



1-2
DEC.
2026
PARIS
PORTE DE VERSAILLES

Our stand and communication offer

1 REGISTER YOUR PARTICIPATION

Our **BUSINESS BUILDER** packs

Exhibitor and co-exhibitor

Exhibitor profile, priority profile, priority plus profile

Our Leads Capture and R.O.I offers

Lead Booster **NEW**

Lead Manager (Ex Emperia)

Collect QR Code **NEW**

Exhibitor dashboard

2 PLAN YOUR SPACE

Our **STANDS** packages

Space only

Angles

Turnkey offers

Essential

Easy

Business

Identity

Solo start-up or incubator

3 BOOST YOUR VISIBILITY

Our **COMMUNICATION** offers

Digital offer

Banners & Content

Print offer

Show visit map

Signage offer

Floor tiles

Hall entrance door cladding

Backlit display at main entrance

Trade show orientation screen

Content offer

Speaking opportunities

Branding offer

Sponsorship offer

STEP - WHEN DECARBONATION & CIRCULAR ECONOMY CREATE A MORE SUSTAINABLE MODEL

Mandatory

CHOOSE

Your **participation package**

or

Your **participation package turnkey:**

- Easy
- Essentiel
- Business
- Identity
- Startup Village

Optional

ORDER

Your **sponsorship**

to stand out uniquely

or

Your **communication tools**
to promote your participation
and brand awareness

Today, **climate change** is at the heart of all concerns. Every day, legislative advances, ambitious standards and concrete innovations emerge to respond to the ecological emergency. But every day is also an opportunity to **celebrate collective and individual successes:** pioneering solutions, meaningful projects, and commitments that pave the way to a sustainable future.

Pollutec Paris 2024 was a formidable **catalyst for these initiatives.** With over **300 exhibitors, 8,600 qualified professionals** including **15% international participants**, and more than **75 innovations** presented, this year's edition proved that the economic and institutional world can come together to **find concrete solutions to environmental challenges.**

In **2026**, STEP Paris will pursue this ambition with an even more inspiring edition. Join us to **promote your innovations, create synergies, and accelerate the ecological transition with the players who are shaping the world of tomorrow.**



Our
BUSINESS BUILDER
packs





BUSINESS BUILDER PACK EXHIBITOR / CO-EXHIBITOR

MANDATORY

This pack is automatically included in the calculation of the price of your participation, according to the formula and options you have chosen.

			+30% visibility	+60% visibility
		EXHIBITOR PROFILE (BRONZE)	PRIORITY PROFILE (SILVER)	PRIORITY PLUS PROFILE (GOLD)*
EXHIBITOR PROFILE	Your company listed in the "Exhibitors" search engine: logo + company name + business sector + stand number + description	✓	✓	✓
VISIBILITY	More information directly visible in the 'Exhibitors' search engine: Highlight (solid color + "Premium" mention) + Carousel of products + Detailed company information (tel, email, website) + "Why visit our stand?"	✗	✓	✓
ACQUISITION OF LEADS AND PERFORMANCES	<p>Lead acquisition Unlimited e-invitations: invite as many of your customers and prospects as possible to visit free of charge STEP + Personalized invitation link + Lead Manager: unlimited badge reader licenses to capture and qualify your leads <i>(full description here)</i> + New Collect QR code <i>(full description here)</i></p> <p>Performance tracking Dashboard: monitor your performance and view contact profiles <i>(full description here)</i></p>	✓	✓	✓
	New in 2026 Maximize your R.O.!!			
SPONSORING	Your logo or advertisement on the homepage of the show website ("Exhibitors" carousel) + Your company at the top of the list on one of the filters of your choice from the "Exhibitors" search engine: Sectors of activity, Target markets, etc.	✗	✗	✓
SERVICES	Access to your online exhibitor space to organize your participation + Assistance in preparing for the Show + Exhibitor's comprehensive insurance (see article 10.3 of the Show's General Regulations) + Administrative fees	✓	✓	✓
PRICES		€1,240 excl. VAT	€2,040 excl. VAT	€2,440 excl. VAT
OPTIONAL	Lead Booster: create an irresistible offer to drive qualified traffic to your stand <i>(full description here)</i>	+ €1,400 excl. VAT		

*Exclusive offer limited to 10 exhibitors



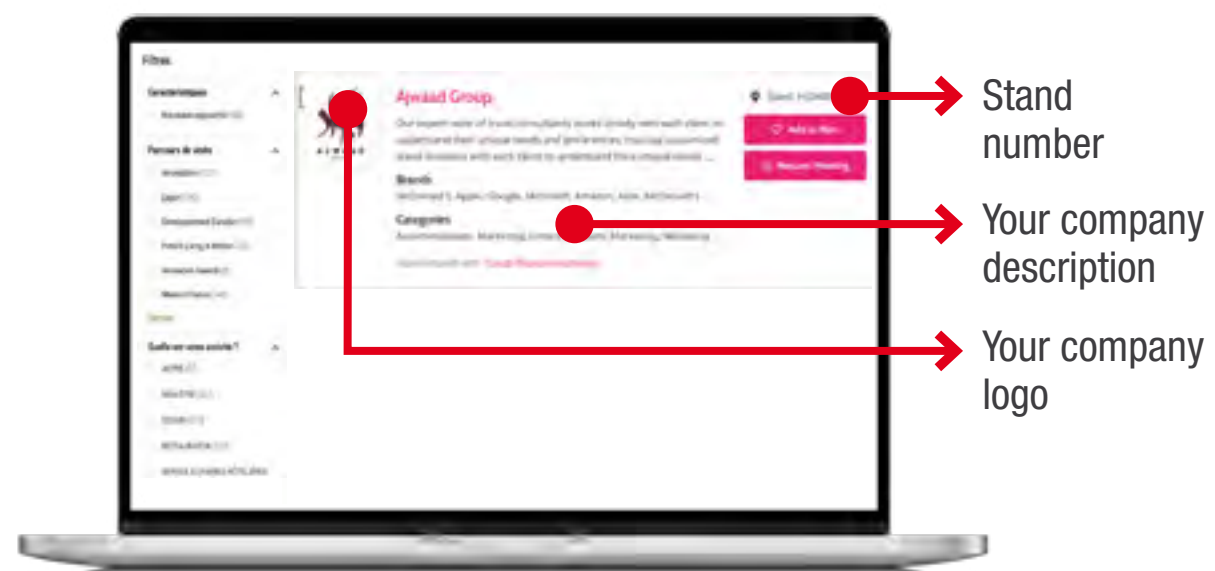
EXHIBITOR PROFILE, PRIORITY PROFILE, PRIORITY PLUS PROFILE

BOOST YOUR REFERENCING!

Promote your company, your products and your stand on the exhibitor list and on the show website. Stand out from your competitors by choosing the Priority or Priority Plus profile.

EXHIBITOR PROFILE

(included in the standard Business Builder pack)



Company logo and description and stand number

PRIORITY PROFILE



BENEFITS

- Your profile in position 3 or 4 (just below priority profile plus)
- A company profile twice the size for twice the impact
- Carousel of your products directly on your exhibitor sheet

Be more visible with priority profile
Be visible, tell visitors why you're a must-see exhibitor and unlock even more business opportunities.

2 times more engagement*
on average than with Exhibitor Profile

PRIORITY PLUS PROFILE



BENEFITS

- Guaranteed placement in the top position of the product category of your choice
- Maximum visibility with your company profile in the top 2 positions of the exhibitor list
- Company profile twice the size for twice the impact
- Carousel of your products directly on your exhibitor profile

BENEFITS

Maximum exposure with your profile visible in a carousel on the website home page



Make an impression and generate even more business
Outperform the competition with maximum visibility before and during the show. Benefit from the full exposure of a PRIORITY PLUS Profile, making it easy for buyers to find and contact you.

5 times more engagement*
on average than with Exhibitor Profile

STEPBYPOLLUTEC.COM
/ Key figures /

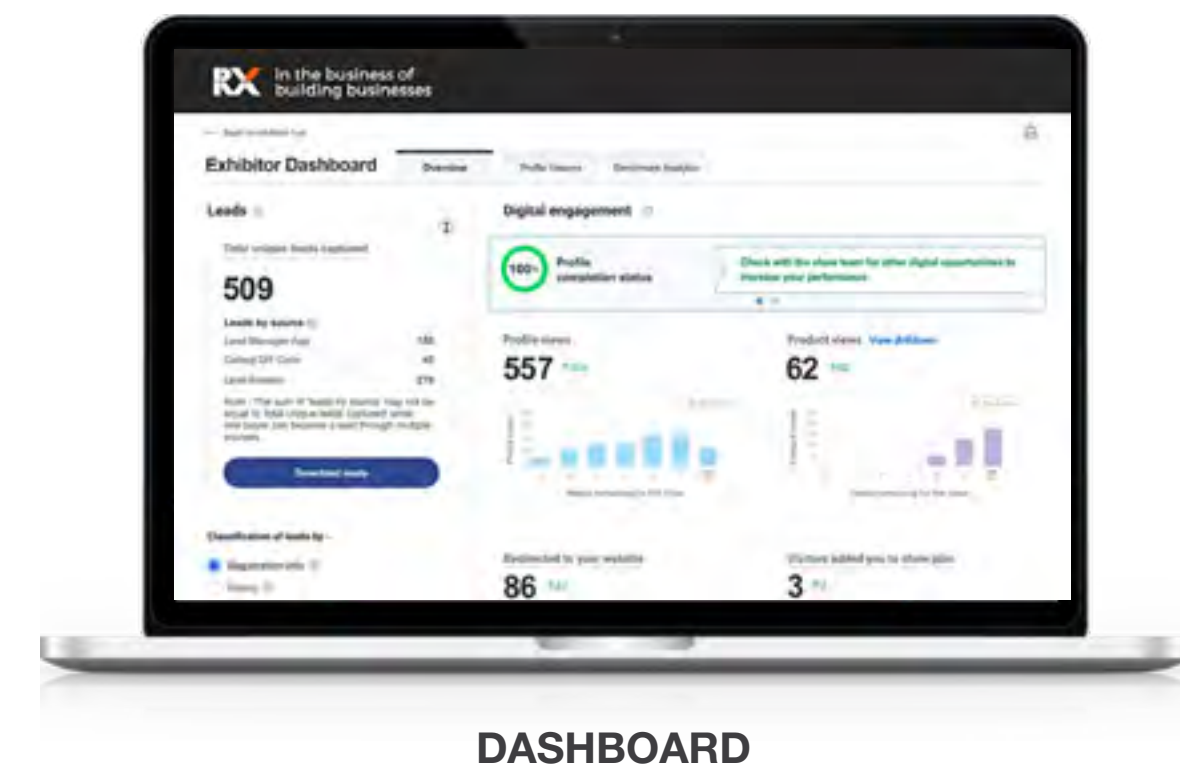
85,249 sessions	225,106 pages viewed	90% of visitors consult the list of exhibitors
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*Source: Statistics on 76,076 exhibitors at the 285 international RX shows held between April and December 2024.



OUR LEADS CAPTURE AND R.O.I. OFFERS

BUSINESS MEETINGS, LEAD ACQUISITION, R.O.I. MEASUREMENT



DURING THE EVENT

AFTER THE EVENT

ACQUISITION LEADS

Capture leads:
Lead Manager (Emperia) + Colleqt QR Code
Included in all Business Builder packages

Option: generate even more qualified leads: + **Lead Booster**

+ 200 additional leads

MEASURE R.O.I

Use the data generated by clicks on your **exhibitor profile, Lead Manager, Colleqt** and **Lead Booster** (optional) to track and effectively measure your performance

Dashboard included in all Business Builder packs.



LEAD BOOSTER **NEW!**

ATTRACT EVEN MORE PROSPECTS!

If you'd like to advertise your new products, announce a special event or special trade show offer, Lead Booster can help you stand out from the crowd and make the most of your participation.

How does Lead Booster work?

1. Create an offer via your exhibitor space to encourage visitors to come and meet you at the show.
2. Your offers are then sent by email to all show visitors and accessible via a QR code during the event.
3. Receive the contact details of visitors who have accepted your offer and generate new opportunities for your company.



279
leads on average
per offer*

2,120
views on average
per offer*

LEAD BOOSTER Lead Booster meets all your objectives	
Generate leads before and during the event	✓
Ensure optimum visibility, whatever the size of your stand	✓
Promote your participation and your location	✓
Generate awareness of your brand, your products or a launch	✓
Get additional opportunities on top of those obtained during the show	✓
€1,400 excl. VAT	

*Study conducted on 12 shows between March and May 2024





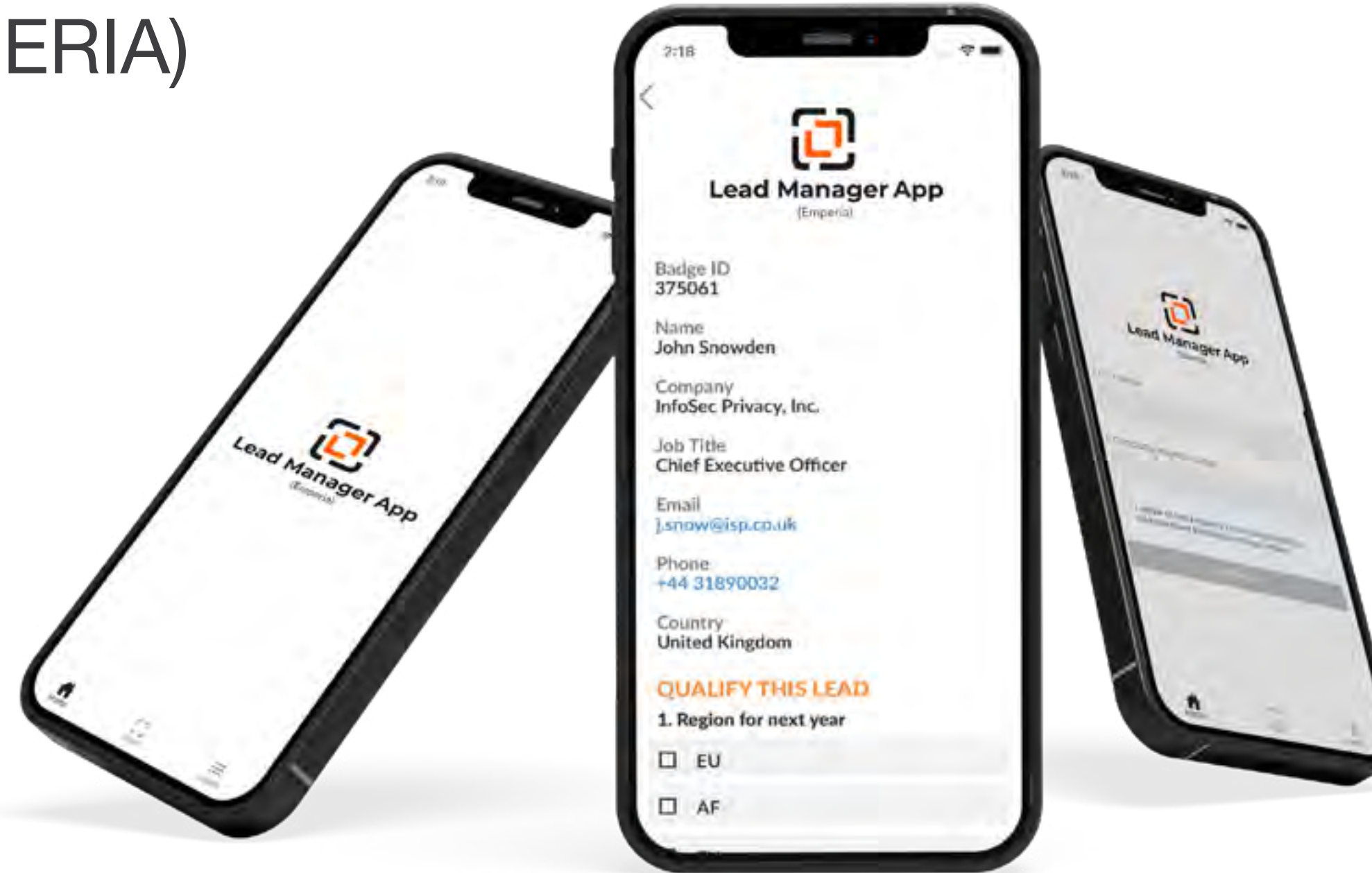
LEAD MANAGER (EX EMPERIA)

IN JUST A SCAN, COLLECT AND MONITOR YOUR SHOW LEADS

Lead Manager is a mobile app that enables you to collect information on your prospects during the show, making it easy to store, follow-up and retrieve your contacts.

Benefits

- Database containing all visitor profiles
- Unlimited access to the database during/ after the show
- Customisable questionnaire for all your prospects
- Unlimited number of user licenses



215
contacts scanned
on average per exhibitor

Find out how
the Lead Manager
badge reader
application works

1 Add your scores and comments
For every contact scanned, you can add comments and scores according to their interest level.

3 Access your prospects via a direct download link (file format of your choice).

2 View your contact reports
All staff can view their prospects within the app, using their own tab.

4 Make full use of the information collected to increase your ROI and stay in touch with your prospects.

LEAD MANAGER (EX EMPERIA)

INCLUDED in the Business Builder Pack



COLLEQT QR CODE **NEW!**

NEVER MISS ANOTHER BUSINESS OPPORTUNITY

Are you in high demand at the show?

Colleqt will multiply business opportunities for you!

Get detailed contact details for visitors you weren't able to meet but who expressed interest in your business. They can flash your QR code at any time to find out more about your company (via a link to your exhibitor area).

The benefits of Colleqt for exhibitors

- Collect visitor information when you're not present or already busy on your stand
- Make your information quickly accessible to all prospects, even the busiest

Colleqt benefits for visitors

- During and after their visit, they can create and retrieve a selection of exhibitors likely to be of interest to them
- No need to carry large quantities of flyers, Colleqt will provide them with all the information they need



80%
of stands scanned

Find out how
Colleqt QR Code
works

COLLEQT QR CODE
INCLUDED in the Business Builder Pack





EXHIBITOR DASHBOARD

ALL YOUR DATA IN A SINGLE TOOL TO MEASURE YOUR R.O.I.

The dashboard allows you to concretely measure your performance.

Use the data generated by clicks on your exhibitor profile, Lead Manager, Colleqt and Lead Booster (optional) to create a high-performance, high-impact follow-up strategy.

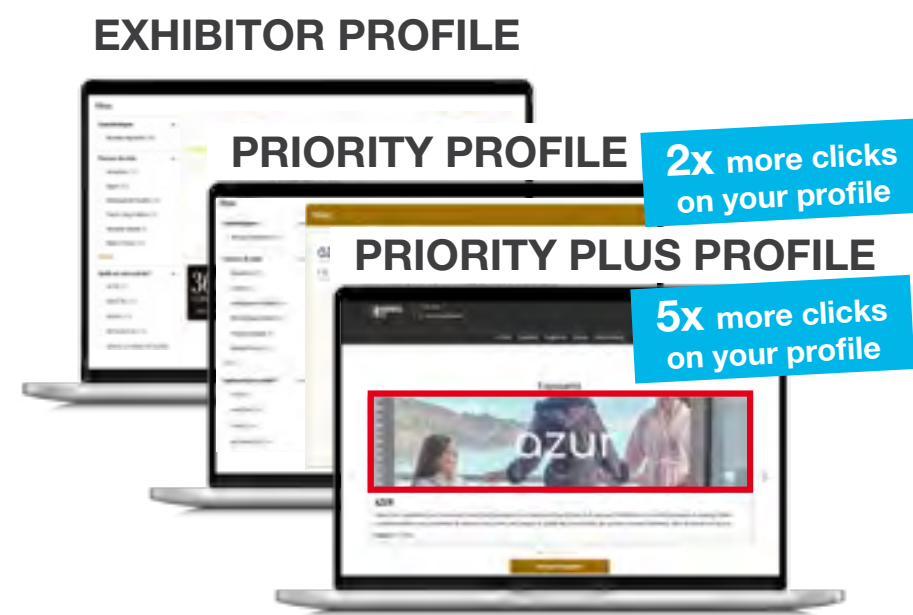
Benefits

- Audience analysis
- Real-time follow-up
- Lead management

Suggestions for improving your performance

- Measure and evaluate your brand exposure to boost your results
- Discover which companies have viewed your profile to unlock new business opportunities
- Statistics on your performance on the show website
- Comparison with other exhibitors and key competitive figures
- Information on potential customers

EXHIBITOR PROFILE VISIBILITY



+ more clicks on your exhibitor profile = more business opportunities!

LEAD MANAGER



215 leads scanned on average

COLLEQT QR CODE

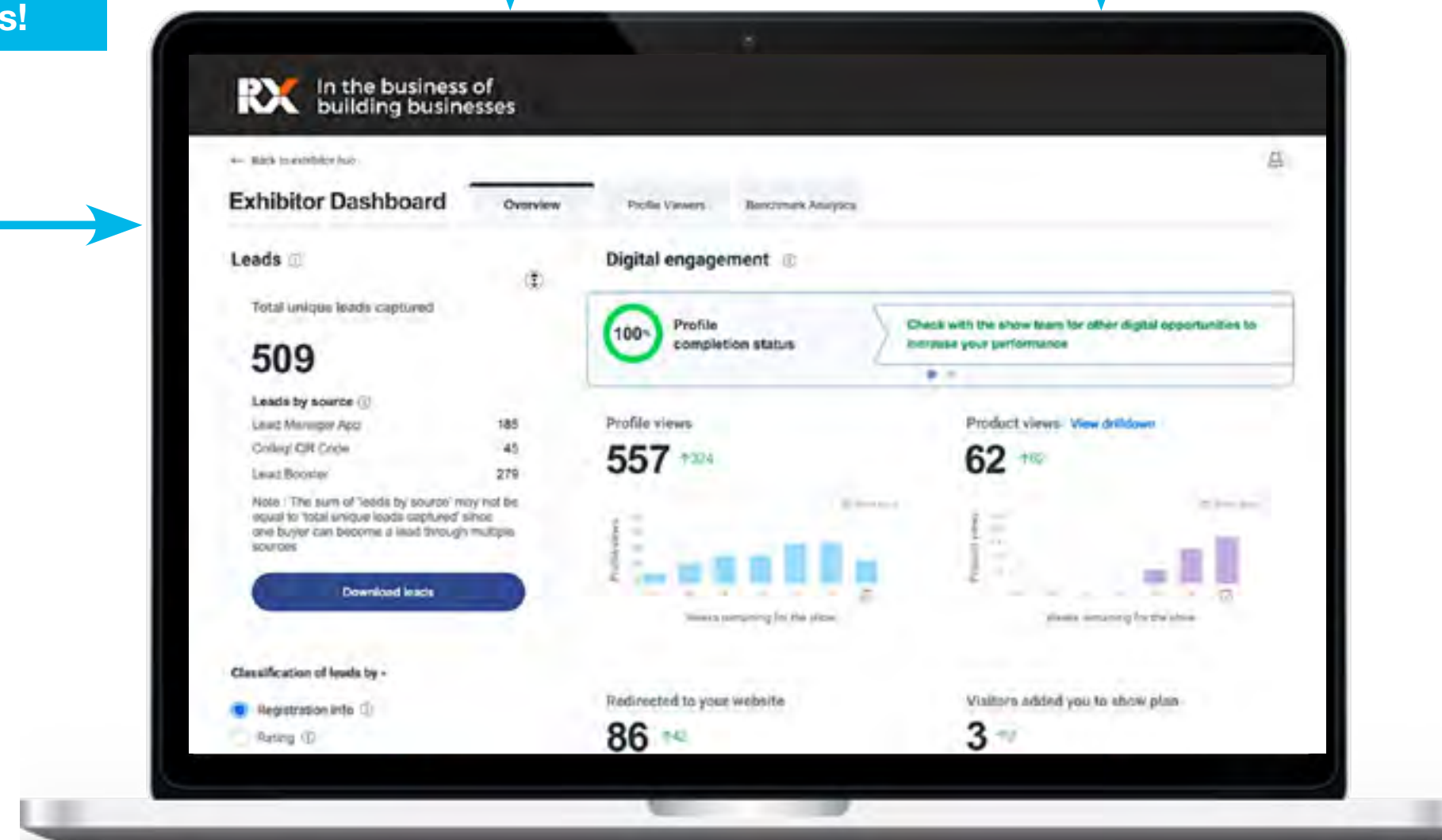


25% more leads on average

OPTIONAL LEAD BOOSTER



1,884 views on average per offer* + 50 leads on average per offer*



EXHIBITOR DASHBOARD

INCLUDED in the Business Builder Pack

Start using your dashboard now !

*Source: RX Exhibitor Lead Booster used at 51 international trade shows in 2024

Our
STANDS
packages





SPACE ONLY

Space only package is available for stands from 18 sqm.

Includes “surface” on the ground + an imprint with your stand number.

Partitions not included.



YOUR CUSTOM-BUILT STAND (18 sqm minimum)

You want a stand that reflects your image? A stand with a unique design?

For surfaces over 18 sqm, you can call on your own decorator, or on “My Stand Maker”.

	SPACE ONLY
MANDATORY	
PRICE	€358 excl. VAT/sqm
OPTIONS	
OUTDOOR DEMONSTRATION	Take advantage of additional outdoor space around Hall 1 for your demonstrations
PRICE	€125 excl. VAT/sqm
CLEANING	Daily cleaning to restore to pre-opening condition
PRICE	€5.60 excl. VAT/sqm





LOCATION OF YOUR STAND

SELECT THE TYPE OF OPENING

You can reserve one or more angles depending on the configuration.

	ANGLES (subject to availability at time of installation)		
	Type A	Type B	Type C
DESCRIPTION			
	2 aisles, 1 angle, from 9 sqm	3 aisles, 2 angles, from 18 sqm	4 aisles, 4 angles, from 36 sqm
PRICES	€365 excl. VAT	€372 excl. VAT	€358 excl. VAT (angles offered)





FITTED SPACES FROM 9 TO 48 SQM

The price per sqm of these fitted-out spaces is added to your bare space.
For areas of less than 18 sqm, you must choose from one of the following turnkey packages.

FURNISHINGS PACKAGES								
SPACE ONLY	+ AU CHOIX	ESSENTIAL	OR	EASY	OR	BUSINESS	OR	IDENTITY
To be completed with a turnkey package								
		Exhibitor essentials		Simple and economical		Welcome customers and prospects		Be seen and recognized

Visuels non contractuels

Partitions, spotlights, doors, banners and furniture are reused.
We sort our waste for recycling: carpet, scraped cotton, cardboard, adhesive...
Tarpaulins are reused for packaging, tests or proptypes.





ESSENTIAL

From **9 sqm** to **48 sqm**

2 angles maximum
No island possible

EXHIBITOR ESSENTIALS

A functional space complete with the essentials for exhibiting at the show, while keeping costs down.

Non contractuel design



		9 sqm	12 sqm	18 sqm	24 sqm	36 sqm	48 sqm
SERVICES AND FITTINGS	Daily cleaning + Double-sided branded flag banner + Melamine partitions (height: 2.5m) + Choice of 3 carpet colours + Energy efficient spotlight	✓	✓	✓	✓	✓	✓
	+ Multi-socket	✗	✗	1	1	2	2
FURNITURE	Key locked storage space with coat hook	✗	✗	1 sqm	1 sqm	3 sqm	3 sqm
ELECTRIC BOX	3 kw	✓	✓	✓	✓	✓	✓
PRICE		€160 excl. VAT/sqm					





EASY

From **9 sqm** to **48 sqm**

2 angles maximum
No island possible

SIMPLE AND ECONOMICAL

A show-ready package:
the simple but effective way
to ensure your visibility at the
show, at an attractive price.

Non contractuel design



		9 sqm	12 sqm	18 sqm	24 sqm	36 sqm	48 sqm
SERVICES AND FITTINGS	Daily cleaning + Melamine partitions (height: 2.5m) + Customisable 1m x 1m double-sided banner + Choice of 4 partition colours + Choice of 3 carpet colours + Multi-socket	✓	✓	✓	✓	✓	✓
	FURNITURE						
	1 reception desk + 1 stool + 1 table + 3 chairs + 1 display unit + 1 paper basket	✓	✓	✓	✓	✓	✓
	Key locked storage space with coat hook	1 sqm	1 sqm	1 sqm	1 sqm	3 sqm	3 sqm
	1 lockable low storage unit	✗	✗	✓	✓	✓	✓
	Conversation space	✗	✗	✗	✗	1 coffee table + 3 armchairs	1 coffee table + 3 armchairs
ELECTRIC BOX	3 kw	✓	✓	✓	✓	✓	✓
PRICE		€265 excl. VAT/sqm					



BUSINESS

From **9 sqm** to **48 sqm**

2 angles maximum
No island possible

WELCOME CLIENTS AND PROSPECTS

The semi-open meeting space offers privacy while you work.



Non contractuel design

		9 sqm	12 sqm	18 sqm	18 sqm	36 sqm	36 sqm	
SERVICES AND FITTINGS	Daily cleaning + Partition height: 2.5m + 2 x banners with your brand name and stand number + Choice of 3 carpet colours + Choice of 4 partition colours + Multi-socket	✓	✓	✓	✓	✓	✓	
	High signage	Rectangular 1,5 m x 1,2 m	Rectangular 1,5 m x 1,2 m	Rectangular 2 m x 1.2 m	Rectangular 2 m x 1.2 m	Cube 2 m x 2 m x 1.2 m	Cube 2 m x 2 m x 1.2 m	
	Internet access (WiFi): 3 access accounts	⊗	⊗	✓	✓	✓	✓	
	Coffee machine (150 coffees included)	⊗	⊗	✓	✓	✓	✓	
	Fully stocked fridge (soft drinks)	⊗	⊗	⊗	⊗	✓	✓	
	Water fountain + 1 tank	⊗	⊗	⊗	⊗	✓	✓	
	1 plant	⊗	⊗	⊗	⊗	✓	✓	
FURNITURE	Conversation space: 1 table + 3 chairs + 1 reception desk + 1 stool + 1 display unit + 1 paper basket	✓	✓	✓	✓	✓	✓	
	Bar table set	⊗	⊗	1	1	2	2	
	Stools	⊗	⊗	3	3	6	6	
	Key locked storage space with coat hook	⊗	⊗	1 sqm	1 sqm	3 sqm	3 sqm	
ELECTRIC BOX	4 kw	✓	✓	✓	✓	✓	✓	
PRICE		€370 excl. VAT/sqm						



IDENTITY

From **18 sqm** to **48 sqm**

Island possible from 36 sqm

IDEAL FOR BEING SEEN AND RECOGNISED

A high-end customised package in your colours: display your visual identity across your space, promote your brand and showcase your business.



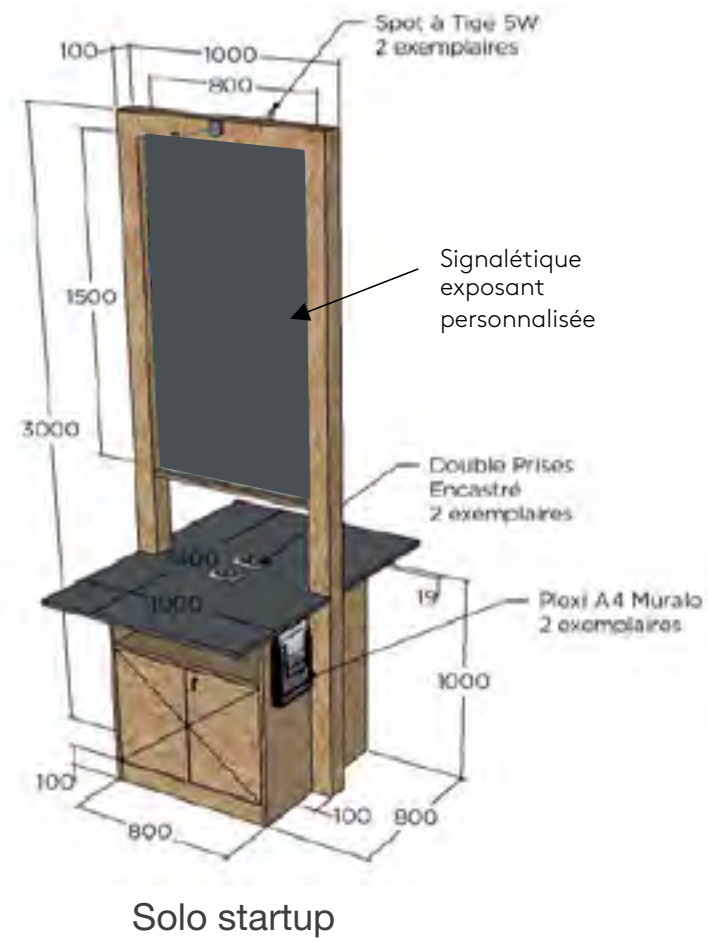
Non contractual design

		18 sqm	24 sqm	36 sqm	48 sqm
SERVICES AND FITTINGS	Daily cleaning + Partition height: 2.5m + Choice of 3 carpet colours + Custom printed panels with backlighting of partitions + Coffee machine (150 coffees included) + Water fountain + 1 tank	✓	✓	✓	✓
	Multi-socket	✓	✓	✓	✓
	Fully stocked fridge (soft drinks)	✗	✗	✓	✓
	High signage	Suspended sign on circle 2.5 m diameter - 50 cm height		Sign mounted on partition 3 m diameter - 50 cm height	
	Key locked storage space with coat hook	1 sqm	1 sqm	3 sqm + shelves	3 sqm + shelves
FURNITURE	1 reception desk + 1 stool + 1 table + 3 chairs + 1 display unit + 1 paper basket	✓	✓	✓	✓
	1 lockable low storage unit	✓	✓	✗	✗
	Conversation space	✗	✗	1 coffee table + 3 armchairs	1 coffee table + 3 armchairs
ELECTRIC BOX	4 kw	✓	✓	✓	✓
PRICE		€475 excl. VAT/sqm			



SOLO STARTUP OR INCUBATOR

A TURNKEY FORMULA IN THE HEART OF THE STARTUP VILLAGE



	SOLO STARTUP OFFER	STARTUP INCUBATOR OFFER	
		36 sqm 6 to 11 startups	54 sqm 12 to 20 startups
	Business Builder pack <i>(full description here)</i>	Business Builder Pack for every startup <i>(full description here)</i>	Business Builder Pack for every startup <i>(full description here)</i>
SERVICES AND FITTINGS	2 sqm plot + Premium communication: press and social media campaign, your logo featured on the stepbypollutec.com innovation page, innovation newsletter, increased visibility in the show's visitor pack, on-site signage + Daily cleaning + 1 inset double plug socket + 1 personalised signage + 1 5W LED stem spotlight + 1 document holder	Services & Fittings of solo start-up offer x number of startups + Common zone with: - 1 storeroom - 1 reception desk with logo - 1 common area branding: 1 high signage + 1 document holder	Services & Fittings of solo start-up offer x number of startups + Common zone with: - 1 storeroom - 1 reception desk with logo - 1 common area branding: 1 high signage + 1 document holder
FURNITURE		1 reception desk + 2 stools	
PRICES*	€1,300 excl. VAT	€22,580 excl. VAT	€33,320 excl. VAT

*The above prices include the exhibitor Business Builder Pack.

Our
COMMUNICATION
offers





DIGITAL OFFER

BANNERS & CONTENT

BOOST YOUR ONLINE PRESENCE!

BANNERS

Newsletters banner	Other pages banner	Homepage banner
Newsletter sent out to over 130,000 qualified contacts between September and November 2026. Promote your presence on STEP newsletters!	A key traffic generator on the stepbypollutec.com website, your banner can be seen by most people browsing. This banner links to the page of your choice on your website.	Accessible to all stepbypollutec.com visitors, your banner is a great tool for promoting your brand. This banner links to the page of your choice on your website.
Limited to 20 exhibitors	Limited to 3 exhibitors	Limited to 3 exhibitors
€850 excl. VAT	€1,500 excl. VAT	€4,000 excl. VAT

CONTENT – BLOG LEARN & CONTENT

Blog article

Visible to all visitors to the STEP blog, learnandconnect.stepbypollutec.com, your article effectively promotes your brand and your innovations.

€1,500 excl. VAT





PRINT OFFER

SHOW VISIT MAP

ACCOMPANY VISITORS AS THEY DISCOVER THE SHOW

VISIT MAP



<p>Back cover (L130 x H300 mm)</p>	<p>Verso 2nd section (L130 x H300 mm)</p>	<p>Combined back cover and verso 2nd section offer (L130 x H300 mm)</p>
<p>Limited to 1 exhibitor</p>	<p>Limited to 1 exhibitor</p>	<p>Limited to 1 exhibitor</p>
<p>€5,800 excl. VAT</p>	<p>€2,900 excl. VAT</p>	<p>€7,000 excl. VAT</p>





SIGNAGE OFFER

DISPLAYS AND SCREENS

FLOOR TILES



Pack of 5 floor tiles

This floor display will enable you to be immediately identified by visitors in the show aisles.

€2,200 excl. VAT

HALL ENTRANCE DOOR CLADDING



Pack of 6 doors.

This premium display will enable you to be visible to all visitors as soon as they enter the show.

€4,500 excl. VAT - 1 pack of 6 doors
€8,800 excl. VAT - 2 pack of 6 doors

DISPLAY AT MAIN ENTRANCE



This display will enable you to be visible to all visitors as soon as they enter the show.

€6,600 excl. VAT - 1 display
€11,900 excl. VAT - 2 displays



SIGNAGE OFFER

DISPLAYS AND SCREENS

TRADE SHOW ORIENTATION SCREEN

LOGO

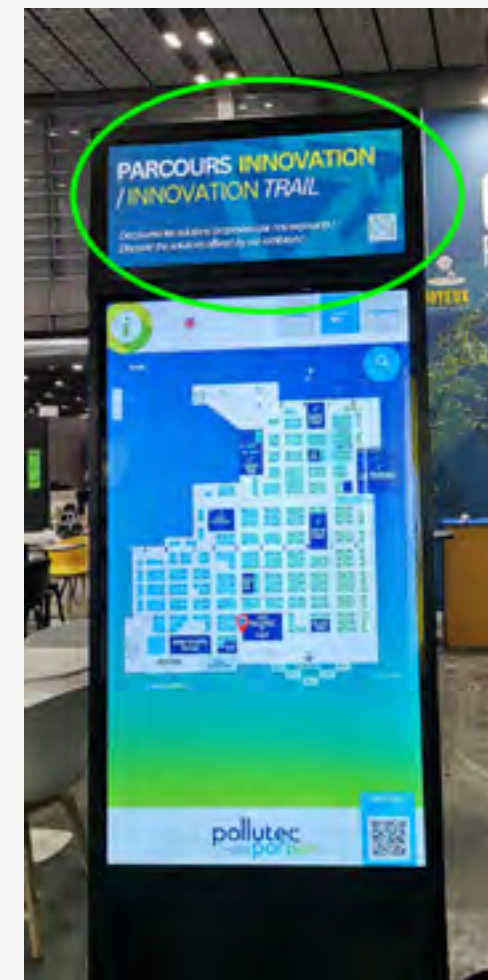


You will benefit from clickable logo visibility in a premium position on the show's orientation and programming screens

Limited to 5 exhibitors

€1,000 excl. VAT

ADVERTISING BANNER

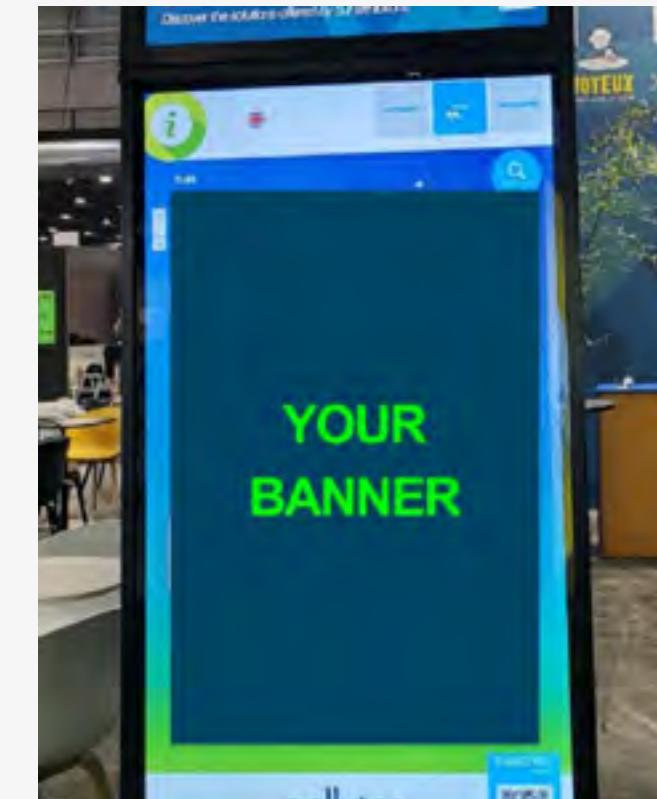


You'll benefit from premium exposure to all visitors on the show's orientation and programming screens

Limited to 5 exhibitors

€2,000 excl. VAT

INTERSTITIAL ADVERTISING



Maximize your impact with interstitial advertising, which will appear in full-screen mode to capture the attention of all visitors on the trade show's orientation screens

Limited to 2 exhibitors

€4,500 excl. VAT



CONTENT OFFERS

SPEAKING OPPORTUNITIES

**ASSOCIATE
YOUR BRAND WITH
THE SHOW PROGRAM**

FORUM



30-minute slot to present your company and/or your solution to trade show participants in the Partners' Forum

€1,500 excl. VAT

WORKSHOP



Present your solution at a 60-minute expert workshop (max. 25 people) on one of the show's 2 theme days

€2,500 excl. VAT





BRANDING OFFERS

EXCLUSIVE BRANDING*

ASSOCIATE YOUR BRAND WITH THE SHOW

BADGE HOLDER



You benefit from optimum visibility with your logo on the badge holder worn by all visitors for 2 days.

€8,000 excl. VAT

BADGE LANYARDS



You benefit from optimum visibility with your logo affixed to the lanyard (associated with the badge) and worn by all visitors for 2 days.

€9,000 excl. VAT

COMBINED BADGE HOLDER + BADGE LANYARD OFFER



You benefit from optimum visibility with your logo on the lanyard and badge worn by all visitors for 2 days.

€14,500 excl. VAT

*Limited to 1 exhibitor





BRANDING OFFERS

EXCLUSIVE BRANDING*

ASSOCIATE YOUR BRAND WITH THE SHOW

CAFÉ STEP



Associate your brand with a convivial space and reach out directly to all STEP visitors and exhibitors. Be the exclusive partner of our Happy Hour and offer a memorable experience to our participants. *For the detailed offer, please contact your sales representative.*

€10,000 excl. VAT

LOUNGE



Sponsor this key area of the show and raise your profile with speakers and show VIPs. *For the detailed offer, please contact your sales representative.*

€15,000 excl. VAT

*Limited to 1 exhibitor





SPONSORING OFFERS

SPONSORING

ASSOCIATE YOUR BRAND WITH THE SHOW PROGRAM

TALENT HUB



Sponsor the Talent Hub and promote your employer brand in this area dedicated to Employment & Training.
For the detailed offer, please contact your sales representative.

Limited to 3 exhibitors

€5,000 excl. VAT

VILLAGE STARTUPS



Become a partner of the Startups Village and position your brand at the heart of the entrepreneurial ecosystem driving the ecological transition.
For the detailed offer, please contact your sales representative.

Limited to 1 exhibitor

€12,000 excl. VAT

STEP INNOVATION CHALLENGE



Join the STEP international competition and support eco-innovative companies while promoting your brand.
For the detailed offer, please contact your sales representative.

Limited to 1 exhibitor

€15,000 excl. VAT

THEMATIC SPONSORSHIP



Associate your brand with one of the trade show's two key themes - Decarbonisation or Circular Economy - and position yourself as a leading player on these strategic issues.
For the detailed offer, please contact your sales representative.

Limited to 2 exhibitors

€20,000 excl. VAT

SALES TEAM

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