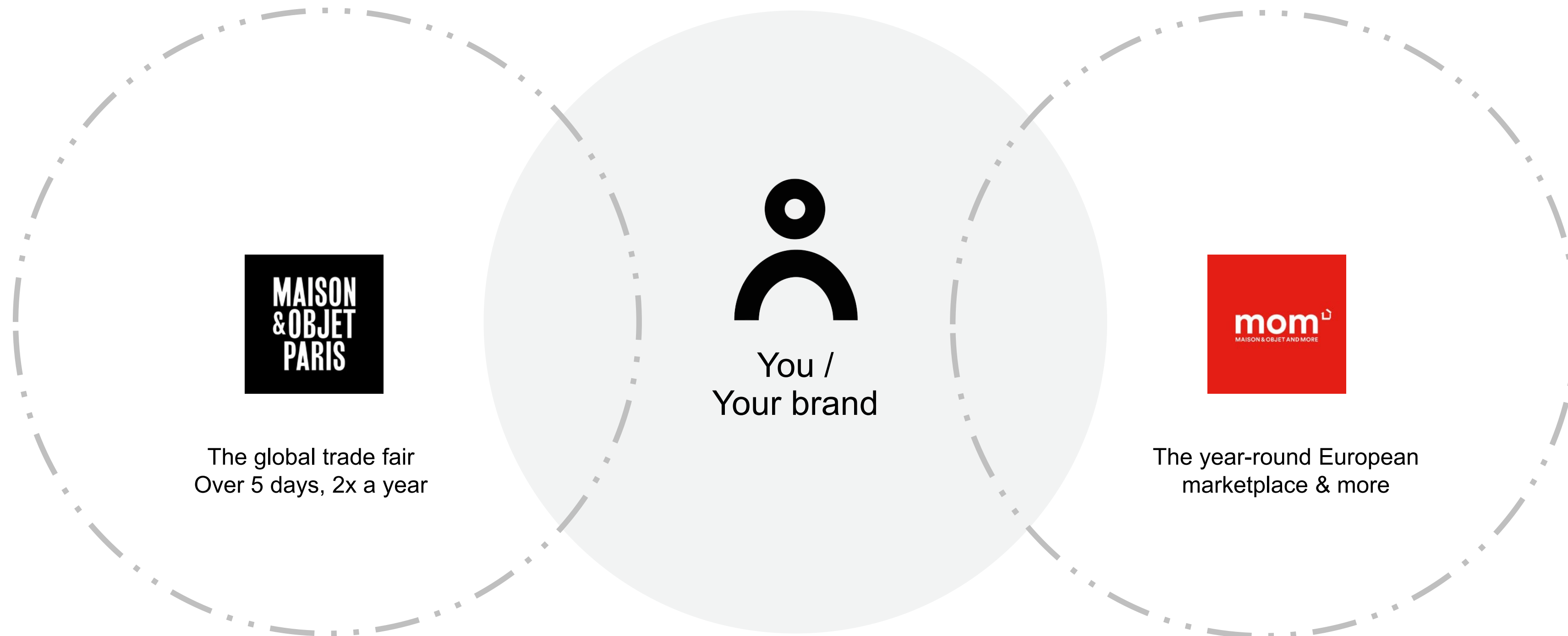
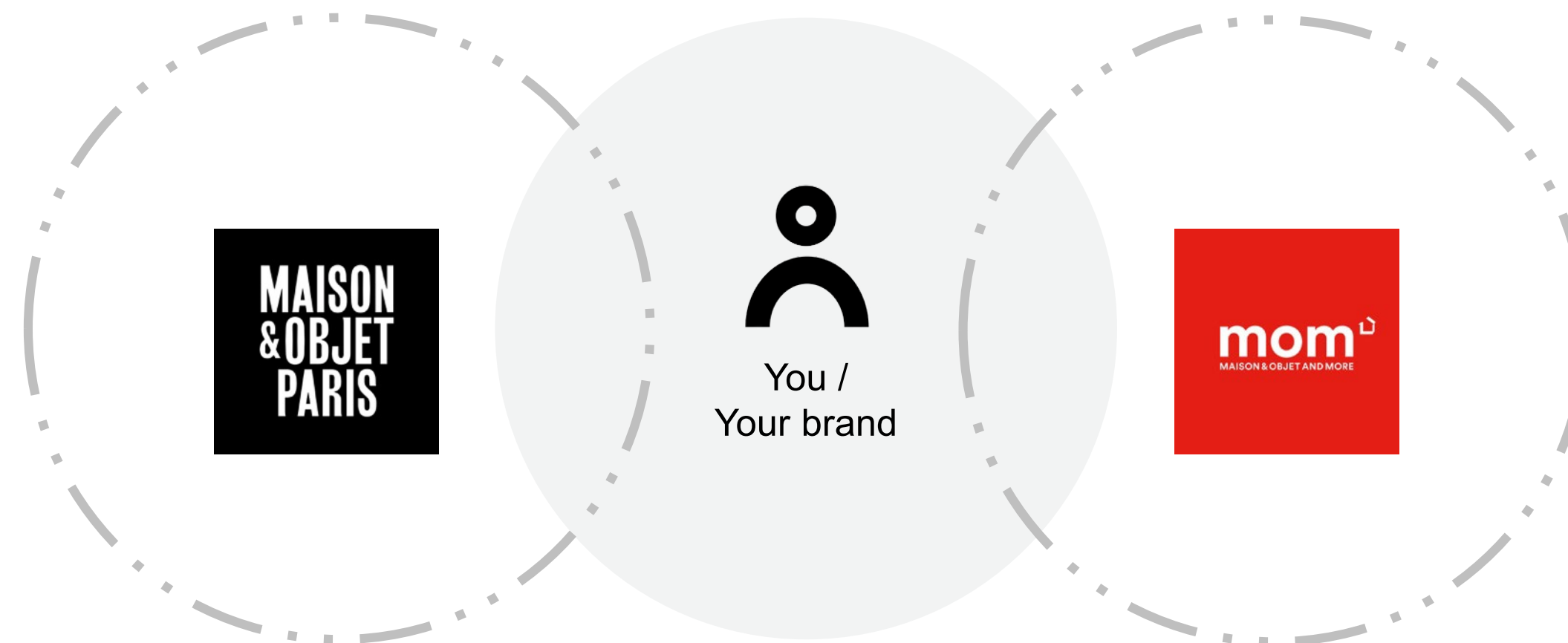


**MAISON&OBJET**

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

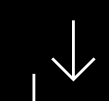
≈145

countries represented

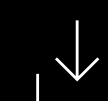
## THE WORLD IS YOURS THE TOP 10 IN UNIQUE VISITORS\*



Discover the complete quantified results of the most recent editions



JANUARY EDITION



SEPTEMBER EDITION

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





# 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\*

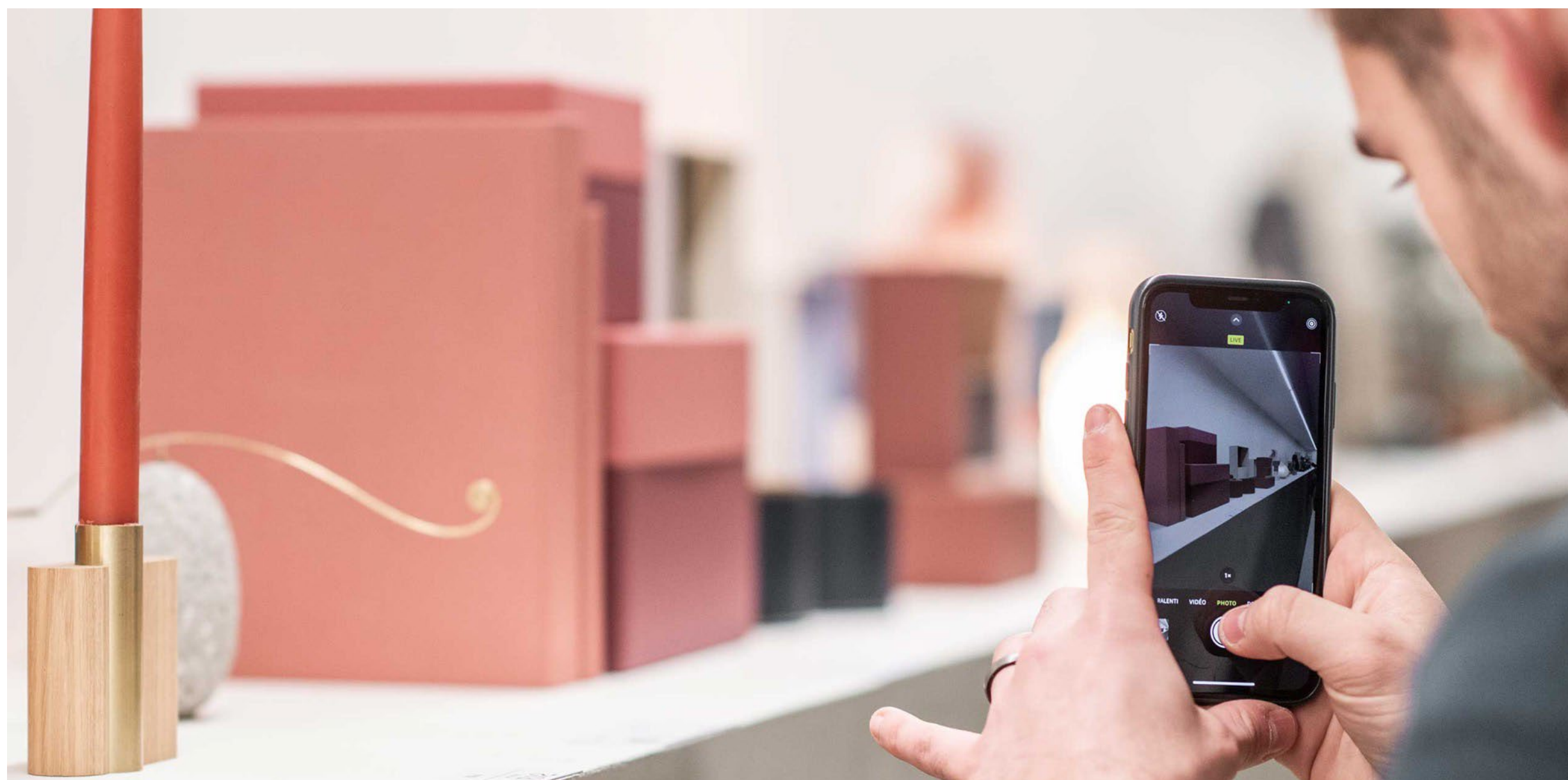


MAISON  
& OBJET  
PARIS

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

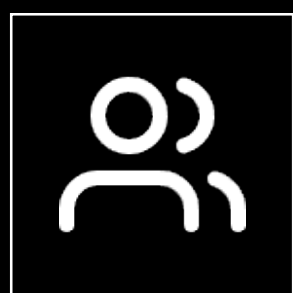


## + An allotment of free invitations for your prospects and contacts

\*\*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.





MAISON  
& OBJET  
PARIS

HOME  
LINEN

# MEET THE RIGHT BUYERS FOR YOU

Exhibiting at

## Home Linen

means meeting key retail stakeholders looking for a wide and varied selection of textiles, as well as hotel professionals and community facilities managers in search of home linens, bedding, and bath linens that can meet their specific project requirements.





MAISON  
& OBJET  
PARIS

HOME  
LINEN

# MEET THE RIGHT BUYERS FOR YOU

All the comfort of bath linens, the character of table linens, the sensuality of bed linens, and the coziness of homewear, anywhere textiles set the tone and add their irreplaceable delicateness.

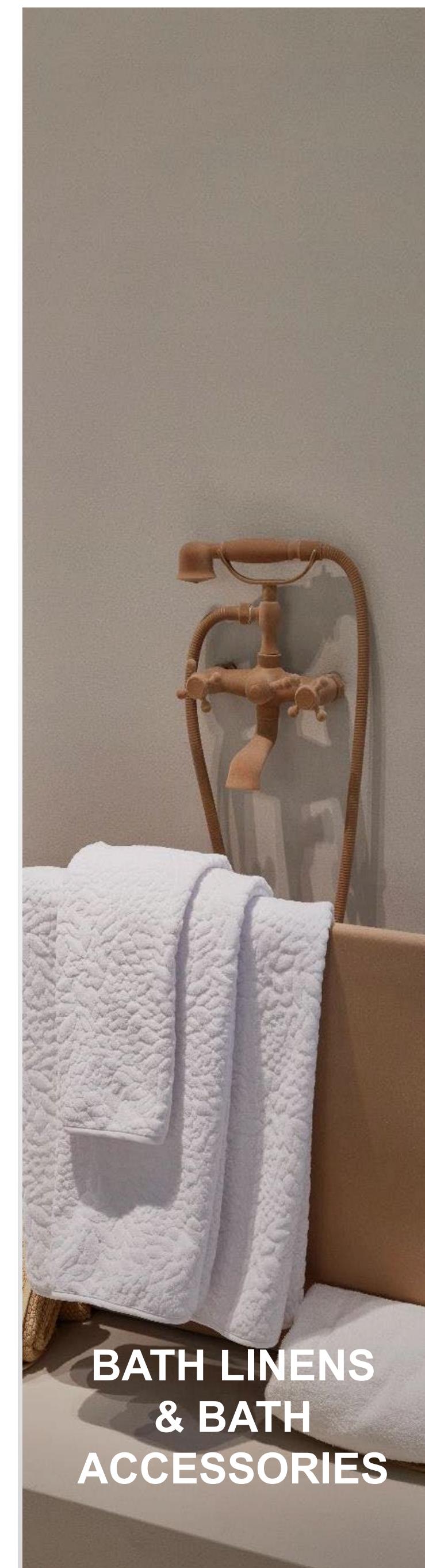
↓ **LEARN MORE**



LIFESTYLE  
CONCEPT,  
CUSHIONS &  
ACCESSORIES



PREMIUM BED  
LINEN



BATH LINENS  
& BATH  
ACCESSORIES

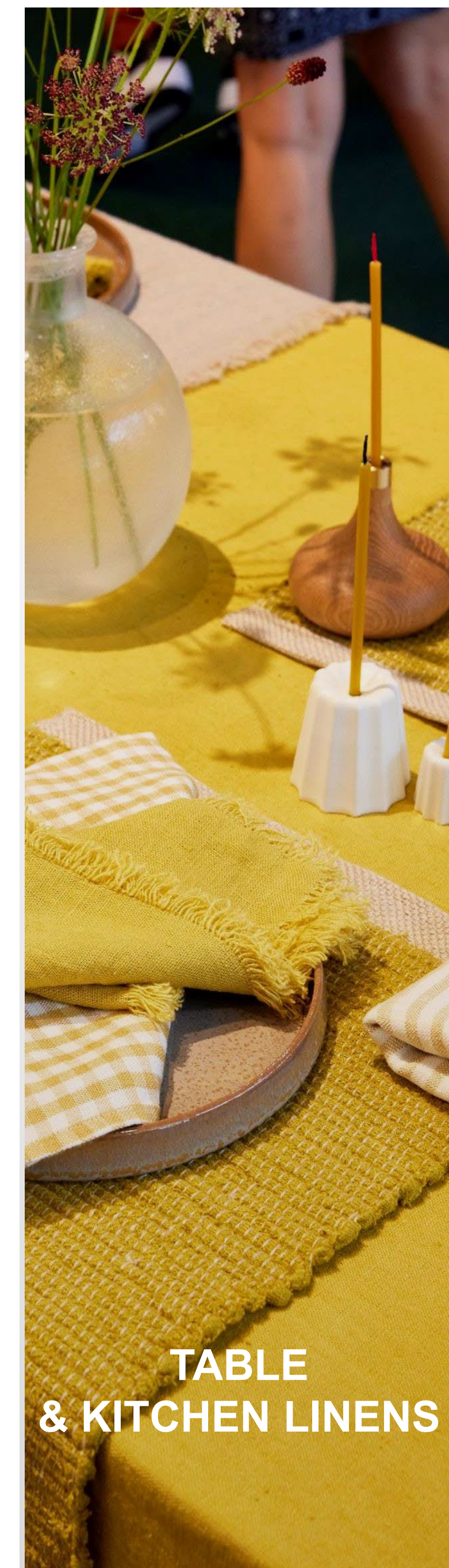


TABLE  
& KITCHEN LINENS



# JOIN THE COMMUNITY!

## THEY HAVE PLACED THEIR TRUST IN US

## HOME LINEN



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



CHARVET ÉDITIONS  
Tisseur de nature depuis 1866



FAZZINI  
ATELIER

GRACCIOZA  
LUXURY BATH LINENS

hamam



LIBECO™  
BELGIAN LINEN  
— est. 1858 —

MASTRO RAPHAËL

Mirabello  
CARRARA®



Vandyck  
THE ART OF BED & BATH FASHION

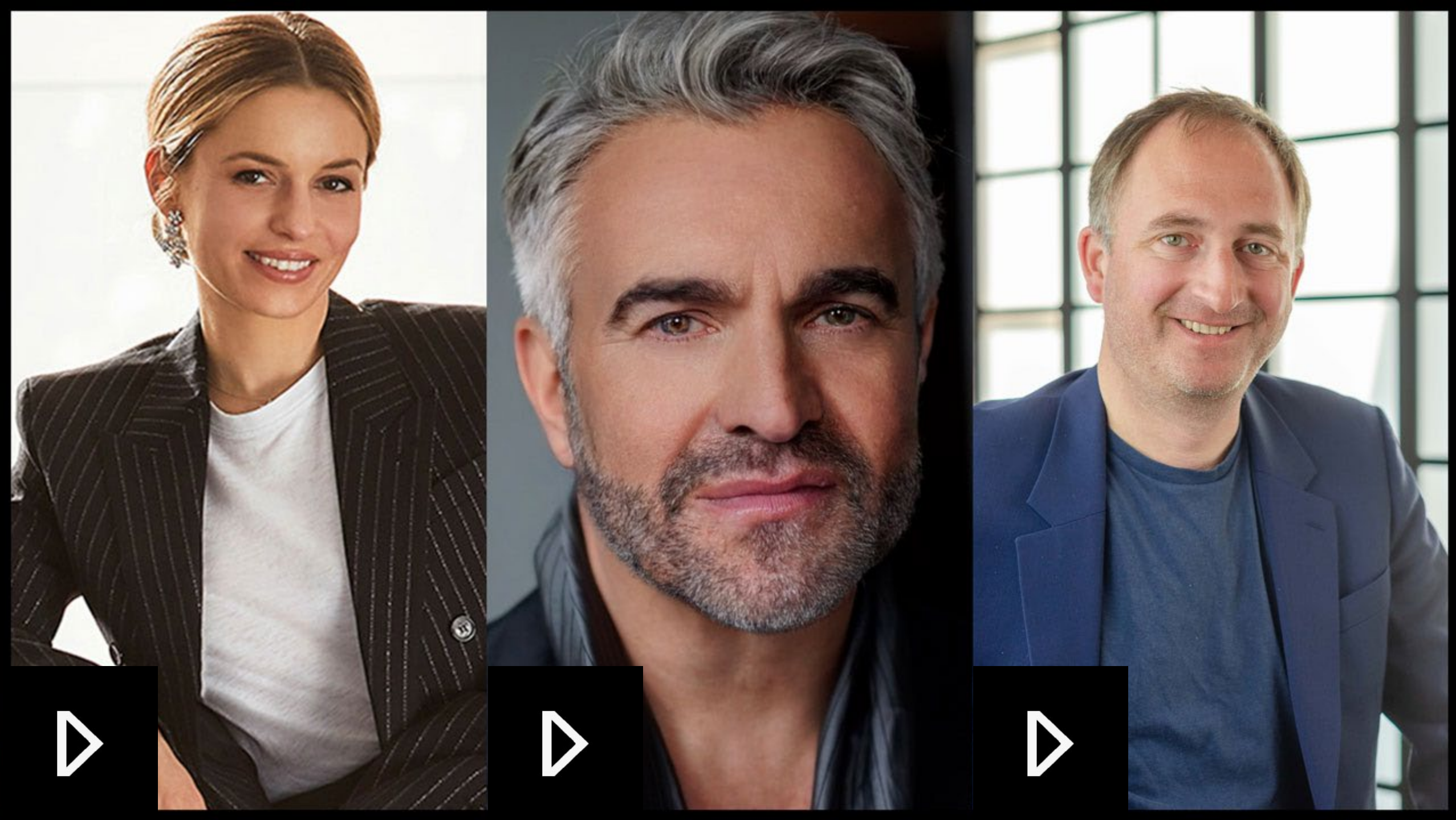
VIVARAISE





“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



Pascaline MANQUIN

+33 (0)1 44 29 06 90

[pascaline.manquin@safisalons.fr](mailto:pascaline.manquin@safisalons.fr)



Astrid DE MAREDSOUS

+33 (0)1 44 29 03 80

[astrid.demaredsous@safisalons.fr](mailto:astrid.demaredsous@safisalons.fr)



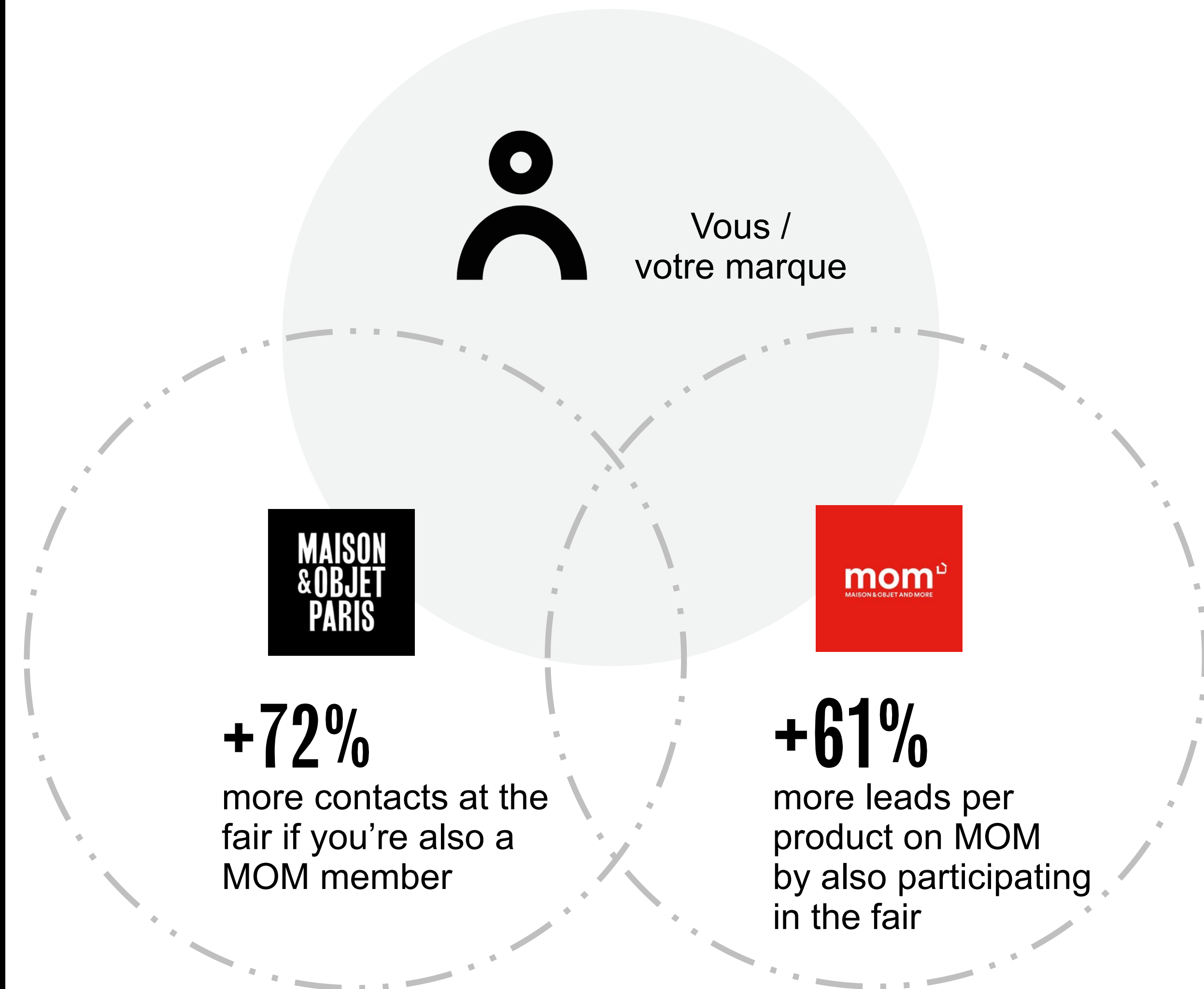


# TAKE THINGS A STEP FURTHER BOOST YOUR RESULTS

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

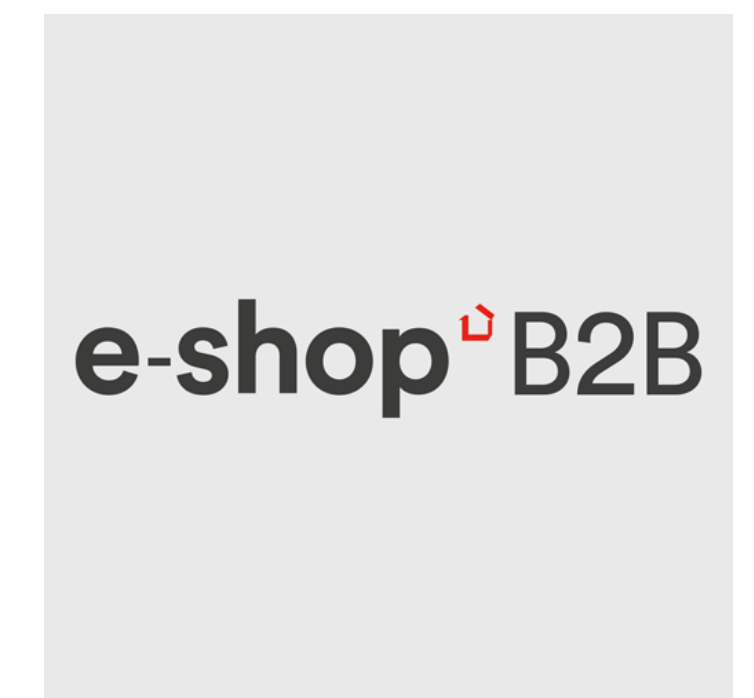
Keeping the Maison&Objet experience  
going year-round on the marketplace  
**MOM** (Maison&Objet and More) .

 **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.

