

GIFT & PLAY

MUCH MORE THAN A SHOW, IT'S A GLOBAL EXPERIENCE

Over 5 days, twice a year in January and September.

The biggest international professional event for interiors, design and lifestyle

70,000

UNIQUE VISITORS/ SESSION OF WHOM

40%

ARE INTERNATIONAL 2,500

BRANDS OF WHICH

25%

ARE NEW EACH SHOW 1,000

JOURNALISTS, INFLUENCERS, BLOGGERS PER SHOW OVER 3M

VISITORS
TO OUR
DIFFERENT
WEBSITES*

1,1M

INSTAGRAM

717K

FACEBOOK

64K

PINTEREST

7 2

72K

LINKEDIN

29K

TIKTOK

* For 2023



MORE LEADS

TARGET AND MEET THE RIGHT BUYERS FOR YOU

from all over the world, thanks to Maison&Objet's power of acquisition and loyalty generation

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QUALIFIED
PROFESSIONAL
CONTACTS
(RETAILERS,
SPECIFIERS,
HORECA)

20

INTERNATIONAL
AGENTS
TO MANAGE
OUR LOCAL
MAISON&OBJET
COMMUNITIES

OVER 250

PARTNERS
MEDIA,
PRESS,
CHARITIES,
FEDERATIONS,
ETC.

OVER 25

OVER 90M

NETWORKING
EVENTS
PER YEAR
WORLDWIDE*

IMPRESSIONS
PER YEAR THROUGH
OUR PRESS AND SOCIAL
MEDIA CAMPAIGNS

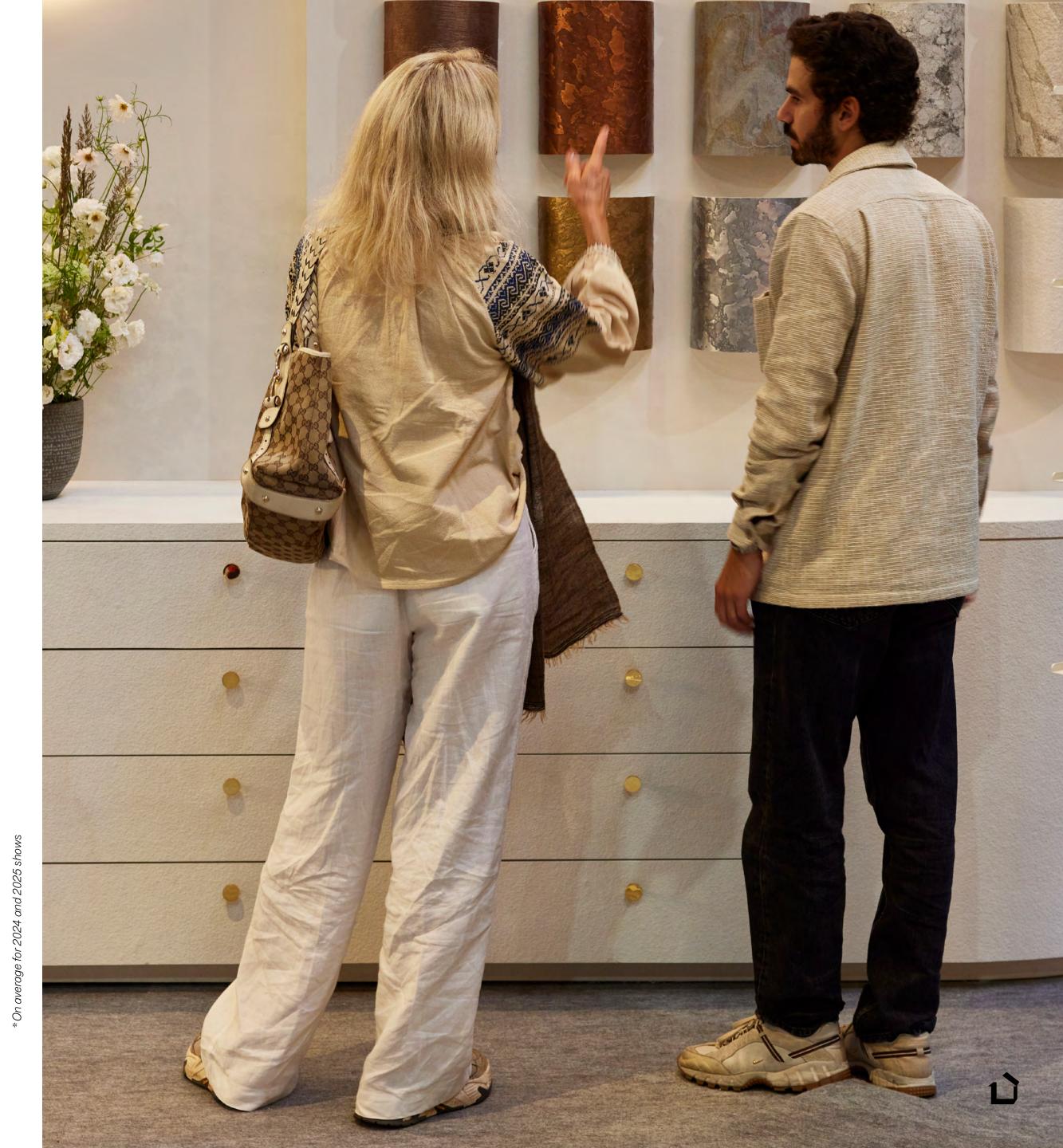
2M

OVER 100

FOLLOWERS
ON OUR
SOCIAL MEDIA

INTERNATIONAL AMBASSADORS

MAISON&OBJET





MORE LEADS

EXPLORE NEW MARKETS

without having to travel the globe

40%

145

INTERNATIONAL
BUYERS
PER SHOW

COUNTRIES
REPRESENTED
PER SHOW

FRANCE

58%

ITALY

BELGIUM

NETHERLANDS

5% 5% 3%

UNITED KINGDOM

3%

SPAIN

3%

GERMANY

3%

UNITED STATES

PORTUGAL

SWITZERLAND

1%

2%

2%

DISCOVER THE COMPLETE REPORTS FROM OUR MOST RECENT SHOWS **SEPTEMBER** AND **JANUARY** SHOWS

MAISON&OBJET

MORE SALES

MAKE THE MOST OF YOUR BUSINESS OPPORTUNITIES

like nowhere else

2/3

RETAILER

1/3

90

92%

SPECIFIERS

USEFUL
CONTACTS
PER EXHIBITOR
AND PER SHOW

OF VISITORS
ARE LOOKING
FOR NEW
SUPPLIERS*

55

NEW LEADS
PER EXHIBITOR/
SHOW

1/3

BUYERS
VISIT THE SHOW
EXCLUSIVELY

70,000

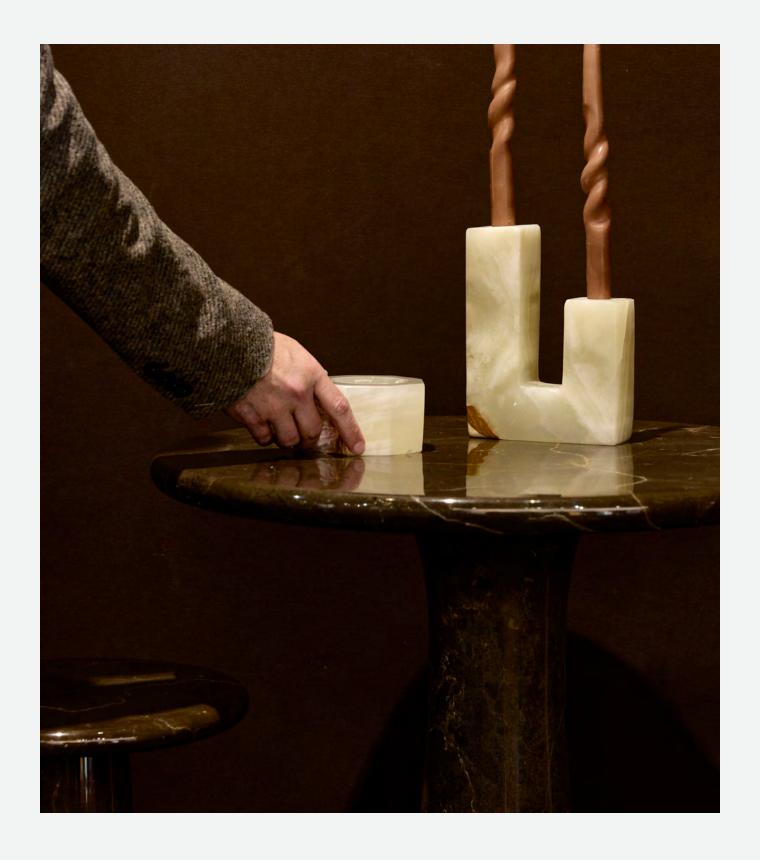
INTERNATIONAL BUYERS

799M€

IN TRANSACTIONS
OVER THE SHOW'S
5 DAYS**

86%

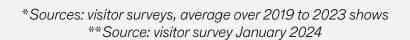
OF BUYERS MAKE
ORDERS DURING AND
AFTER THE SHOW*



WHAT YOU NEED TO KNOW

WHY EXHIBIT AT BOTH SHOWS?
32% of new buyers at each show*
70% of buyers attend only one show a year*





MORE VISIBILITY

RAISE YOUR BRAND PROFILE

using all the media clout of Maison&Objet

1,000

OVER 2M

OVER 1,6M

JOURNALISTS, INFLUENCERS, BLOGGERS FOLLOWERS
ON OUR SOCIAL
MEDIA

OF PAGE
VIEWS ON OUR
WEBSITE
MAISON-OBJET.COM

OVER 90M

IMPRESSIONS
THANKS TO
OUR PRESS
AND SOCIAL MEDIA
CAMPAIGNS

93%

OF BRANDS
ATTEND
TO RAISE
THEIR
PROFILE*



MORE VISIBILITY

BOOST THE VISIBILITY OF YOUR PRODUCTS

THE TREND SPACES

Capture buyers' attention with a selection of new products from our trend hunters

33%

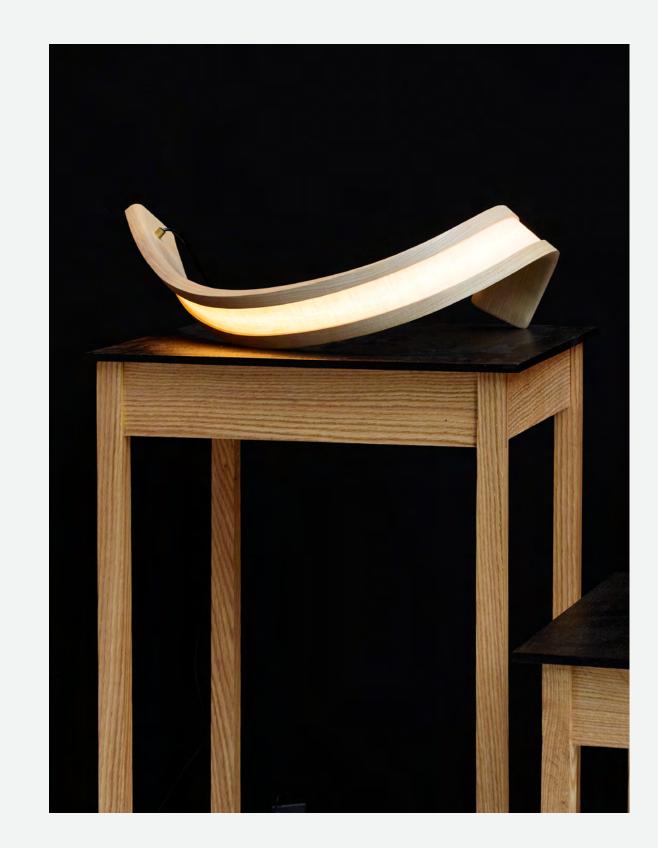
OF BUYERS SPEND TIME AT THE INSPIRATION SPACES*

VISITOR ITINERARIES

Have buyers spot you easily by being part of our themed visitor pathways

60%

OF VISITORS MENTION THE QUALITY OF EXHIBITORS ALONG PATHWAYS**



WHAT YOU NEED TO KNOW

TO BE SEEN FIRST
BY YOUR FUTURE BUYERS
put your product photos online as soon
as you launch your personal pages.



*Sources: visitor surveys, average over 2019 to 2023 shows **Source: visitor survey January 2024





EDITORIAL MELANIE LEROY

Managing Director SAFI
Maison&Objet

"In a very challenging economic climate, Maison&Objet is determined to fully play its part as a Business Partner by your side. More than ever, we're putting all our energy into generating more business opportunities with buyers who support your development. To achieve this, we are mobilizing three strategic levers.

- The acquisition of qualified visitors, thanks to in-depth work.
 Innovation, through events adapted to market needs.
 Inspiration and a bold approach, because Maison&Objet is designed to surprise, shake things up and offer a unique experience.
- At the same time, the program of conferences for the two shows feeds this dynamic with contributions from recognized experts and opinion leaders, exploring the sector's major trends and challenges. All of these actions have only one objective: to make Maison&Objet a true catalyst for introductions, opportunities and success for each and every one of you."

GIFT & PLAY MANIFESTO

Objects that are inspired and inspiring.

Well-considered gifts, designed for others and thought out with precision. Customized and customizable presents that hit the bull's-eye and confer new meaning to the art of giving. The art of the unexpected, of surprise. Gifts that arouse curiosity and open up new playgrounds for young and old alike.

Sensory art that stimulates the emotions. The pleasure of a beautiful decorative object or stunning material.

The thrill of discovery. The art of inventiveness, capturing the best of new technologies, from clever gifts to smart objects.

And, quite simply, the art of giving as a promise:
that of a re-enchanted everyday and home.
Stimulate the imagination to nourish the childlike and heartfelt dreams of adults and children dreaming of the softest cuddly toy, the latest scooter and toys bursting with magic.
Caring, well-intentioned and meaningful things.



MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Gift & Play means meeting:

Independent stores, retailers,

concept stores: chain stores, department stores, museum gift shops, online stores, central buying offices looking for trendy, customizable and creative items to stimulate the art of giving.

Interior designers and decorators
looking for unusual and original things
to add a unique touch
to the spaces they design.





MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Gift & Play means meeting:

58.2% INDEPENDENT STORES, MUSEUM GIFT SHOPS RETAIL CHAINS, DEPARTMENT STORES, ONLINE 13.7% STORES + WHOLESALERS, CENTRAL BUYING OFFICES ARCHITECTS, INTERIOR DESIGNERS, 11.2% DECORATORS, DESIGNERS 3.6% MANUFACTURERS, CRAFTSMEN

CONCEPT STORES, RETAILERS,

13.3% OTHER (PRESS, SCHOOLS, INSTITUTIONS, ETC.)



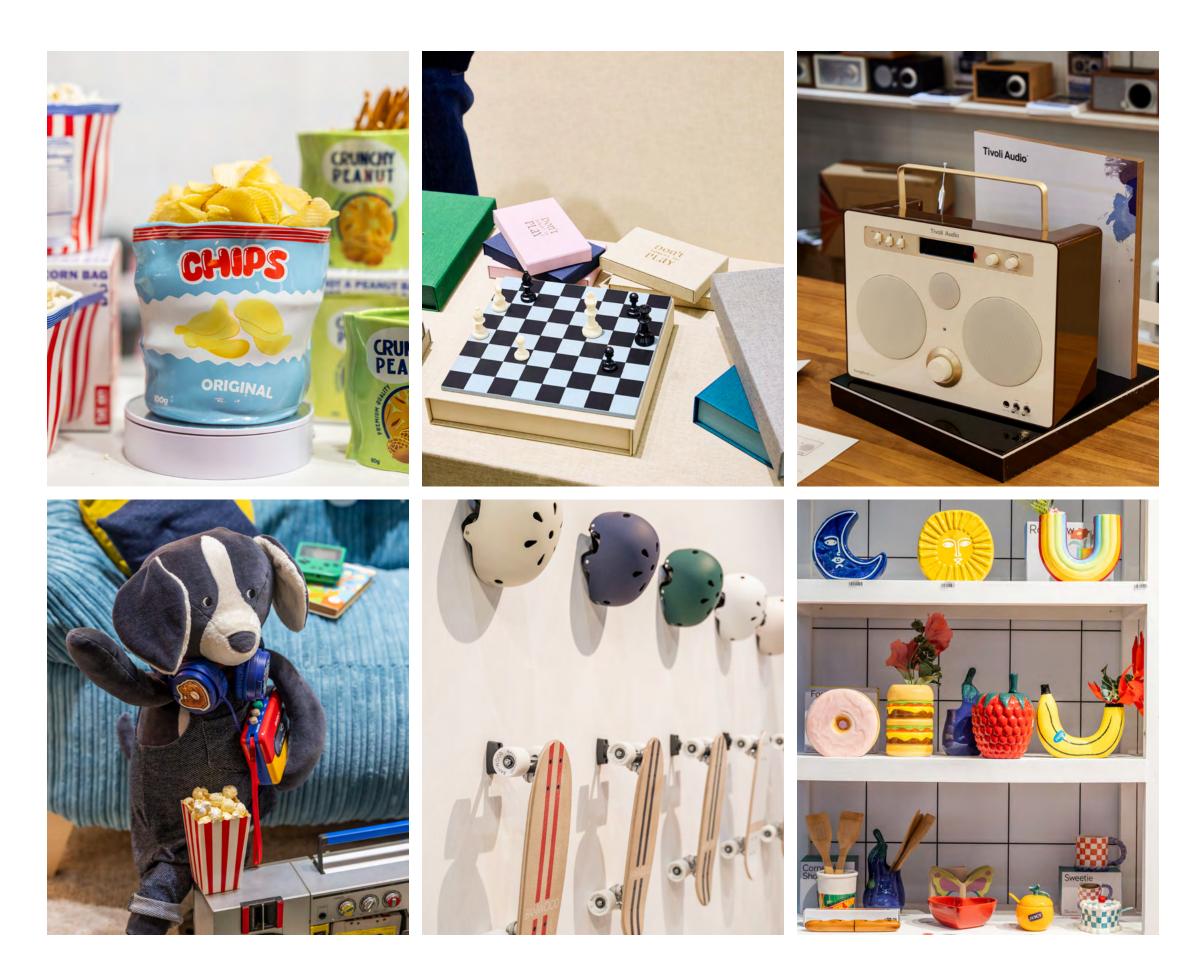
GRAPHICS

Visitors by country

FRANCE	56.4%
ITALY	7.0%
BELGIUM	5.2%
GERMANY	3.7%
UNITED KINGDOM	3.1%
SPAIN	2.6%
SWITZERLAND	2.3%
UNITED STATES	1.8%
NETHERLANDS	1.8%
KOREA	1.1%



BE IN THE RIGHT ENVIRONMENT



TESTIMONIALS

"Maison&Objet is an important show that allows us to expand our collection. You'll find objets d'art, lights, furniture... For us, this show is like Aladdin's cave!"

Catherine Colin, Founder, Made in Design, France



A DEDICATED ADVERTISING PLAN FOR YOUR COMMUNITY

Your challenges are our priority. The Maison&Objet teams are proud of their in-depth work acquiring qualified visitor leads for the Gift & Play sector.

We have set up innovative digital tools and improved how we attract targeted buyers: interior decoration, design and lifestyle resellers and professionals, in France and around the world. These initiatives are also supported by meetings and events organized around the world, offering exceptional opportunities to build strong relationships with key industry visitors. Finally, throughout the year, an advertising plan dedicated to the Gift & Play sector will be rolled out, with the aim of acquiring qualified international buyer leads.



MAISON&OBJET GROUP, A COMPLETE RANGE OF PHYSICAL AND DIGITAL SOLUTIONS



2 SHOWS IN JANUARY & SEPTEMBER IN PARIS

140K B2B visitors / 50% international 5K brands/exhibitors / 60% international 200 sqm, 100 talks, 30 exclusive exhibitions



1 PATHWAY IN JANUARY IN PARIS

The top 100 most beautiful Parisian addresses for interior decor and design



1 B2B & B2C FESTIVAL IN SEPTEMBER IN PARIS

500 brands/designers 100K attendees, 10 talks



IUUK attendees, IU taiks

1 MUSEUM CAPSULE IN DECEMBER IN HONG KONG 15K visitors

150 brands/designers



1 NETWORK / 100 INFLUENTIAL MEMBERS

1 event in June in Paris 2 VIP dinners in Paris during Maison&Objet Paris 4 international VIP dinners (USA, Dubai, Europe, Hong Kong) 2 award ceremonies / 10 talks



1 MARKETPLACE

6K brands 65K new products available for sale 3M page views per year

INTERNATIONAL MEDIA POWER AT YOUR BRAND'S SERVICE



OVER 5M

WEBSITE VISITORS
PER YEAR



OVER 600K

NEWSLETTER

CONTACTS

WITH AN AVERAGE OPEN RATE OF 33%



2,1M



FOLLOWERS
ON SOCIAL MEDIA







JOIN THE COMMUNITY

GIFT & PLAY



































