



**OCT 29TH >
NOV 2ND 25**

PARIS EXPO PORTE DE VERSAILLES

POWERFUL MEDIA COVERAGE

IMPACTFUL PR



+ over 900
JOURNALISTS
AND MEDIA PRESENT



+ more than 500
PRESS COVERAGE



+ over €7M
IN ADVERTISING
EQUIVALENT

OPTIMISED WEB PERFORMANCE



260,000
VISITS TO THE WEBSITE
IN THE MONTH BEFORE
THE SHOW



A DATABASE OF
70 000
ACTIVE AND RESPONSIVE
CONTACTS



15
TARGETED EMAIL
CAMPAIGNS
AVERAGE OPEN RATE = 25%

A COMMITTED AND GROWING COMMUNITY



A COMMUNITY OF
ALMOST
230,000
PEOPLE



PRESENT ON FACEBOOK,
INSTAGRAM AND TIKTOK

AN ENGAGEMENT
RATE OF

35%

AN EFFECTIVE MEDIA PLAN



A POSTER CAMPAIGN IN PARIS AND THE
ILE-DE-FRANCE REGION REACHING
90% OF THE POPULATION
(BUSES, STATIONS AND METRO STATIONS)



12%
OF THE TOTAL BUDGET INVESTED
IN DIGITAL CAMPAIGNS 6 MONTHS
BEFORE THE EVENT