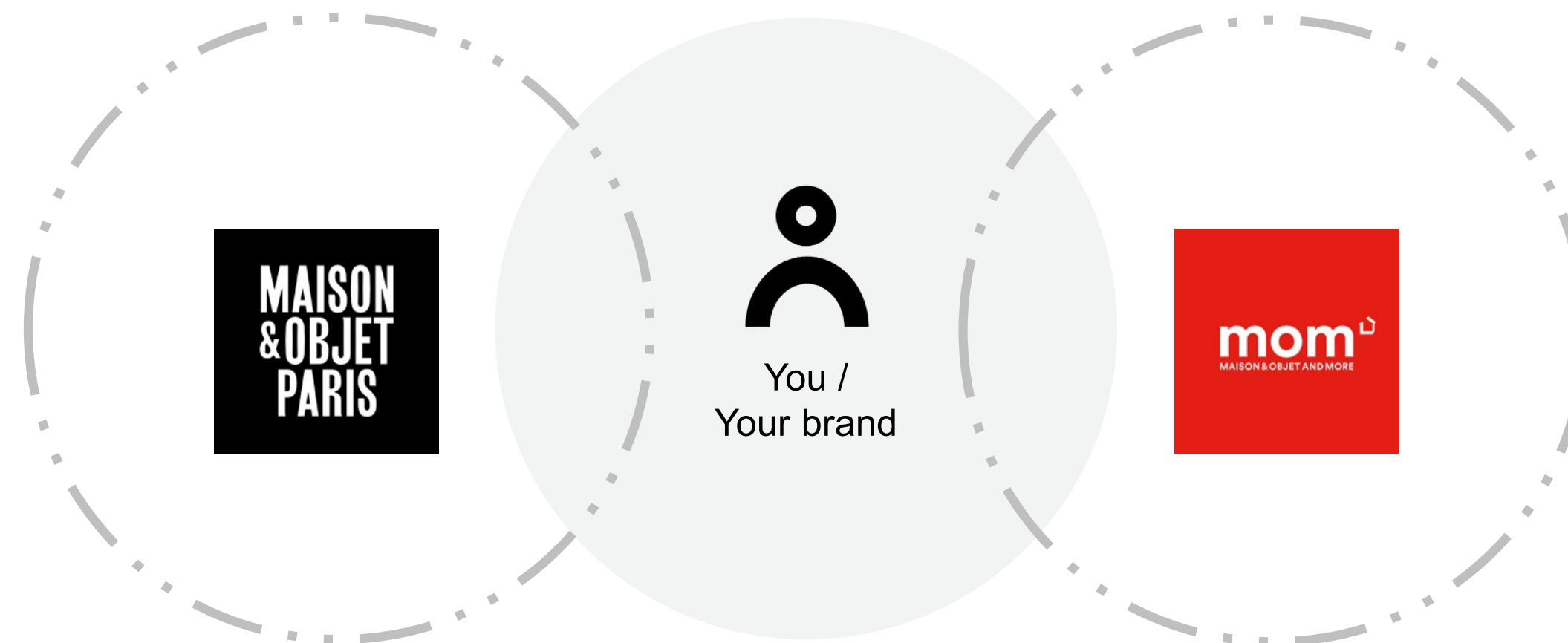


**MAISON&OBJET**

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

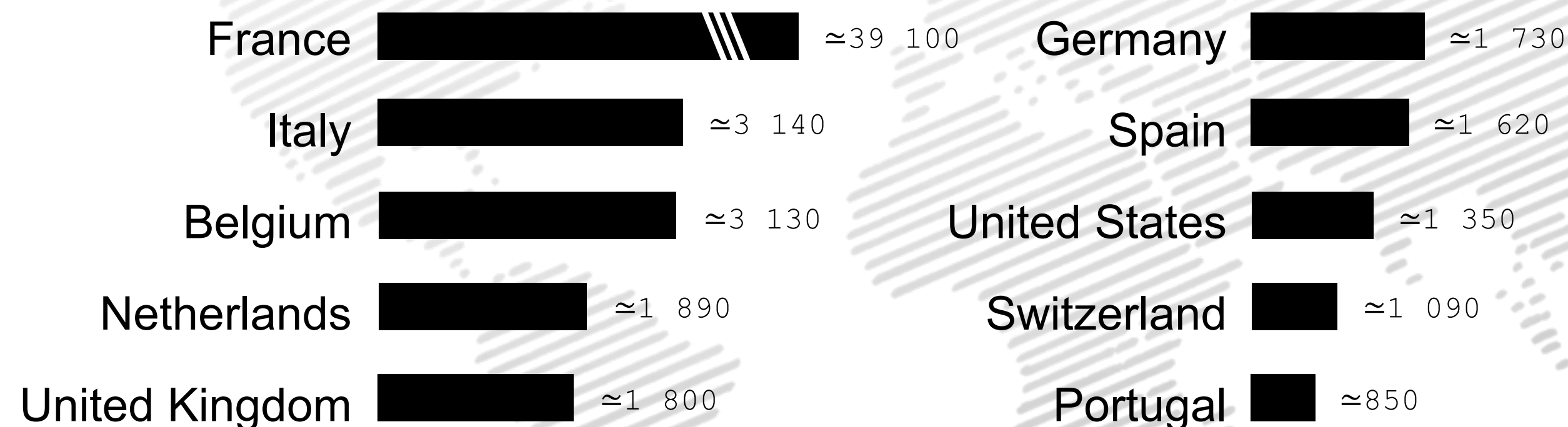
≈40%

international buyers

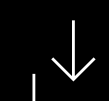
≈145

countries represented

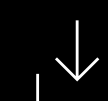
## THE WORLD IS YOURS THE TOP 10 IN UNIQUE VISITORS\*



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



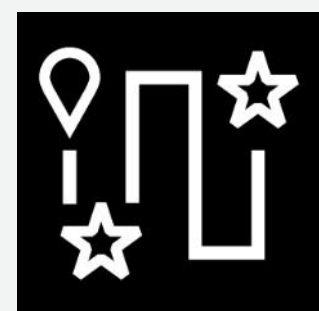
# BOOST YOUR PRODUCT VISIBILITY



## 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**  
MAISON & OBJET AND MORE

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

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

Up to 4 months  
of online visibility  
included

Up to 3\*  
complimentary  
product sheets

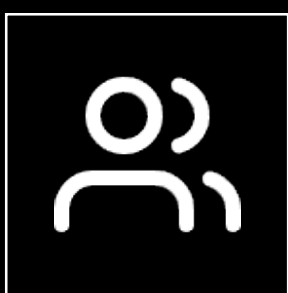
\*if you're not a MOM member



## + 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

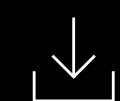
CRAFT – métiers d'art  
FOREVER  
PROJECTS  
SIGNATURE  
TODAY  
UNIQUE&ECLECTIQUE

# MEET THE RIGHT BUYERS FOR YOU

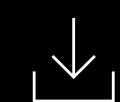
Exhibiting at

**Signature.**

means encountering architects,  
interior designers, and  
decorators...project leads for luxury  
hotel or high-end residential  
concepts in search of exceptional  
design solutions, as well as buyers  
looking for one-of-a-kind pieces.



DISCOVER THE FLOOR MAP



LEARN MORE

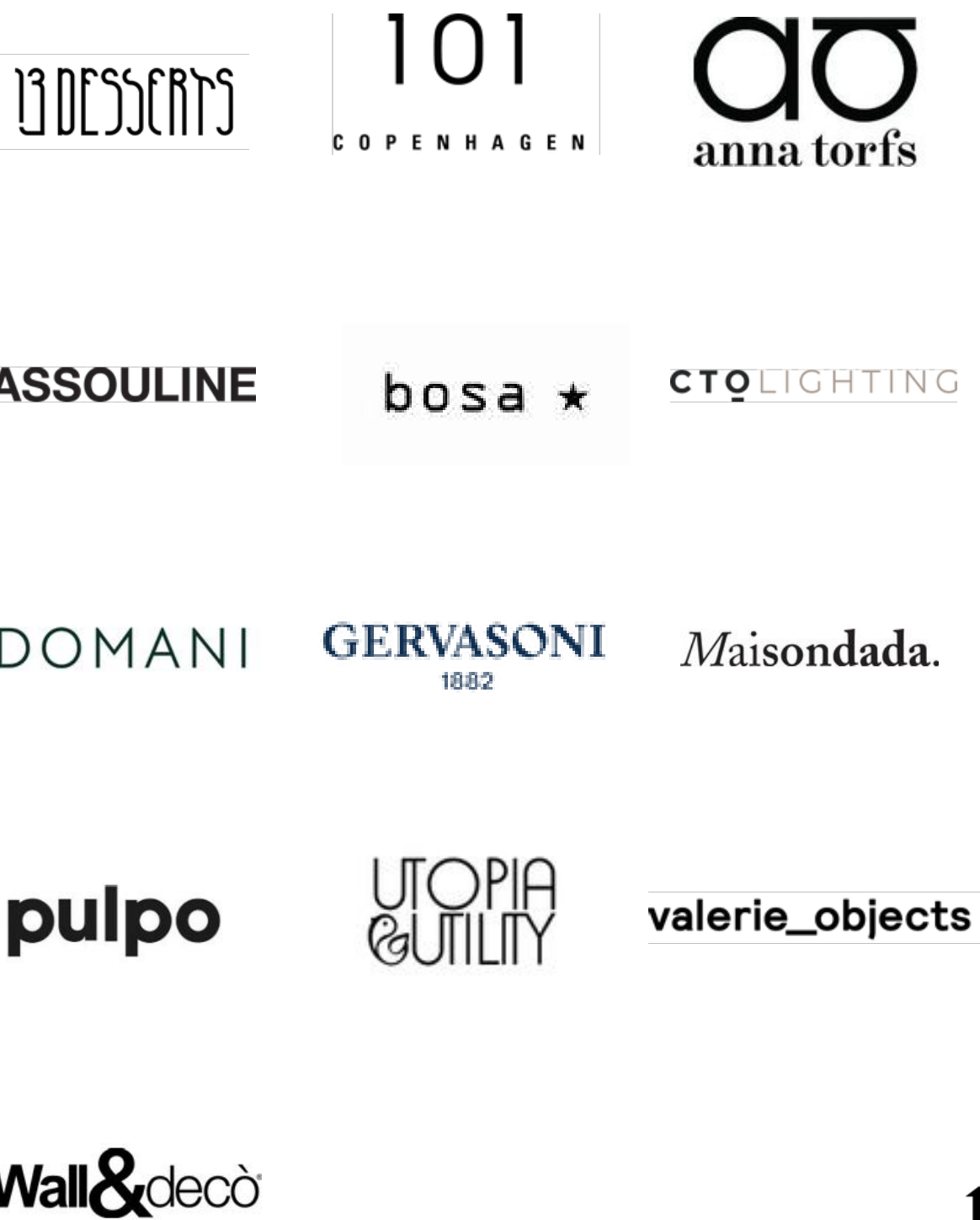


# JOIN THE COMMUNITY!

## THEY HAVE PLACED THEIR TRUST IN US

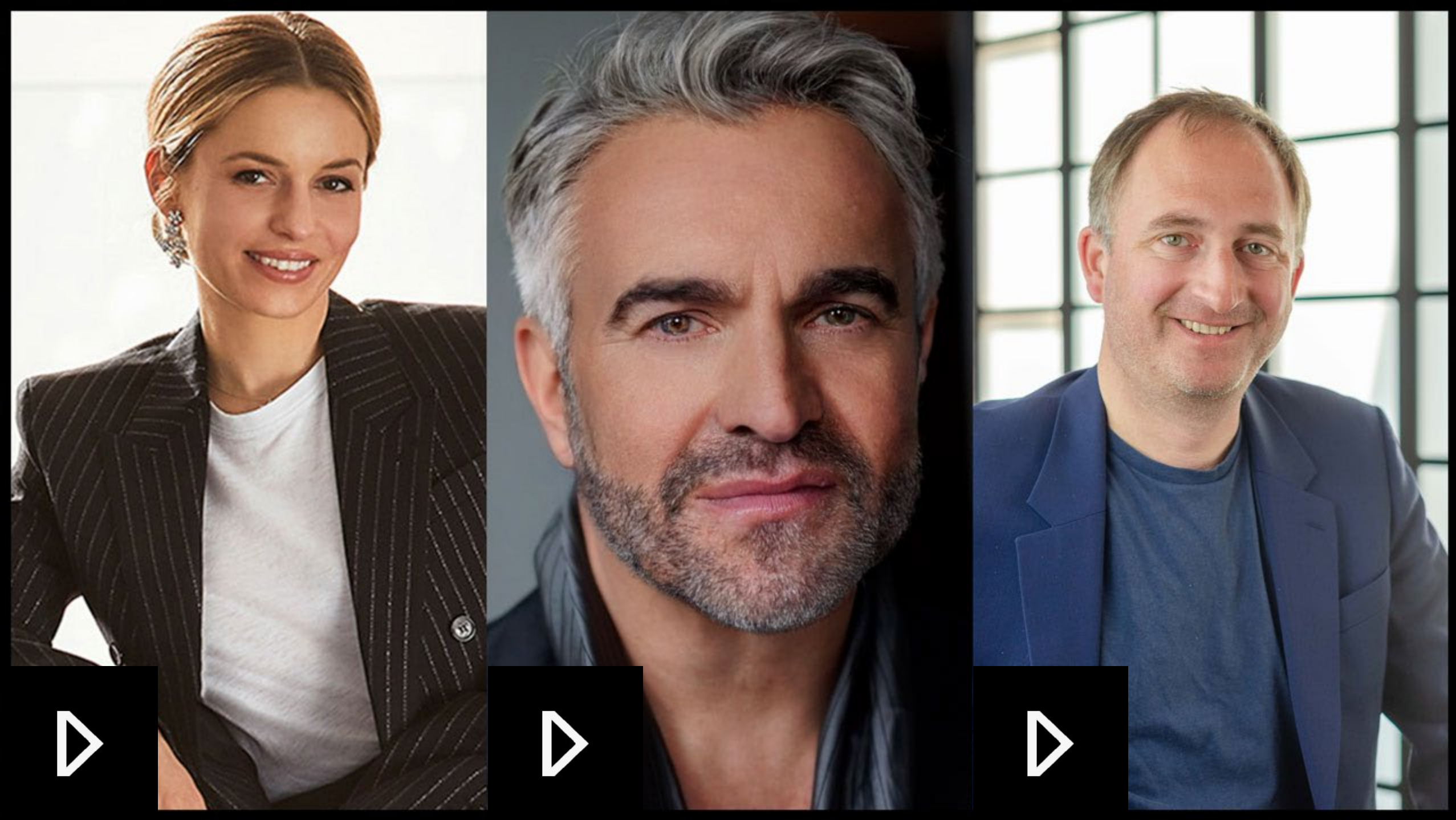


## SIGNATURE



“ 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



Lény DESSENNE

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



Symbat NAVATOVA

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[symbat.navatova@safisalons.fr](mailto:symbat.navatova@safisalons.fr)

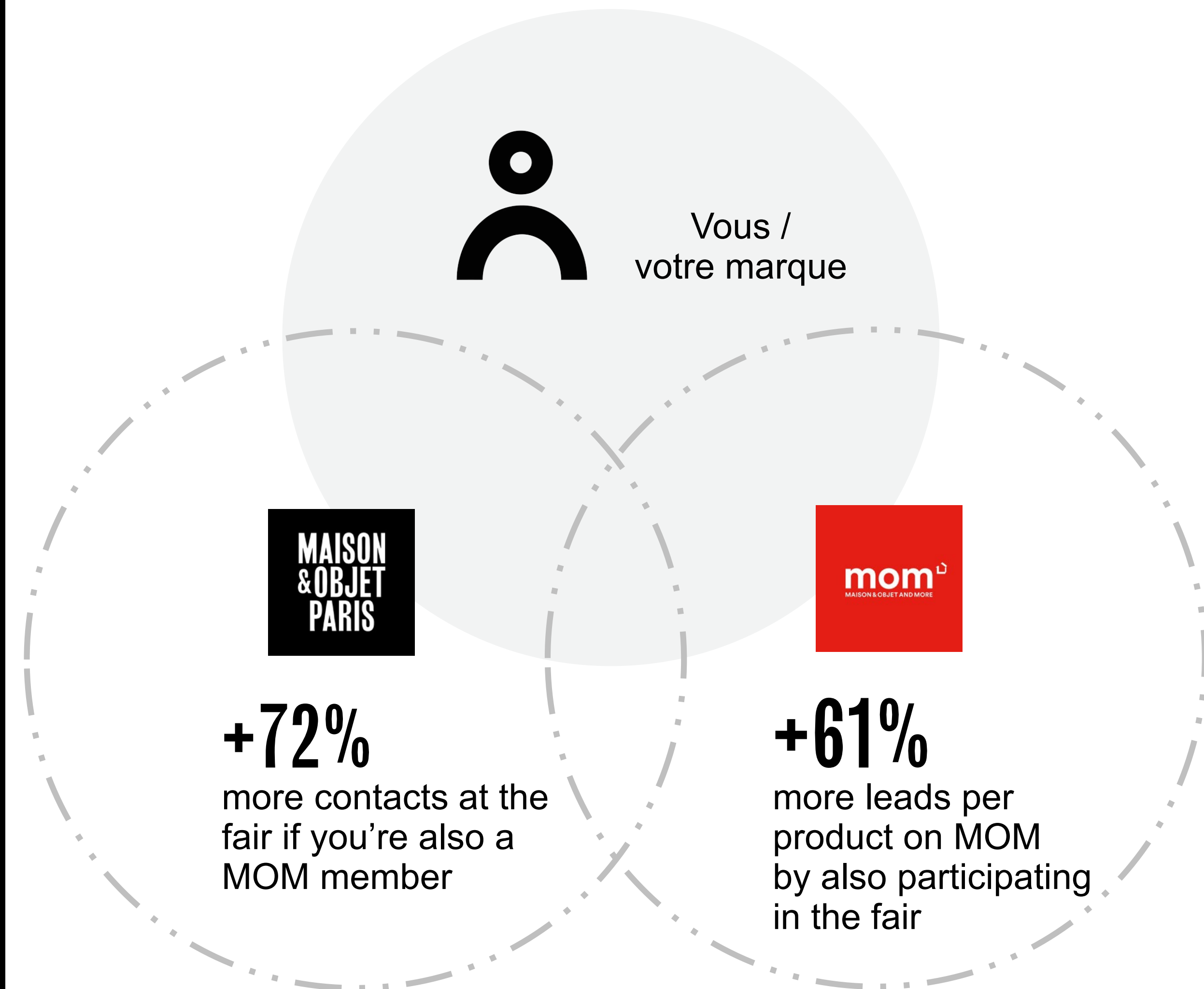


# TAKE THINGS A STEP FURTHER BOOST YOUR RESULTS

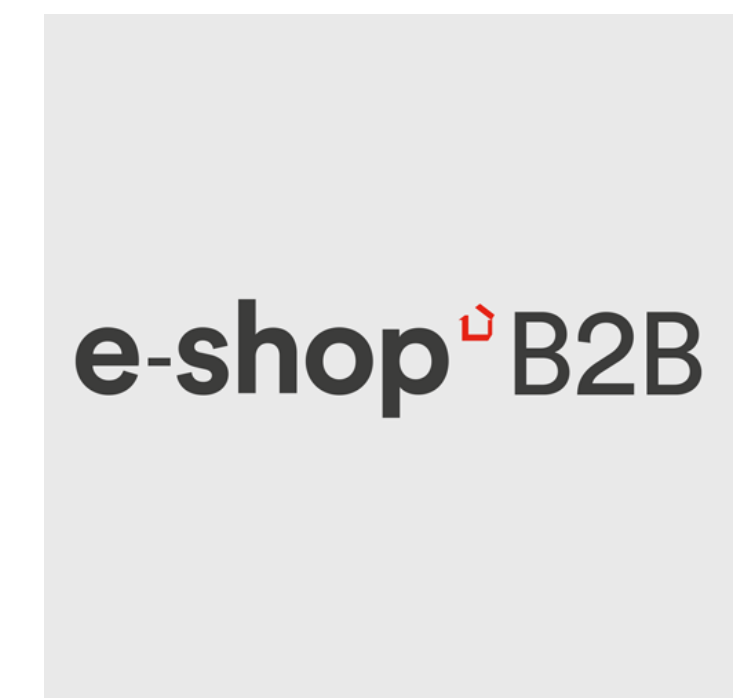
Using the complementary nature  
of the Maison&Objet entire  
product & service ecosystem

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.

