

SPONSORING OFFER

CONFERENCES ROOMS & INNOVATION AWARDS

2026 EDITION



28 SEPT.
01 OCT.
2026
PARIS,
PORTE DE VERSAILLES

BATIMAT
IDÉOBAIN
INTERCLIMA
RENODAYS

PARIS BUILDERS SHOW

À LA RENCONTRE DE
TOUS LES BÂTISSEURS.



Built by
RX In the business of
building businesses



paris-builders-show.com

Key figures of the Paris Builders Show

PARIS BUILDERS SHOW

A target of

+500

conferences over 4 days,
compared to **350 in 2024**

+360 speakers

French and international

+135,945

attendees in 2024

2,022 exhibitors

including **50%** international exhibitor

PROGRAM

Key themes of the 2026 edition

PARIS BUILDERS SHOW



CONSTRUCTION IN MOTION

1 - RETHINK

Rethinking construction: solutions, trades, responsibilities

- New methods and tools
- Digitalize and manage through data
- Responsibility, trades, and governance

2 - RESTORE

Restoring the existing: repair, preserve, pass on

- Building renovation and performance
- Circular economy and reuse
- Preserve and transmit heritage

3 - REIMAGINE

Reinventing our model: shapes, uses, narratives

- Committed architecture and responsible design
- Uses, spaces, and ways of living
- Stories, culture, and generations

PROGRAM

Discover the first invited speakers



Philippe Aghion,

*French economist,
2025 Nobel Prize in
Economics recipient*



Gilles Babinet,

*Entrepreneur, AI investor, France's
Digital Champion to the European
Commission. Former member of the
French Digital Council (CNNum).*



**Valérie Masson-
Delmotte,**

Paleoclimatologist



**Jean-Philippe
Nuel,**

Architect

PARIS BUILDERS SHOW



Philippe Prost,

Architect



**Dominique
Perrault,**

Architect



**Jean-Michel
Wilmotte,**

Architect



Norman Foster,

Architect



**Jean-Christophe
Repon,**

CEO of CAPEB



Frédéric Carré,

CEO of FFB



Nadia Bouyer,

Action Logement



Benoît Bazin,

*CEO of
Saint-Gobain*

BATIMAT

by  PBS

The multi-specialist building trade show

AGORA 1

(25 sessions)

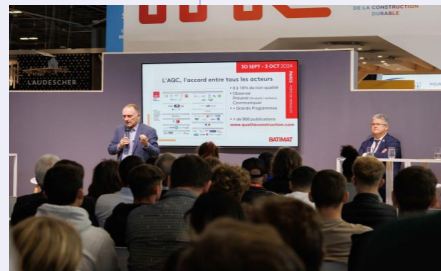
Key topics on construction and rénovation



ARENA PRINCIPALE

(20 sessions)

Expertise & professional institutions



AGORA 4

(25 sessions)

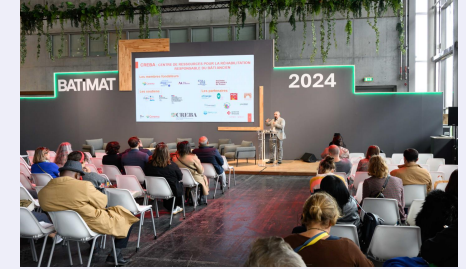
Aluminium industry workshops, with a focus on specification and architectural topics.



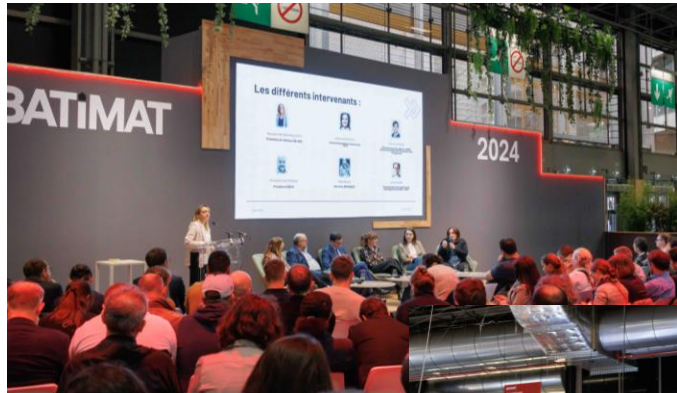
AGORA 5.2

(25 sessions)

Architectural projects, window sector workshops, international conferences

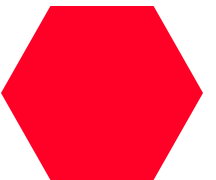


AGORA 1



The "Speakers' Club" (Club des speakers) to prepare beforehand and continue the discussions afterwards...

PARIS BUILDERS SHOW



ZOOM – AGORA 1 conference program

PARIS BUILDERS SHOW

Schedules	Sept. 28	Sept. 29	Sept. 30	Oct. 01
10:00 – 11:00	Opening conference: Speech by Philippe Aghion	AI won't revolutionize construction. You will.	Evolution of landmark districts: La Défense, Montparnasse Tower and beyond	Intelligence in the Built Environment: What Nature, Data and People Can Do Together (EN session)
11:15 – 12:15	Construction in motion: transforming now	Building the European Construction Data Space: Standards, Sovereignty and Interoperability (EN session)	Heritage, transition, transmission: changing without erasing	Resilient by Design: Adapting Europe's Built Environment to Climate Breakdown (EN session)
14:00 – 15:00	Political Grand Oral with candidates for the French 2027 presidential election	Can architecture change the world?	Renovating rather than rebuilding: complementarity or substitution?	Financing the Renovation Wave: EU Taxonomy, Green Bonds and the Real Cost of Inaction (EN session)
15:15 – 16:15		Humans and machines: AI on construction sites, between disruption and continuity	Reinventing housing: new lives, new places	From waste to material: reuse, circularity, and new rules of the game
16:30 – 17:30	Who's in charge? Responsibilities and cooperation in a sector under pressure	Does the construction sector still offer a desirable vision of the future?		

SPONSORING OFFER

CONFERENCE ROOM SPONSORSHIP – AGORA 1 for the 4 days

Sponsor the largest hall at Batimat (Hall 1), where the key topics of construction and renovation will be covered.

Key Features:

- 200 seated capacity
- Largest stage at the Paris Builders Show
- Most attended stage in 2024: 1,901 visitors over 4 days
- 25 sessions and approximately 80 speakers expected
- Full recording (video capture)
- International conferences on Tuesday and Thursday
- Simultaneous translation (3–4 languages)
- 130 m² “Speakers Club” located right next to the stage

PARIS BUILDERS SHOW

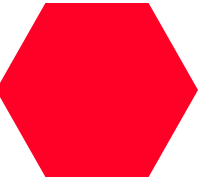
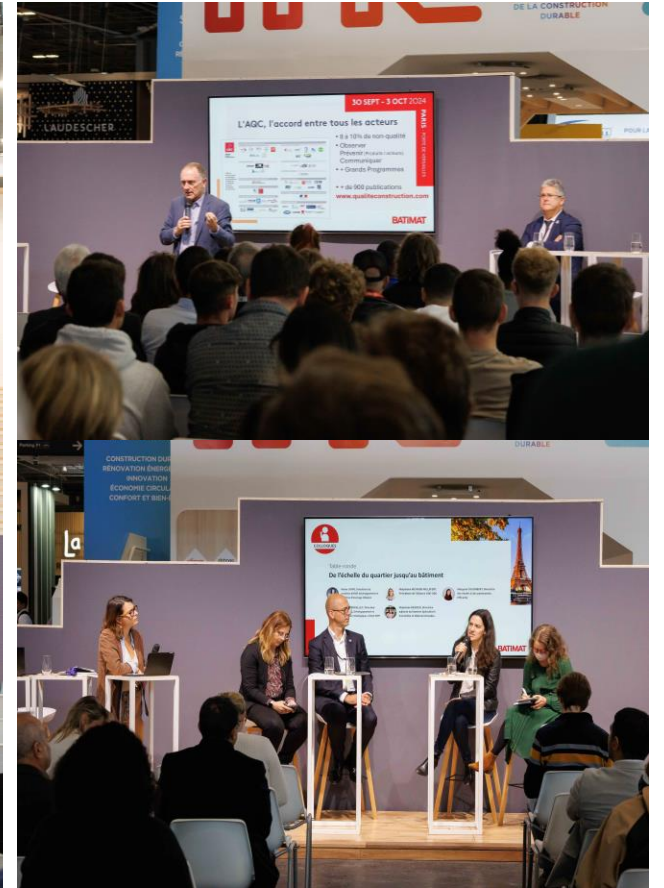


SPONSORSHIP PACKAGE & SPEAKING SLOT

VISIBILITY SETUP DESCRIPTION	Before the event	Integration of your logo in email campaigns promoting the conference space <ul style="list-style-type: none"> + Presence of your brand in the dedicated “Sponsors” section + Mention of your support in official press communications (PR) + Brand visibility through publications dedicated to the conference space.
	During the event	Prominent display of your logo in large format on the stage main screen <ul style="list-style-type: none"> + Display of your logo and/or promotional video on screens between conferences + Visibility on sponsor signage + Logo displayed on the interactive digital terminal in the space + Presence in the official printed program
	After the event	Distribution of a post-event press release <ul style="list-style-type: none"> + Promotion across the event’s social media channels + Dedicated email campaign sent to visitors
SALES CONDITION		2 options: <ul style="list-style-type: none"> • Exclusive sponsorship with 1 advertiser over the 4 days • 4 sponsors max
PRICES		-Exclusive sponsor : 60 000€ excl. VAT or - 4 sponsors max : 15 000€/sponsor excl .VAT

ARENA PRINCIPALE

PARIS BUILDERS SHOW



ZOOM – Conference Program draft ARENA PRINCIPALE

PARIS BUILDERS SHOW

Schedules	Sept. 28	Sept. 29	Sept. 30	Oct. 01
10:00 – 10:45		Training topic: OPPBTP	Housing adaptation to an ageing population (Housing Improvement Club)	Presentation of the MS from École des Ponts - Building renovation
11:00 – 11:45		ADEME presentation	Café/debate conference on off-site construction (Construction 21)	Alliance HQE presentation: training topic or Cap 2030
12:00 – 12:45	Presentation by ADEME or UNSFA	Round table on accessibility for visually impaired people in construction and renovation	Specifying bio-based materials (Eyrolles). Mathis Rager and Quentin Pichon. June 2026. This book aims to teach how to integrate materials derived from living organisms (regulations, design methods, insurance, etc.) for construction professionals, especially architects.	12h -13h15 Adaptation of buildings to climate change (CAH)
14:00 – 14:45	Launch of the Green Solutions Awards (conference + feedback) by Construction21	OPQIBI presentation	Low-carbon renovation in Europe (Alliance HQE)	ADEME or France Villes Durables presentation: “Global renovation of existing buildings”
15:00 – 15:45	OPPBTP presentation: prevention topic	CAPEB presentation (topic to be defined)	Financing energy renovation for local authorities (ACTEE)	
16:00 – 16:45	France Villes Durables presentation	QUALIBAT presentation	SCET / Banque des Territoires – White paper: “Fragile and degraded housing”	
17:00 – 17:45	FFB or CSTB presentation	AQC presentation: Ambre program / material reuse OR Women in Construction Tech	EKOPOLIS (topic to be confirmed): adapting buildings to climate disruptions (with the Paris Climate Agency)	

SPONSORING OFFER

CONFERENCE ROOM SPONSORSHIP – ARENA PRINCIPALE for the 4 days

Sponsor the ARENA PRINCIPALE, located in the heart of Hall 1, where experts and professional organisations will speak.

KEY ELEMENTS:

- 75 seats
- Recording / live capture
- International conferences on Tuesday and Thursday
- More than 1000 visitors over the 4 days of the 2024 trade show



PARIS BUILDERS SHOW

SPONSORSHIP PACKAGE & SPEAKING SLOT

VISIBILITY SETUP DESCRIPTION	Before the event	Integration of your logo in email campaigns promoting the conference space + Presence of your brand in the dedicated “Sponsors” section + Mention of your support in official press communications (PR) + Brand visibility through publications dedicated to the conference space
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	After the event	Distribution of a post-event press release + Promotion across the event’s social media channels + Dedicated email campaign sent to visitors
SALES CONDITION		2 options: • Exclusive sponsorship with 1 advertiser over the 4 days • 4 sponsors max
PRICE		-Exclusive sponsor 40 000€ excl. VAT or - 4 sponsors max : 10 000€ for each sponsor excl .VAT

AGORA 4

A BRAND-NEW SPEAKING SPACE

PARIS BUILDERS SHOW



AGORA 4**SPONSORING OFFER****CONFERENCE ROOM SPONSORSHIP -**

Sponsor the Pavilion 4 Agora, where specification and architectural topics will be highlighted. You will also find workshops from the aluminium industry.

KEY ELEMENTS:

- 75 seats
- Recording / live capture
- International conferences on Tuesday and Thursday

SPONSORSHIP PACKAGE & SPEAKING SLOT		
VISIBILITY SETUP DESCRIPTION	Before the event	Integration of your logo in email campaigns promoting the conference space <ul style="list-style-type: none"> + Presence of your brand in the dedicated “Sponsors” section + Mention of your support in official press communications (PR) + Brand visibility through publications dedicated to the conference space
	During the event	Prominent display of your logo in large format on the stage main screen <ul style="list-style-type: none"> + Display of your logo and/or promotional video on screens between conferences <ul style="list-style-type: none"> + Visibility on sponsor signage + Logo displayed on the interactive <i>Bliwee</i> terminal in the space <ul style="list-style-type: none"> + Presence in the official printed program
	After the event	Distribution of a post-event press release <ul style="list-style-type: none"> + Promotion across the event’s social media channels + Dedicated email campaign sent to visitors
SALES CONDITION		2 options: <ul style="list-style-type: none"> • Exclusive sponsorship with 1 advertiser over the 4 days • 4 sponsors max
PRICE		-Exclusive sponsor 40 000€ excl. VAT or - 4 sponsors max : 10 000€ for each sponsor excl .VAT

SPONSORING OFFER

CONFERENCE ROOM SPONSORSHIP – AGORA 5.2 for the 4 days

KEY ELEMENTS:

- 150 seats
- International conferences on Tuesday and Thursday
- Recording / live capture
- **2nd most attended stage** in 2024: 1,241 visitors over the 4 days



PARIS BUILDERS SHOW

SPONSORSHIP PACKAGE & SPEAKING SLOT

VISIBILITY SETUP DESCRIPTION	Before the event	<p>Integration of your logo in email campaigns promoting the conference space</p> <ul style="list-style-type: none"> + Presence of your brand in the dedicated “Sponsors” section + Mention of your support in official press communications (PR) <p>+ Brand visibility through publications dedicated to the conference space</p>
	During the event	<p>Prominent display of your logo in large format on the stage main screen</p> <ul style="list-style-type: none"> + Display of your logo and/or promotional video on screens between conferences + Visibility on sponsor signage + Logo displayed on the interactive <i>digital</i> terminal in the space + Presence in the official printed program
	After the event	<p>Distribution of a post-event press release</p> <ul style="list-style-type: none"> + Promotion across the event’s social media channels + Dedicated email campaign sent to visitors
SALES CONDITION		<p>2 options:</p> <ul style="list-style-type: none"> • Exclusive sponsorship with 1 advertiser over the 4 days • 4 sponsors max
PRICE		<p>-Exclusive sponsor 40 000€ excl. VAT</p> <p>or</p> <p>- 4 sponsors max : 10 000€ for each sponsor excl .VAT</p>

RENODAYS

by  PBS

The Forum on Comprehensive Building Renovation

KEY FIGURES OF THE RENODAYS FORUM IN 2025

210

speaking sessions
over 2 days

+5000

attendees in 2025

+270

speakers

109

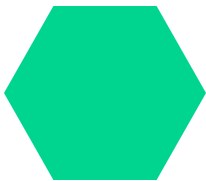
exhibitors



ZOOM – RENOTALKS conference program key themes

Schedules	28.09	29.09
10:00 – 10:45	Renovation means investment: property value & ROI	Scale or Fail: What Europe's Renovation Champions Can Teach France (EN session)
11:00 – 11:45	Data and renovation: building intelligence starts before works begin	Sufficiency, reuse, local resources: a different approach to renovation ecology
14:00 – 14:45	The human factor in the age of AI: training, upskilling, protecting	Everyday heritage, extraordinary renovation
15:00 – 15:45	Renovation as a collective endeavour	Pay for Performance: Europe's most ambitious renovation contracts (EN session)

PARIS BUILDERS SHOW



SPONSORING OFFER

SPONSORSHIP CONFERENCE ROOM – RENOTALKS for the 2 days (28-29 SEPT.)

Sponsor the Renotalks stage, where forward-looking topics related to renovation and the major challenges of renovation will be discussed.

KEY ELEMENTS:

- 110 speaking slots
- 80 seats
- Recorded conference sessions
- International conferences on Tuesday
- Simultaneous translation

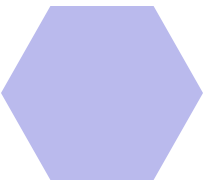


SPONSORSHIP PACKAGE & SPEAKING SLOT		
VISIBILITY SETUP DESCRIPTION	Before the event	<ul style="list-style-type: none"> + Integration of your logo in email campaigns promoting the conference space + Presence of your brand in the dedicated “Sponsors” section + Mention of your support in official press communications (PR) + Brand visibility through publications dedicated to the conference space
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	After the event	<ul style="list-style-type: none"> + Distribution of a post-event press release + Promotion across the event’s social media channels + Dedicated email campaign sent to visitors
SALES CONDITION		2 options: <ul style="list-style-type: none"> • Exclusive sponsorship with 1 advertiser over the 4 days • 4 sponsors max
PRICE		-Exclusive sponsor 40 000€ excl. VAT or - 4 sponsors max : 10 000€ for each sponsor excl .VAT



INNOVATION AWARDS

BATIMAT
IDÉOBAIN
INTERCLIMA
RENODAYS



Innovation Awards 2026

For the 2026 edition,
participants can register in

11 categories,

representing the full range of
professions across the industry.

+50 jury members

from specialized press and
institutional industry professionals.

Catégories

- Electrical equipment **NEW**
- Solar protection **NEW**
- Joinery & front
- Civil works, Structure & Enveloppe
- Construction Tech – Start-up, IT & New Technologies
- Worksite equipments & tools / Vehicles & Equipement
- Low Carbon
- HVAC Engineering
- Tertiairy / HVAC
- Interior & Design
- Bathrooms

SPONSORING OFFER

PACK SPONSORING INNOVATION AWARDS 2026

Sponsor the Innovation Awards 2026, the competition showcasing innovations in the construction sector, and benefit from a comprehensive visibility package before, during and after the trade show



PARIS BUILDERS SHOW

SPONSORSHIP PACKAGE INNOVATION AWARDS 2026

VISIBILITY SETUP DESCRIPTION	Before the event	Mention in press releases for Awards nominees and winners + Presence on the Awards page of the official event websites + Visibility during the pre-press event on July 2: logo, video, and presentation during the opening speech
	During the event	Display of logo and promotional video during the Awards ceremony evening (September 28) + Presence in the official visitor guide + Visibility on sponsor signage + Mention of the sponsor in Awards content on digital interactive kiosks + Mention in the trade show press kit
	After the event	Mention in the post-show press release + Brand highlighting on the social media post dedicated to the Innovation Awards
SALES CONDITION		Exclusive sponsorship with 1 advertiser* Sponsorship with 2 advertisers*
PRICE		-Exclusive sponsor : <u>35 000€ excl. VAT</u> or - 2 sponsors max (17 500€/sponsor excl .VAT)

*Advertiser(s): subject to approval by show management. Industrial sponsors may only sponsor the Awards after May 15 (the Awards entry deadline), in order to avoid any conflict of interest.

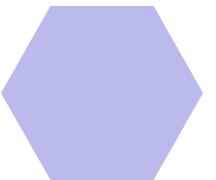
Review of the 2024 Innovation Awards press preview

The 2024 edition received 229 entries, including 21% from European countries.

- Around fifty journalists in attendance
- Over 100 nominees
- Reception held at an iconic venue in Paris



See you at the 2026 Innovation Awards press preview on July 2 at the Cité du Cinéma.

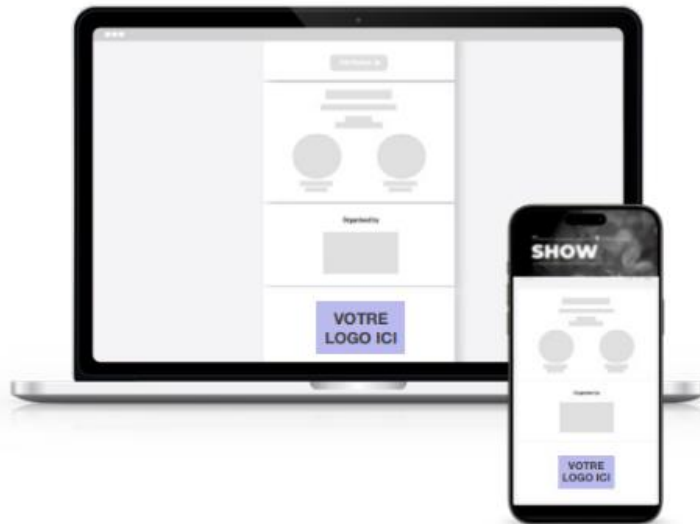


EXCLUSIVE

DIGITAL OFFER – BUSINESS MEETINGS BY PBS

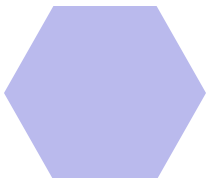
BANNER PACKAGE + EMAIL LOGO

ENHANCE YOUR BRAND VISIBILITY AMONG A PROFESSIONAL AUDIENCE ACTIVELY ENGAGED IN PLANNING THEIR MEETINGS.



PARIS BUILDERS SHOW

Static banner on Business Meetings by PBS	Logo in a Business Meetings by PBS email
<p>Business Meetings by PBS Thanks to your banner placed at the bottom of the Business Meetings by PBS platform, your brand remains visible at every stage of navigation.</p> <p>This is an ideal format to ensure continuous visibility, fully integrated into the most consulted networking tool in the run-up to the event.</p>	<p>Thanks to your logo featured in the footer of all transactional emails, your brand accompanies participants at every stage of their journey.</p> <p>This format ensures repeated and natural visibility across the most widely read communications before and during the event.</p>
Limited to one advertiser	
€7,000 excl. VAT	

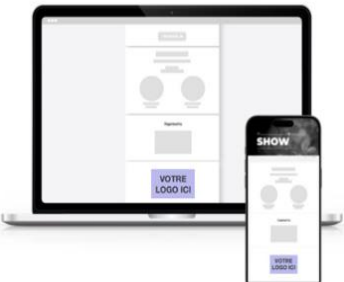


MORE DETAILS



Engagement Tracking

- Impressions
- Clicks
- User tracking



Engagement Tracking

- Emails
- Clicks
- User tracking

STATIC BANNER

- Interactive sponsorship placement dedicated to a single sponsor.
- The static banner links to the sponsor's profile, a session, or a content page.
- On smaller screen resolutions, the banner will be displayed at full width.

Specification

Size (desktop)	1200 px × 150 px
Size (mobile)	400 px × 250 px
Type	Image
Tenants	1 sponsor par type de badge

PLEASE PROVIDE:

- Desktop sponsorship image
 - Mobile sponsorship image
- Banner will always appear below dashboard tasks and recommendations.

LOGO IN A BUSINESS MEETINGS BY PBS EMAIL

- The sponsor's logo will appear at the bottom of all transactional email communications. It will be placed below the main email content as well as beneath the organizer's logo.

Specification

Size	900px x 600px (max)
Type	PNG image
Tenants	Single

PLEASE PROVIDE:

- Sponsorship logo
- Please export your logo as a high-quality PNG. If your logo includes dark colours, please export your png logo with a white background to ensure it remains visible for recipients using dark mode in emails.



DIGITAL OFFER – BUSINESS MEETINGS BY PBS

DASHBOARD CAROUSEL

REF: 4500845

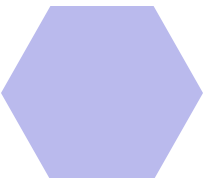
BE PRESENT WHERE CONNECTIONS ARE MADE

Thanks to an interactive placement directly integrated into Business Meetings by PBS, the official business meeting platform, your brand benefits from targeted visibility among professionals actively engaged in seeking partners.

Includes image, logo, title text, description text, and a call-to-action button with the option of an internal link.

Maximum of 5 advertisers

€3,500 excl. VAT



MORE DETAILS

DASHBOARD CAROUSEL

The email footer sponsorship logo will appear at the bottom of all transactional email communications. Positioned beneath the main email content and organiser logo.

Specification

Size (desktop)	790px x 440px
Type	Image & text
Tenants	1 – 5 sponsors

PLEASE PROVIDE:

- Title text : max 50 characters
- Description text - max 120 characters
- Call to action text
- Sponsorship Image

Order of content can be pre-determined or set to shuffle if preferred. We require each of the above elements separately. Please do not provide a pre-designed banner



Engagement Tracking

- ✓ Impressions
- ✓ Clicks
- ✓ User tracking

