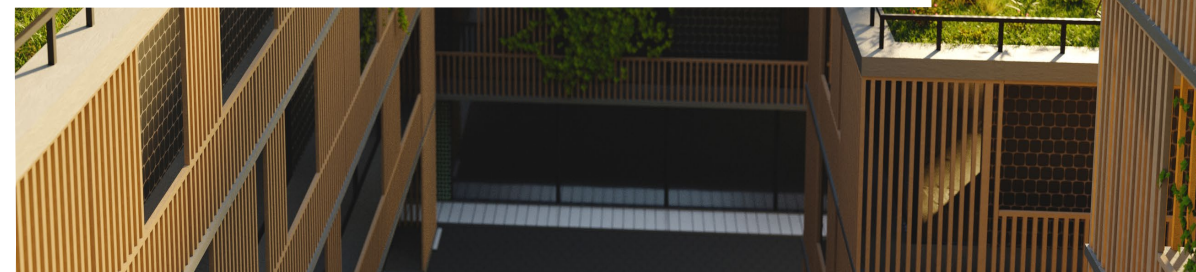




**From September 28 to October 1st,
2026**



IDÉOBAIN

Show specialist in
bathroom
equipment and
fittings.

by
RX In the business of
building businesses

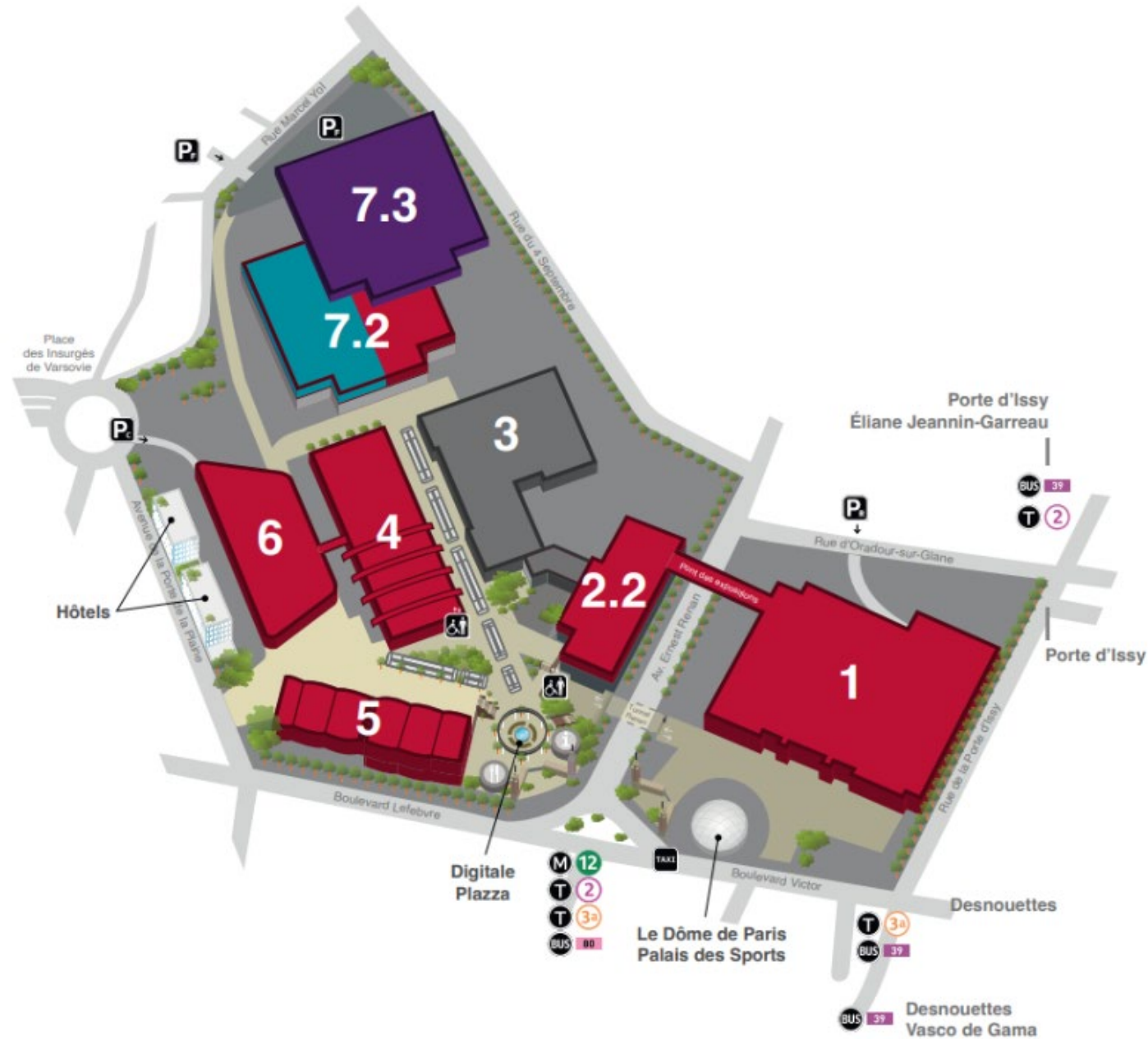
BATIMAT le
IDÉOBAIN mondial
INTERCLIMA du bâtiment

ideobain.com



THE VENUE

A redesigned experience in the heart of Paris, at Porte de Versailles.
Spanning pavilions 1 to 7, the site has undergone an extensive renovation program, development of services, and attractive spaces for visitors.



IDÉOBAIN
Pavillon 7.2

INTERCLIMA
Pavillon 7.3

BATIMAT

Pavillon 1

Civil work, structure & envelope
Construction Tech®
Organizations & Services
Photovoltaics
Interior & Design

Pavillon 2.2

Off-site
Low carbon

Pavillon 7.2

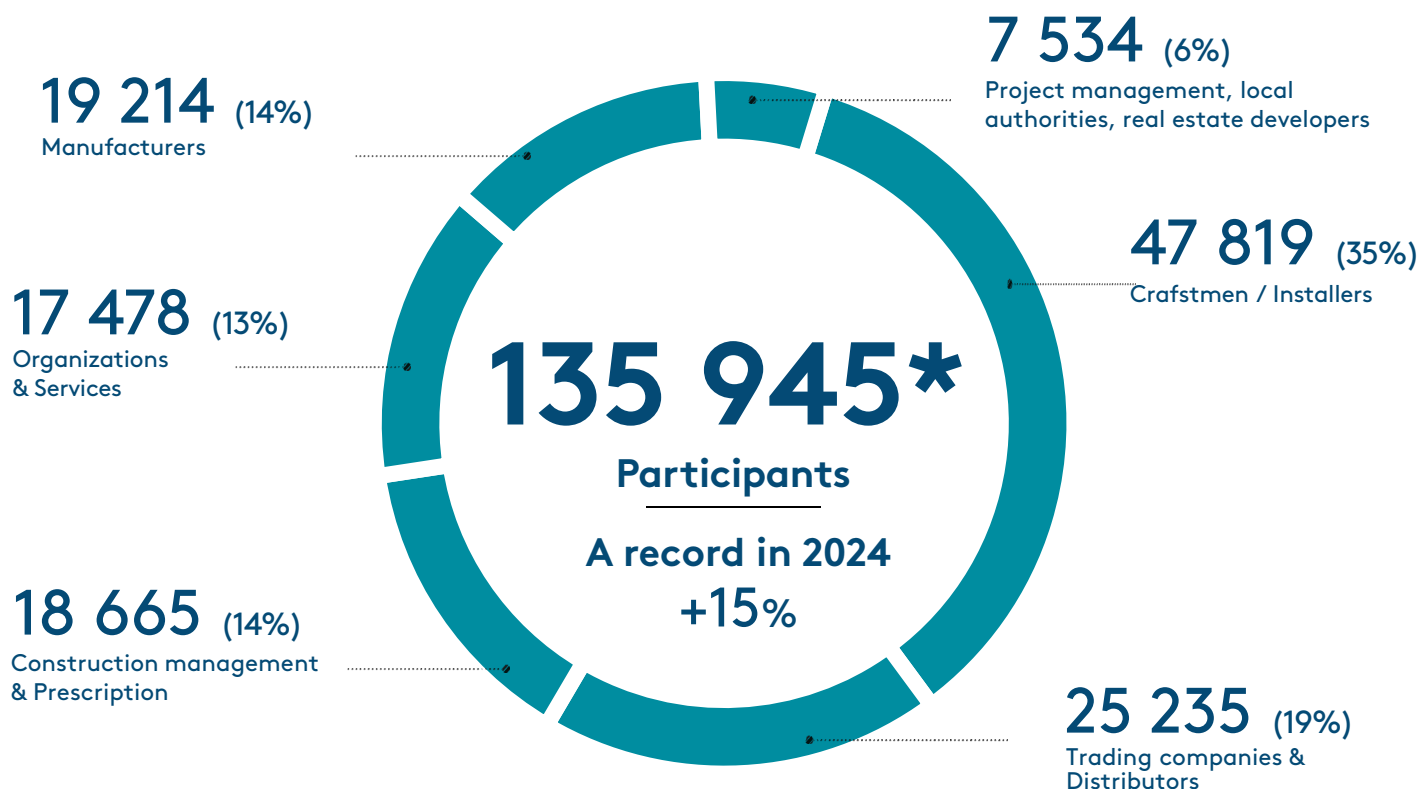
Construction site equipment & Tools
Vehicles & Equipment

Pavillons 4, 5.2/5.3, 6

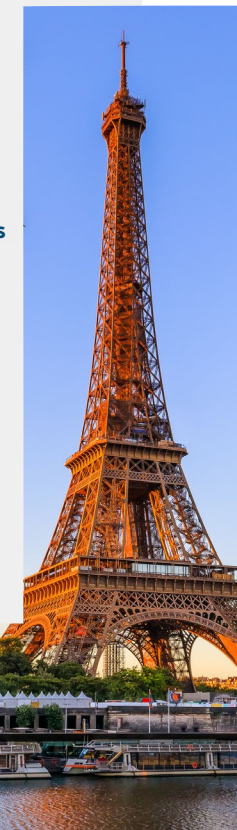
 **ÉQUIPbaie**  **MÉTALexpo**

Mondial du Bâtiment 2024

A record participation rate



110 511 (81%) French participants + 25 434 (19%) International participants



Show specialist in bathroom equipment and fittings

Ideobain is the place for privileged meetings of manufacturers with interior designers, craftsmen-installers, designers and specialized distributors.

Ideobain Universe

Sanitary
appliances

Sanitary
techniques

Plumbing

Furniture

Wellness
Balneo shower

Floor covering
materials, tile

Decorative accessories,
radiators and towel
dryers

The Ideobain 2024 visitor

A record success

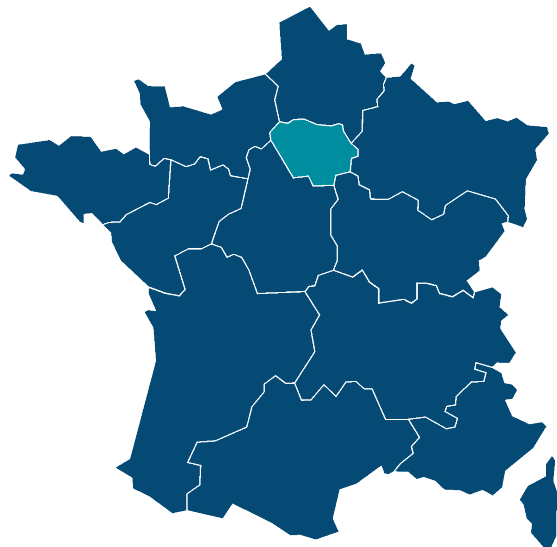


Ideobain 2024 visitors

Origin

40,5% (11 224*)
Île-de-France

59,5% (16 486*)
Other regions



Top 5 – Other regions

HAUTS DE FRANCE : 9,4%
GRAND EST : 7,8%
AUVERGNE RHONE ALPES : 7,1%
NORMANDIE : 5,9%
NOUVELLE AQUITAINE : 5,3%

* Unique visitor



82% (27 710*)
France

18% (6 106*)
International

* Unique visitor

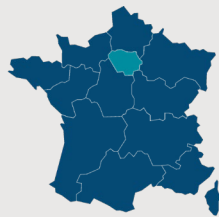
Top 10 – International countries

Morocco : 14%
Tunisia : 9%
Italy : 6%
Portugal : 6%
Algeria : 6%
Belgium : 5%
Spain : 5%
Germany : 3%
Turkey : 3%
Poland : 2%



166 exhibitors
vs 122 in 2022
+36%

103 new and 63 rebookings



31%
French
exhibitors



69%
International
exhibitors

2024 Exhibitors

The show of the sector





229

Applications

including

29

Files category
Bathrooms

102

Awards Nominees
including

7

For
Bathroom
category

+30%

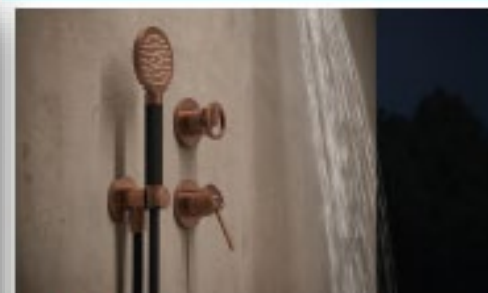
Application files
vs 2022

2024 Winners



BURGBAD FRANCE S.A.S
CleanFlow et Cleanflow+

HALL 2.2 - F071



NOBILI
SOLE

HALL 2.2 - A052

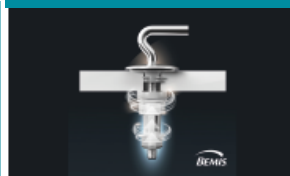


GEBERIT S.A.R.L.
AquaClean Alba

HALL 3 - D014



2024 Nominees



BEMIS
Rapid Ultra-Fix®, fixation
qui maintient l'abatant
parfaitement en place

HALL 2.2 - C064



HANSGROHE
iBox Universal 2,
le corps d'encastrement
nouvelle génération

HALL 2.2 - B072



GROHE
Rapido bâti-douche

HALL 2.2 - F048



STANDARD HIDRÁULICA
TOP FX SYSTEM

HALL 2.2 - E076



DECOTEC
Jouvence

HALL 2.2 - A072

Public voting



390 auditors

33 speakers

24 conferences



Visitors and exhibitors satisfaction

- “They made us feel at home !”
- “ echnological showcase on the French market allows us to gain visibility on the French market”
- “Very good attendance at the show and on our stand”
- “Meeting of our partners during a single event”
- “Well-organized and very interesting show for new contacts”
- “Superb show, all our suppliers present and new discoveries”
- “Interesting stands, clear traffic paths”
- “Quality of the stands, diversity of manufacturers”
- “High attendance !”

NET PROMOTER SCORE KEY FIGURES

+43 (+60 points vs 2022)

Exhibitors Net Promoter Score

+38 (+40 points vs 2022)

Visitors Net Promoter Score

Our strategy

#Expertise

The entire universe of the bathroom in a single place, anchored in the building's value chain.

The actors of the bathroom, construction and building gathered for 4 days.

#OneStepAhead

Valorization of innovations through unprecedented visibility

Innovation awards, demonstrations, start-ups, dedicated workshops. And focus on the themes of today and tomorrow : well-being, comfort, water saving, regulation...

#ShowExperience

Optimization of the visitor journey

with the reinforcement of signage and a reworked scenography as well as an easier assembly for exhibitors.

#Engaged

CSR & decarbonation measures

Organization of group trips in decarbonized transport, optimized waste management, focus on green industry.

#Influence

A 360°marketing & communication strategy

Extensive media coverage and strong partnerships for increased visibility.



2026 Evolutions and stakes

Continuation of the specific pricing policy for BATIMAT :

- First preferential pricing period (P1) from June to November 2025
- Continuation of the most favorable Equipbaie-Métalexpo member conditions in P1 without loyalty condition
- Continuation of loyalty conditions for the last 4 editions

Continuation of the sales policy on plan :

- 5 standard exhibition modules: 9m², 18m², 36m², 54m² et 99m²
- Mandatory arrangement for the stands of 9, 18 et 36 m²

Registration pack : new products with high ROI included

- Participation fees including insurance
- Web referencing & exhibitor dashboard (same 2024)
- badge reader / Emperia (same 2024)
- Participation in the Innovation Awards
- Your profile on the online exhibitor list

NEW Colleqt

Don't miss out on the exhibitors that interest you !

Scan the QR code available on the stands of the exhibitors who caught your attention and collect their profile information by sharing yours.

NEW Sector

Networking platform to create pre-organized meetings for the 18m², 36m², 54m² et 99m² (optional for the 9m²)

2026 Evolutions and stakes

International

- Increase the number of international visitors with a promotion strategy towards promoters and distributors
- New visitor journey with the International club moved to 7.3
- International programming strengthened with 2 days of dedicated conferences
- A tour in early 2026 to promote the show : with the integration of North Africa, the DOM-TOM and other new countries

Content and animation reinforcement

- Conviviality reinforced with an extension on Wednesday evening : guinguette/ cocktail/ concert / evening party > *entertainment to be confirmed*
- Comfort, well-being, decarbonation, product sustainability and water saving at the heart of the show's themes

An optimized distribution of halls and circulation :

- Porte de Versailles with an optimized assembly/dismantling process
- 1 additional entry by the hall 7.3 for group travel arrivals
- Proximity to Interclima and smooth circulation between the two halls with the addition of 4 entrances via indoor elevators
- International pavilions and actors reintegrated into each of the halls for better representation of the segments
- Pavilions 2 and 3 will be under construction in 2026 : Interclima will be held in pavilion 7.3 and Idéobain will occupy part of pavilion 7.2
- Guided tours readapted according to the professions

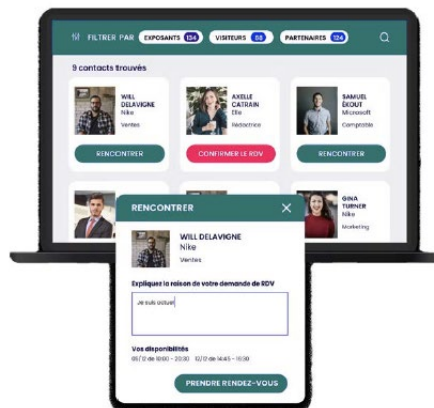
New 2026 Digital tools

SECTOR : BUSINESS MEETING PLATFORM

Visitors as exhibitors, find your partners and plan your business meetings before the event.

The +

- Personalized research and recommendations according to your interests & your profile
- Your qualified and planned business meetings with your prospects ahead of the show.



COLLEQT QR CODE

NEVER MISS A BUSINESS OPPORTUNITY AGAIN

Collect multiplies business opportunities for you !

Retrieve the detailed contacts of the visitors you were unable to meet: they can flash the QR code on your stand at any time in order to learn more about your company.

The + for the exhibitors

- Collect information on visitors when you are not present or already busy at your stand
- Quickly make your information accessible to all prospects, even the most hurried

The + for visitors

- During and after their visit, they create and find the selection of exhibitors likely to interest them
- No longer need to carry quantities of flyers because they will find all the information thanks to Collect



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IDÉOBAIN

www.ideobain.com

