

MONDIAL

2ND EDITION OF
THE MONDIAL
HELD IN PARIS!



DE LA



CRAFTED
BY
OMNIVORE

29-30
JUNE &
1ST JULY
2018

BIÈRE

MAISON
DE LA
MUTUALITÉ

PARIS

2ND EDITION

THE 'MONDIAL DE LA BIÈRE PARIS' STANDS AS THE GREATEST BEER FESTIVAL IN FRANCE!

LAST SUMMER, FOR ITS FIRST EDITION THE 'MONDIAL DE LA BIÈRE PARIS' BROUGHT TOGETHER 7,800 ARTISAN BEER ENTHUSIASTS WITH 100 FRENCH AND INTERNATIONAL BREWERS. THE EVENT IS BACK IN 2018, FROM FRIDAY 29TH, JUNE TO SUNDAY 1ST, JULY AT THE MAISON DE LA MUTUALITÉ VENUE.

2ND

EDITION HELD IN PARIS

1

AFTERNOON RESERVED FOR
PROFESSIONAL VISITORS

2

STAGES DEDICATED TO
MASTERCLASSES

3

DAYS

1

COUNTRY OF HONOUR

1

INTERNATIONAL CONTEST

120

BREWERS

10,000

ENTHUSIASTS

100

JOURNALISTS

3

FLOORS DEDICATED TO TASTINGS



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2ND EDITION

TAKE PART IN THE GREATEST BEER FESTIVAL IN FRANCE!

DON'T MISS THIS UNIQUE THREE-DAY FESTIVAL, COME AND PROMOTE YOUR BRAND AND HIGHLIGHT YOUR PRODUCTS AT THE BREWERS' VILLAGE.

PROPOSE TASTINGS AND SALES

Easily sell your products - to be enjoyed on site or to go - thanks to the electronic payment system. Get all visitors to taste your very best brews.

DRAW THE ATTENTION OF DIFFERENT AUDIENCES

Thanks to the combined networks of the Mondial de la Bière, Omnivore and GL Events Food Service Division come and meet and establish contacts with thousands of beer lovers, beer geeks, chefs, cellar masters, food supermarket representatives, etc.

PRO AFTERNOON

On Friday 29th, June the afternoon will be reserved for professional visitors only. Make the most of this 100% business environment to establish or grow your commercial contacts in a unique setting and atmosphere.

THE STAGE IS YOURS

Take advantage of one of the two stages at the Maison de la Mutualité to share your experience on a subject of your choice with 30 or 60-minute contributions.

ENTER YOUR PRODUCTS FOR THE MBIERE CONTEST

Present one or several of your beers for a chance to win one of the 11 medals that will be awarded in this international professional contest.



2ND EDITION

BECOME AN EXHIBITOR AT THE 'MONDIAL DE LA BIÈRE PARIS'

OUTFITTED CORNER STAND

DISPLAY AND SALE SPACE *

- 1 counter: 1 linear metre
- 1 stool
- 1 2-handle dispenser
- 1 CO² cylinder
- 1 refrigerator
- 1 power supply, 3 KW
- 1 sign holder
- 1 cashless terminal
- Off-stand storage area
- Damage insurance up to €5,000

PROMOTION AND VISIBILITY

- Your brand featured in the official programme
- Your brand displayed on the stand sign-holder
- Logo on beer tap handles
- Text and logo featured in the website's Exhibitor section
- Right to use the label 'Mondial de la Bière Paris 2018 exhibitor' (1 year)

INVITATIONS (FREE ADMITTANCE WITH 1 FREE TASTING)

- 3 invitation codes valid for one day (free choice of day)

EXHIBITOR PASS

- 2 Exhibitor Passes valid for the 3 days

ADDITIONAL SERVICES

- It is possible to rent additional equipment (beer taps, refrigerators, cashless terminals, etc) and promotional options.

PRICE €1,650 EXCL. TAX

It is also possible to have a double corner stand

* Mondial de la Bière charges a 30% commission on sales for tasting on site and to go.

OUTFITTED STAND 9M²

PRESENTATION AND SALE SPACE *

- 9m² surface in the heart of the Brewers' Village
- 2 corners
- 1 stand background wall
- Beer taps (5 maximum)
- CO² cylinders
- 2 refrigerators
- 2 stools
- 1 power supply 3 KW
- 1 sign holder
- 2 cashless terminals
- Off-stand storage area
- Damage insurance up to €5,000

PROMOTION AND VISIBILITY

- Your brand featured on the official programme
- Your brand displayed on the stand sign-holder
- Logo on beer tap handles
- Text and logo featured in the website's Exhibitor section
- Right to use the label 'Mondial de la Bière Paris 2018 exhibitor' (1 year)

INVITATIONS (FREE ADMITTANCE WITH 1 FREE TASTING)

- 5 invitation codes valid for one day (free choice of day)

EXHIBITOR PASS

- 3 Exhibitor Passes valid for the 3 days

ADDITIONAL SERVICES

- It is possible to rent additional equipment (beer taps, refrigerators, cashless terminals, etc) and promotional options.

PRICE €7,000 EXCL. TAX

* Mondial de la Bière charges a 30% commission on sales for tasting on site and to go.

2ND EDITION

BECOME AN EXHIBITOR AT THE 'MONDIAL DE LA BIÈRE PARIS'

12M² TO 18M² PRE-FITTED STAND

PRESENTATIONS AND SALE SPACE *

- Minimum 12 m² non-fitted space at the heart of the Brewers' Village
- 2 corners
- 1 stand background wall
- 1 power supply 3 KW
- Cashless terminals
- Off-stand storage area
- Damage insurance up to €5,000

PROMOTION AND VISIBILITY

- Your brand on the official programme
- Your brand on the stand sign-holder
- Logo on beer tap handles
- Text and logo featured in the website's Exhibitor section
- Right to use the label 'Mondial de la Bière Paris 2018 exhibitor' (1 year)

INVITATIONS (FREE ADMITTANCE WITH 1 FREE TASTING)

- Invitation codes valid for one day (free choice of day)

EXHIBITOR PASS

- 4 Exhibitor Passes valid for the 3 days

ADDITIONAL SERVICES

- It is possible to rent additional equipment (beer taps, refrigerators, cashless terminals, etc) and promotional options.

PRICE €710 EXCL. TAX / M²

* Mondial de la Bière: 30% commission on sales for tasting on site and to go.

BECOME A SUPPLIER OF THE 'MONDIAL DE LA BIÈRE PARIS'

OFFICIAL SUPPLIER

DISPLAY AND SALE SPACE *

- 9m² surface for presentations and animations in the heart of the Brewers' Village
- 1 power supply 3 KW
- 2 corners
- 1 stand background wall
- 1 sign-holder
- Cashless terminals
- Off-stand storage area
- Damage insurance up to €5,000

PROMOTION AND VISIBILITY

- Logo on the back cover of the printed programme
- Logo on the signage panels and boards
- Logo on the partners and suppliers' acknowledgment boards
- Logo displayed alternately on the screens in between the masterclasses
- Logo or banner displayed as page footer on the website
- Logo + presentation text on the website
- Right to use the status 'Official Supplier - Mondial de la Bière Paris 2018' (1 year)

INVITATIONS (FREE ADMITTANCE WITH 1 FREE TASTING)

- 15 invitation codes valid for one day (free choice of day)

EXHIBITOR PASS

- 2 Exhibitor Passes valid for the 3 days

ADDITIONAL SERVICES

It is possible to rent additional equipment (beer taps, refrigerators, cashless terminals, etc) and promotional options.

PRICE €8,000 EXCL. TAX

* Mondial de la Bière charges a 30% commission on sales for tasting on site and to go.

2ND EDITION

BECOME A PARTNER OF THE 'MONDIAL DE LA BIÈRE PARIS'

PREMIUM PARTNER

A privileged status that confers maximum presence and visibility before, during and after the Mondial.

PRESENTATIONS AND SALE SPACE *

- Minimum 25 m² surface dedicated to displays and animations at the heart of the Brewers' Village
- 1 power supply 3 KW
- Cashless terminals
- Off-stand storage area
- Damage insurance up to €5,000

PROMOTION AND VISIBILITY

- Logo on the official poster of the 'Mondial de la Bière Paris 2018'
- Brand and presentation text in the official programme
- Logo featured on the back cover of the official programme
- 1 60-min Masterclass
- Logo and presentation text mentioned in the exhibitors' list on the website
- Logo displayed as a footer on the homepage of the website

- 1 beer tasting review published in the news section on the website
- Logo displayed alternately on the screens in between the masterclasses
- Logo on the signage in front of the Masterclass stages
- Logo on the signage at the main entrance to the Maison de la Mutualité
- Your logo featured on the acknowledgment boards
- Short focus article in a newsletter
- Logo as a footer on all the events' newsletters
- 1-min Facebook Live or 1-min Live Instagram during the event
- 1 Tweet dedicated to your brand during the event
- Right to use the label 'Premium Partner - Mondial de la Bière Paris 2018' (1 year)

INVITATIONS (FREE ADMITTANCE WITH 1 FREE TASTING)

- 25 invitation codes valid for one day (free choice of day)

EXHIBITOR PASS

- 5 Exhibitor Passes for the 3 days

ADDITIONAL SERVICES

It is possible to rent additional equipment (beer taps, refrigerators, cashless terminals, etc) and promotional options.

PRICE FROM €25,000 EXCL. TAX

* Mondial de la Bière charges a 30% commission on sales for tasting on site and to go.



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VISIBILITY BOOSTER OPTIONS

	PRICE EXCL. TAX
MASTERCLASS BEER TASTING	
30-MIN MASTERCLASS	€500
60-MIN MASTERCLASS	€1,000
60-MIN MASTERCLASS FRIDAY AFTERNOON (PRO VISITORS ONLY)	€1,200
BADGES & TICKETS	
LOGO ON PRINTED TICKETS	€1,500
LOGO ON VISITOR BADGES HANDED OUT TO ALL VISITORS	€3,000
LOGO ON PRINTED TICKETS + 1 LOGO ON VISITOR BADGES	€4,500
BRANDING OF THE CASHLESS CARD	€5,000
OFFICIAL PROGRAMME	
LOGO ON THE MAP IN THE PROGRAMME	€400
1-PAGE AD IN THE PRINTED PROGRAMME - INNER FRONT COVER	€1,500
1-PAGE AD IN THE PRINTED PROGRAMME - INNER BACK COVER	€1,500
1-PAGE AD INSERTED IN THE PRINTED PROGRAMME	€1,000
HALF-PAGE AD INSERTED IN THE PRINTED PROGRAMME	€800
TICKETING WEBSITE	
BANNER ON THE HOMEPAGE OF THE WEBSITE	€2,500
BANNER ON THE HOMEPAGE OF THE TICKETING WEBSITE (MONDIAL + WEEZEVENT WEBSITES)	€2,500
BANNER AT THE TOP OF THE "EXHIBITORS 2018" PAGE	€1,000
BANNER BOTTOM OF THE EXHIBITORS 2018" PAGE	€750
BANNER AT THE TOP OF THE "PRACTICAL INFORMATION" PAGE	€1,000
BANNER BOTTOM OF THE "PRACTICAL INFORMATION" PAGE	€750
BANNER FEATURED ON THE PRE-REGISTRATION CONFIRMATION EMAIL	€3,000

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VISIBILITY BOOSTER OPTIONS

	PRICE EXCL. TAX
VIDEOS	
1 RUN PER DAY: ADVERTISING MESSAGE ON THE SCREENS	€800
2 RUNS PER DAY: ADVERTISING MESSAGE ON THE SCREENS	€1,500
HANDOUTS	
RIGHT TO HAND OUT GOODIES AT THE MAIN ENTRANCE	€1,500
RIGHT TO HAND OUT GOODIES ON THE LEVEL WHERE YOU HAVE YOUR STAND	€1,000
STICKERS	
BRANDING ON THE DOORS TO THE ELEVATORS	€1,800
BRANDING ON THE STEPS OF THE MAISON DE LA MUTUALITÉ, BETWEEN L-1 AND GROUND FLOOR	€2,000
BRANDING ON THE STEPS OF THE MAISON DE LA MUTUALITÉ, BETWEEN L+3 AND L+5	€2,000
LOGO ON THE SIGNAGE OF THE MAIN ENTRANCE DOORS TO THE MAISON DE LA MUTUALITÉ	€2,000
BRANDING ON THE DOOR TO THE PATIO	€1,200
SPONSORING	
SPONSORING OF A MASTERCLASS STAGE	€4,000
SPONSORING OF THE MBIÈRE PARIS CONTEST AWARDS CEREMONY	€5,000

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WATCH
THE VIDEO CLIP!



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MBière Paris 2017 Contest



Mondial de la Bière Paris 2017



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Masterclass: Cyril Lignac - Emmanuel Rey - Michael Gilmore