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PARIS  
RETAIL  
WEEK

24.25.26 -  
SEPT 2019

PARIS EXPO  
PORTE DE  
VERSAILLES  
PAVILION 7.2

The Connected Retail  
Festival

NEW  
FORMULA

NEW  
AMBITIONS

WWW.PARISRETAILWEEK.COM

COMEXPOSIUM

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SAS au capital de 60 000 000 euros - 316 780 519 RCS Nanterre

#ParisRetailWeek



Création: CA-inspire - 09-2018

COMEXPOSIUM

#ParisRetailWeek



PARIS, CAPITAL OF EXPERIENTIAL  
AND CONNECTED COMMERCE

# France's prime Connected Retail event, new formula

**Paris Retail Week 2019**, the major-league connected-retail ecosystem gathering, will bring together professionals from the world of digital retail and marketing from **24 to 26 September 2019**, with a twofold aim: offer them a groundbreaking trade fair experience, invite them to discover practical solutions, innovations and tools for developing their business.

## Paris Retail Week's new formula, centre stages:

### ■ STREAMLINING & PRECISION

A business topic highlighted every day through pragmatic conferences will make it easier for visitors to organize their visit schedule.

- > My UX challenge, Tuesday 24.09.2019
- > My Tech challenge, Wednesday 25.09.2019
- > My Organization challenge, Thursday 26.09.2019

### ■ ACCESSIBILITY & EFFICIENCY

- Pitch sessions held at the very heart of the event by exhibitors focusing on visitors' business challenges,
- A matchmaking service promoting exhibitor-2-visitor and visitor-2-visitor get-togethers
- "Innovation Tours" proposing visitor activity-sector-specific guided tours of the fair: Fast-Moving Consumer Goods, Fashion, Tourism & Leisure, Cosmetics, Bank & Insurance, etc.

### ■ FRIENDLINESS

A relaxed atmosphere with live & direct event experiences and enjoyable networking sessions.

### And, of course, the ever-highly-popular:

- Solutions Workshops cycle
- Paris Retail Awards
- Paris Retail Tours

### A project-tailored communication plan:

GLOBAL VISITOR REGISTRATION PLATFORM WITH INTEGRATED NETWORKING	MEDIA RELATIONS WITH OVER 2,000 JOURNALISTS	INFORMATION SOURCES: WWW.PARISRETAILWEEK.COM AND BLOG.PARISRETAILWEEK.COM - 1,112,000 PAGES VIEWED
PROMOTION WITH 4,000 TOP RETAILER, E-RETAILER AND BRAND PROFILES	DIRECT MARKETING CAMPAIGNS ON A QUALIFIED 40,000 TARGET BASE	COMMUNITY MANAGEMENT ACROSS MAJOR SOCIAL MEDIA - 1,345,000 IMPRESSIONS
ADWORDS / ADEXCHANGE & AFFILIATION CAMPAIGNS	PARTNERSHIPS WITH RECOGNIZED SECTOR CORPORATES	

### Professionals on the outlook for practical solutions:

Attendance of 20,000 retail professionals.

GENERAL MANAGEMENT	MARKETING	DIGITAL	E-RETAIL	IT	BUSINESS SOLUTIONS	INNOVATION	PAYMENT	LOGISTICS/SUPPLY CHAIN DEPARTMENTS
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## Your participation in the next edition of Paris Retail Week

Be part of the next edition of Paris Retail Week. **Registration is open**, book the top spot! Come along and meet the team from **10 September on the Paris Retail Week 2019 stand - Stand w054**. **Discover hall 7.2 And book your stand now.**



### A new formula

**An offer at the heart of the concerns of visitors.** Choose the sector that will best highlight your product for solutions! Marketing, Data & Customer Relationships, Retail Tech & Digital(in)Store, Payment Solutions, IT For Retail, Logistics, E-Logistics & Supply Chain, Start-up.

### Save time, we can look after "almost" everything!

#### STEP 1

Choose the right Communication Pack based on your business targets and optimize your ROI!

 <p><b>VISIBILITY PACK</b></p> <ul style="list-style-type: none"> <li>• 1 pitch</li> <li>• 1 registration for the awards</li> </ul>	 <p><b>CONTENT PACK</b></p> <ul style="list-style-type: none"> <li>• 1 workshop</li> <li>• 1 pitch</li> <li>• 1 registration for the awards</li> <li>• 2 tweets on @PRWOfficial</li> <li>• 1 badge Reader</li> </ul>	 <p><b>LEADS + PACK</b></p> <ul style="list-style-type: none"> <li>• 1 business Meetings Service</li> <li>• 1 Workshop</li> <li>• 1 pitch</li> <li>• 1 registration for the awards</li> <li>• 4 tweets on @PRWOfficial</li> <li>• 1 badge Reader</li> </ul>
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#### STEP 2

### Choose a surface area

- 9 > 18 sq.m.: surface + stand equipment + 1 or 2 open sides
- 24 > 84 sq.m.: bare surface + 2 to 4 open sides

### And, included as always:

- Exhibitor/VIP/honour guest badges
- Multimedia catalogue
- Referencing on all online and offline lists
- Media coverage
- E-invitations
- Business centre access

### 2019 price list excl. VAT, including the chosen surface package and communication package:

	Start-up 6 sq.m.	9 sq.m.	12 sq.m.	18 sq.m.	24 sq.m.	42 sq.m.	54 sq.m.	84 sq.m.
		Equipped stand			Bare surface			
VISIBILITY PACK	3 500 €	€8 919	€10 980	€15 737	€13 211	€21 227	€26 147	€39 060
CONTENT PACK		€11 819	€13 880	€18 637	€16 111	€24 127	€29 047	€41 960
LEAD+ PACK		€12 819	€14 880	€19 637	€17 111	€25 127	€30 047	€42 960