



PROMOSALONS



CONSULTANCY • EXPERTISE • SUPPORT • INNOVATION

The global partner network for French trade shows



www.promosalons.com



THE ASSOCIATION

Founded in 1967, Promosalons is a non-profit association governed by the French Law of 1901. Its Board of Directors comprises 13 French trade show organisers (including groups such as Comexposium and RX France, and independents such as Paris Air Show and Vinitech) alongside 13 representatives from institutional partners (including the French Ministry of Foreign Affairs and International Development, the French Ministry of Economic Affairs, Business France, the Paris Region Chamber of Commerce and Industry, Comité des Expositions de Paris (Paris Exhibitions Committee), the Paris Region Regional Council, Medef, UNIMEV, the City of Paris and VIPARIS).



WELCOMING THE WORLD TO FRENCH TRADE SHOWS



A richly diverse intercultural network offering unique expertise.



**Editorial by
Corinne Moreau**

**Managing Director,
Promosalons**

Promosalons is the only non-profit network of its kind in the world, harnessing innovative skill sets and methods to promote and market French trade shows worldwide.

Promosalons represents 60 of France's 80 international trade shows, the majority of which rank among the global leaders in their field. These include the Paris Air Show, SIAL, Maison&Objet, Le Mondial du Bâtiment, Pollutec, JEC World, World Nuclear Exhibition, etc. We also support organisers as they adapt their trade shows for overseas markets.

3

A WORLDWIDE PRESENCE

Our bicultural teams are on the ground locally, where they connect directly with the market in each country by forging strong links with key economic and institutional stakeholders.



**OVER 50 YEARS'
EXPERIENCE**



**52
LOCAL OFFICES**



**15 OF THE TOP
20 SHOWS* ARE
PROMOSALONS
MEMBERS**



113 COUNTRIES



**150
STAFF MEMBERS**



5 CONTINENTS

*In number of visitors

POWERING GLOBAL BUSINESS!



With teams on the ground all over the world, our geographical coverage is second to none.

« With so many local offices, the global reach of the Promosalons network really boosts attendance numbers at our show. »

NICOLAS VISIER,

Director of the Carrefour International du Bois

WORKING IN

113

COUNTRIES

ALBANIA
ALGERIA
ARGENTINA
ARMENIA
AUSTRALIA
AUSTRIA
AZERBAIJAN
BAHRAIN
BELARUS
BELGIUM
BENIN
BOLIVIA
BOSNIA AND
HERZEGOVINA
BOTSWANA
BRAZIL
BRUNEI
BULGARIA
BURKINA-FASO

CAMBODIA
CAMEROON
CANADA
CHILE
CHINA
COLOMBIA
CROATIA
CZECHIA
DENMARK
ECUADOR
ESTONIA
FINLAND
GABON
GEORGIA
GERMANY
GHANA
GREECE
GUINEA
HONG KONG

HUNGARY
INDIA
INDONESIA
IRELAND
ISRAEL
ITALIA
IVORY COAST
JAPAN
JORDAN
KAZAKHSTAN
KENYA
KOSOVO
KUWAIT
LAOS
LATVIA
LEBANON
LESOTHO
LIECHTENSTEIN
LITHUANIA

« The personalised relationships nurtured by the Promosalons teams are crucial to the success of our events abroad. The close collaboration between their people and our teams is paying off more than ever. The more we work with the Promosalons offices, the better the solutions we can offer our potential visitors. »

SYLVIE FOURN,

**Director of Construction, Environment, Risk Management,
Industry and Health at RX France**

● 52 LOCAL OFFICES

LUXEMBOURG
MACAU
MACEDONIA
MADAGASCAR
MALAYSIA
MALI
MAURITANIA
MEXICO
MOLDOVA
MONTENEGRO
MOROCCO
MOZAMBIQUE
MYANMAR
NAMIBIA
NETHERLANDS
NEW ZEALAND
NIGERIA
NORWAY
OMAN

PERU
PHILIPPINES
POLAND
PORTUGAL
QATAR
ROMANIA
RUSSIA
SAUDI ARABIA
SENEGAL
SERBIA
SINGAPORE
SLOVAKIA
SLOVENIA
SOUTH AFRICA
SOUTH KOREA
SPAIN
SWEDEN
SWITZERLAND
TAIWAN

TAJIKISTAN
THAILAND
TOGO
TUNISIA
TURKEY
TURKMENISTAN
UKRAINE
UNITED ARAB EMIRATES
UNITED KINGDOM
UNITED STATES
UZBEKISTAN
VENEZUELA
VIETNAM
ZAMBIA
ZIMBABWE

THE POWER OF PROMOSALONS



Universally recognised by organisers for our detailed knowledge and passion for trade shows, Promosalons is THE specialist in promoting French trade shows internationally. Our teams understand the specific techniques, methods and tools for each of the countries in which they operate.

EXPERTISE, CONSULTANCY AND PASSION!

Promosalons offers a number of benefits beyond the scope and expertise of our network:

- **Consultancy, support and action:** our teams have in-depth knowledge of the different markets, so they are ideally placed to both advise clients and implement first-rate promotional programmes.
- **Bicultural experts:** our experts draw on their knowledge of both French and local culture to devise appropriate communication strategies tailored to each country.
- **First-hand knowledge of international markets:** enables us to understand what motivates decision-makers, identify and engage influencers in the various countries and deliver visitor feedback.
- **Recognised expertise in 20 industry sectors:** our teams have an unparalleled understanding of the issues and challenges in their markets.
- **Passionate teams,** with a firm command of their markets, able to combine approachability with open-mindedness while working proactively alongside French trade shows.
- **Customised, end-to-end packages,** tailored to each “profile”, at very competitive price points.

« It's more than a collaboration – now more than ever it's about us working together as a team towards the common goal of making our shows a success and building the dynamic. »

MARIO FIEMS

Director of Transport and Logistics at Comexposium



Flexibility

Consultancy

International

Expertise

Passion

Efficiency

Support

Proactivity

Development

Transparency

Commitment

Accessibility

Trust

Innovation





FIRST CLASS PROJECT MANAGEMENT

Our teams monitor every stage of your promotional campaigns. Our central team in Paris will work with you to handle your project, and provide the tools you'll need to take informed decisions. This also means we can deliver efficient and consistent management for projects across several countries.

INNOVATION, A KEY FOCUS

At Promosalons, we are constantly innovating within our network, keeping up with the rapidly-changing nature of events and industry sectors.

This means our representatives can share new ideas and their latest insights with show teams and assess which are most likely to be effective.

« Promosalons has the resources and expertise to design and deliver “turnkey” projects, as well as coordinating multi-country events. Their teams have a remarkable ability to provide innovative ideas, adapted to local culture and practices. »

OLIVIER CADI,
CEO and founder of Corp-Agency



ANNUAL FIGURES FOR OUR ACTIVITIES



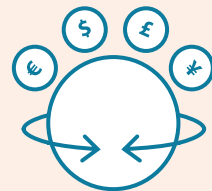
1,000
email campaigns



1,6 million
people targeted



11,000
VIP buyers on board



100
buyer tours



22,000
telephone follow-ups to
international industry
professionals



1,000
press releases sent out



200
press conferences
arranged



5,000
federations contacted

9,000
journalists contacted



120,000 sq.m
sold in commercial
management each year



20
geo-replicated member shows
supported by Promosalons
since 2000



Data capture for
informed decision-making



**THIS IS THE PART WE PLAY IN BRINGING 350,000 TRADE VISITORS
FROM ALL OVER THE WORLD TO FRENCH SHOWS EVERY YEAR***

A COMPREHENSIVE, CUSTOMISABLE SERVICE TO PROMOTE AND MARKET YOUR SHOWS

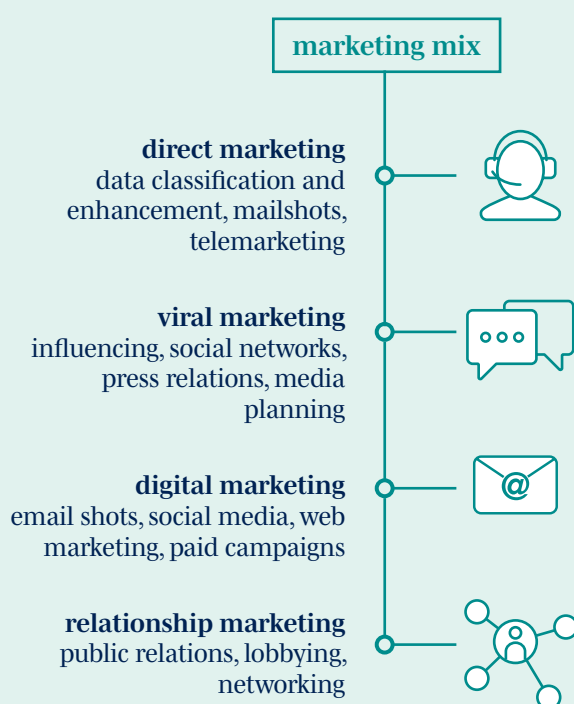
1

A WIDE RANGE OF PROMOTIONAL ACTIVITIES TARGETING VISITORS

Promosalons offers a comprehensive range of activities to optimise the impact of your promotional campaigns to bring international visitors to French shows.

- **A multi-channel marketing mix:**
- **Services to visitors:** pre-registration, organisation of business meetings, visa management, logistical assistance.

10



« Promosalons' digital expertise has enabled us to co-design an effective digital campaign on LinkedIn to personally connect with our targets and so expand the Pollutec community. »

ALEXIS DE GERARD,
Director of Pollutec
at RX France

Our bicultural expert teams have been implementing tailor-made solutions for over 50 years, tackling sector-specific issues in each country. They anticipate technological and structural developments in each industry to then offer innovative and effective solutions.

2

SALES TEAMS DEDICATED EXCLUSIVELY TO PROSPECTING AND BUILDING EXHIBITOR LOYALTY

Full Service: a simple but effective end-to-end solution

With Full Service, Promosalons offers an end-to-end marketing package for trade shows. One or more staff at our local offices focus exclusively on finding exhibitors. They send the organiser a proposed plan of action itemising the sales objectives, target prospects, a timeline and costs.

All stages are included:

- Market research,
- Compiling the database,
- Prospecting,
- Sales,
- Overseeing marketing and logistics, and even re-booking returning exhibitors on site.

First access: ready-to-use sales prospect files

With our First Access service, Promosalons helps organisers lay the groundwork for a successful show. After taking a snapshot of the market to identify and qualify targets, a sales prospect file is passed to the show's sales teams who then handle the prospecting and sales. This service greatly streamlines and accelerates the pre-show stage by thoroughly assessing the potential exhibitors in a market.

AUDREY ASHWORTH,
Sales Director
SIAL NETWORK
at Comexposium

« The work of the dedicated sales teams in each target country - always tailored to the local market - allows us to significantly increase the number of exhibitors at our shows and nurture a close relationship with them. »





3

ENCOURAGING GEO-REPLICATION

At Promosalons, we support our members with the geo-replication and joint organisation of their events outside France. Our input is tailored to each project, through to organising the whole event in the host country.

Examples of Promosalons input:

- Fact-finding missions
- Networking and liaising with local companies
- Seeking local partnerships and financial support
- Building relationships with institutional stakeholders
- Promotion and marketing in the host country
- Logistics services
- Putting in place a dedicated team
- End-to-end organisation of the whole event

« Organising JEC Korea in Seoul wouldn't have been possible without the support of Sun Eui Kim and her team. With their help, we've built close relationships with our local contacts much more quickly than we could have done alone. »

ERIC PIERREJEAN,
CEO of JEC Group



4

GENERATING INFORMATION AS FOOD FOR THOUGHT

With a strong international presence through our 52 local offices, Promosalons provides authoritative insight and analysis in overseas markets. To do this, we conduct regular benchmark studies, alongside economic and sector monitoring to provide our members and partners with the facts they need for their decision-making.

Examples of studies:

- Studies examining the motivation behind visitor and/or exhibitor participation and their behaviours
- Visitor panel sampling
- Feasibility studies into creating a new show

« The international benchmark for industry events, a range of themes and formats, a well-defined offer and targeted visitors. Congratulations on your comprehensive feasibility study into creating a new show! »

ANNE GUIVARCH,
Managing Director, FIBOIS Nouvelle-Aquitaine



FRENCH TRADE SHOWS: CROWD-PULLING EVENTS THAT DELIVER ROI

Attending one of our 60 partner shows means a return on your investment and visibility among a vast international audience.

14



The global partner network for French trade shows

FRANCE, THE IDEAL LOCATION FOR INTERNATIONAL TRADE SHOWS



Hugely diverse and internationally renowned, French trade shows present genuine strategic and commercial opportunities to French and international businesses alike.

7 BENEFITS OF FRENCH TRADE SHOWS

1

LEADERS IN SEVERAL BUSINESS SECTORS

2

BUSINESS ACCELERATORS

3

STRONG INTERNATIONAL FOCUS

4

A BAROMETER FOR TRENDS AND INNOVATIONS

5

CLEAR OFFER WITHIN STRICTLY-DEFINED SECTORS

6

SHOWCASES OF NEW TALENT

7

EVENT DESIGNERS

15



« French trade shows are a source of inspiration, innovation and business. Always at the forefront, they have this ability to decipher future trends that attracts visitors from all over the world in search of novelties. »

PATRIZIA FERRANDI,
Delegate of Promosalons Italia

+1 BENEFIT

THEY RELY ON PROMOSALONS, THE ONLY PROMOTIONAL NETWORK OF ITS KIND IN THE WORLD, FOCUSED EXCLUSIVELY ON THEIR NEEDS.

FRANCE

A HIGHLY DESIRABLE VENUE FOR TRADE SHOWS



French shows are genuine business and networking hubs, flying the flag for France!



INTERNATIONAL BUSINESS PLATFORMS*

750

consumer and mixed shows, **370** of which are trade only

12.5 millions visitors

↳ **20 %** international

101,000 exhibitors

↳ **34 %** international

* UNIMEV Event Data Book (2019 data)



REAL RETURN ON INVESTMENT (ROI)

17.7 millions

contracts signed each year equating to

€30.5 billion in revenue

84 %

of show participations have generated business for the exhibitor

Every **€1**

invested by a company to exhibit at a French trade show yields an average of **€8** in revenue



GENEROUS CAPACITY TO WELCOME VISITORS

82 exhibition centres

645,000 hotel rooms

40 international airports



PARIS, A FLAGSHIP DESTINATION FOR TRADE SHOWS

No.1 city worldwide for the number of shows and visitors with over **500** exhibitors

No.1 city in Europe for exhibitor numbers

Paris, world leader in business tourism, with **440** shows, **1,200** conferences and **1,700** other events organised every year

No.1 tourist destination in the world

No.1 city for exhibition space with **700,000** sq.m

Paris Region visitor capacity:

160,000 hotel rooms

PROMOSALONS: OUR ONGOING COMMITMENT TO SERVE THE COMMUNITY

Not only does Promosalons promote French trade shows, we also run joint initiatives for the benefit of the sector:

ORGANISING

international promotional and networking events for French trade shows;

CONTRIBUTING

to working groups such as “Promouvoir”, which redefined the support provided to Paris Region exporters through the shows;

SPEAKING

during round table discussions, such as the one on how events launched in France can drive international development (annual UNIMEV conference);

INSPIRING

and leading brainstorming sessions through Think Tanks focusing on issues relating to international promotion;

ACTIVELY TAKING PART

in “Benchmark” brainstorming groups, such as the one established by the Paris Region Chamber of Commerce and Industry, alongside ten of its partners;

ENGAGING

institutional decision-makers to harness the impact of international events on the capital's appeal.

« Over almost anywhere else in the world, France has this unique quality of being a leading destination in both the leisure tourism sector and the business meetings and events industry. »

DIDIER KLING

President of the Paris Region Chamber of Commerce and Industry



SOME OF OUR CLIENT SECTORS:



Packaging/Industry
ALL4PACK



Agriculture
SIMA



Interior Design/Home Fashion
MAISON&OBJET



Aerospace/
Defence
PARIS AIR SHOW



Construction/Civil Engineering
INTERMAT

Fashion/Textile
WHO'S NEXT



Environment
POLLUTEC

Food/Hospitality
EQUIPHOTEL



Eyewear/Health
SILMO



Transport/Logistics
EUROPEAN MOBILITY EXPO





www.promosalons.com

Design and production: Pastelle - Novembre 2020 - **Photo credit:** Maison&Objet 2020 ©AETHION / INTERMAT 2018 ©FOUCHA MUYARD / ©CARREFOUR INTERNATIONAL DU BOIS 2018 / SIAE 2019 © SIAE 2019 - Anthony Guerra & Alex Marc / Première Vision 2020 ©Première Vision / VINITECH SIFEL ©CEB - Artiste-Associé VINITECH / SIMA ©FOUCHA_SIMA / ©Salon international de la Lingerie et Interfilère Paris 2020 / ALL4PACK 2018 : ©FAUST FAVART / WHO'S NEXT 2019 ©Yannick Roudier, Kim Weber / EQUIPHOTEL 2018 © EquipHotel - Collectif Stéphane Laure / POLLUTEC 2018 ©Pollutec - Stéphane Laure / SILMO 2019 : ©SILMO PARIS 2019 / EUMO 2018 : ©BMazodier - GIE - Objectif Transport Public

Sources: OJS / Promosalons, UNIMEV, CCI Paris Île-de-France, Comité Régional du Tourisme de Paris Île-de-France.