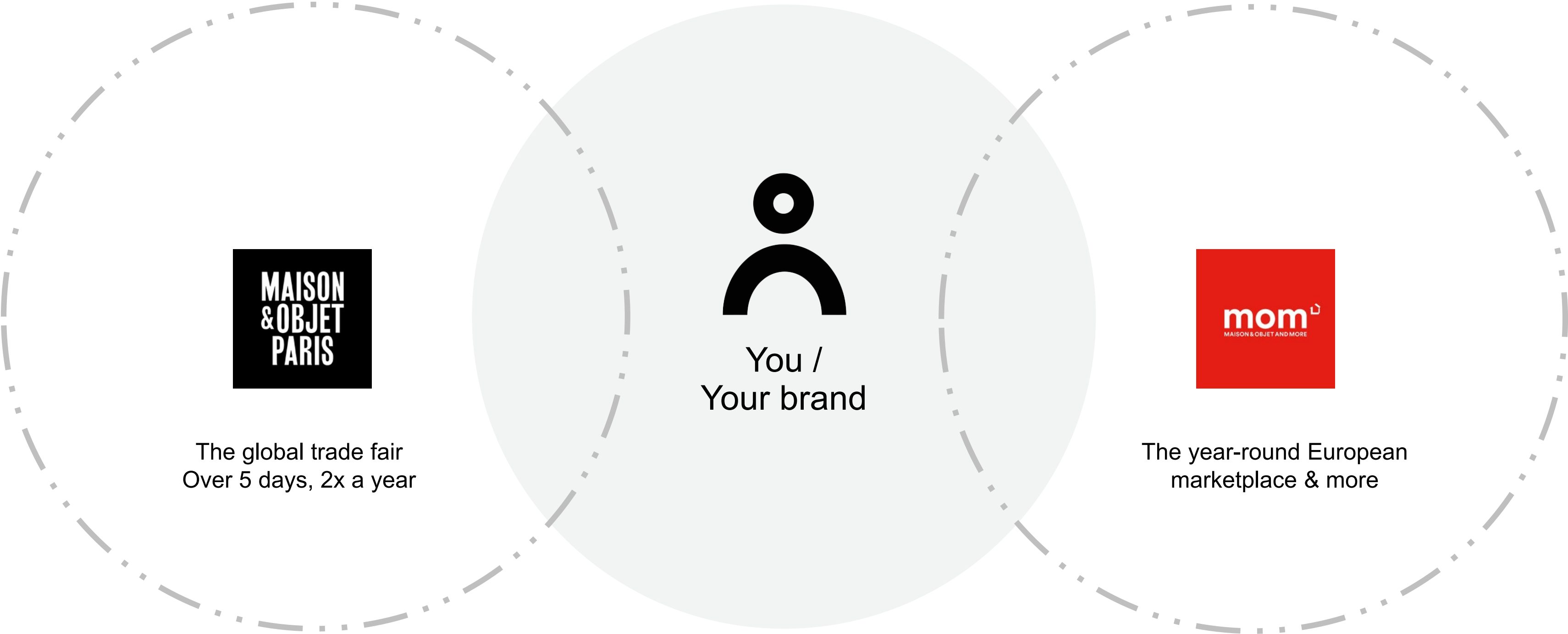
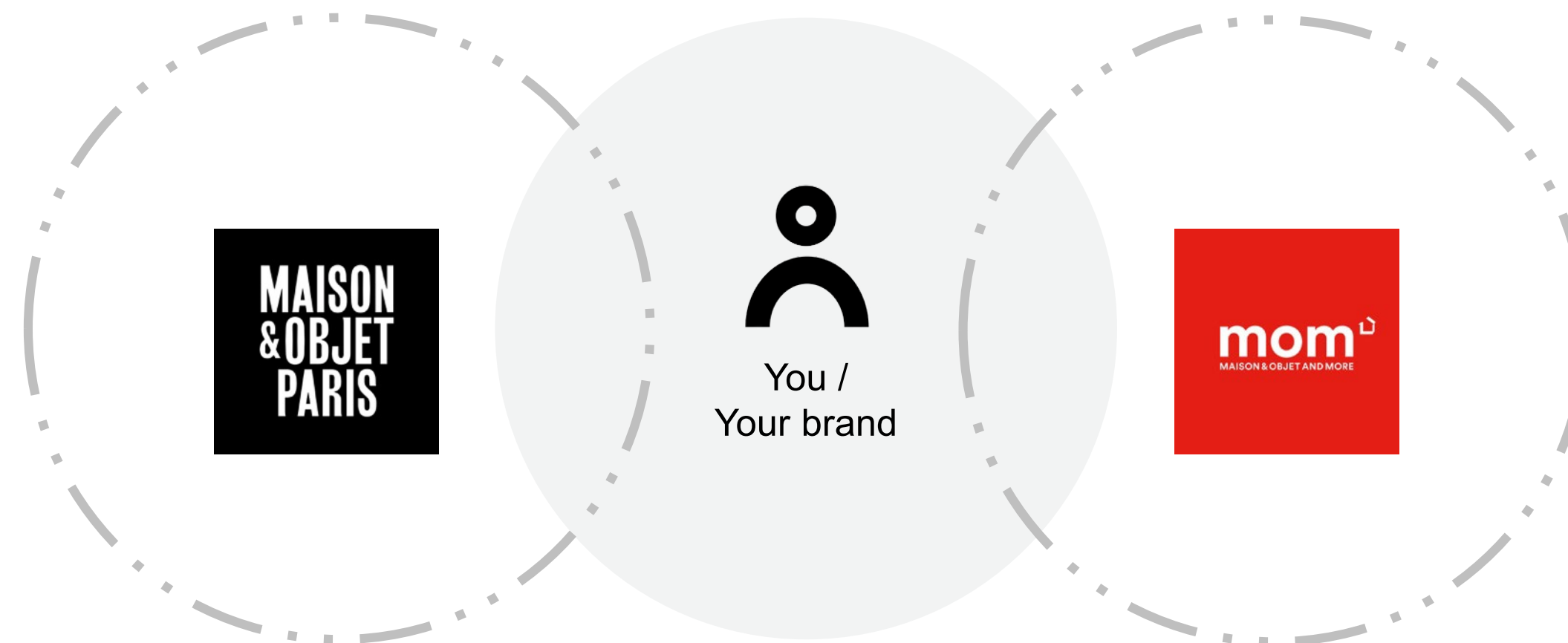


MAISON&OBJET

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

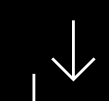
≈145

countries represented

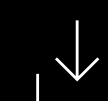
THE WORLD IS YOURS THE TOP 10 IN UNIQUE VISITORS*



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

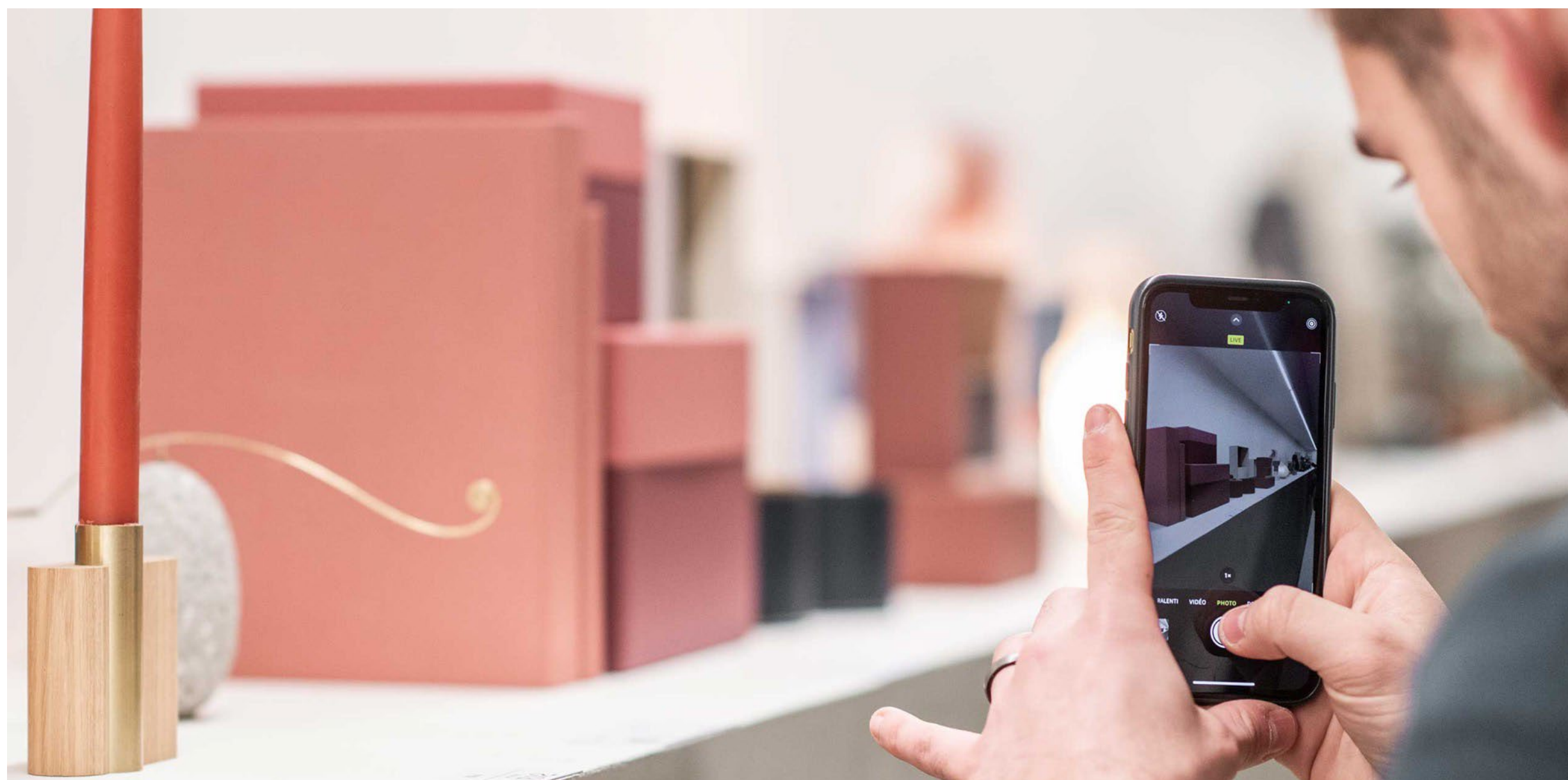


MAISON
& OBJET
PARIS

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.

*Sources enquêtes visitorat, moyenne sur les éditions de 2019 à 2023

**Source enquête visitorat janvier 2024



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

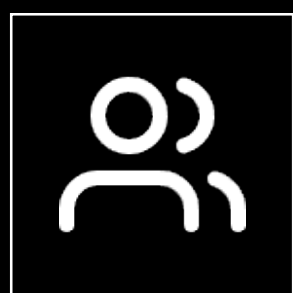
*if you're not a MOM member



+ 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

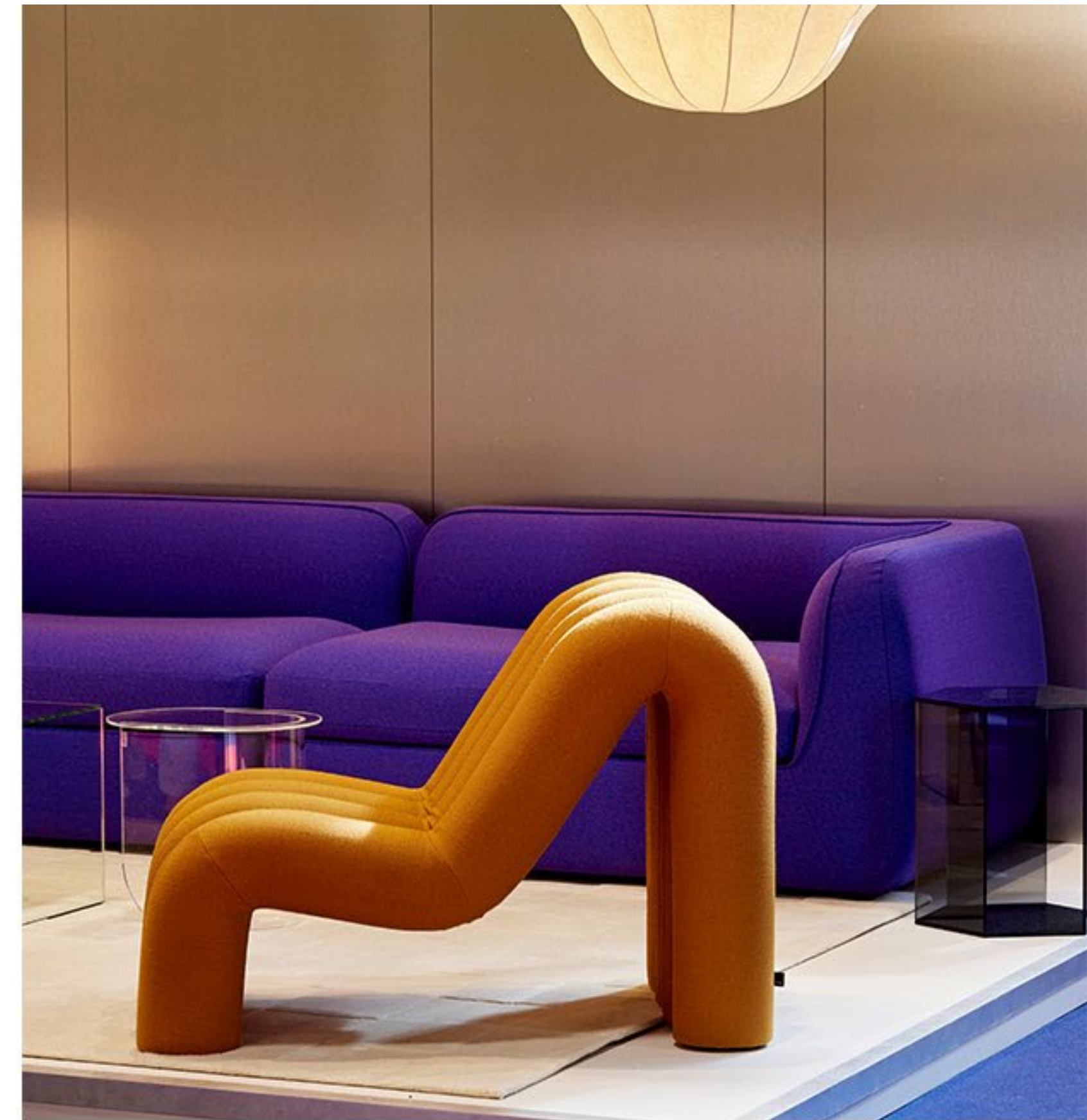
Explore the best decoration
and home interior solutions
organised by style

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

MEET THE RIGHT BUYERS FOR YOU

Exhibiting at
Today
means meeting key retail
stakeholders and design-project
leads looking for contemporary
decor and furnishings that are
creative and design-focused, full of
uniqueness, innovation, and bold
style.

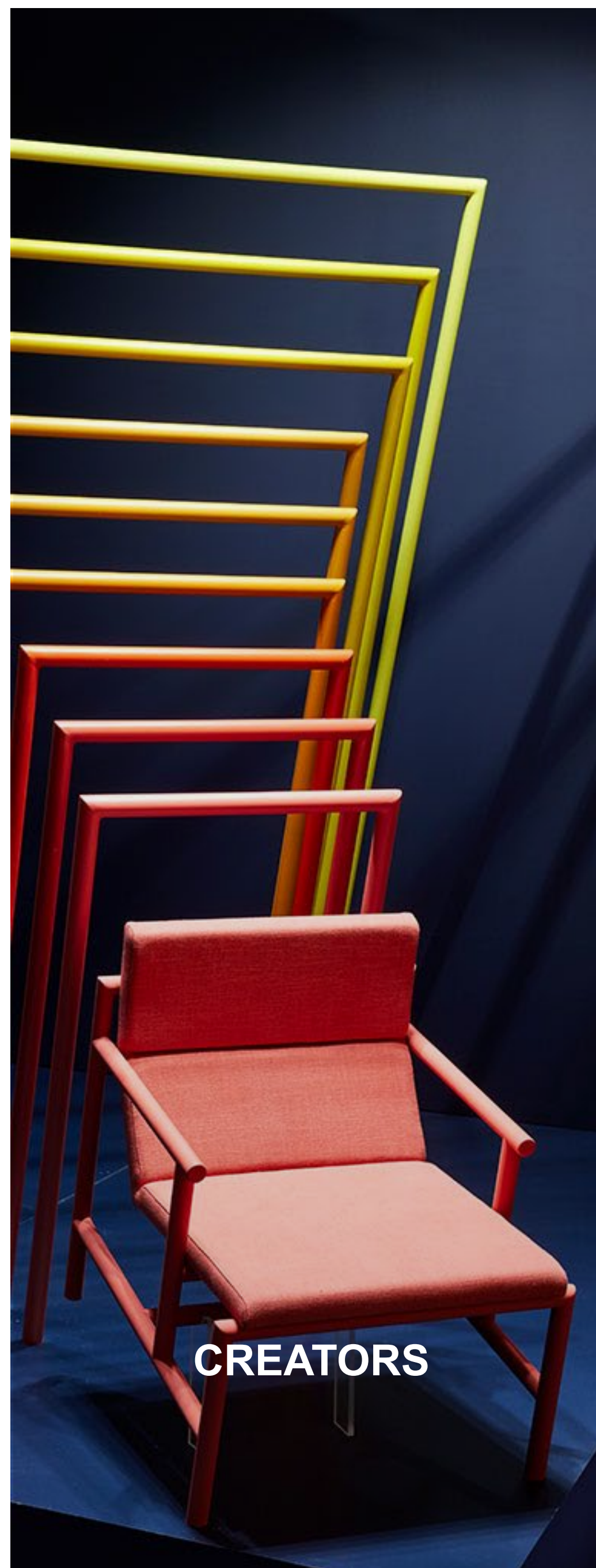
↓ DISCOVER THE FLOOR MAP



The world of contemporary lifestyle shows all its colors at Today.

It's a focused showcase of what's trending now, with an extra hint of boldness.

↓ LEARN MORE



CREATORS



SPECIALIST
MANUFACTURERS



OUTDOOR

JOIN THE COMMUNITY!

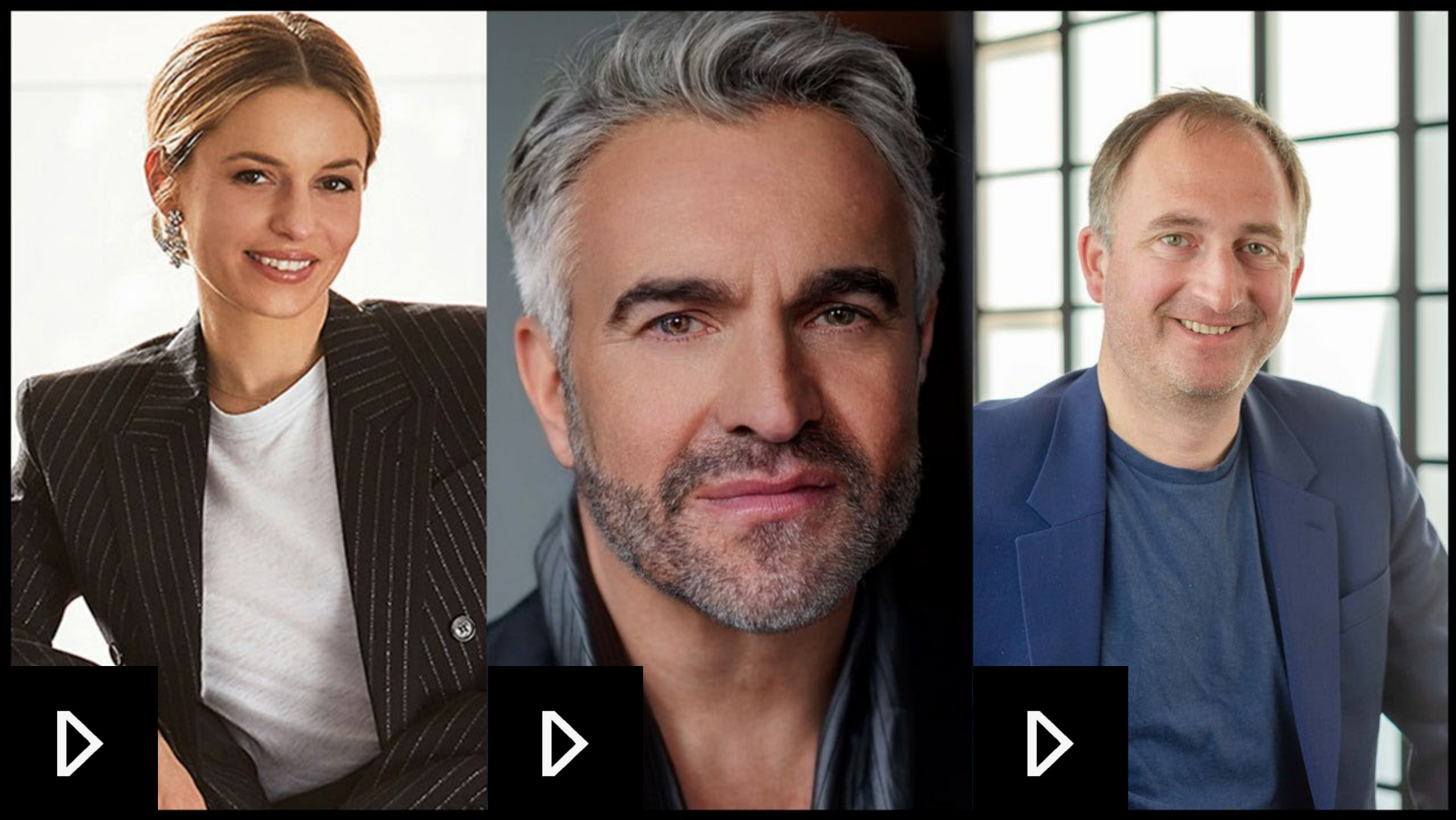
THEY HAVE PLACED THEIR TRUST IN US

TODAY



“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



Laure ATTAL
+33 (0)1 44 29 06 96
laure.attal@safisalons.fr



Caroline RUPP
+33 (0)1 44 29 03 66
caroline.rupp@safisalons.fr

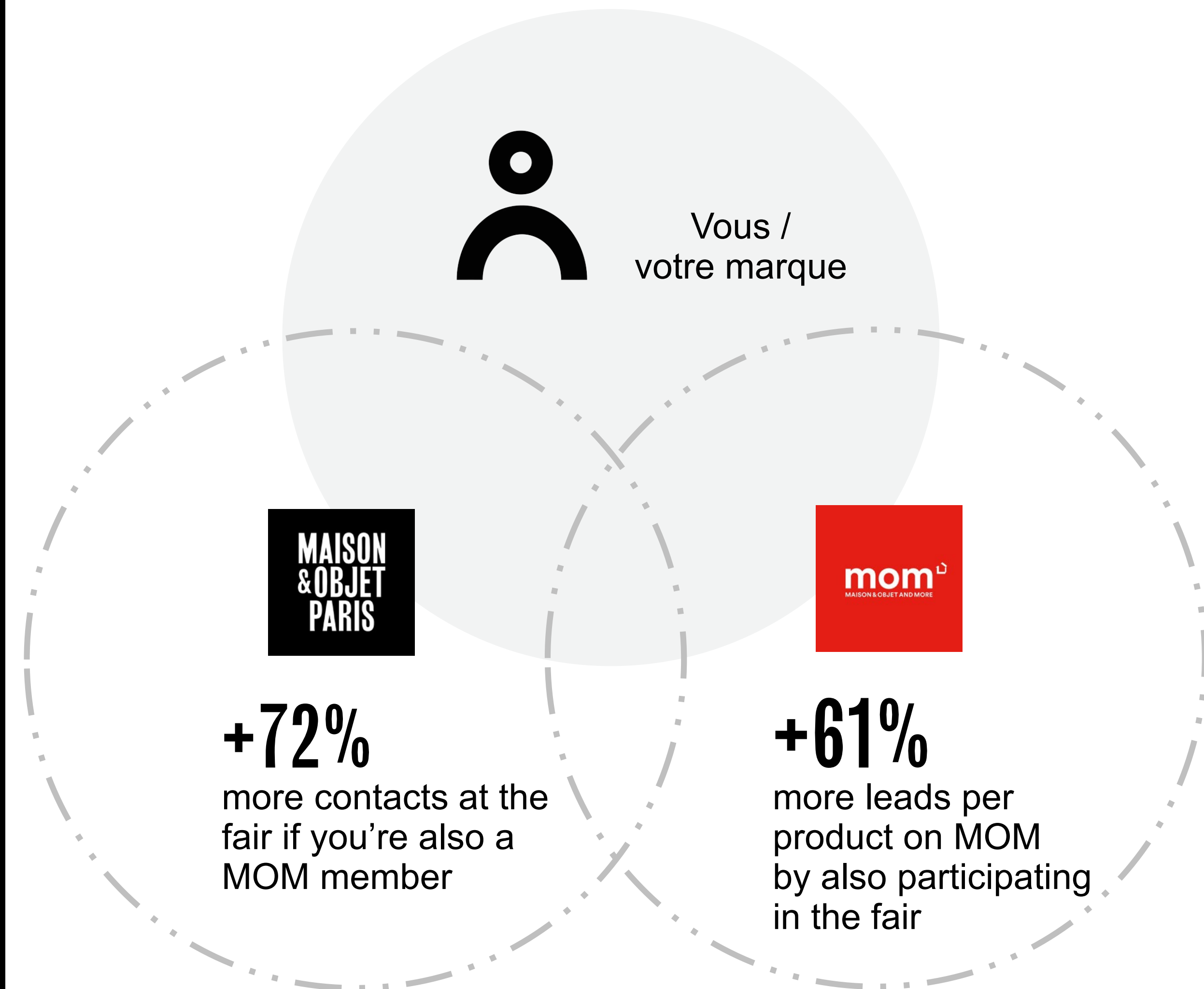


TAKE THINGS A STEP FURTHER BOOST YOUR RESULTS

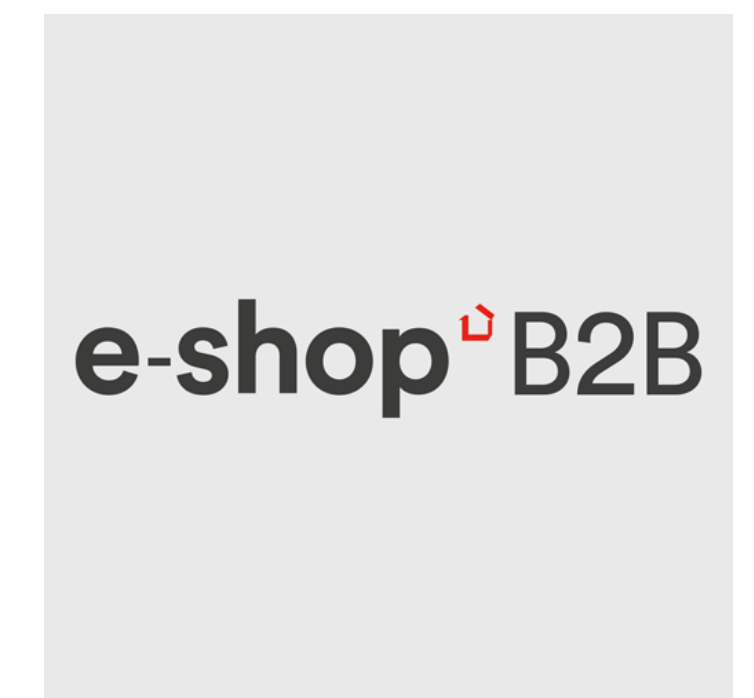
Using the complementary nature
of the Maison&Objet entire
product & service ecosystem

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.

