
PARIS NORD VILLEPINTE

MAISON&OBJET PARIS

#MAISONETOBJET

THE PHYGITAL SHOWCASE



POWERED BY MOM

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THE PHYGITAL SHOWCASE

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MARKETING & COMMUNICATION

NEW Maison&Objet innovates and creates a totally unique space, just for you

The Phygital Showcase, a solution for brands who cannot be physically present at the next fair. Present a selection of your new products to our visitors at this new space.



THE PHYGITAL SHOWCASE

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MAISON&OBJET AND MORE

OUR OBJECTIVES

- **Allow companies that won't exhibit at the next fair** to present their brand and/or a selection of their products in a specially dedicated space.
- **Allow brands who are MOM (Maison&Objet and More) subscribers** and who have yet to exhibited in Paris, to have a presence at the fair.



THE PHYGITAL SHOWCASE

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MAISON&OBJET PARIS

THE OPPORTUNITIES

- Do you usually exhibit, but have not been able to travel to Paris? **Stay in touch with your clients and generate new contacts, even though you can't be there in person, with enhanced visibility at the fair and online.**
- Are you a MOM platform subscriber who has never exhibited at the fair in Paris? **Show your products to buyers who want to “see, touch, and feel” as part of the purchasing experience.**

MAISON&OBJET PARIS



THE PHYGITAL SHOWCASE

THE PHYGITAL SHOWCASE HOW DO WE DO THIS?

THE PHYGITAL SHOWROOM space will be highlighting your brand and products through a strategically positioned space at the fair designed to attract buyers' interest and guarantee traffic at the space.

- Two types of participation will be possible:

The « PRODUCT PACKAGE »:
your products will be part of an overall setting at the heart of the space, created by an Artistic Director

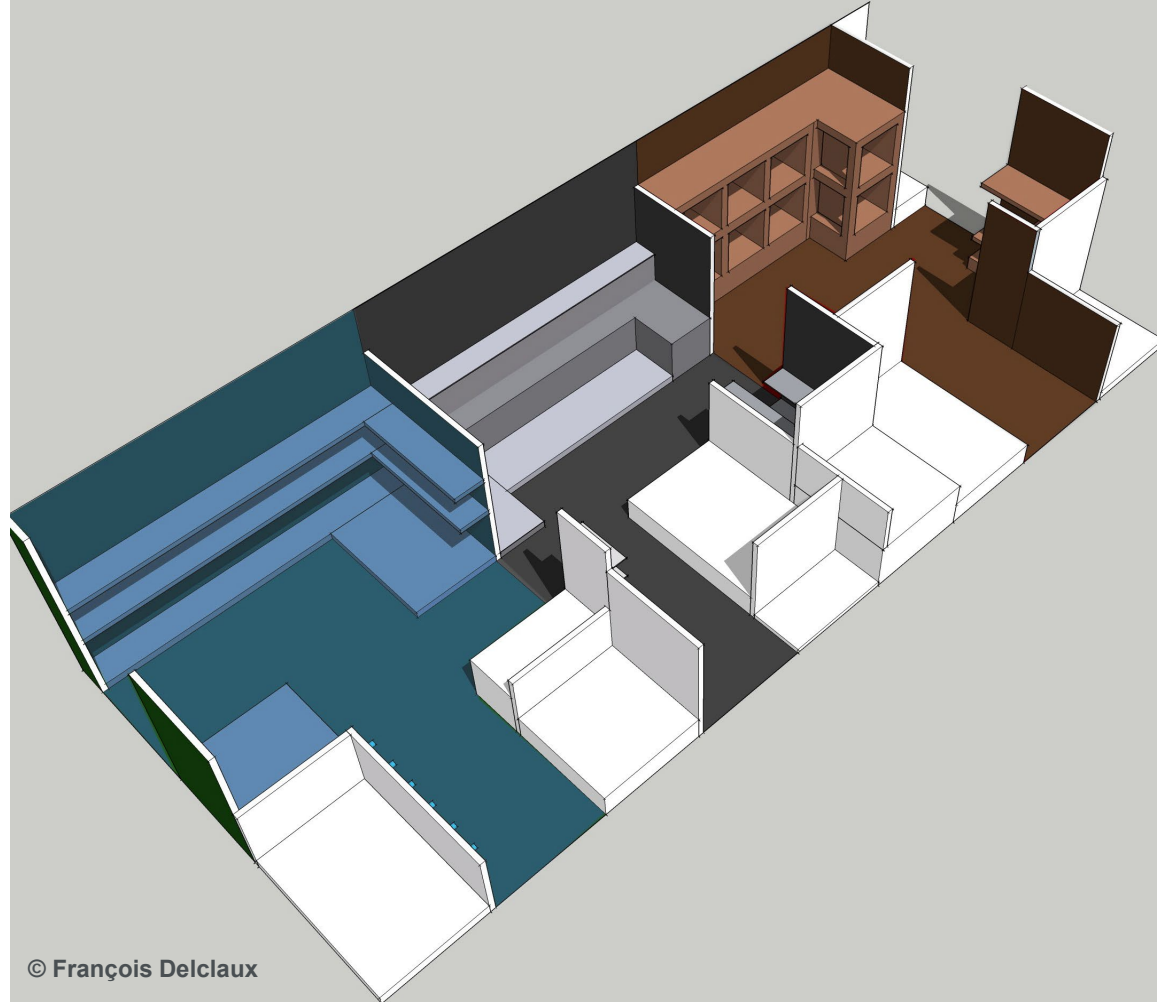
The « BRAND SPACE »: an individual presence at the heart of the space, with a zone devoted to your brand, with signage and your logo (the number and size of items will be limited)



THE PHYGITAL SHOWCASE PRESENTATION OF THE SPACE

The products you select must be submitted to and approved by the fair in advance. Shipping (and return) fees will be at your expense. Maison&Objet will receive the products, install them within the space, and after the fair, make them available to you again so you can recover them.

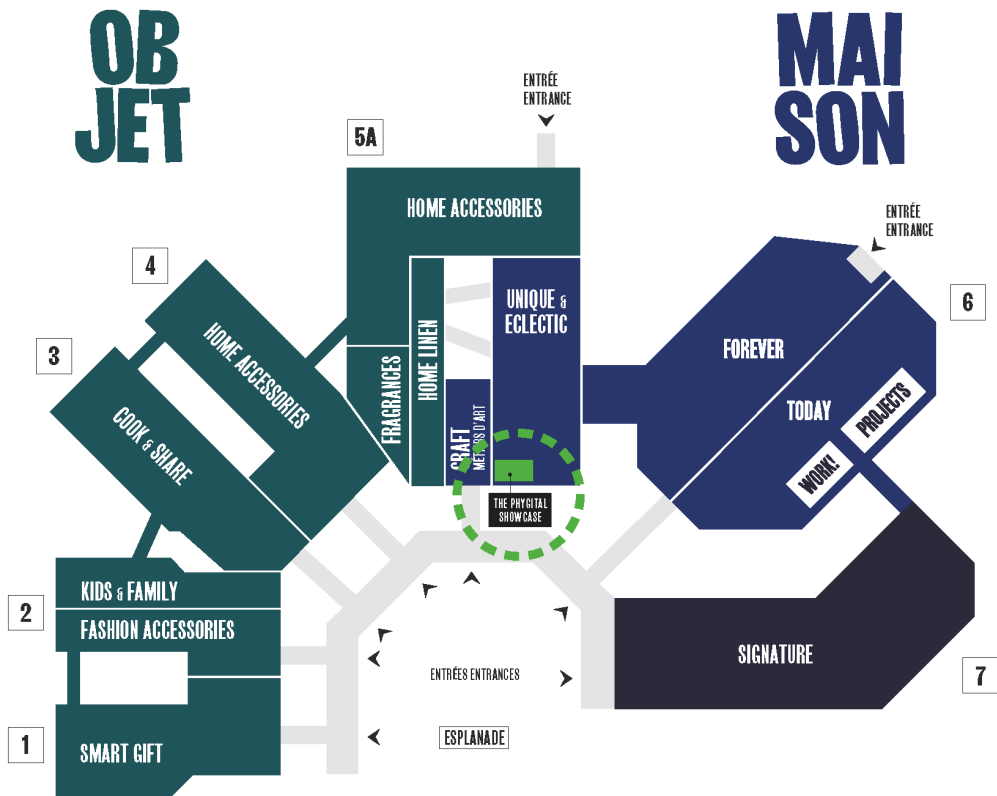
Each product presented at the space will also be present on the MOM digital platform. A data sheet and QR code will be assigned to each product so as to direct buyers toward a product sheet on the MOM platform. **This way, you will receive leads generated by visitors who have discovered and liked your products.**



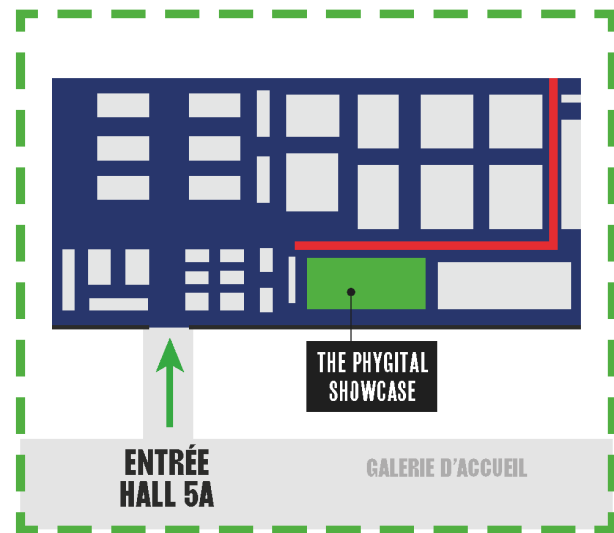
20-24 JAN. 2022

MAISON&OBJET PARIS

PLAN - THE PHYGITAL SHOWCASE



ZOOM SUR L'ESPACE «THE PHYGITAL SHOWCASE»



THE PHYGITAL SHOWCASE A - NOT-TO- BE-MISSED VENUE

- **Located at the entrance to Hall 5A,** The Phygital Showcase will be ideally positioned to attract buyers' interest and guarantee traffic at the space.
- **With a surface area of 150 m² and with flexible parameters to suit your needs,**
- **The Phygital Showcase** is THE major new feature at the fair and is **sure to attract buyers' interest.**



VOTRE PARTICIPATION CHOSE YOUR PACKAGE

Participation requires a MOM subscription (if you are not already subscribed)

The total cost of your participation includes compulsory fees as well as the price of the package selected (A or B).

1 - MANDATORY APPLICATION FEES	990 €	
2 - CHOSE YOUR PACKAGE	A – PRODUCT PACKAGE	<u>OR</u> B – BRAND SPACE
	<ul style="list-style-type: none"> • 1 PRODUCT PACKAGE.....= 500 € • 3 PRODUCT PACKAGE.....= 1 200 € • 5 PRODUCT PACKAGE (max 1m²)....= 2 000 € 	<ul style="list-style-type: none"> • 2m² BRAND SPACE= 1900 € • 4m² BRAND SPACE.....= 2 850 € • 6m² BRAND SPACE.....= 3 800 €
3 – MOM SUBSCRIPTION (if you are not already subscribed).	SPECIAL OFFER 146 €/ MONTH	



MAISON&OBJET PARIS

MOM, the digital platform created by Maison&Objet, provides optimal, continuous visibility for your brands before an audience of over 480 000 professionals from all over the world and 1.5 million subscribers on social media.

Maison&Objet Paris, the international decor, design and lifestyle trade fair, hosts, at each of its editions, around 3 500 brands and 85 000 buyers from all over the world looking for new products and suppliers.

