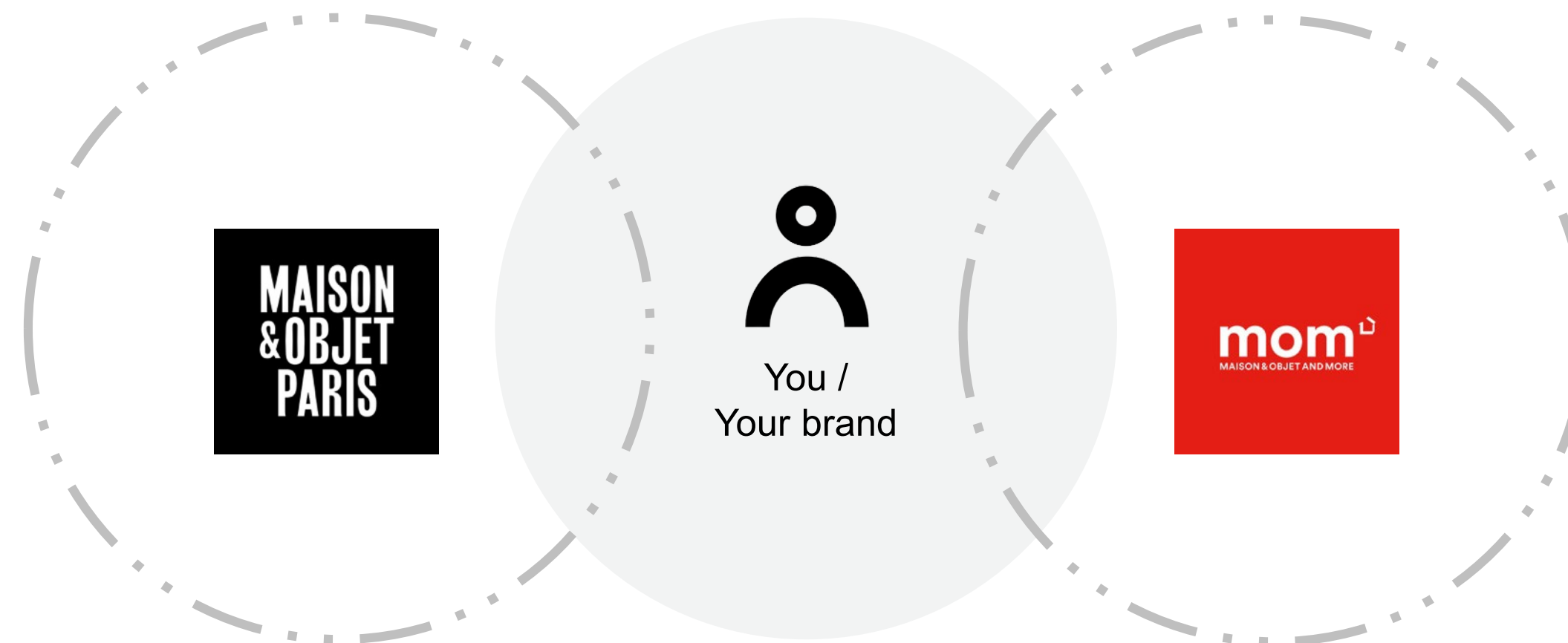


MAISON&OBJET

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

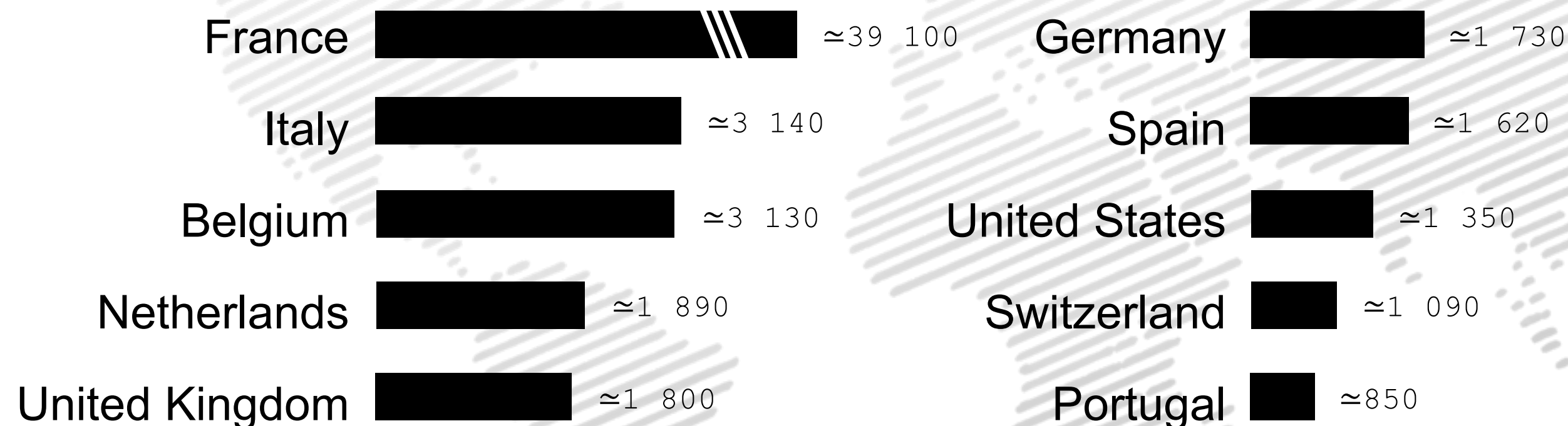
≈40%

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

*Visitor sources, average of September 2023 and January 2024 editions



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^{LD}
MAISON & OBJET AND MORE

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

mom.maison-objet.com

Up to 4 months
of online visibility
included

Up to 3*
complimentary
product sheets

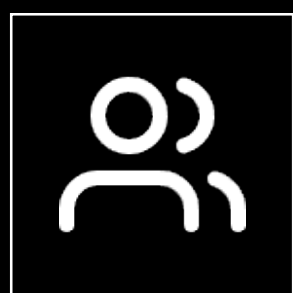
*if you're not a MOM member



+ An allotment of free invitations for your prospects and contacts

**Exhibitor badge reader sources, average for the September 2023 and January 2024 editions





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

MEET THE RIGHT BUYERS FOR YOU

Exhibiting at
Home Fragrances
means encountering not only key
retail stakeholders, but also
interior designers, decorators,
and hospitality professionals who
want to give a powerful olfactory
identity to their design projects or
hospitality spaces.

↓ DISCOVER THE FLOOR MAP



MAISON
& OBJET
PARIS

HOME
FRAGRANCES

Home Fragrances displays the full range of scented and fragrance-infusing products available today, in all their variety.

↓ LEARN MORE



JOIN THE COMMUNITY!

THEY HAVE PLACED THEIR TRUST IN US

HOME FRAGRANCES



ALESSI



Ay illuminate



*Bloomingville



DCWéditions
PARIS

DÔME DECO®
COSMOPOLITAN LIVING



ETHIMO
OUTDOOR DECOR

Ethnicraft



Fermob

GIOBAGNARA



JACQUARD
FRANÇAIS

JONATHAN ADLER

LEXON®

Light & Living
A WORLD OF INSPIRATION

LLADRÓ

NARDI
YOUR OUTDOOR LIVING

NINA
des
Criquets



pols potten®

SERAX

VINCENT
SHEPPARD

VISTA ALEGRE
1824

Agapē

CASTELBEL
→ PORTO ←

CULTI
MILANO

ERBOLINEA®
Prestige Fragrances

FARIBOLES

HYPSOE

LADENAC
MILANO



MAISON
BERGER
PARIS 1898

Mathilde M.
FRANCE

MAX BENJAMIN

RICCIOCAPRESE

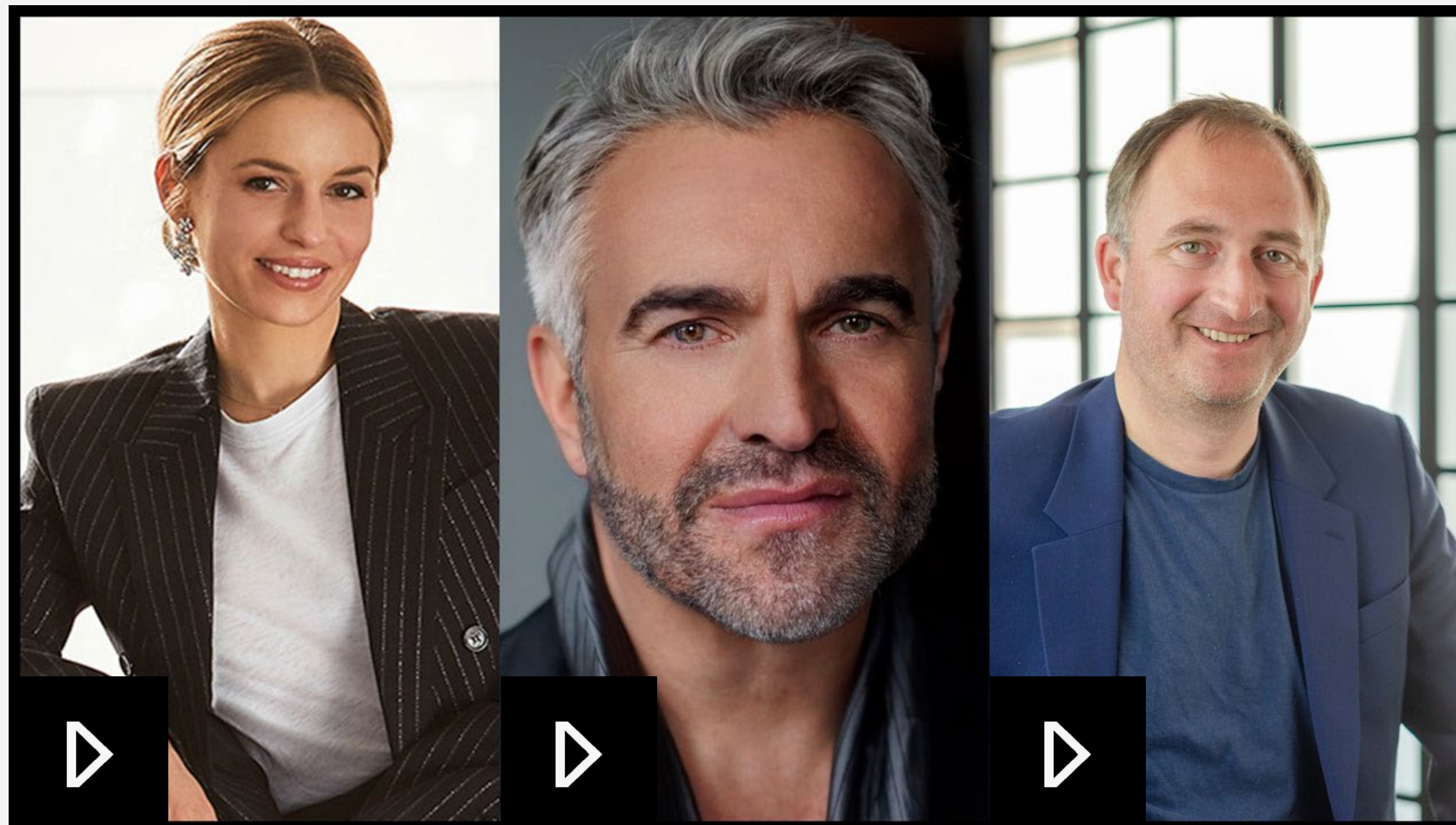
EST. 1999
VOLUSPA

YANKEE
CANDLE®



“ 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

↓ SEE THE LIST / THEY WERE HERE



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



Clélia SCHMID
+33 (0)1 44 29 02 17
clelia.schmid@safisalons.fr



Pascaline MANQUIN
+33 (0)1 44 29 06 90
pascaline.manquin@safisalons.fr

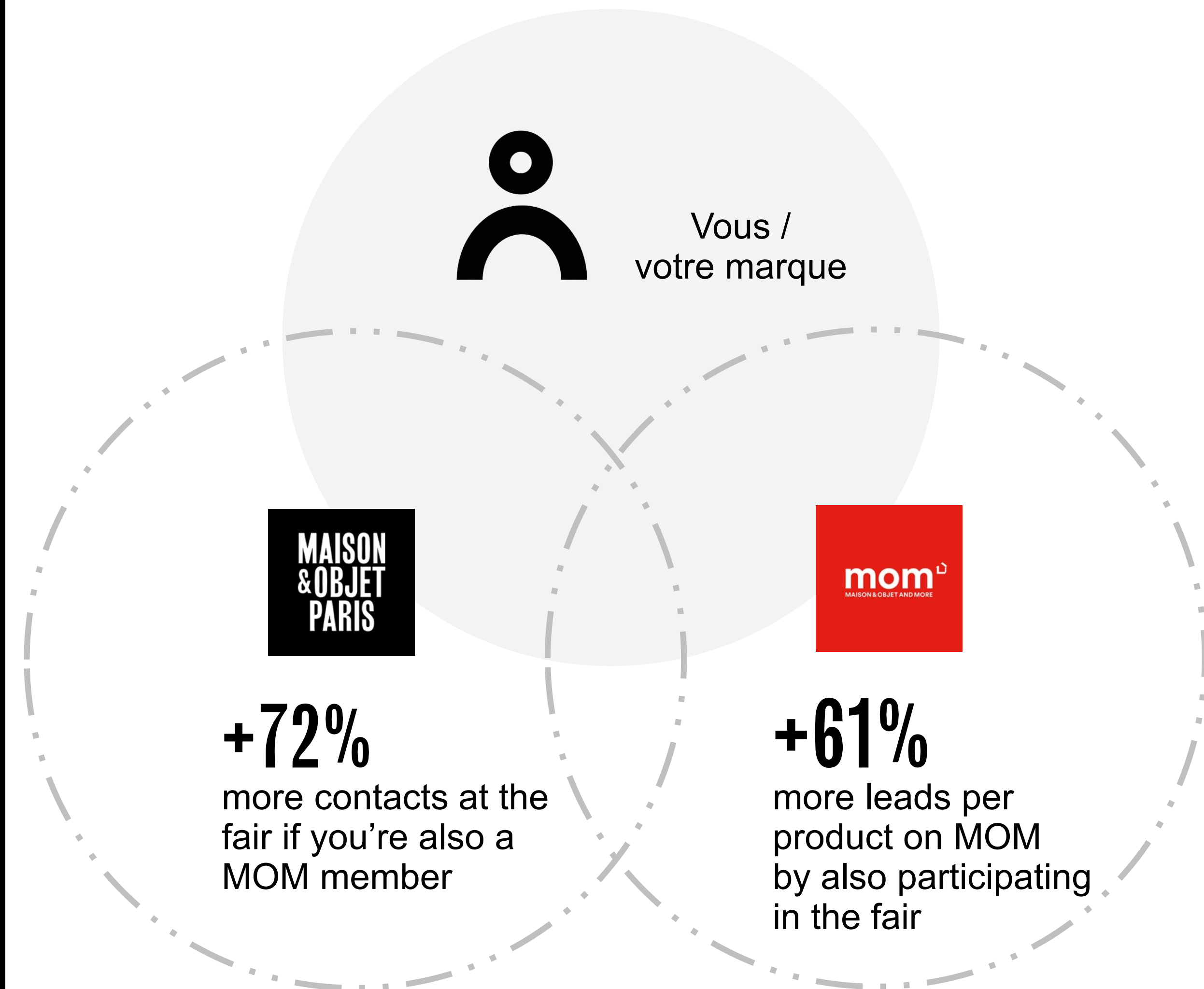


TAKE THINGS A STEP FURTHER BOOST YOUR RESULTS

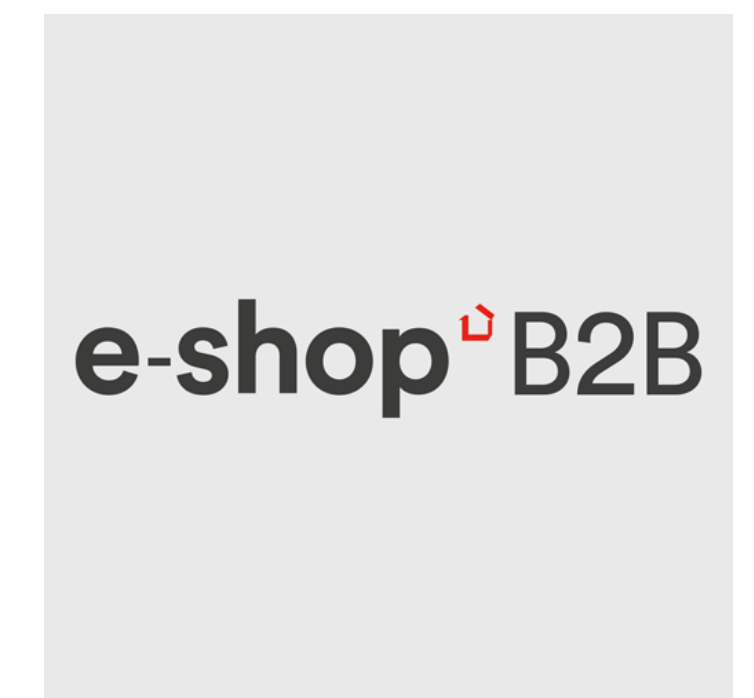
Using the complementary nature
of the Maison&Objet entire
product & service ecosystem

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.

