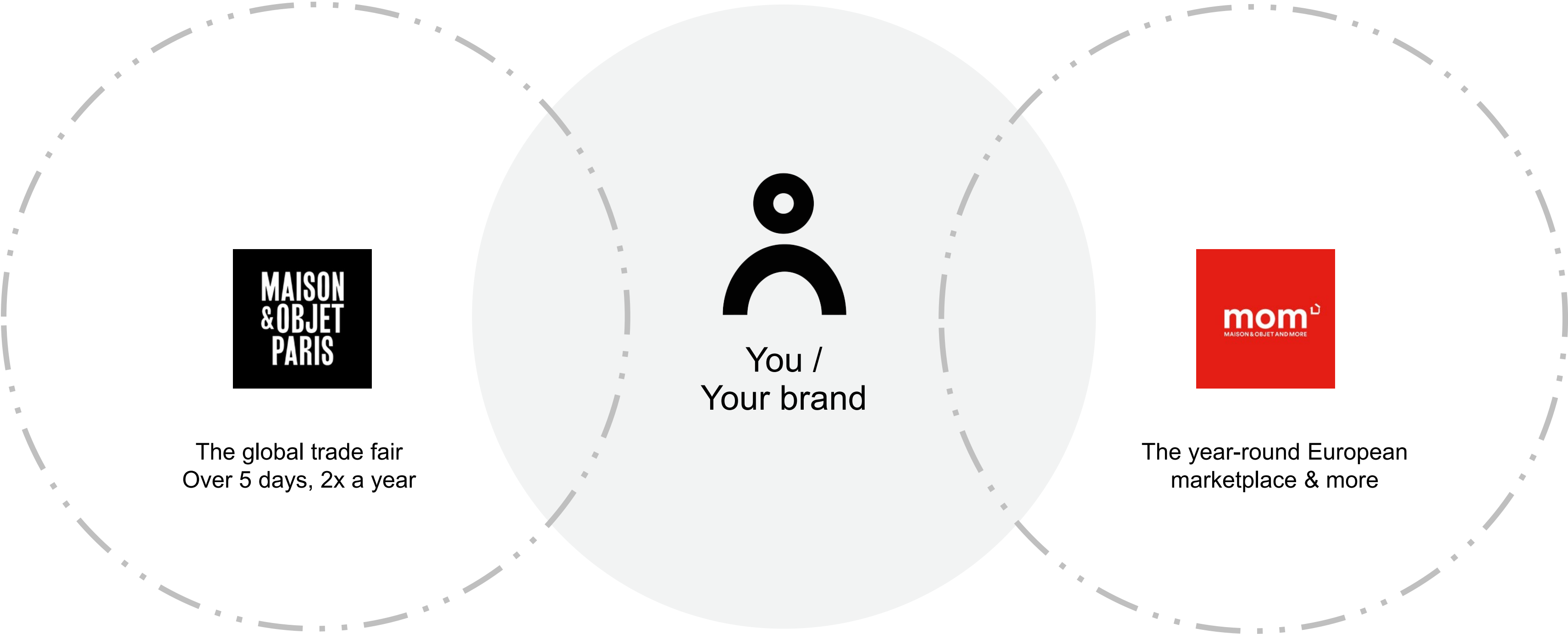
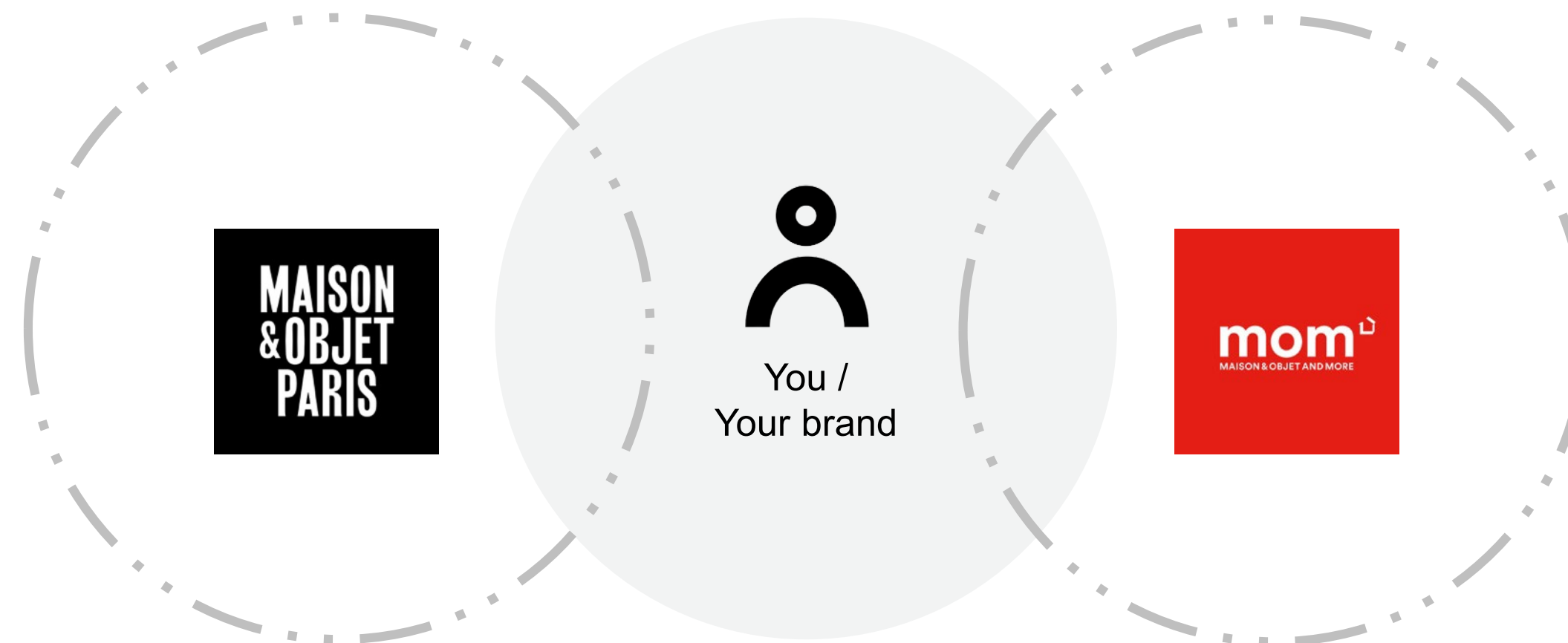


**MAISON&OBJET**

BEYOND THE FAIR!

# SUPER-CHARGE YOUR GROWTH YEAR-ROUND





Maison&Objet is



**& MORE GREATER EXPERTISE**



# MAISON & OBJET PARIS

Join  
industry decisionmakers

## THE SPECIAL TRADE FAIR EVENT

For 5 days, twice a year,  
in January and September.

The largest gathering of international decor,  
design, and lifestyle professionals.

**≈70 000**

unique visitors/session  
of which

**≈40%**

international

**≈2 500**

brands  
of which

**25%**

are new each edition

**≈1 000**

journalists, influencers,  
bloggers/session

**+3 M**

visits to our  
various websites\*



1M



711K



61K



60K



27K

\*For the year 2023





# TARGET AND MEET THE RIGHT BUYERS

from all over the world,  
thanks to the Maison&Objet  
powerful acquisition and retention  
systems.

**480 000**

qualified professional  
contacts  
(retail, specifiers, HORECA)

**1/3** specifiers  
**2/3** retail

**2M**

followers  
on our social media  
accounts

**+90M**

impressions  
through our press and social media  
campaigns

**20**

international agents  
to motivate local Maison&Objet  
communities

**+25**

networking events  
per year throughout the world

**+100**

ambassadors  
international

**+250**

partners  
media/press, associations,  
federations, etc.

**55**

new prospects\*  
per exhibitor/session



MORE LEADS

# EXPLORE NEW MARKETS

without having  
to travel the globe

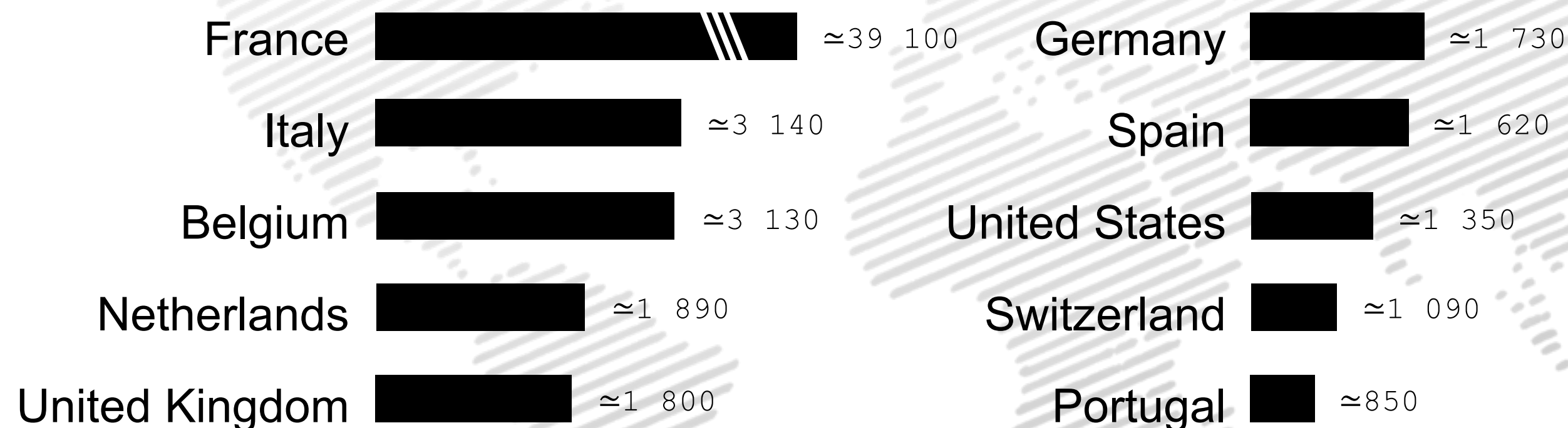
≈40%

international buyers

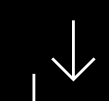
≈145

countries represented

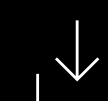
## THE WORLD IS YOURS THE TOP 10 IN UNIQUE VISITORS\*



Discover the complete quantified results of the most recent editions



JANUARY EDITION



SEPTEMBER EDITION





MAISON  
& OBJET  
PARIS

MORE SALES

# MAKE THE MOST OF YOUR BUSINESS OPPORTUNITIES

like nowhere else



≈70 000

international buyers

92%

of visitors are looking  
for new suppliers\*

1/3

of buyers only attend  
Maison&Objet Paris



86%

of buyers place orders  
during and after the fair\*

799M€

in cumulative transactions  
at the fair\*\*

WHAT YOU NEED TO KNOW

WHAT ADVANTAGES TO PARTICIPATE IN BOTH SESSIONS?

32% of buyers are new to each session\*

70% of buyers visit only one edition of the fair each year\*

\*Sources post-show surveys, average over the 2 editions of 2023  
\*\*Average estimate per edition for the September 2023 and January 2024 shows



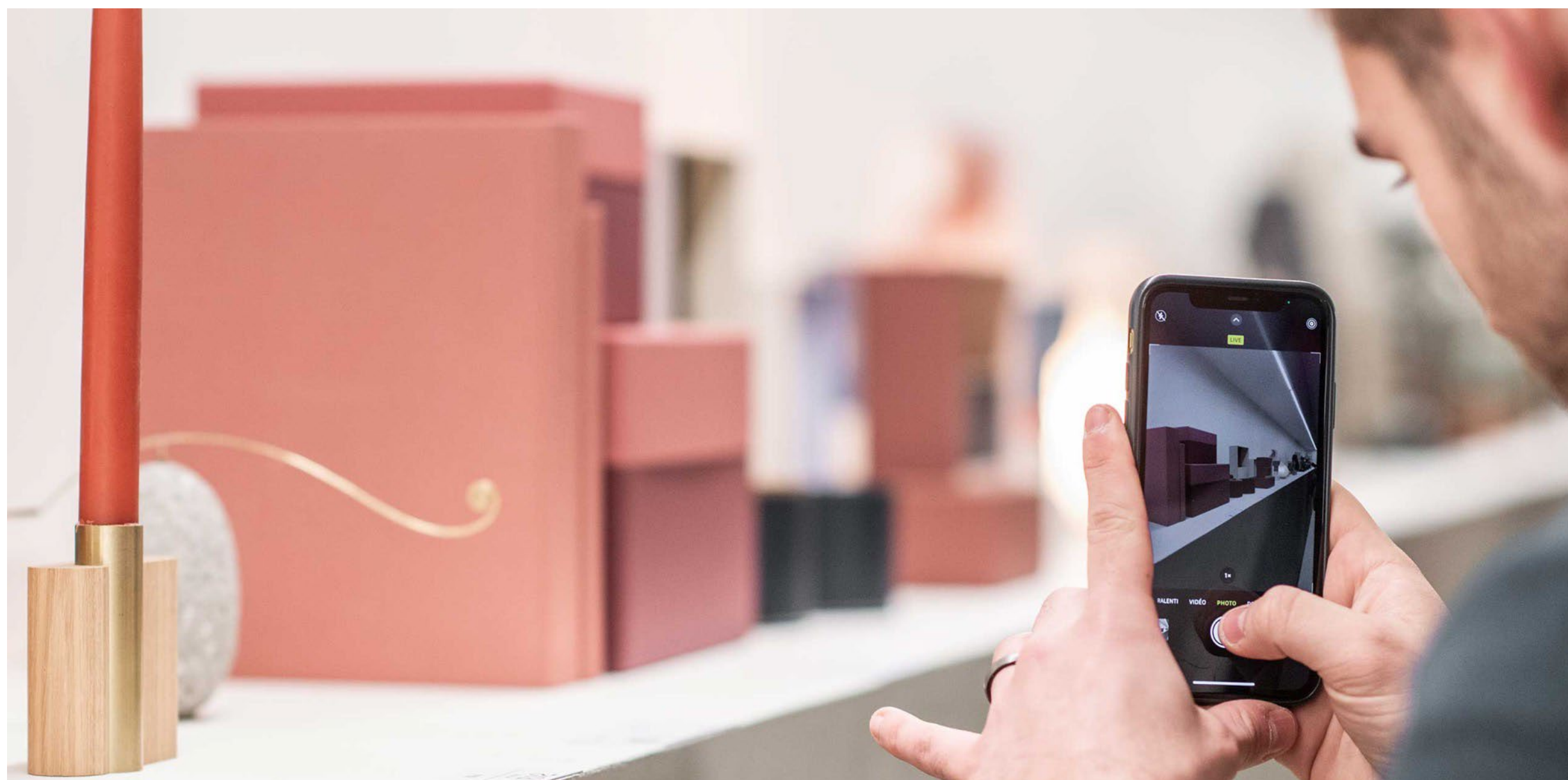


MAISON  
& OBJET  
PARIS

MORE VISIBILITY

# RAISE YOUR BRAND PROFILE

using all the media clout  
of Maison&Objet



**93%**

of exhibitors  
take part to  
make  
themselves  
known and build  
their brand  
image\*

**1 000**

journalists,  
influencers,  
bloggers

**90 M**

impressions  
through our press  
and social media  
campaigns

**2 M**

followers  
on our social media  
accounts

**1,6 M**

page views  
on the maison-objet.com website

\*Sources exhibitor surveys, average over the both 2023 editions





# BOOST YOUR PRODUCT VISIBILITY



## THE TREND SPACES

Capture buyers' attention  
by participating in our  
trendspotters' selection  
of new products

**33%**  
of buyers  
spend time at  
the inspiration  
spaces\*



## LES PARCOURS DE VISITES

Have buyers spot you easily  
by being part of our thematic  
visitor pathways

**60%**  
of visitors have  
emphasized the  
quality of  
exhibitors along  
these pathways\*\*



WHAT YOU NEED TO KNOW  
**TO BE SPOTTED AS QUICKLY AS POSSIBLE  
BY YOUR FUTURE BUYERS,**  
upload your product images as soon as your  
personal online space is open.





# CONVERT YOUR CONTACTS INTO CLIENTS



**77 qualified  
contacts\*\***  
for your client database  
with the **badge reader**

## + Your dedicated mini-shop

**mom**<sup>LD</sup>  
MAISON & OBJET AND MORE

**THE B2B DECOR  
MARKETPLACE  
BY MAISON&OBJET**

[mom.maison-objet.com](https://mom.maison-objet.com)

Up to 4 months  
of online visibility  
included

Up to 3\*  
complimentary  
product sheets

\*if you're not a MOM member



## + An allotment of free invitations for your prospects and contacts





## AN EXPERT TEAM ON YOUR SIDE

and stellar service to make your entire participation easier

**A dedicated member of the sales staff**, always here to help you:

For project support, your location strategy, advice on booth design/decor, and more...



A technical department

To help you manage your stand logistics effectively



A personal online space

To make all your formalities easier



A customer service department

A hotline open 5 days a week from 9 a.m. to 6 p.m.





# MAKE SURE YOU'RE IN THE RIGHT SECTOR TO MEET THE RIGHT BUYERS FOR YOU

## OBJET

Discover the best objects  
and decorative accessories  
organized by product  
category

COOK&SHARE  
FASHION ACCESSORIES  
HOME ACCESSORIES  
HOME LINEN  
HOME FRAGRANCES  
KIDS&FAMILY  
PATTERN LAB  
SMART GIFT  
WELL-BEING&BEAUTY



SEE THE FLOOR MAP

## MAISON

Explore the best decoration  
and home interior solutions  
organised by style

CRAFT – métiers d'art  
FOREVER  
PROJECTS  
SIGNATURE  
TODAY  
UNIQUE&ECLECTIQUE



MAISON  
& OBJET  
PARIS

COOK  
&  
SHARE

# MEET THE RIGHT BUYERS FOR YOU

Exhibiting at  
**Cook & Share**  
means encountering buyers  
looking for products and solutions  
that reflect the newest ways to  
cook, entertain, and even give  
gifts!

This sector is highly popular with  
boutiques, concept stores,  
department stores, and hospitality  
professionals.



DISCOVER THE FLOOR MAP



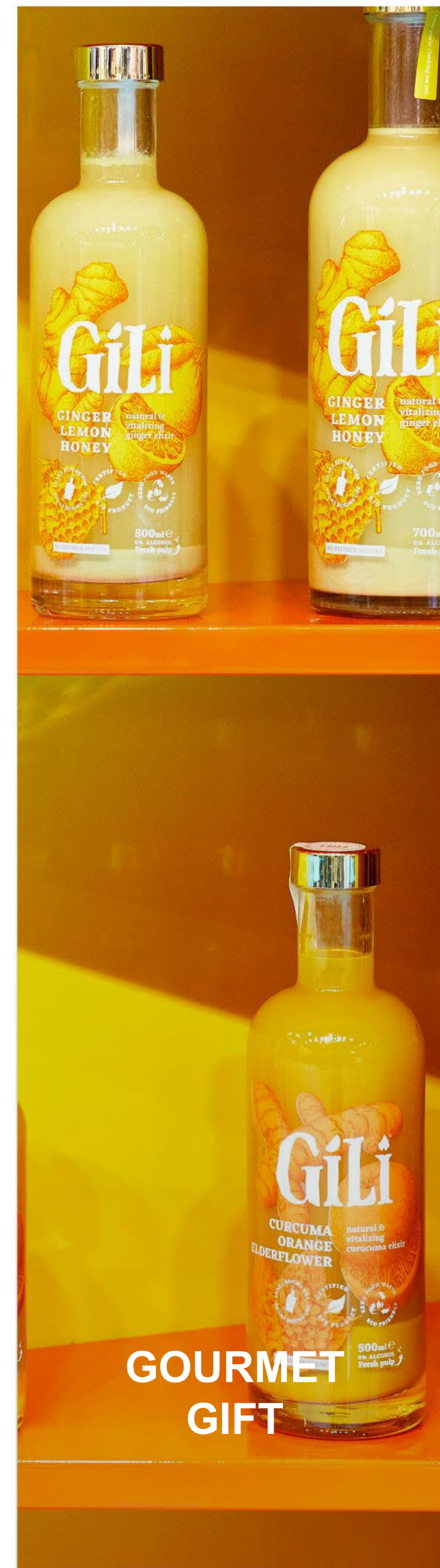


MAISON  
& OBJET  
PARIS

COOK  
&  
SHARE

It's a dynamic sector that brings together professionals from the world of culinary preparation, creators of gourmet gifts, and key stakeholders in tableware.

↓ LEARN MORE





# JOIN THE COMMUNITY!

## THEY HAVE PLACED THEIR TRUST IN US



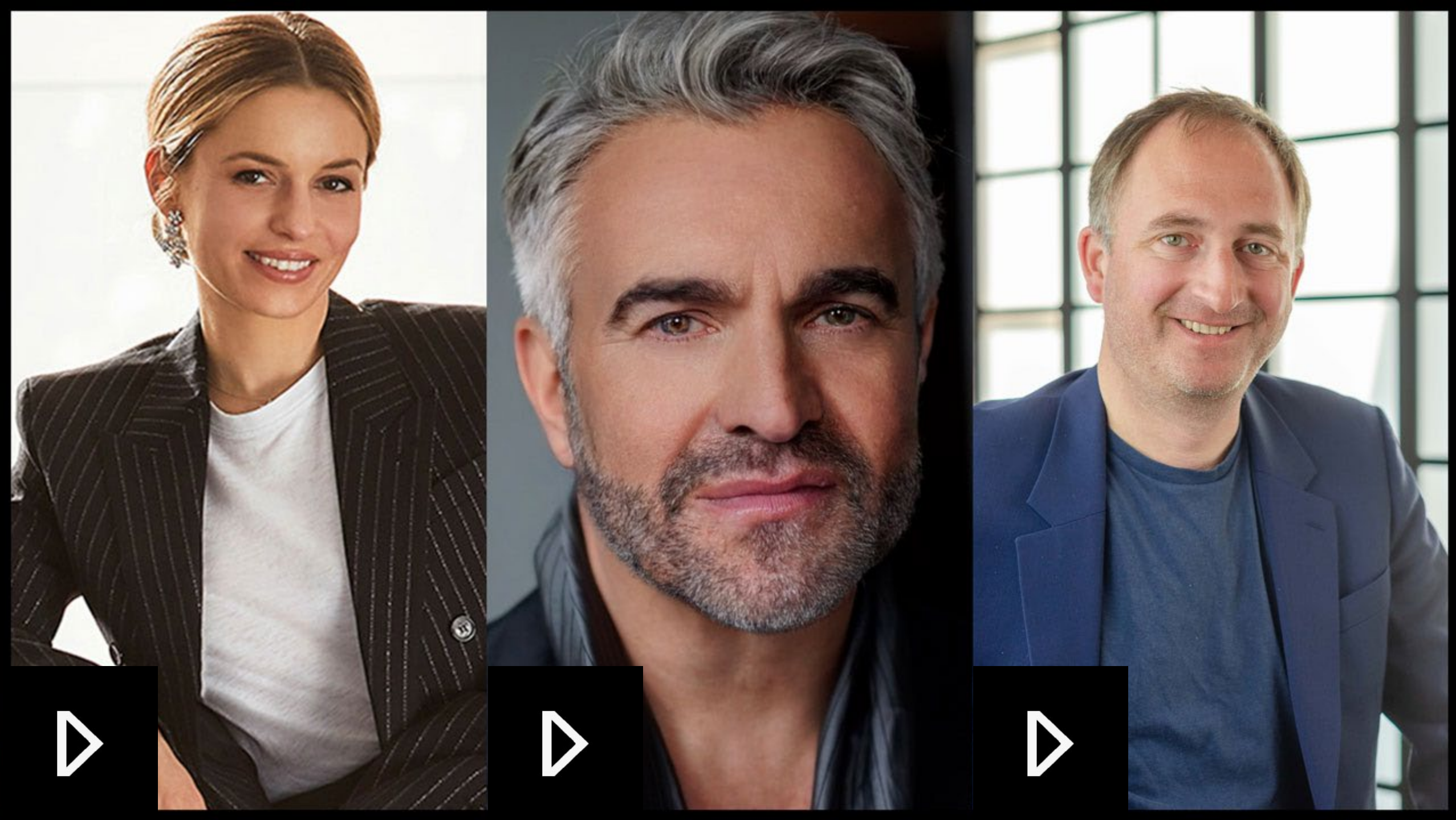
## COOK & SHARE





“IT’S YOUR BUYERS WHO ARE BEST PLACED  
TO TALK ABOUT IT”

Delia LACHANCE  
Founder & CCO  
**Westwing**  
/ Germany



Damien PERROT  
Head of design  
**Accor group**  
/ France

Martyn Lawrence BULLARD  
Interior designer  
/ USA





# HOW TO PARTICIPATE TO THE NEXT FAIR

## LOOKING TO EXHIBIT FOR THE FIRST TIME?

Submit your application online today

↓ BECOME AN EXHIBITOR

## HAVE YOU ALREADY EXHIBITED WITH US?

Get in touch with your contact  
at the fair



Coralie PASTORELLO  
+33 (0)1 44 29 03 48  
[coralie.pastorello@safisalons.fr](mailto:coralie.pastorello@safisalons.fr)



Elisa CORVAISIER  
+33 (0)1 44 29 02 49  
[elisa.corvaisier@safisalons.fr](mailto:elisa.corvaisier@safisalons.fr)





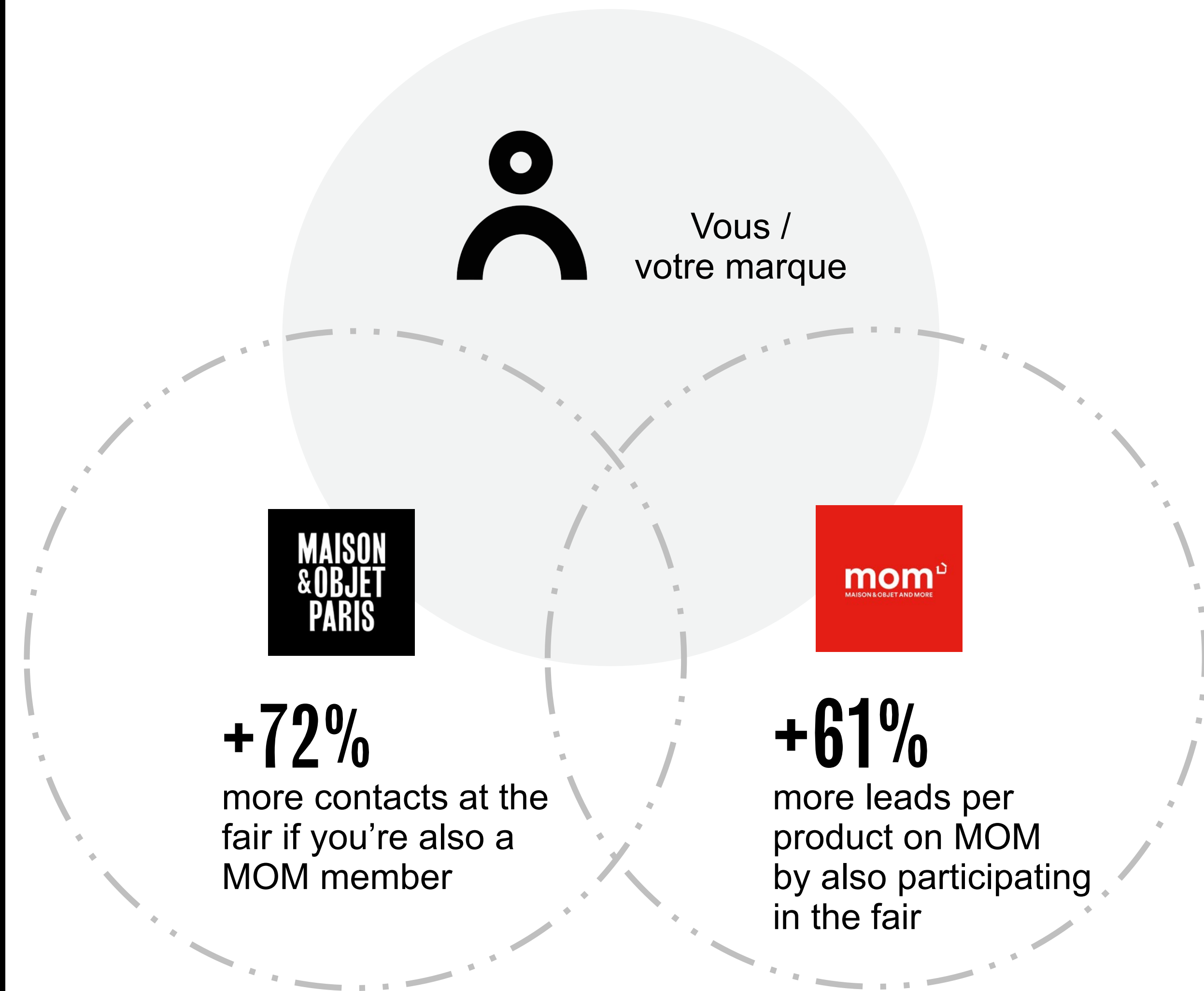
# TAKE THINGS A STEP FURTHER BOOST YOUR RESULTS

Using the complementary nature  
of the Maison&Objet entire  
product & service ecosystem

Keeping the Maison&Objet experience  
going year-round on the marketplace  
**MOM** (Maison&Objet and More) .

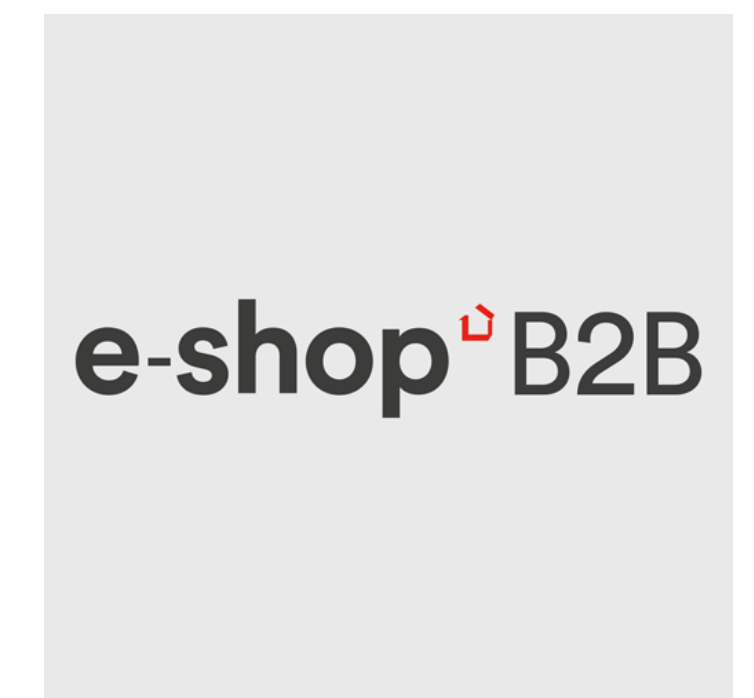


TELL ME MORE





# MAISON&OBJET



A trade fair, a marketplace, a medium of communication, a label, and Paris-based events...  
A full range of synergistic solutions and services, live and online, to super-charge our clients' growth year-round.

