

# Equipmag

15 > 17 SEPT 2020

PARIS EXPO  
PORTE DE  
VERSAILLES  
PAVILION 7.1



The place to be for professionals in store design and equipment

## New, more successful format

### 1 date

- September 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> 2020

### 2 distincts trade fairs

- Equipmag (7.1)
- Paris Retail Week (7.2)

### 2 dedicated targets

#### Equipmag:

- store design and equipment

#### Paris Retail Week:

- e-commerce and connected retail

Free movement of visitors between the 2 trade fairs:

## More business opportunities

## Sectorisation of Equipmag 2020

in line with the visitor target

### Fittings/Store design

Design and implementation of layout, Floor/wall coverings, Window display layout...

### Point of sale equipment

Lighting, Security equipment, Shelving, Weighing systems, Refrigeration...

### Marketing/POS

Merchandising, Object-based promotion, Olfactory marketing...

## Project owners

among the leading retailers\*

- Atol ■ Auchan ■ Biocoop ■ Botanic ■ Burton of London ■ Carrefour ■ Conforama ■ Sisle ■ Decathlon ■ Groupe Beaumanoir ■ Leclerc ■ Leroy Merlin ■ Metro ■ Mousquetaires ■ Nature et Découvertes ■ Nocibé ■ Picard Surgelés ■ Système U ■ Toys R Us ■ Vinci ■ Yves Rocher...



## The event for top decision-makers

in the point of sale

- Director/Site Manager
- Director/Operations Manager
- Director/Technical Manager
- Maintenance Manager
- General Management
- Director/Marketing Manager
- Director/Purchasing Manager
- Merchandising Manager...

## Why exhibit?

**over 10 000**

point of sale professionals

**over 200**

exhibiting companies

## Key suppliers\*\*

- Triangle Mobilier ■ Ageco Agencement ■ Agos ■ Araven ■ Etiq Créations ■ Canon ■ Lumières ■ Drafil ■ Egger ■ Fapec ■ Glory ■ Lindera ■ Best Mannequins ■ Light in shop ■ Loomis ■ Pergo ■ Airwell ■ Rayonor ■ Saint Gobain ■ Forbo Sarlino...

## Bigger ROI via a personalised experience

based on 3 business issues in the following formats:

- feedbacks from retailers with their suppliers
- awards rewarding innovative exhibitors
- store tour of Parisian shops with an innovative concept

# Equipmag 2020 is on the way!

## 1. Your early bird rate

Enjoy a discounted rate by registering:

- before January 31<sup>st</sup> 2020: **-€30 excl. tax/m<sup>2</sup>**
- then from February 1<sup>st</sup> to 29<sup>th</sup> 2020: **-€10 excl. tax/m<sup>2</sup>**

## 2. Be one of the first to choose your stand location!

## 3. Your presentations

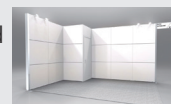
Present your products and solutions to visitors at the show with:

- 1 presentation: **€2 500 excl. tax**
- 2 presentations: **€4 600 excl. tax**

## Your stand

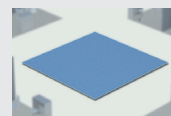
### Cobra equipped stands from 9 to 24 m<sup>2</sup>

- Surface and equipment included
- €550 excl. tax/m<sup>2</sup>**



### Stands from 24 m<sup>2</sup>

- Bare surface: floor marking
- €285 excl. tax/m<sup>2</sup>**



### Configuration of your stand

Number of sides open to aisles

2 facades

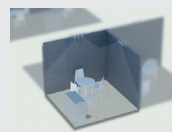
**€305  
excl. tax**

3 facades

**€650  
excl. tax**

4 facades

**€1,250  
excl. tax**



### Automatic exhibitor packs

Business One pack

**€770 excl. tax**

Business Plus pack

**€955 excl. tax**

(Insurance will be added automatically to your quote)

## Who do I contact?

The whole team is available to answer **all your questions!**

### GRACINDA DE JESUS BRUNO

Deputy Show Manager

+33 (0)1 76 77 12 94

gracinda.dejesusbruno@comexposium.com

### ANNE-JULIE BIBOUM

Sales Manager

+33 (0)1 76 77 15 46

anne-julie.biboum@comexposium.com

### MÉLANIE RIDEAU

Sales Director

+33 (0)1 76 77 15 45

melanie.rideau@comexposium.com

### LINDA RAIS

Sales Manager

+33 (0)1 76 77 13 77

linda.rais@comexposium.com

### AXEL JUHEL

Sales Manager

+33 (0)1 76 77 12 85

axel.juhel@comexposium.com

### NADIA BESSA

Account Manager

+33 (0)1 76 77 11 59

nadia.bessa@comexposium.com