

LIVE THE ADVENTURE

SPARKS

4TH EDITION OF THE OUTDOOR
LEISURE TRADE SHOW

18 → 20 NOV 2025

REIMS



EXHIBITOR REGISTRATION FILE

AN UNMISSABLE EVENT FOR PROFESSIONALS WORKING IN OUTDOOR LEISURE

The event will take place Tuesday 18 – Thursday 20 November 2025 at the Congress Center of Reims. Each year, SPARKS hosts more than 400 attendees and businesses from the outdoor leisure centre market – mainly offering High Rope activities but also water parks with inflatables, trampoline parks, laser games and paintball.

For over 15 years, SPARKS has been an **unmissable event with a focus on leisure, tourism and sport professionals**. Don't miss this 3-day exhibition where you can (re)discover this dynamic and fast-growing sector.

In addition to the exhibition, there are also numerous **presentations, round-table discussions, training and workshop** options available.

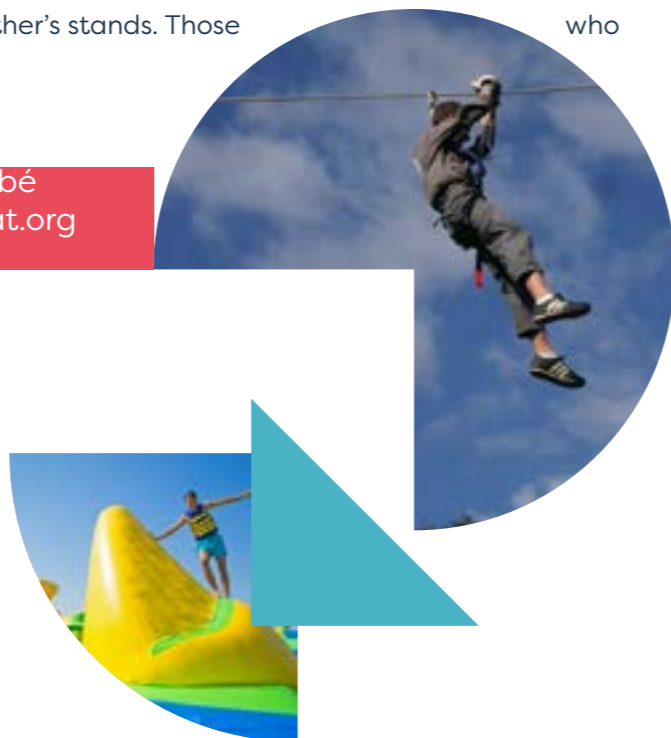
When you attend SPARKS, everything is included! We offer excellent value for money for this type of event as you won't have to worry about the details of the organisation. Stands of 6 or 9 m² are available which are equipped with partition walls, spotlights, electricity connection, table and chairs. Packages are available which also include food and accommodation requirements.

Sponsorship opportunities are available to promote **your company and its products**

An evening will be organised on Tuesday 18th November where the exhibition will close at 9.00 pm to allow everyone the possibility to visit each other's stands. Those who wish to can also offer local drinks on their stand.

If you are interested, please contact H el ene Barb e on 07 77 23 56 31 or by email: h.barbe@sla-syndicat.org

The SLA currently represents approximately 400 parks around the whole of France. The majority of these parks are developing numerous different activities within one centre by broadening their range of offers: water parks with inflatables, paintball, laser games, climbing walls, orienteering courses, mountain bike hire, accommodation, food and snacks etc...

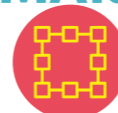


EXHIBITION SPACE

The exhibition will take place in a large, dedicated space of 2500 m².

Conference presentations and the lunch and evening catering will be on the floor above the exhibition.

MAKE UP OF THE STANDS



Each stand will be provided with 2 chairs, a table and a power connection.

The stands will also be provided with back and side partitioning. Each stand provided with partitioning will also be provided with a bank of LED lighting. If required, additional chairs and tables are available free of charge.



The back and side partitions are available on request at the time of booking your stand and incur no extra cost.

STAND SIZES



The stands shown in pink on the plan are PREMIUM 9 m² (3x2 m) with a prime location



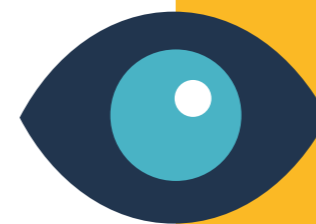
The stands shown in blue on the plan are 9 m² (3x3 m).



The stands shown in yellow on the plan are 6 m² (3x2m)

It is possible to book more than one stand

More detailed technical information will be forwarded to you in due course.



SEE THE SPARKS PLAN ATTACHED

ADRESSE : PALAIS DES CONGRES DE REIMS
12 BD DU G ENERAL LECLERC, 51100 REIMS

PLAN DU SPARKS REIMS 2025



- STAND 9 m²
- STAND 9 m² PREMIUM
- STAND 6 m²
- STAND OCCUPÉ

EVENT TIMETABLE

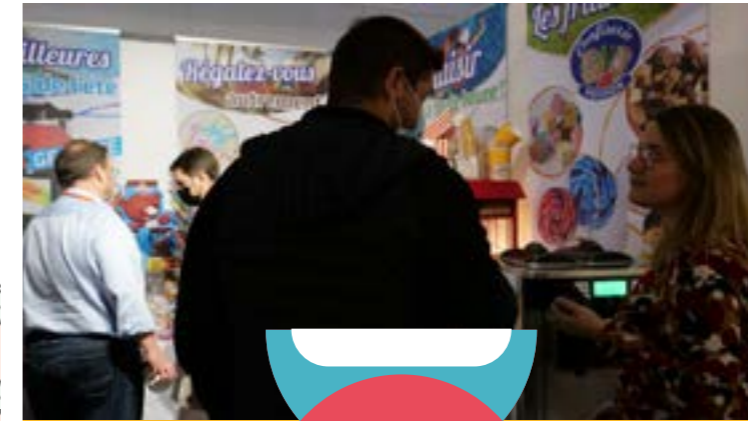
EXHIBITION DATES

→ Tuesday 18 – Thursday 20 November 2025



EXHIBITOR SET UP

- Monday 17 November 2025
2.00pm – 8.00pm
- Tuesday 18 November 2025
8.00am – 12.00pm at the latest



EXHIBITION OPENING HOURS EXHIBITORS

- Tuesday 18 November 2025 : 8.00am – 9.00pm
- Wednesday 19 November 2025 : : 9.00am – 7.00pm
- Thursday 20 November 2025: : 9.00am – 12.00pm



EXHIBITION OPENING HOURS ATTENDEES

- Tuesday 18 November 2025 : 1.00pm – 9.00pm
- Wednesday 19 November 2025 : : 9.00am – 7.00pm
- Thursday 20 November 2025: : 9.00am – 12.00pm



DE-RIG

- Thursday 20 November 2025: : from 12.00pm
- De-rig should be completed by 6.00pm.

EXHIBITORS MUST AGREE TO BEGIN THE DE-RIG ONLY FROM THURSDAY 12.00pm

We take no responsibility for theft or damage to property left in your space after the exhibition has ended.

In addition – if, on request of the organiser, any property left in the walkways is removed, any resulting transportation costs incurred will be passed on to you.

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12 Bd du Général Leclerc 51100 REIMS

SPONSORSHIP OPPORTUNITIES 2025

EVENING APÉRITIF DRINKS

BEFORE DINNER

Includes an 'ecocup' with the company logo (arranged by us), a 3-minute presentation slot before the drinks and listed as "Aperitif drinks sponsored by..." in the communication documents

7 000 € HT

LOGO TOTE BAG

Tote bag supplied by SLA and given out to participants on their arrival. The SLA logo will also feature on the bag.

1 000 € HT

PUBLICITY BROCHURE INCLUDED IN THE TOTE BAG

Tote bag supplied by SLA and given out to all the participants on their arrival. The brochure will be included in the bag contents and given out to participants on the day of the event. (SLA will manage the preparation of the bags) Brochures should be a maximum of 21 x 29.7cm with 600 copies sent direct to the Palais des Congrès de Reims by 16/11/2025

500 € HT

CATALOGUE COVER

Logo with the addition of "Official Sponsor". Digital catalogue available online via the SLA website and sent by email to a database of more than 400 contacts. Hard copy version of the catalogue to be distributed at the entrance to the Exhibition centre.

400 € HT

LOGO INCLUDED IN EMAILS

Company logo to appear at the foot of the page of emails relating to the event from 1st October 2025

500 € HT

SPONSORS EMAIL TO SLA CONTACTS

Email managed and sent out by SLA to their distribution list.

1 000 € HT

ROOM AVAILABLE FOR DEMONSTRATIONS OR WORKSHOPS

Fully equipped room with screen, projector, chairs and WiFi - suitable for approximately 30 attendees

500 € HT.

STAND BOOKING FORM

Company name:

Contact name :

Invoice adress :

Mobile phone for contact on site :

E mail :

Member of SLA 2023-2024? ? YES NO

DIMENSION	QUANTITY	N° DE STAND(S) DESIRED	PRICE	TOTAL
2024-2025 SUPPLIER MEMBER RATE				
6 m² (3x2)			1 350 € HT	
9 m² (3x3)			1 800 € HT	
9 m² (3x3) PREMIUM			2 100 € HT	
2024-2025 SUPPLIER NON-MEMBER RATE				
6 m² (3x2)			1 750 € HT	
9 m² (3x3)			2 200 € HT	
9 m² (3x3) PREMIUM			2 650 € HT	

Applicable VAT rate: 20%

Number of stands required Cloisons : back side non required
 Number of stands required Cloisons : back side non required
 Number of stands required Cloisons : back side pas de cloison

The stands are fully equipped and include: melamine partitioning, standard signage, stand lighting (LED light bar for 9m²), power connection single 16A, 1 table (1.80 m) and 2 chairs

INTERESTED?

Contact Hélène Barbé or 07 77 23 56 31 or by e-mail: h.barbe@sla-syndicat.org

BOOKING FORM FOR ADDITIONAL SERVICES



**ADDITIONAL SERVICES: ACCOMMODATION, MEALS, ETC. CAN BE BOOKED
DIRECTLY ONLINE VIA OUR DEDICATED SITE FROM THIS SUMMER.**

WE WILL QUICKLY SEND YOU THE ADDRESS OF THE SITE

