

FOIRE DE PARIS

MAY 1 TO 12, 2024
PARIS EXPO PORTE DE VERSAILLES

BUSINESS-DRIVER

EMOTION-ACTIVATOR

INNOVATION-REVEALER

FOIRE DE PARIS IN VIDEO



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FOIRE
DE
PARIS

This emblematic French heritage event has evolved over the decades to become one of France's most important shopping events. It is a showcase for French and international innovations, products and know-how, while offering an entertaining and enriching experience that is constantly renewed.

FOIRE DE PARIS IN FIGURES

1
ST
TRADE FAIR
IN FRANCE

12
DAYS

120
TH
EDITION

1
LATE-NIGHT OPENING

1,250
EXHIBITORS
IN 2023

407,310
VISITORS
IN 2023



AN
INTERNATIONAL

SHOW
OVER
40

COUNTRIES REPRESENTED

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FOIRE
DE
PARIS

4 FLAGSHIP
SECTORS:



HOME



CRAFTS AND CULTURES OF THE WORLD



WINES AND GASTRONOMY



SHOPPING

THE OFFER



HOME

A unique space bringing together the leaders in each sector as well as influential new brands.

FURNISHINGS &
DECORATION
KITCHEN &
BATHROOM
CONSTRUCTION
& RENOVATION

EXTERIOR
HOME APPLIANCES
& HIGH TECH

NUMBER OF EXHIBITORS IN 2023: 310
SECTOR VISITED BY 80% OF VISITORS IN 2023

THEY WERE WITH US IN 2023

ALLIANCE PISCINES • BOBOCHIC PARIS • BOSCH • CLAIR AZUR
EMMA MATELAS • KENWOOD • MIELE • DE'LONGHI • LEICHT
KPARK • NEOLOGY • ROCHE BOBOIS...



WINE & GASTRONOMY

Gastronomic and wine discoveries.

WORLD
CUISINE

LOCAL
CUISINE

NUMBER OF EXHIBITORS IN 2023: 185
SECTOR VISITED BY 73% OF VISITORS IN 2023

THEY WERE WITH US IN 2023

HELLOFRESH • NEW SOUL FOOD • CHAMBRE DE COMMERCE ITALIENNE ...

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FOIRE
DE
PARIS

THE OFFER



WORLD CRAFTS & CULTURES

The show that brings together the most craftspeople from the 4 corners of the world.

ARTS & CRAFTS
RICHES OF THE WORLD

LANDS OF THE TROPICS
AND AMAZON

NUMBER OF EXHIBITORS IN 2023: 445
SECTOR VISITED BY 75% OF VISITORS IN 2023

THEY WERE WITH US IN 2023

MINISTÈRE DE LA CULTURE D'ARABIE SAOUDITE - AGENCE NATIONALE DE L'ARTISANAT AU CONGO - CCI DE LA MARTINIQUE - COMITÉ DU TOURISME DE LA GUYANE - CHAMBRE DE MÉTIERS ET D'ARTISANAT DE LA RÉGION GUADELOUPE...



SHOPPING

Exhibit your wellness, fashion and accessories, and mobility products at Foire de Paris. Demonstrate your smart products!

DEMONSTRATORS
FASHION, BEAUTY & WELLNESS

MOBILITY
FRENCH CREATION
VILLAGE

NUMBER OF EXHIBITORS IN 2023: 310
SECTOR VISITED BY 7 OUT OF 10 VISITORS IN 2023

THEY WERE WITH US IN 2023


RETAIL RENAULT GROUP - DARTY - Mlle AGATHE - BOUTIQUE DU FABRIQUÉ EN FRANCE BY AMAZON - BLOON PARIS

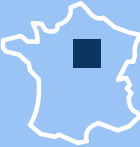
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VISITOR PROFILE



 **68%**
OF WOMEN


 **67%**
FROM
ÎLE-DE-FRANCE

 **19%**
FROM
PROVINCE

 **14%**
FROM
PARIS

 AVERAGE AGE
52 ANS

CSP+
50%

 **6**

OUT
OF 10
VISITORS ARE
HOMEOWNERS

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FOIRE
DE
PARIS

VISITOR AUDIENCE



407,310

VISITORS
+ 23% VS 2022

OF WHICH

245,000

SHOPPERS

162,000

HOME PROJECT OWNERS

AVERAGE SHOPPING BASKET

718€

9 OUT OF 10 VISITORS BUY

SOIT

€261M

SPENT IN 12 DAYS

93%

OF SATISFACTION

VISITOR TESTIMONIALS FOIRE DE PARIS 2023

“ A LARGE NUMBER OF EXHIBITORS, ALL VERY PLEASANT, A MULTITUDE OF PRODUCTS, NEW DISCOVERIES ”

“ AN IMMENSE CHOICE OF PRODUCTS, A «LIVELY CENTRAL SQUARE”

“ MAGNIFICENT QUALITY AND QUANTITY OF EXHIBITORS. BARGAINS TO BE HAD ”

“ I LOVE THE PARIS FAIR. THERE'S A MULTITUDE OF BEAUTIFUL THINGS TO SEE IN EVERY FIELD. ONE DAY IS NOT ENOUGH! ”

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EXHIBITORS



1,250
EXHIBITORS

80%
OF OVERALL
SATISFACTION

91%
OF INTENTION
TO RETURN

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EXHIBITORS TALK



The event was a success. An 8% increase in sales compared to 2022. The number of visitors was highly satisfactory, with a steady flow of quality visitors throughout the Fair. The Fair's entertainment program was also very popular. I would like to thank all those who contributed to the success of this exceptional event.

Philippe BOCCARA
Chairman Groupe Detemple
SAS & B&B Expansion SAS



It's always a pleasure to take part in the Foire de Paris. It's a must-attend event for us, our customers and prospects. We're looking forward to the next edition, 2024, which will mark the launch of our new products.

Jacky OHAYON
CEO DETOXIMIX



The Foire de Paris is, and must remain, an event to mark on every calendar! For visitors and exhibitors alike. It's THE big trade fair where the whole of France comes together to share moments of conviviality and discover the latest innovations. The 2023 edition was a vintage one! See you next year!

Sonia ARROUS
Sales Manager BIOSSUN®



The Renault Group Retail teams had a great time at their first Foire de Paris! It was a very intense and unifying experience for the entire exhibiting team. It was also rich in new customer encounters. Visitors were delighted to discover us at this 2023 edition, and were delighted to see our RENEW reconditioned used vehicles on display on our stand. The Comexposium team was on hand throughout the event to provide us with all the support we needed to make our first participation a success.

Marine DEHAY
Responsable Marketing
Paris Renault Retail Group



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FOIRE DE PARIS MEDIA COVERAGE



FOIRE
DE
PARIS



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FOIRE
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A POWERFUL COMMUNICATION PLAN

 SOCIAL NETWORKS

179,821

SUBSCRIBERS
+6% VS 2022

2,3
MILLIONS
PEOPLE REACHED

 EMAILINGS

26
EMAILING
CAMPAIGNS

5
MILLIONS
KEY CONTACTS

 DIRECT MARKETING
PROJECT OWNERS
TARGETED

70,000

17
MILLIONS
OF PRINTS

 WEBSITE

1,3
MILLION
VISITS TO WEBSITE
(MARCH TO MAY 8, 2023)

+8%
INCREASE
VS 2022

 POSTER CAMPAIGN
PARIS - ILE DE FRANCE

90%
OF AROUND PARIS PEOPLE TARGETED
WITH 6,570 FACES

NATIONAL MEDIA COVERAGE

 MEDIA AND INFLUENCE

600

ACCREDITED JOURNALISTS

900

MEDIA COVERAGE

20
MILLIONS €
IN MEDIA EQUIVALENCE

40
PARTNERSHIPS

33%

OF VISITORS COME FROM
PARTNERSHIPS

120 YEARS OF PASSION

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PARIS



2024 will be an important year!
Foire de Paris celebrates its 120th anniversary.
A milestone in the history of the fair,
testifying to its longevity and importance
in the French economic and cultural landscape.



**BROWSE KEY DATES
FOIRE DE PARIS**

IMMERSE YOURSELF IN THE FOIRE DE PARIS EXPERIENCE



FESTIVAL TROPIQUES EN FÊTE

Europe's biggest
Afro-Caribbean
festival



LATE-NIGHT OPENING

Saturday, May 11th
2023



RENCONTRE UN ARCHI

House projects take
shape!



JUNIOR PARIS FAIR

Activities dedicated
to kids



SPORTS VILLAGE

2024: sport in the
spotlight



LE FESTIVAL & CHAMPIONNAT DE FRANCE DE BARBECUE

The rendezvous for
barbecue aficionados



BEER PONG TOURNAMENT

Festive and friendly,
this tournament
broadens the target
audience!

81.5%

OF VISITORS SATISFIED

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DISCOVER OUR EVENTS ON VIDEO!

THE PLACE TO DISCOVER EVERYTHING

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START-UP BOOST'

The «Start-up Boost'» is an unmissable springboard for young companies whose products or services are in the process of being commercialized, and who wish to reach the general public. Founded in 2018 by Foire de Paris, this competition rewards the most innovative and promising nuggets every year.



INTERNATIONAL LÉPINE CONTEST PARIS

The Lépine contest has been a benchmark in inventions for over a century. For French industry, it has remained a springboard and label of excellence. Since the contest was founded in 1901, thousands of inventions – from the most extraordinary to the most surprising – have emerged and taken shape in the aisles of these contest-exhibitions.



THE INNOVATION GRAND PRIX

A true benchmark for over 15 years, The Innovation Grand Prix rewards the most remarkable innovations every year. A guarantee of recognition by the general public and the press, it provides a unique opportunity to showcase products to experts and journalists alike, and to let nearly half a million consumer visitors discover them throughout the duration of Foire de Paris.

TAKE PART IN FOIRE DE PARIS



HOME SECTOR

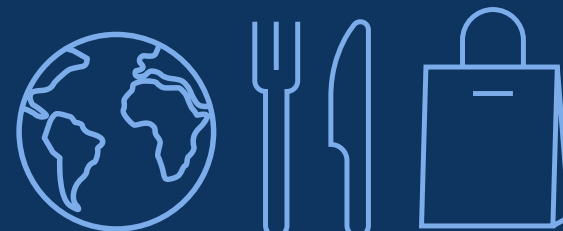
FROM

€4,508 EXCL. VAT*

PRICE FOR 12 DAYS

*Bare stand of 9 m², 2 sides, registration fee and insurances included.

 I ESTIMATE MY PARTICIPATION



OTHER SECTORS

FROM

€3,032 EXCL. VAT*

PRICE FOR 12 DAYS

*Bare stand of 9 m², 2 sides, registration fee and insurances included.

 I ESTIMATE MY PARTICIPATION

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FOIRE
DE
PARIS

**BOOST
YOUR VISIBILITY**

BE PART OF YOUR SUCCESS

BEFORE - DURING - AFTER PARIS FAIR

BECOME MORE VISIBLE, ATTRACT ATTENTION, ENHANCE
YOUR BRAND IMAGE STAND OUT AMONG YOUR
COMPETITORS OR INCREASE YOUR BUSINESS!

COMMUNICATION TOOLS PACKAGED
WITH YOUR STAND
FROM

€85 EXCL. VAT

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A TEAM OF EXPERTS JUST FOR YOU



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