brand universes.

It's a showroom of solutions for marketers, communicators, creatives and specifiers, merchandisers, store designers, production managers, buyers and CSR managers.

At the trade show, they'll find all the technical and creative answers to their brand image deployment issues, and solutions to bring their ideas to life.





THE VISITORS

The visitors, exclusively professionals, come from companies, brands, retailers, communication and design agencies, mainly working in:

- **MARKETING AND COMMUNICATION,**
- **SALES,**
- **GENERAL MANAGEMENT,**
- **CREATION / DESIGN.**

Among the main business sectors that will be represented:

- RETAIL | EVENTS |
- OUTDOOR | WORKSPACE |
- ARTS AND MUSEOGRAPHY |
- HOSPITALITY | FASHION |
- SPORT

OBJECTIVE

ON SHOP! LE SALON
AND CIBRAND 2025

9 000

VISITORS
OVER 3 DAYS!



THE EXHIBITORS



Over 70 EXHIBITORS will be showcasing their know-how and innovations for the brand universe in the following sectors:

PACKAGING

Boxes and cases
Bottles, flasks, jars
Labels, doming
Materials: paper, cardboard, plastic
Gliding and embossing
Hot stamping

SIGNAGE

Interior and directional signage
Illuminated box
Illuminated signs
Panel sign
Outdoor communication

MEDIA OBJECT

Advertising objects and textiles
Gift boxes
Eco-responsible products
Business gifts from leading brands
Textile and object branding
Custom / Special production
Dematerialized solutions:
gift cards and vouchers

COVERING / WINDOW STICKERS

Materials :
adhesive films, wall coverings
Fitting and installation
Vehicle and surface covering
Window dressing
Decoration

EVENTS

Stands
Decor and scenography
Floor and wall coverings
Flag / Oriflamme
Backdrops and podiums

PRINTED COMMUNICATION

Large-format printing
Decorative printing
Small format printing
Product personalization
3D printing



CiBrand is a unique opportunity to discover how these media can enrich and diversify marketing strategies, bringing tangible added value for brands and consumers alike. Join us as we explore and celebrate the power of gifts and garments in creating authentic and memorable customer experiences.»

Antony VILLEGIER, President of the Fédération française des professionnels de la communication par l'objet (2FFPCO).

AN EVENT IN SYNERGY WITH SHOP! LE SALON

SHOP! + C!BRAND
A UNIQUE VENUE IN PARIS
ON MARCH 25-26-27, 2025.

ABOUT

shop!

LE SALON

SHOP! IS:

- The association of point-of-sale professionals (SHOP! France, formerly POPAI Association)
- A trade show (SHOP! Le Salon) which, for 38 years, has brought together professionals from the retail industry (formerly the MPV - Marketing Point de Vente trade show).
- The SHOP! Awards contest, which rewards excellence in point-of-sale marketing (formerly the POPAI Awards).

PARTNER QUOTE...

We are delighted to welcome C!Brand alongside SHOP! Le Salon. The two events complement each other, offering visitors innovative technical solutions to solve their problems and boost their business.»

Sandrine JEAN,
Director of SHOP! France.

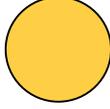
WELL-SEGMENTED EXHIBITION AREAS

SOLUTIONS / CONTENT / BUSINESS / EVENT'S ANIMATIONS



AN AREA DEDICATED TO COVERING

Personalize an object, a place or a vehicle. Let yourself be carried away by the many solutions offered by the covering professionals. From your brand identity to its realization live!



THE EXHIBITION «GIFTS AND GARMENTS TRENDS»

A selection of the promotional gifts and garments that will set the trend in 2025, along with solutions for personalization!



CONFERENCES AND BUSINESS BAR

The central and convivial area of the event, where experts exchange ideas and provide a better understanding of market trends.



TRADE SHOW
ENTRANCE

On the same dates and place as SHOP! Le Salon, the trade show dedicated to marketing solutions for the point of sale and the in-store experience, C!Brand completes the offer of an increasingly cross-disciplinary demand from retail players.

OBJECTIVES:

- To offer brands, retailers and agencies a complete and totally complementary range of services.
- To create a unique meeting place that will forge even closer links between the POS marketing and brand identity communities.
- To build bridges that foster synergy between these two worlds, thereby contributing to the development and innovation of the retail industry.

SHOP! enhances the entire

point-of-sale marketing community: advertisers, manufacturers, agencies, retail tech players, professional associations, etc.

70% OF SHOP! LE SALON VISITORS COME

FROM THE FOLLOWING FUNCTIONS:

Merchandising | Trade marketing | Category management | Marketing | Promotion | Purchasing | Sales | Creation and Design | General management

Find out more about SHOP!:

www.shop-le-salon.fr



EXCLUSIVE CONTENT PROGRAM

C!BRAND CONFERENCES

- AN OPENING KEYNOTE with an exclusive guest
- 3 MAIN THEMATIC TRACKS:

REFOUND OUR WAYS OF COMMUNICATING

Events, retail, gifts and garments, packaging: relevant and effective solutions (#ROI #data #phygital #experience #uses #impact)

SUPPORTING NEW USES

Innovations at the service of the market transformation (#services #cooperation #uses #automation #businessmodel)

IMAGINING MORE VIRTUOUS PRODUCTION PROCESSES

How to move from a linear to a circular model (#CSR #transformation #relocalization #functionality #fidelization)



25

- THEMATIC MEETINGS :
KEYNOTES, CONFERENCES,
ROUND TABLES AND WORKSHOPS.**
- EXPERTS' VIEWPOINTS,
FROM A WIDE RANGE OF SECTORS.



At C!Brand, brands will be able to discover the latest innovations in visual communication, pushing back the limits of creativity in brand image, Julia NOJAC, President of FESPA France, the professional organization for the visual communications industry. »

Julia NOJAC, President of FESPA France, the professional organization for the visual communications industry.

EXHIBIT TO C!Brand DISPLAY YOUR BRAND UNIVERSE 2025

- A first edition for marketing and communication professionals: meet and exchange with decision-makers.
- An event organized by Infopro Digital, organizer of the CiPrint, CTCO and Luxe Pack trade shows, and well established in the retail industry with LSA magazine, Salon de la Franchise and IC Le Mag magazine. An organizer who knows your businesses and customers!
- In synergy with SHOPI Le Salon: the unmissable meeting place for the point-of-sale marketing ecosystem.



A UNIQUE EVENT TO SHOWCASE YOUR EXPERTISE

FLEXIBLE STAND FORMULAS WITH TRANSPARENT PRICING!

- BARE STAND, 100% customizable to your image.
- MODULAR STAND, already incorporating essential technical services.

SPONSORSHIP OFFERS AND COMMUNICATION TOOLS:

solutions to promote your company before, during and after the event, through channels combining online and offline visibility, publicity, signage, etc.



EXCLUSIVE SERVICES

VIP VISITOR SERVICE

An exclusive service to accompany your VIP accounts has been set up to make it easier for them to visit us, and to promote your business relations.

- Personalized contact and welcome
- Free cloakroom
- Open Business Bar
- Access to the Retail Lounge

CONVIVIAL AREAS THAT ENCOURAGE DISCUSSIONS AND BUSINESS

- **ciBrand & SHOPI!** Le Salon Business Bar: free access for exhibitors and their privileged contacts.
- Catering areas: a place to share and exchange ideas. As an exhibitor, you benefit from a special queue for priority service.

CUSTOMIZED LOGISTICS SUPPORT

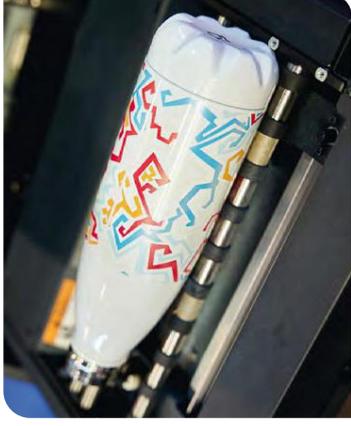
- Integrated logistics support
- A single point of contact
- Tailor-made support for all your technical requirements

CUSTOMIZED COMMUNICATION TOOLS

To boost your visibility: personalized e-mailings, web banners, publication of your news on our blog, then on our social networks and our monthly newsletter, etc.

AN AMBITIOUS COMMUNICATION PLAN

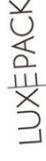
- Extensive media coverage thanks to carefully selected partners.
- Targeted email campaigns: a database of 30,000 qualified contacts.
- A strong activation of digital levers to develop the community: referencing, digital campaigns, animation of social networks (LinkedIn, Instagram, X).
- A special **ciBRAND X SHOPI!** Le Salon magazine, featuring exhibitors' new products and innovations, to tease and attract new participants in the run-up to the event.
- VIP invitation campaigns.



BRAND UNIVERSE AND RETAIL ECOSYSTEMS UNITED

The trade show has forged strong partnerships with professional associations and institutions in direct contact with your target markets. They act as complementary communication relays, reinforcing the impact of our actions.

MEDIA PARTNERS



INSTITUTIONAL AND INDUSTRY PARTNERS





www.salon-cbrand.com

AN EVENT ORGANIZED BY

INFOPRO DIGITAL, EXPERT IN YOUR MARKETS

Infopro Digital is France's leading information and professional services group. Infopro Digital offers multi-media products and services (trade shows, magazines, databases, websites, software, training, publishing, events) to professional communities in five key economic sectors: construction & public sector, automotive, risk & insurance, industry, and retail. Infopro Digital has a strong presence in the retail sector through its LSA media, and organizes over 35 trade shows each year, including C!Print and CTCO, Franchise Expo Paris and Luxe Pack Monaco.

www.infopro-digital.com

YOUR CONTACTS:

Thomas NOLLET
Sales Director
thomas.nollet@infopro-digital.com
+33 (0)6 20 63 46 27

Lucile HUIN
Marketing Project Manager
lucile.huin@infopro-digital.com
+ 33 (0)6 61 91 37 76

Florencia VIERA
Sales Manager
florencia.viera@infopro-digital.com
+33 (0)6 61 83 38 89

CONFERENCE PROGRAM:

Cécile JARRY
cecile.jarry-perivier@infopro-digital.com
+33 (0)6 61 74 99 88

Milena VERONESI
Sales Manager for Italy
info@milenaveronesi-internationalshows.com
+393489153830

Florent ZUCCA
florent.zucca@infopro-digital.com
+33 (0)6 99 08 65 76