

# MAISON & OBJET

NEW & NOW

COOK & SHARE

# 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

**72K**  
LINKEDIN

**29K**  
TIKTOK



# YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

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

**480,000**

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**

NETWORKING  
EVENTS  
PER YEAR  
WORLDWIDE\*

**OVER 90M**

IMPRESSIONS  
PER YEAR THROUGH  
OUR PRESS AND SOCIAL  
MEDIA CAMPAIGNS

**2M**

FOLLOWERS  
ON OUR  
SOCIAL MEDIA

**OVER 100**

INTERNATIONAL  
AMBASSADORS



\* On average for 2024 and 2025 shows





# YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE LEADS

EXPLORE  
NEW MARKETS

without having to travel the globe

40%

INTERNATIONAL  
BUYERS  
PER SHOW

145

COUNTRIES  
REPRESENTED  
PER SHOW

FRANCE

58%

ITALY

5%

BELGIUM

5%

NETHERLANDS

3%

UNITED  
KINGDOM

3%

SPAIN

3%

GERMANY

3%

UNITED STATES

2%

PORTUGAL

2%

SWITZERLAND

1%

\* Sources: visitors, average of 2024 and 2025 shows

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



# YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE SALES

MAKE THE MOST OF YOUR  
BUSINESS OPPORTUNITIES

like nowhere else

**2/3**  
RETAILER

**1/3**  
SPECIFIERS

**90**  
USEFUL  
CONTACTS  
PER EXHIBITOR  
AND PER SHOW

**92%**  
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\*

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



# YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE VISIBILITY

## RAISE YOUR BRAND PROFILE

using all the media clout  
of Maison&Objet

**1,000**

JOURNALISTS,  
INFLUENCERS,  
BLOGGERS

**OVER 2M**

FOLLOWERS  
ON OUR SOCIAL  
MEDIA

**OVER 1,6M**

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\*



# YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

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.



# COOK & SHARE MANIFESTO

France, the country of great taste.  
Technology at the service of the art of entertaining,  
function as a vector of emotion.

Here, fine dining is seen as a complete art form.  
Design enhances every experience:  
telling the story, preparing, serving and enjoying.

Every element becomes language and experience – from menus  
to tableware, cutlery to gourmet gifts, cooking to decoration.  
A type of exaggerated synesthesia, where the senses respond and rise  
in a play of textures at the crossroads of ergonomics and aesthetics.

Design becomes the steps to follow in a choreography of beauty, gesture  
and meaning, at the service of conviviality and the art of entertaining.

Cooking to bring people together around beauty.



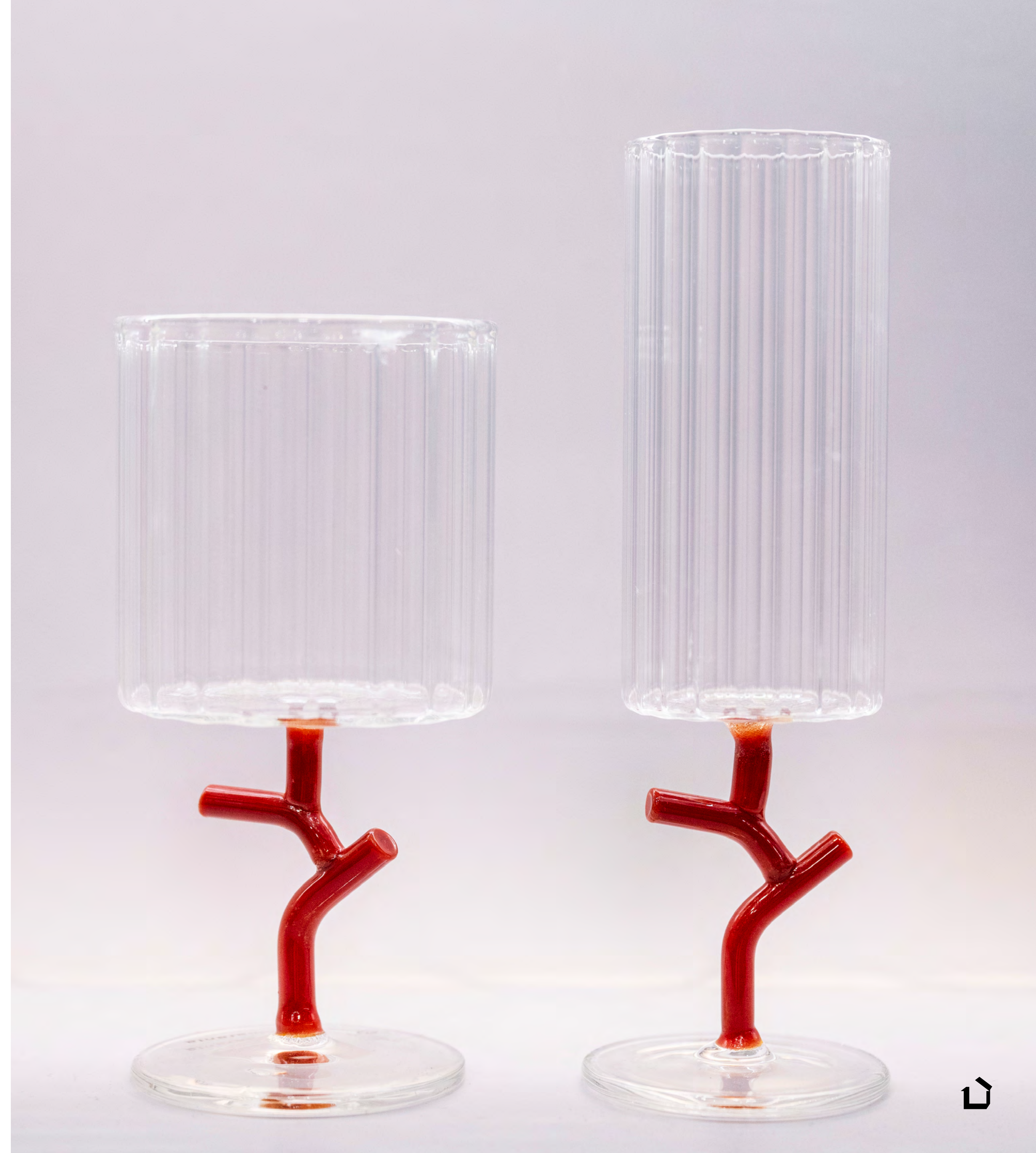
# MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Cook & Share  
means meeting:

**Decoration stores, department stores  
and concept stores** looking for new products.

**Interior designers, restaurant and hotel  
developers** searching for innovative products,  
creative and customized solutions.

**Independent hoteliers and restaurateurs**  
looking for high-quality and unique products  
to reflect the identity of their establishment.





# MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Cook & Share  
means meeting:

44.7%	INDEPENDENT DECORATION STORES, CONCEPT STORES
11.4%	INTERIOR DESIGNERS, DECORATORS
7.1%	HOTELIERS
5.2%	CHAIN STORES
4.1%	ONLINE STORES
3.9%	OTHER
3.1%	MANUFACTURERS, INDUSTRY
2.8%	DISTRIBUTORS
2.6%	WHOLESALERS, IMPORTERS

Source: visitor scans - Maison&Objet September 2024



# GRAPHICS

Visitors by country

FRANCE	54.7%
BELGIUM	5.7%
ITALY	3.8%
GERMANY	3.1%
UNITED STATES	3.1%
UNITED KINGDOM	3.1%
SPAIN	2.6%
SWITZERLAND	2.6%
NETHERLANDS	1.7%
PORTUGAL	1.3%



# BE IN THE RIGHT ENVIRONMENT



# TESTIMONIALS

*"A restaurant is like a novel.  
You need actors, you need sets, you need a story.  
For Cheval Blanc, in Paris,  
the work is focused on the materials."*

Arnaud Donckele, Head Chef

*"The show is really geared towards professionals who are working on hotels,  
restaurants and other similar projects. There are so many things to see...  
so many artisans exhibiting their chairs."*

*"Restaurant design is all about the chairs and tables.  
And, of course, the objects used to dress those tables.  
This trade show is really good at shining a light on those kinds of things.  
In other words, when you're working on a special project,  
and you're looking for some super-slim lighting fixture or a million  
chairs for your restaurant, this is the place to visit."*

Natalia Belonogova Interior Designer @NB Studio



# A DEDICATED ADVERTISING PLAN FOR YOUR COMMUNITY

Your challenges are our priority. Maison&Objet is proud of its in-depth work acquiring qualified visitor leads for the Cook & Share sector.

We have set up innovative digital tools and improved how we attract targeted buyers: professionals and retailers from hospitality, fine dining and tableware both in France and abroad.

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 Cook & Share 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



## 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



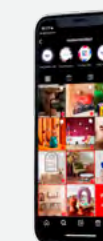
## OVER 600K

NEWSLETTER  
CONTACTS  
WITH AN AVERAGE OPEN RATE OF 33%



## 2,1M

FOLLOWERS  
ON SOCIAL MEDIA





# JOIN THE COMMUNITY

COOK & SHARE

COOKUT



de Buyer   
DEPUIS 1830

LE COMPTOIR DE  
MATHILDE

OPINEL   
SAVOIE FRANCE

SABRE  
PARIS

FINE  
DINING & LIVING

Esma Peraboy

deejo

MARIOLUCA  
GIUSTI  
FIRENZE

ICHENDORF.  
MILANO



COSTA NOVA  
PORTUGAL

Gili

koziol

MAISON&OBJET  
PAGE 17

# MAISON & OBJET

NEW & NOW