

# MAISON&OBJET PARIS PATTERN LAB

07 – 11 SEPTEMBER 2023



PARIS NORD VILLEPINTE





# THE CAN'T MISS BUSINESS EVENT

## BOOST YOUR BUSINESS

**2 337** brands – of which **518** news / edition  
**81%** of visitors order in the following months

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## CONNECT WITH BUYERS

**67.429** unique visitors / fair  
**44%** international – from **144** countries  
**27%** are **exclusive** to Maison&Objet

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## PITCH YOUR BRAND

**1 193** journalists, influencers, bloggers:  
**31%** international  
**3** WHAT'S NEW corners to present a selection of trends and innovative products

*January session 2023*

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# BUYER FOCUS

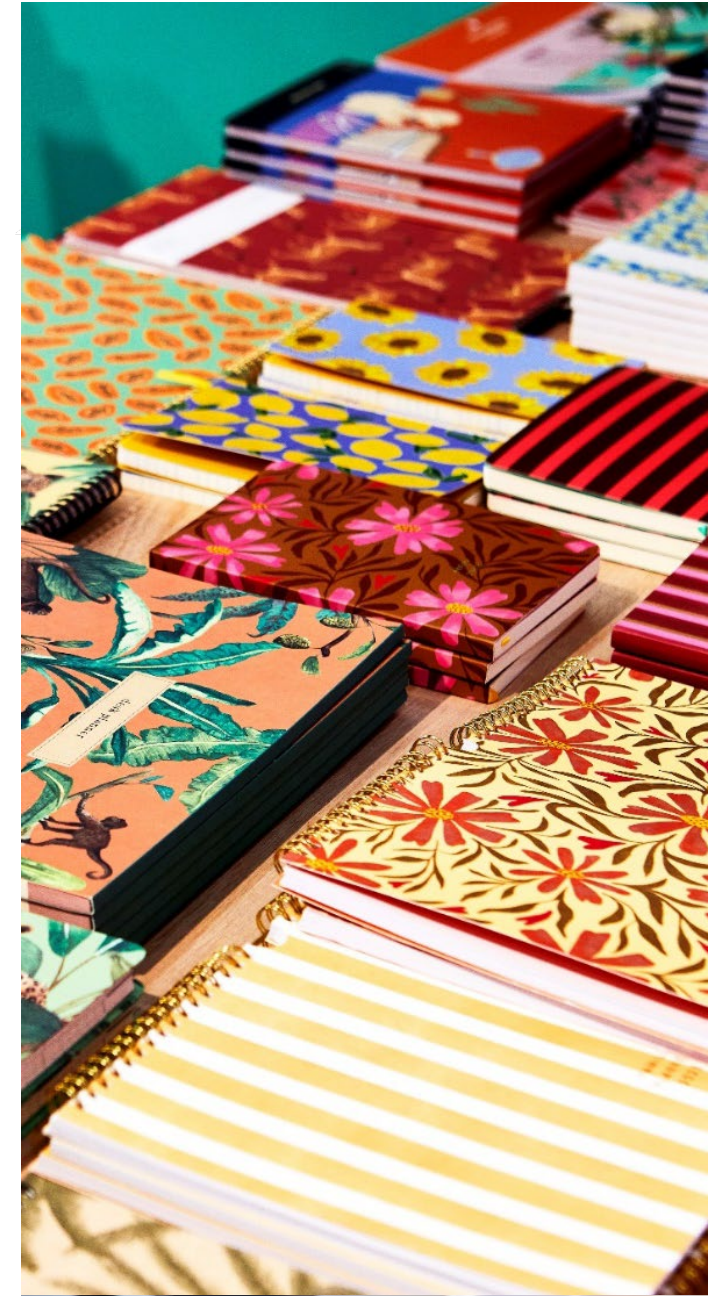
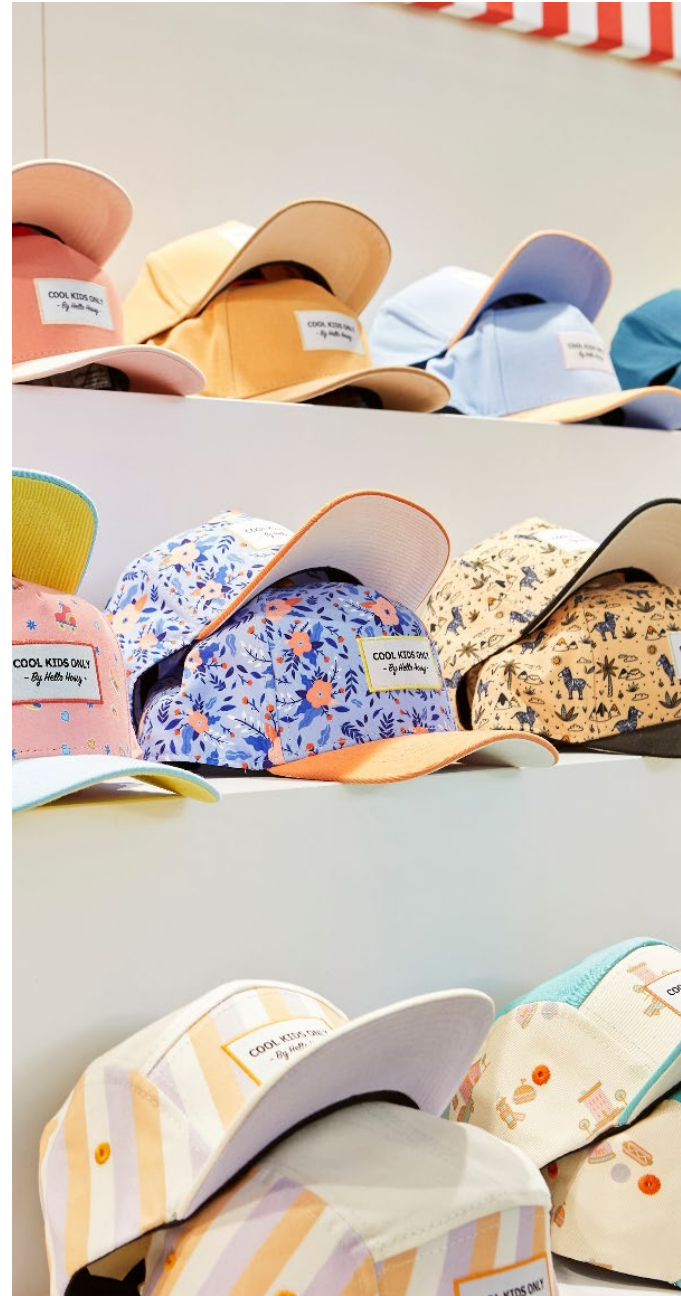
## BRANDS THAT ARE LOOKING FOR PRINTS FOR THEIR COLLECTIONS

- Household linens: table linens, bath linens, table linens
- Home decor accessories
- Children's products
- Fashion
- Upholstery fabrics
- Wall and floor coverings
- Packaging
- Paper goods
- And other bases

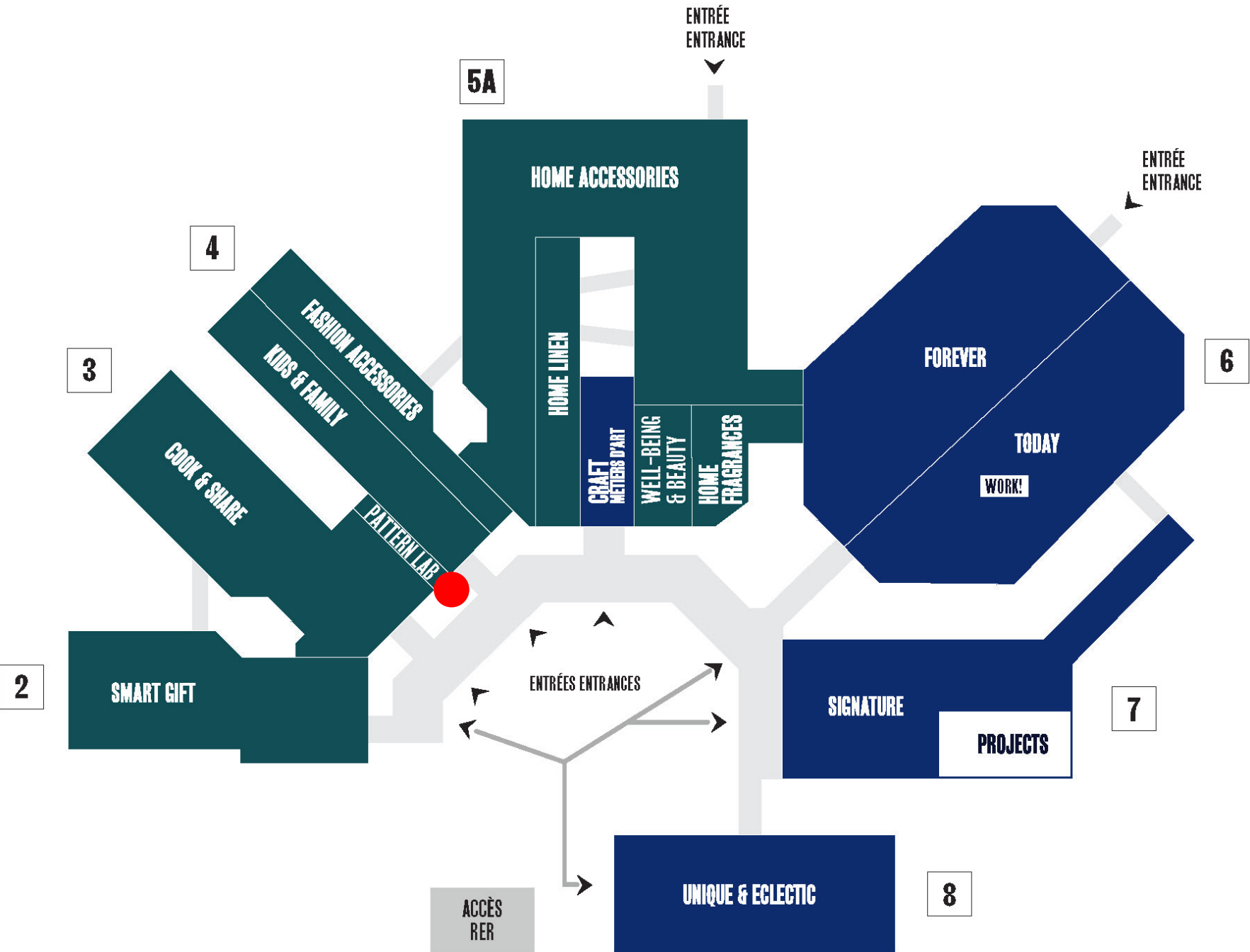
## PRESCRIBERS WITH A PROJECT TO PERSONALIZE

- Interior decorators
- Hôtels, restaurants...

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# WHERE IS LOCATED PETTERN LAB?



# STAND CONFIGURATION

A TURNKEY STAND THAT MEETS YOUR NEEDS

[→ See the rates 2023](#)

**FLOOR SPACE** 4m<sup>2</sup>\*

**BACK PARTITION** 2.5 m high

**LOWER SEPARATING PARTITION** 1.5 m high, with brushed-cotton covering

**FLOOR COVERING** Carpeting

**SPOTLIGHTS** 2 AL 40W Spotlights

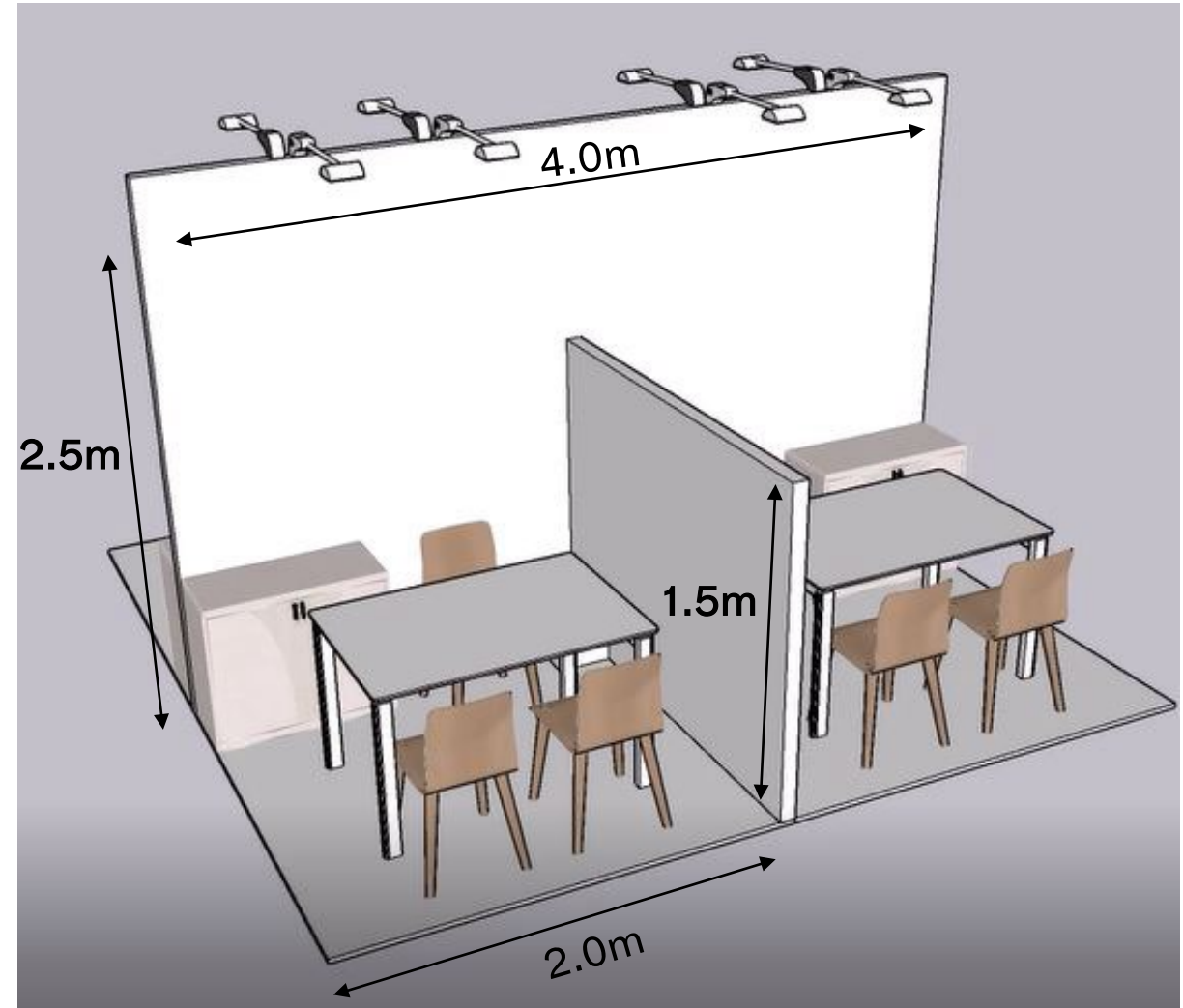
**ELECTRICAL BOX** 1 kw alternating

**FURNITURE**

1 table	3 chairs
1 storage cabinet	1 trash can

\*possibility to choose a module of 8sqm, see details on the application form

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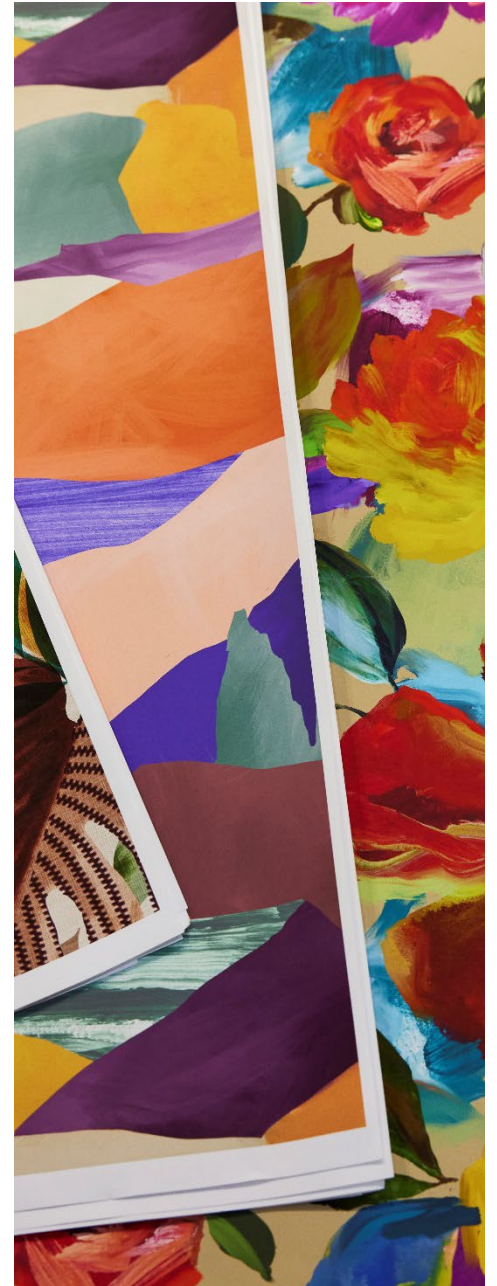


Non-binding image



# THEY WERE HERE IN JANUARY 2023

- Agence Pixca
- Atelier Natanski Paris
- Bikini Sous La Pluie
- Bleu Cobalt Paris
- Briagëll Perret
- Charlene Bornard
- Charlotte Janvier
- Claire Iglesias
- Claire Meha
- Clemzillu
- Constantin Lau
- Créations Robert Vernet
- Diane Cunnington
- Farkas Design
- Fox In The Snow
- Froeliger Lise Textile Designer
- Girlgang Design
- Glitter Power Club
- Gwendoline Lefeuivre
- Haley Studios
- Isabelle Laurent Style
- Isao Design
- Itsitini
- Julie Hermant
- Kids Design Consultancy
- La Fabrique Design Textile
- La Tribu Du Flocon
- Les Francaises
- Little Bad Wolf
- Marguerite Smith
- Marie Adeline
- Mariisore
- Marlene Ixart
- Olivia Jaudel
- Pascaline Floch
- Plume De Mode
- Rozz Connor
- Sandrine Djellil
- Season Paper Studio
- Studio Albertus
- Studio Cyme
- Studio Paristanbul
- Studio Van Der Renne



# SERVICES AT YOUR DISPOSAL

## BOOST YOUR VISIBILITY

Give your brand details for the show **communication tools**: official catalogue, exhibitors list (maison-objet.com), MOM, etc.

Apply to our **promotional services** targeted for visitors. These services allow you to be part of the “What’s New” spaces, the visitor itineraries, etc.

Inform your clients and prospects about your participation with the **personalized communication kit**.

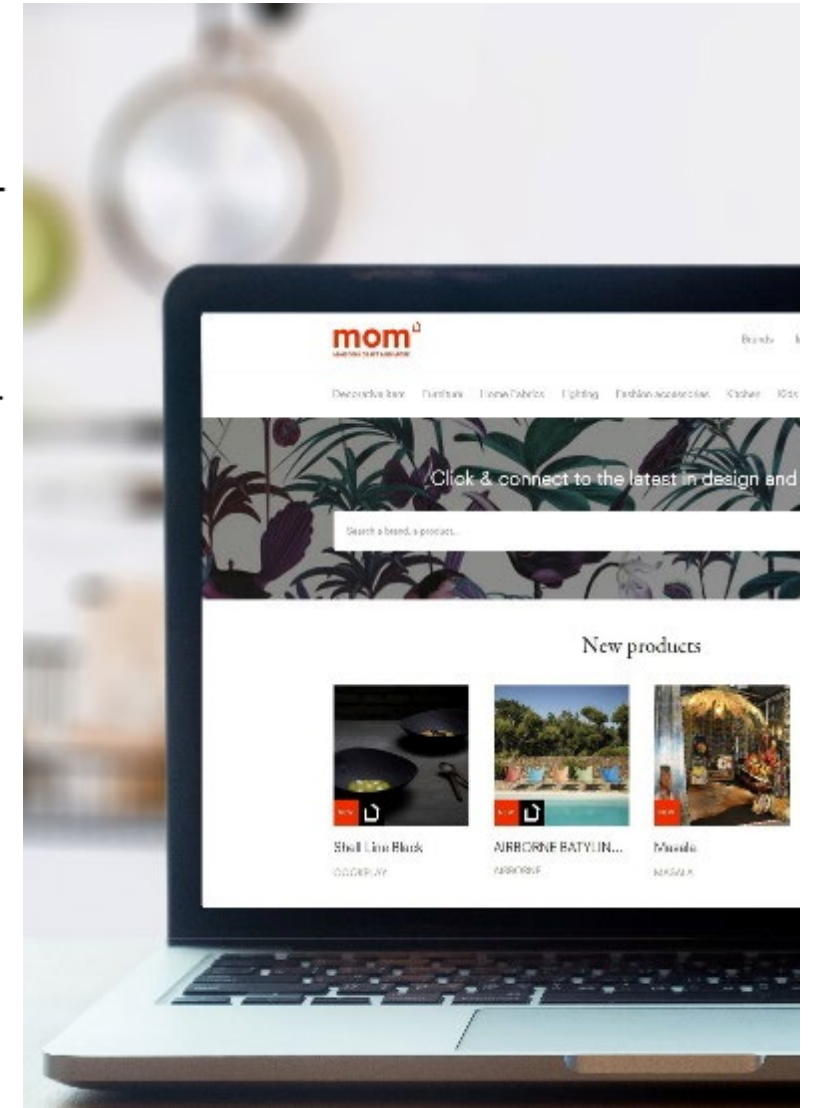
## GROW YOUR NETWORK

**Invite complimentary** your clients and prospects to come and meet you during the fair.

Collect easily the visitors’ information coming to your booth and plan an effective follow-up with the **badge reader application**.

## PREPARE YOUR SHOW

Throughout your entire preparation for the show, the Maison&Objet team is fully mobilized to support you. The customer service is at your disposal to inform and guide you. The Operation Department supports you in your technical and logistic preparation. The sales team guides you in your fair promotion and introduces you the various tools and services designed for you.



# **mom**<sup>MAISON & OBJET AND MORE</sup> MOM, YOUR DIGITAL PARTNER

The innovative alliance of the digital world and the expertise of Maison&Objet is at your disposal all year long with the MOM platform. With your participation, you benefit from a free trial offer.

## PREPARE YOUR SHOW EFFICIENTLY

Optimise your show investment with a **reinforced visibility** through your product sheets on mom (trial offer effective from the opening of the online service to one month after the show).

## BOOST YOUR BUSINESS

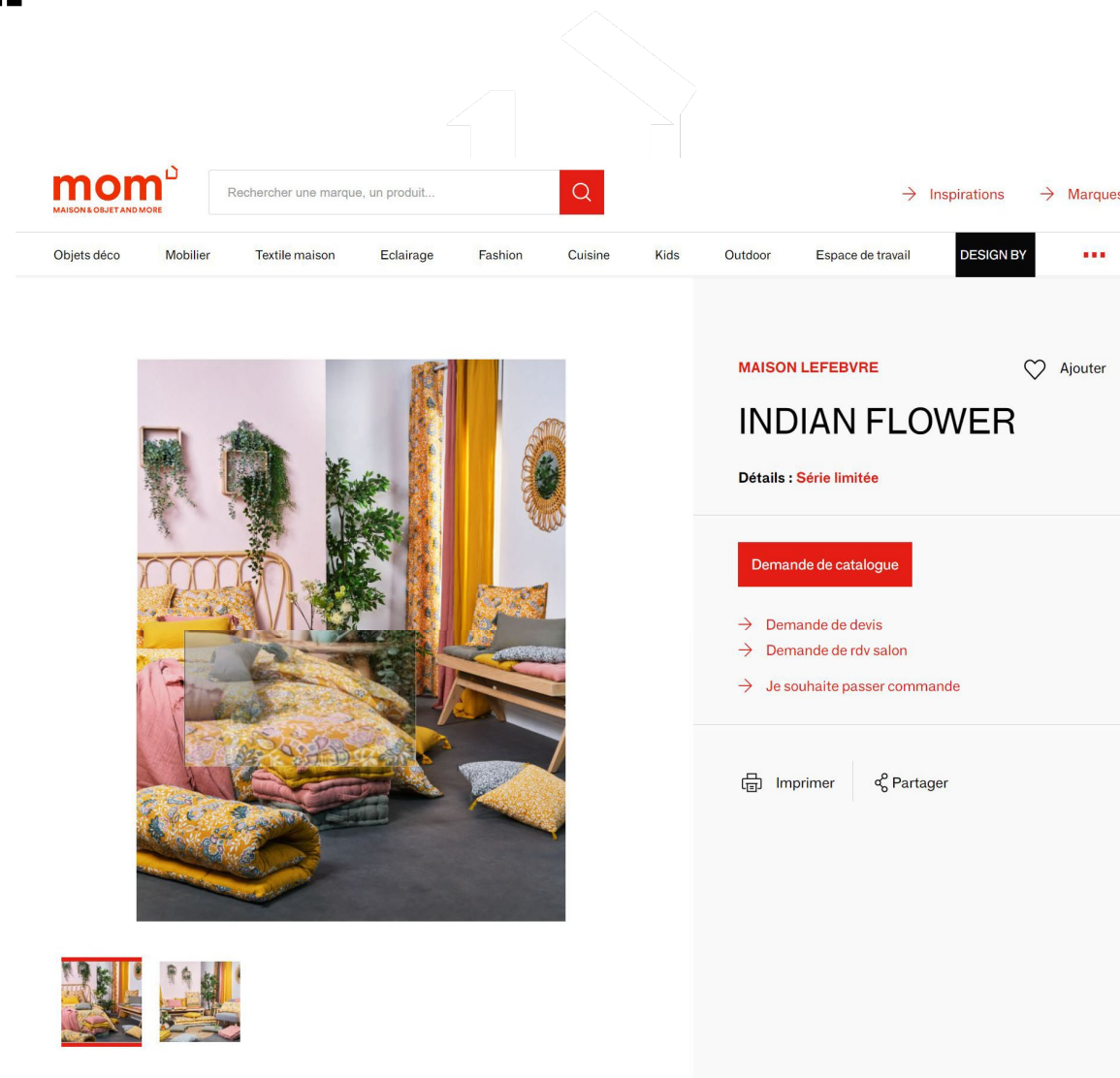
Receive **meeting request** for the show. **Multiply your contacts** and business opportunities before, during and after the show!

## JOIN THE MOM COMMUNITY

More than **6.000 brands** and **2,5 million of unique visitor** per year  
A well-balance network of professionals: 52 % Specifiers Vs. 48% Retailers  
**8 min** : average time spent on the website, about **7 pages seen** per visitor

If you want to make the most of the functionality offered by MOM your sales contact is at your disposal for any further information.

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# YOUR CONTACT PATTERN LAB



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