

IDÉOBAIN

The key French exhibition for bathrooms and interior design

Let's change
our **perspective!**

30 SEPT - 3 OCT 2024

PARIS - PORTE DE VERSAILLES



Built by
RX In the business of
building businesses

BATIMAT le
IDÉOBAIN mondial
INTERCLIMA du bâtiment

ideobain.com

The specialist French trade show for bathroom materials and equipment

Idéobain is the perfect opportunity for exhibitors to meet installators (plumbers, tilers, heating engineers), interior architects, designers, and distributors.

The Idéobain Universe

Sanitaryware

Plumbing
technics

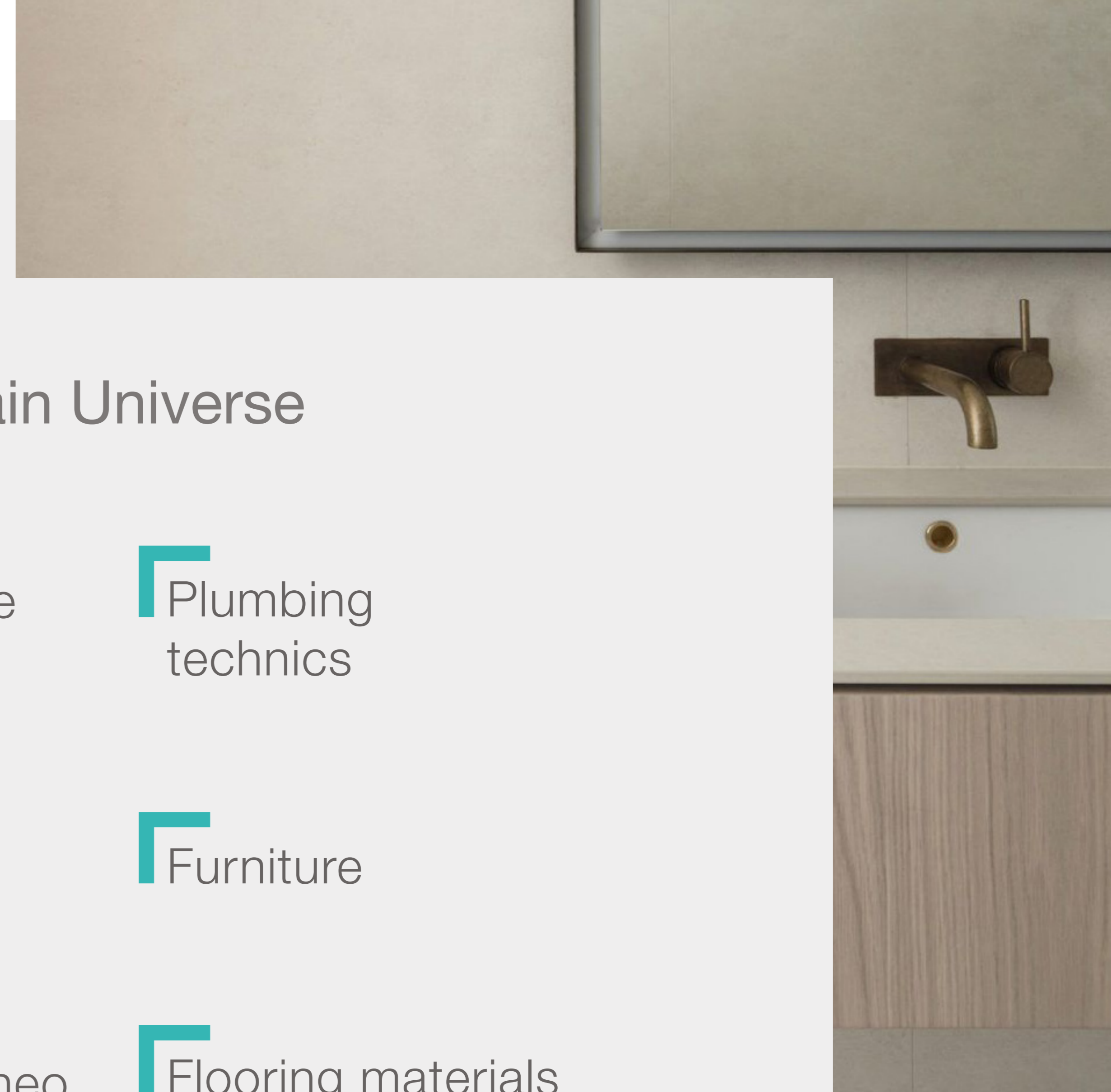
Sanitary
fitting

Furniture

Shower Balneo
Wellness

Flooring materials
and tiles

Accessories, bathroom decor,
radiators and towel dryers



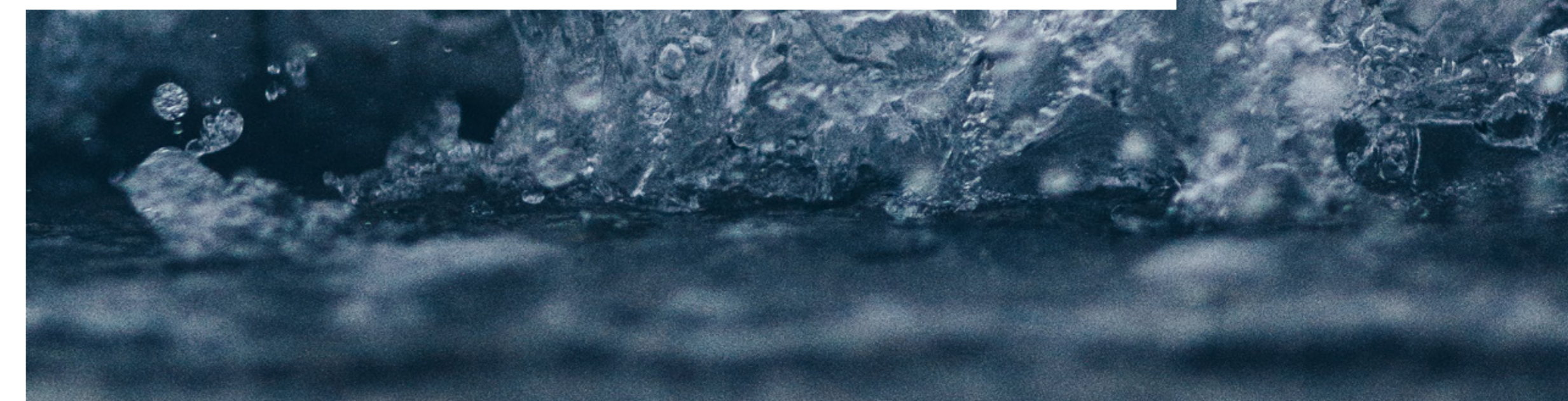
Achieve your goals by exhibiting

- Find new domestic and international clients
- Launch a product, service or innovation
- Boost your brand's awareness
- Enhance your ROI by attracting qualified leads over 4 days
- Benefit from a more sustainable exhibitor package

+120
exhibitors

+100
showcased
innovations

+50
demonstration
booths





Let's change our perspective!

4 areas
to analyse
the present
and prepare
for the future

- #1 **Adaptation**
Adapting to a changing world
- #2 **Innovation**
Innovating to change the world
- #3 **Local authorities**
Improving living environment
- #4 **Women & Men**
Nurturing common values

The visitor base

The Mondial du bâtiment powerhouse



90,527 (81%) French visitors + 21,228 (19%) International visitors



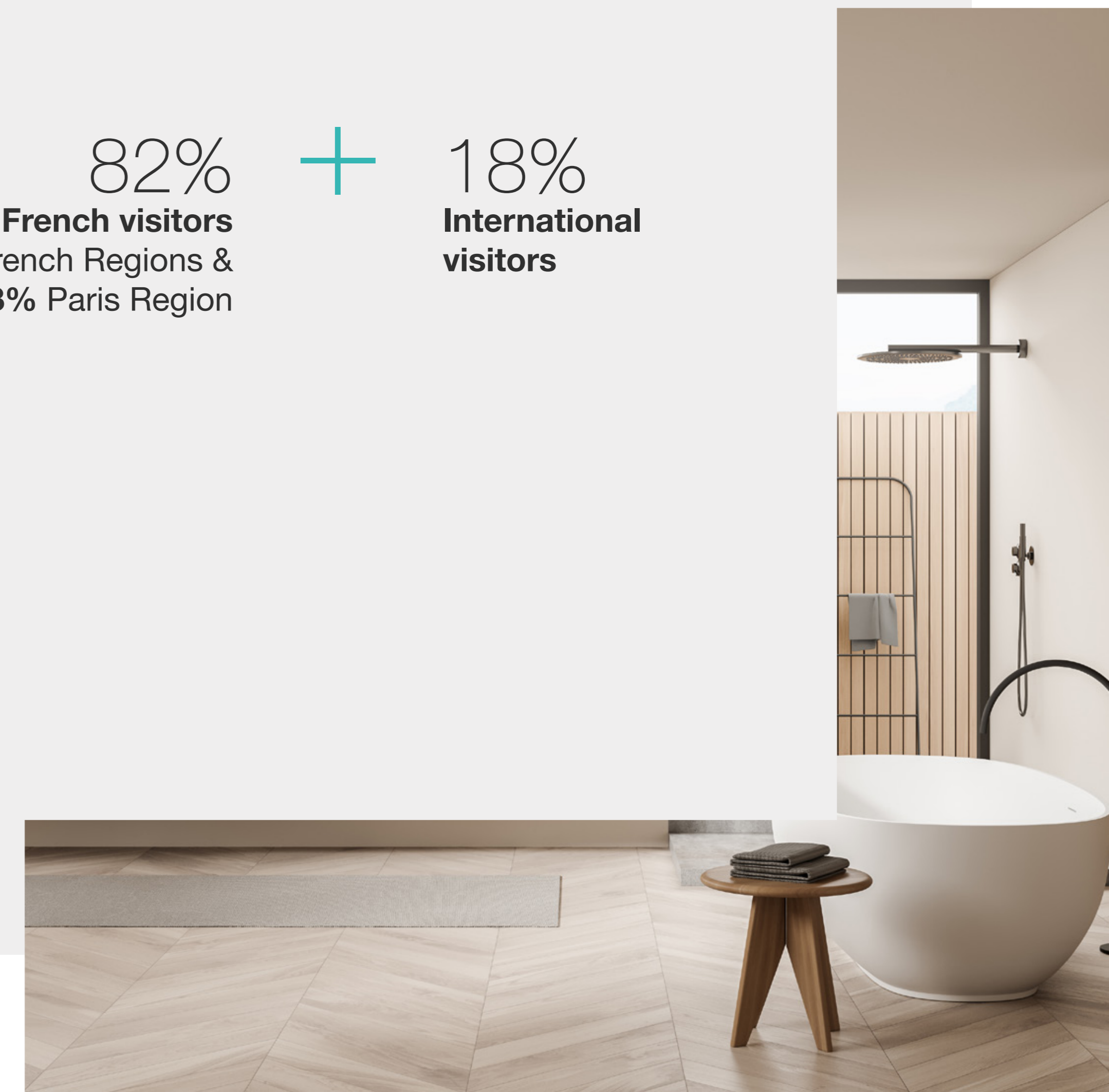
The visitor base

Record numbers for Idéobain



82% **French visitors**
52% French Regions & 48% Paris Region

+ 18% **International visitors**



The visitor base

Our strategy

#Specialist

**All the decision-makers
in a single place**

Installators, specifiers,
manufacturers and distributors
together for 4 days

#HeadStart

**All the innovations
of today and tomorrow**

Innovation Awards,
demonstrations, workshops,
Conferences, thematic areas

#Committed

**Strong CSR and
decarbonization strategy**

Group travel in carbon-free
transportation, optimized waste
management, strong focus on
green industry

#Reach

**360° marketing &
communications tool**

Widespread media coverage
and powerful partnerships for
increased visibility



The venue
 Idéobain at the heart of Mondial
 du Bâtiment for
 increased synergy

BATIMAT

Pavilion 1

- Civil works
- Structure & Envelope
- Construction Tech®
- Construction Hors-site
- Interior&Garden
- Low Carbon Construction
- Photovoltaic

Pavilion 7.2

- Worksite equipment & tools
- Véhicules & Equipements

Pavilions 4 / 5.2 / 5.3 / 6



IDÉOBAIN

Pavilions 2.2 / 2.3 / 3

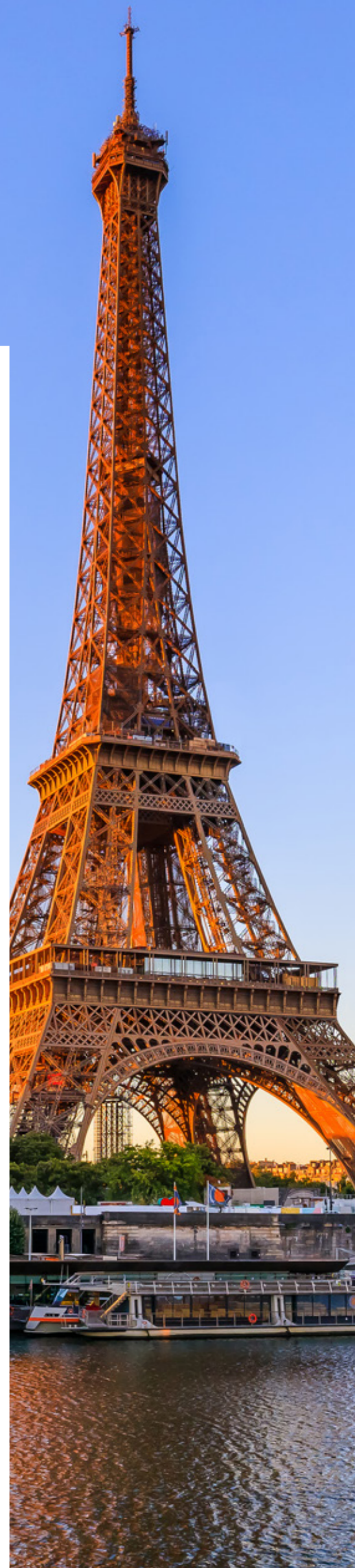
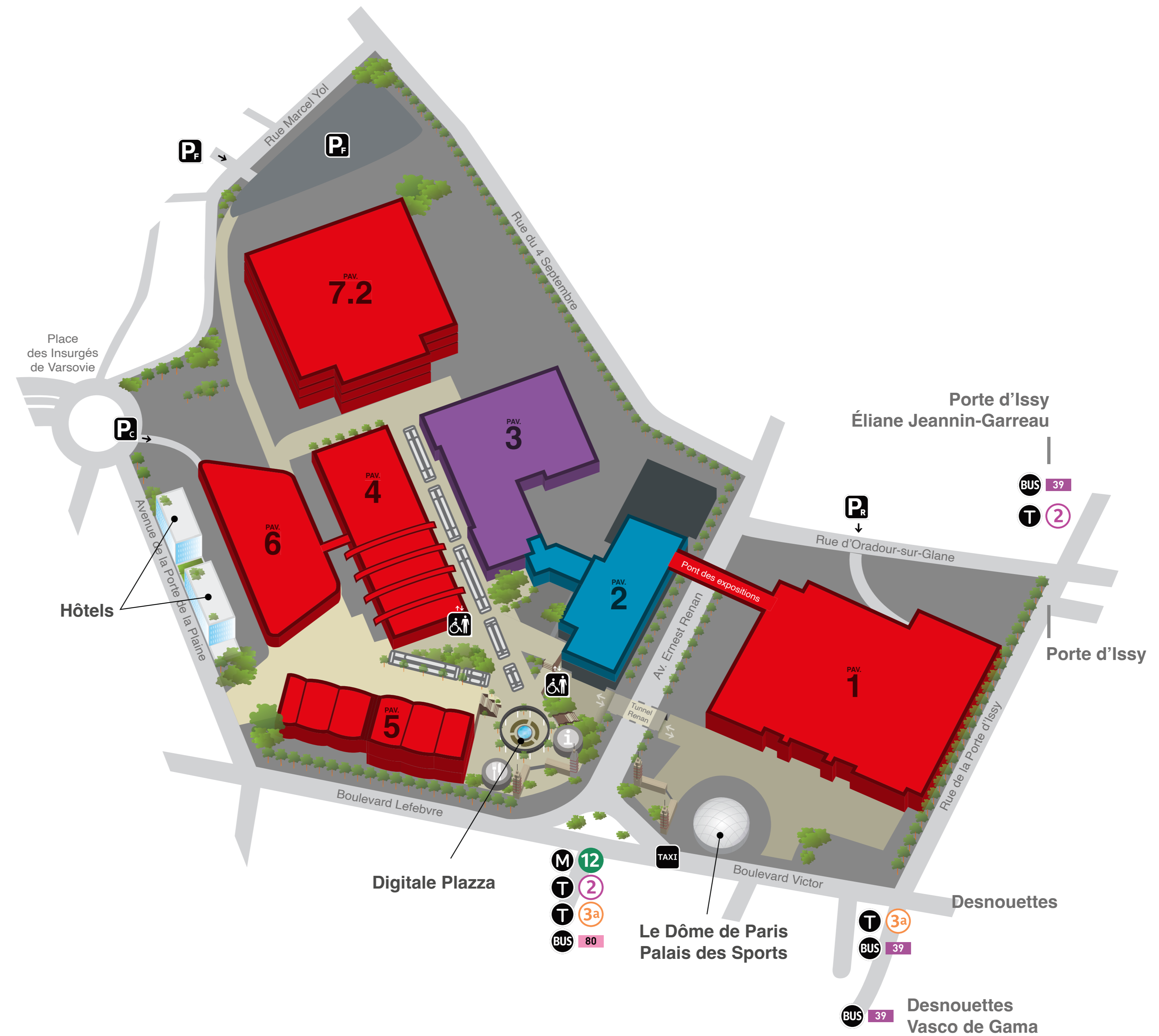
INTERCLIMA

Pavilion 3



Pavilion 5.1

International Pavilions
 & international multi-sector offering





A new-found
friendly
atmosphere
at Porte de Versailles

Contacts

The Idéobain team is here to help

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See you
in 2024!

「 **30 sept » 3 oct** 」
Paris - Porte de Versailles

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