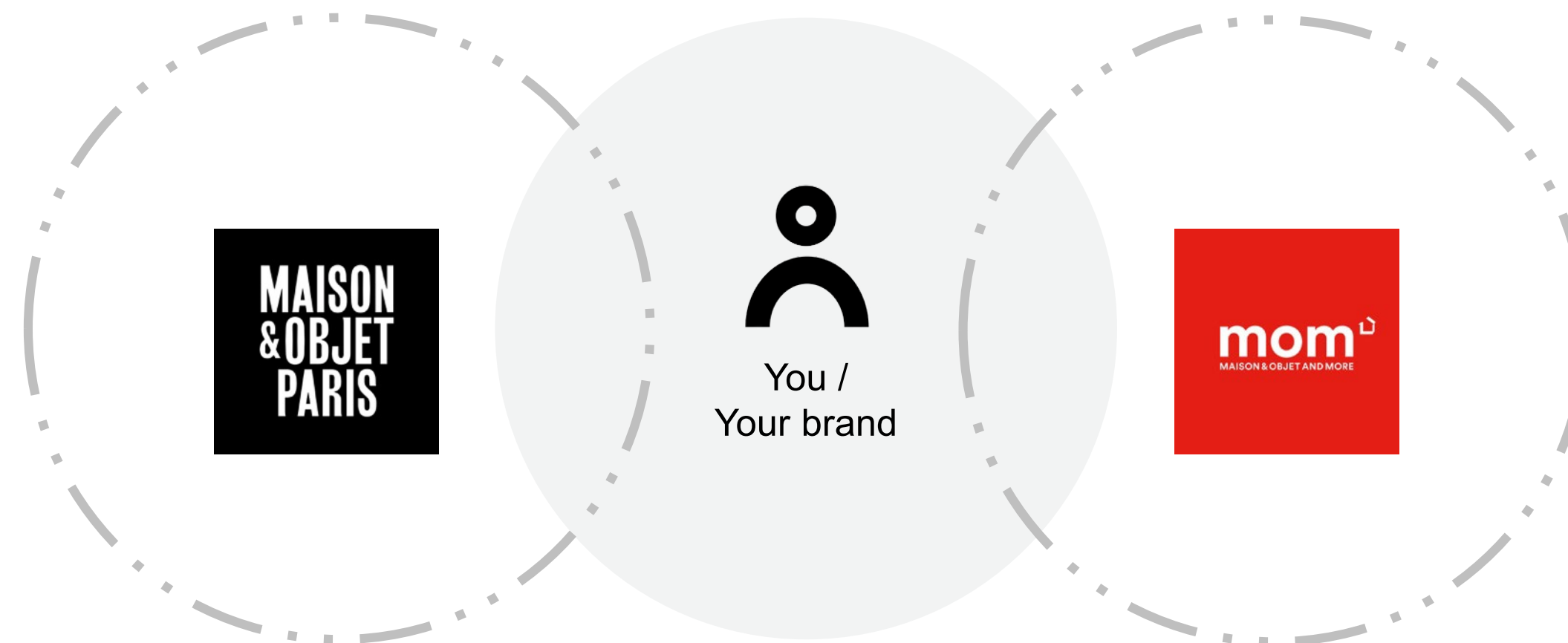


**MAISON&OBJET**

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

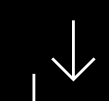
≈145

countries represented

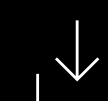
## THE WORLD IS YOURS THE TOP 10 IN UNIQUE VISITORS\*



Discover the complete quantified results of the most recent editions



JANUARY EDITION



SEPTEMBER EDITION





# 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\*

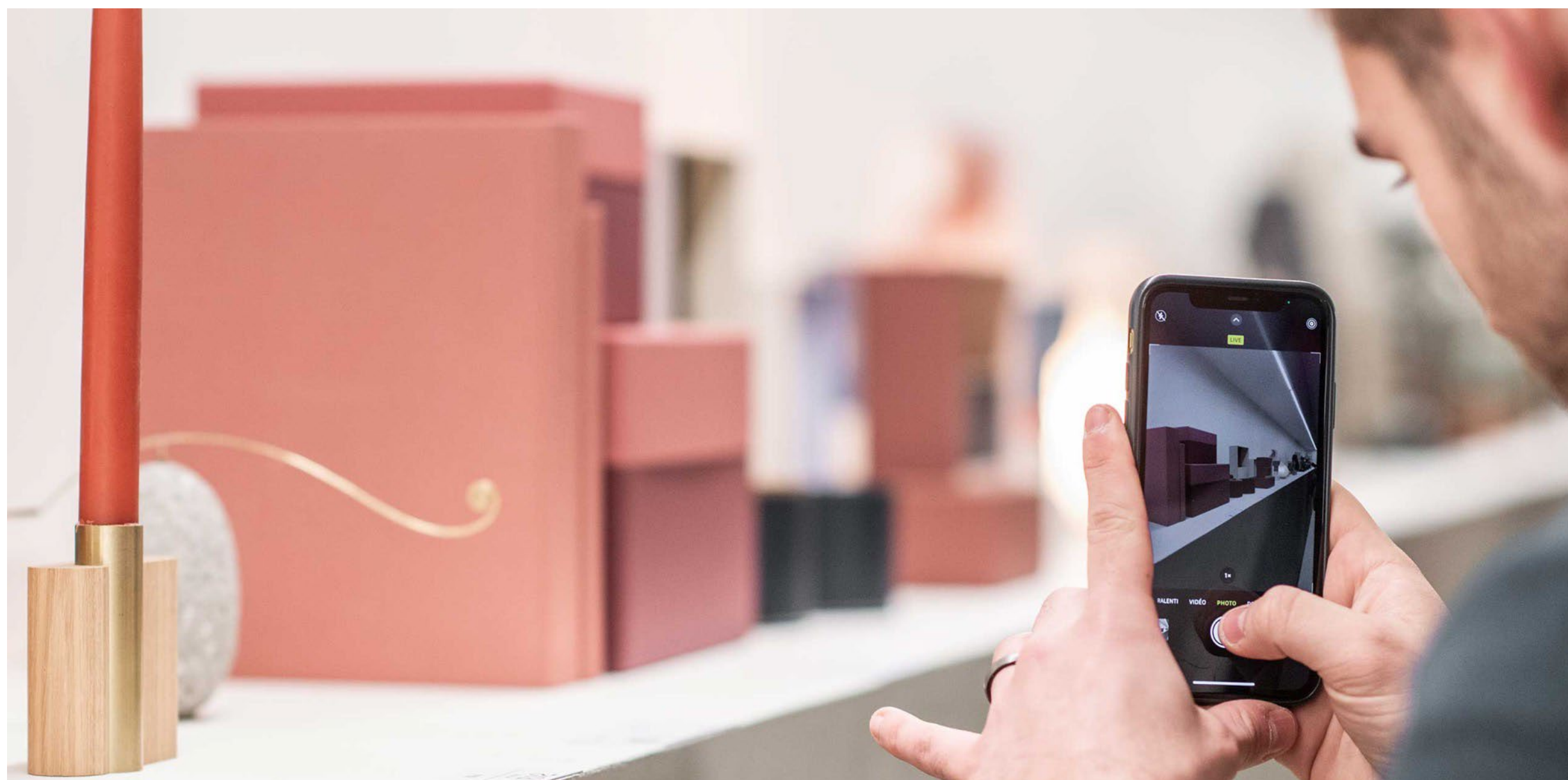


MAISON  
& OBJET  
PARIS

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>®</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

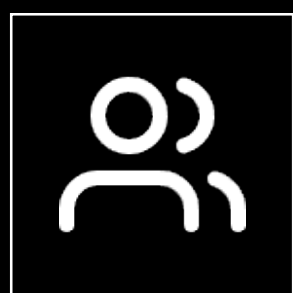


## + An allotment of free invitations for your prospects and contacts

\*\*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.





# 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  
**Projects**  
means encountering interior  
designers, decorators, and  
hospitality professionals...project  
leaders looking for innovative  
products and creative and bespoke  
solutions to build and enhance their  
projects.

↓ DISCOVER THE FLOOR MAP





# MEET THE RIGHT BUYERS FOR YOU

- High-end private and multi-family residential projects
- Hotel & restaurant projects
- Luxury boutique, showroom, concept and flagship-store projects
- New workspaces, hybrid spaces, co-working spaces, work/hospitality spaces, creative rooms, etc.
- Heritage restoration and cultural projects

↓ LEARN MORE



COVERING & DECOR



LIGHTING & SWITCHES



INTERIOR FITTINGS



# JOIN THE COMMUNITY!

## THEY HAVE PLACED THEIR TRUST IN US

## PROJECTS



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

biactes  
PARIS

ARTE®

BB Bisson  
Bruneel  
Créateur et Éditeur de tissus d'ameublement

Brintons

CASAMANCE  
FINE FABRICS

FLOS

INSTABILELAB  
ART IN THE WALLPAPER

iris®  
Ceramica

ISIDORE LEROY  
1842

LcD  
TEXTILE EDITION

MATIÈRES  
MARIUS AURENTI

TECHNOGYM

TIMBER TAILOR  
CUSTOM MADE FURNITURE  
BELGIUM

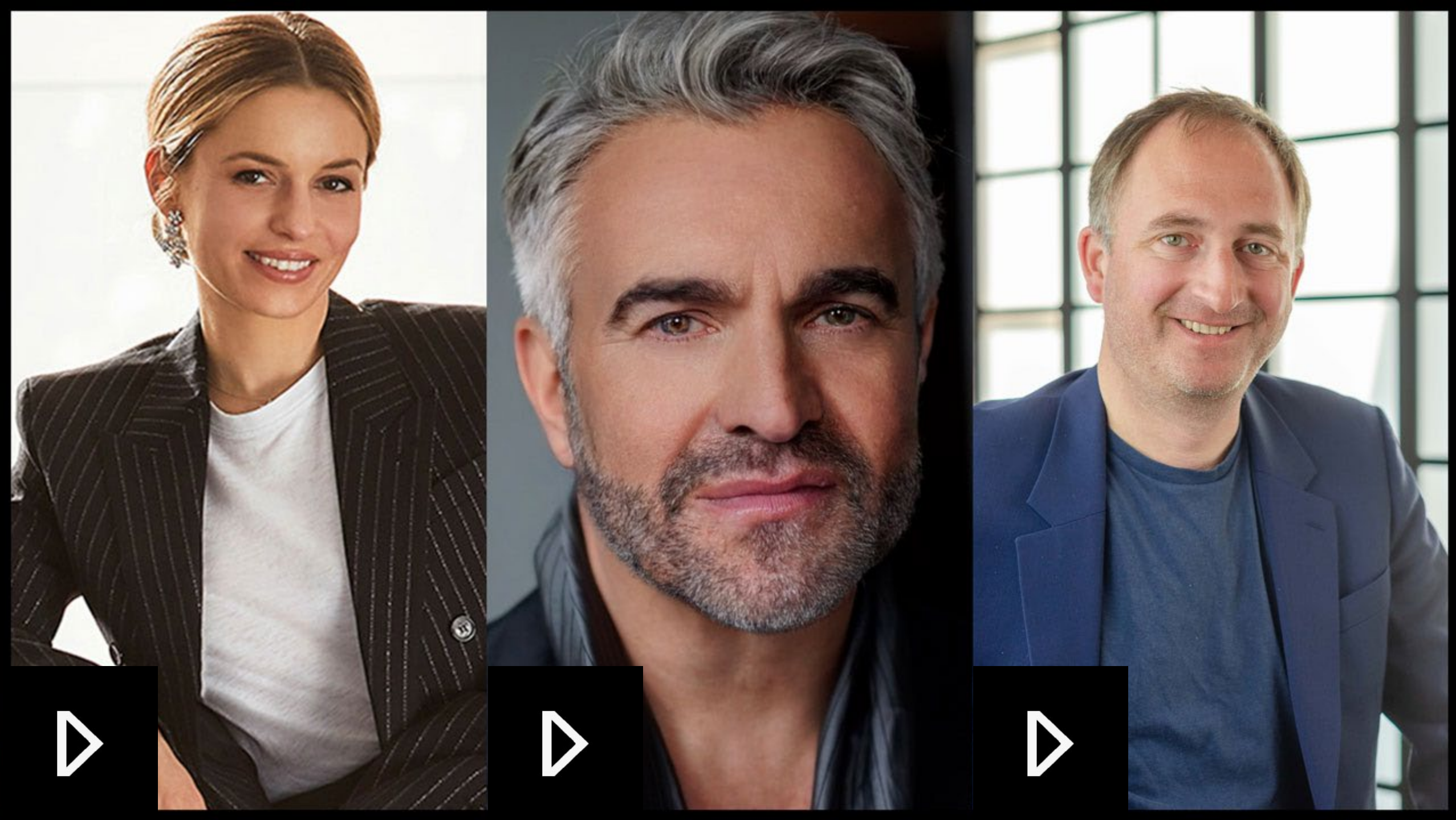
WaterRower





“ 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



Anton KEIL

+33 (0)1 44 29 02 21 / M. +33 (0)6 16 74 99 49

[anton.keil@safisalons.fr](mailto:anton.keil@safisalons.fr)



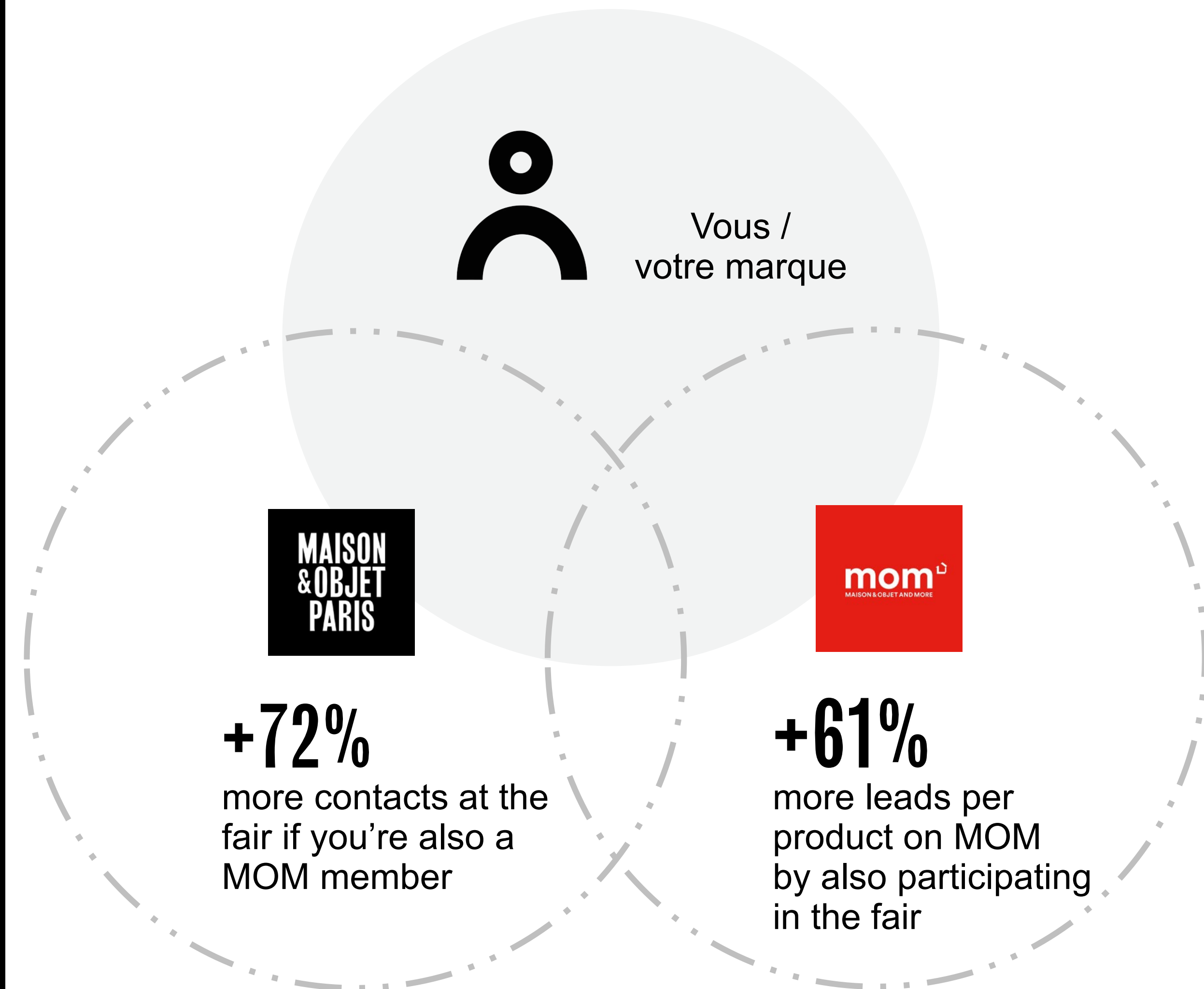


# TAKE THINGS A STEP FURTHER BOOST YOUR RESULTS

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

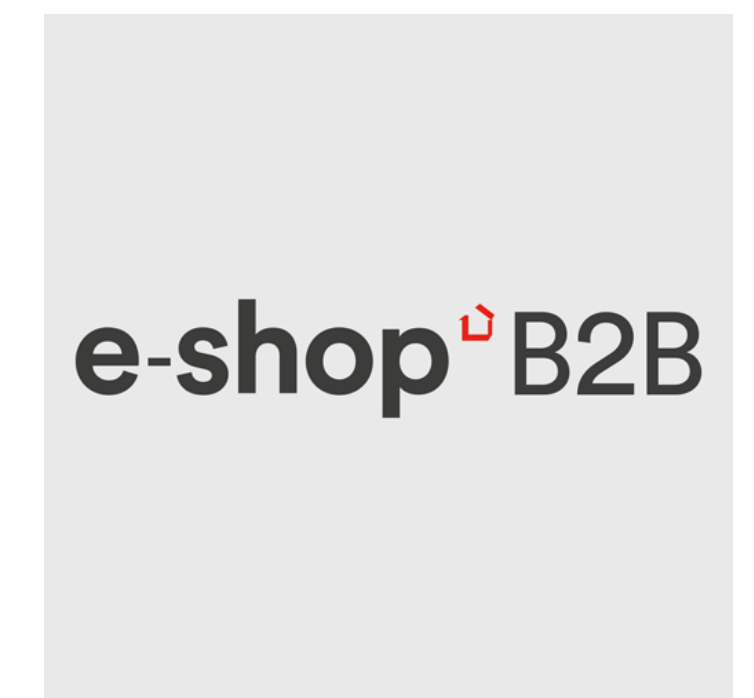
Keeping the Maison&Objet experience  
going year-round on the marketplace  
**MOM** (Maison&Objet and More) .

 **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.

