
SEPT. 04-18, 2020

MAISON&OBJET

#MAISONETOBJET

DIGITAL

Special edition
September 04-18,
2020

Bringing the
Maison&Objet
experience
online

FAIR

MAISON&OBJET **mom**
MAISON & OBJET AND MORE

www.maison-objet.com / mom.maison-objet.com

THE DIGITAL FAIR IN FEW WORDS

WHAT?

Maison&Objet is holding its Digital Fair from September 04-18, 2020.

WHY?

To support your business during the back-to-school season.

WHEN?

Over two weeks, from September 04-18.

WHERE?

Two 100% online event spaces:
– at mom.maison-objet.com to look for products (Digital Showroom)
– at maison-objet.com to listen to e-talks (Digital Talks)

WHO?

Participation is open to all current and former exhibitors at Maison&Objet.

YOUR BENEFITS

By participating in the Digital Fair, **you receive guaranteed visibility before the entire Maison&Objet community** (nearly 400 000 international buyers and specifiers, including 185 000 **mom⁺** users).
Over the space of 2 weeks, or more, depending on what you choose, **you are entitled to use all the features offered as part of a mom⁺ package.**

HOW?

By posting products, virtual Showrooms, and even more, **from your online Exhibitor Space.**

DIGITAL SHOWROOMS + DIGITAL TALKS

DIGITAL SHOWROOMS

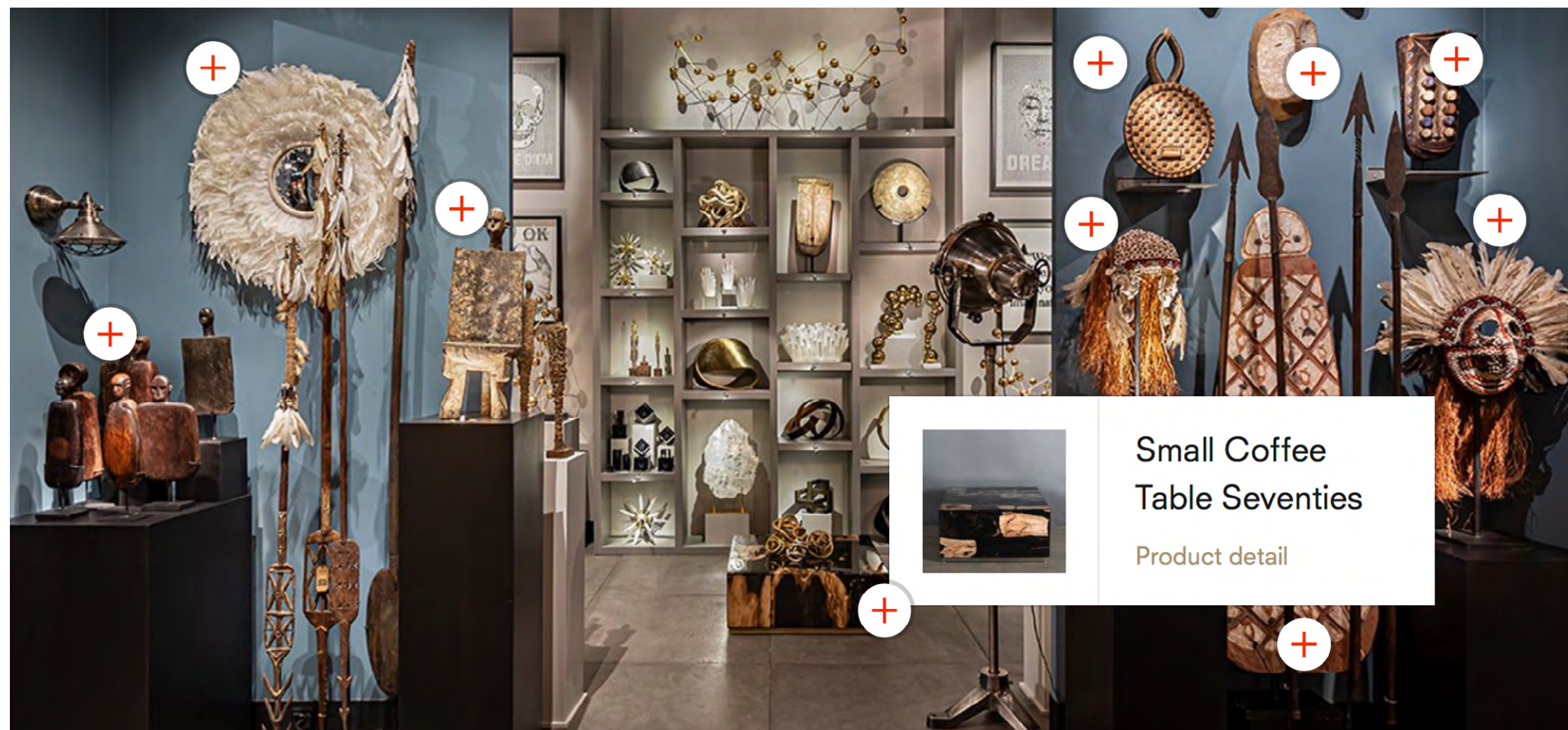
Even though they have already been very active since the start of the lockdown on our **mom^o** digital platform, buyers and specifiers from all over the world can't wait to discover your products, displayed as though they were at your stand. **Therefore, as a part of our Digital Fair, we're offering you the chance to upload images of your stand to our Digital Showrooms.**

You can tag up to 10 products per virtual Showroom.
1 click to examine the products in greater detail,
2 clicks to connect with the brand.

DIGITAL TALKS

Maison&Objet will also be presenting an unprecedented program of talks to offer inspiration and help decipher the latest trends, bringing together the industry's top creatives, trend hunters, architects, designers, stylists, retailers and makers.

Online conferences, articles, product picks and interviews, either in podcast format or streamed live, will offer the very latest analyses and insights. They will notably focus on how, under the blazing spotlight of lockdown, the Home has become a veritable refuge, causing us to question our surroundings and living spaces as a whole.



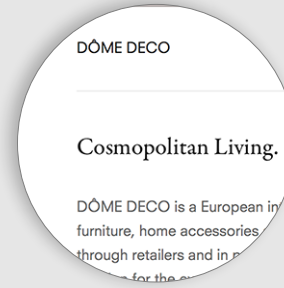
YOUR DEDICATED MINI-SITE

State your case to your customers, as though you were chatting with a visitor at the fair.

Visitors will instantly see **all the richness of your brand universe**, through your description, as well as your virtual Showrooms, your video, products, collections, projects, your latest news, and more....



Virtual Showrooms: they help visitors visualize your products as though they were visiting your stand at Maison&Objet, using tags.



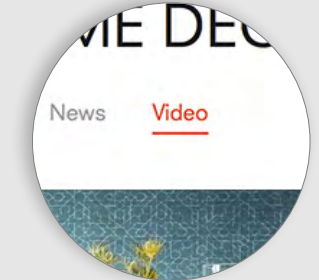
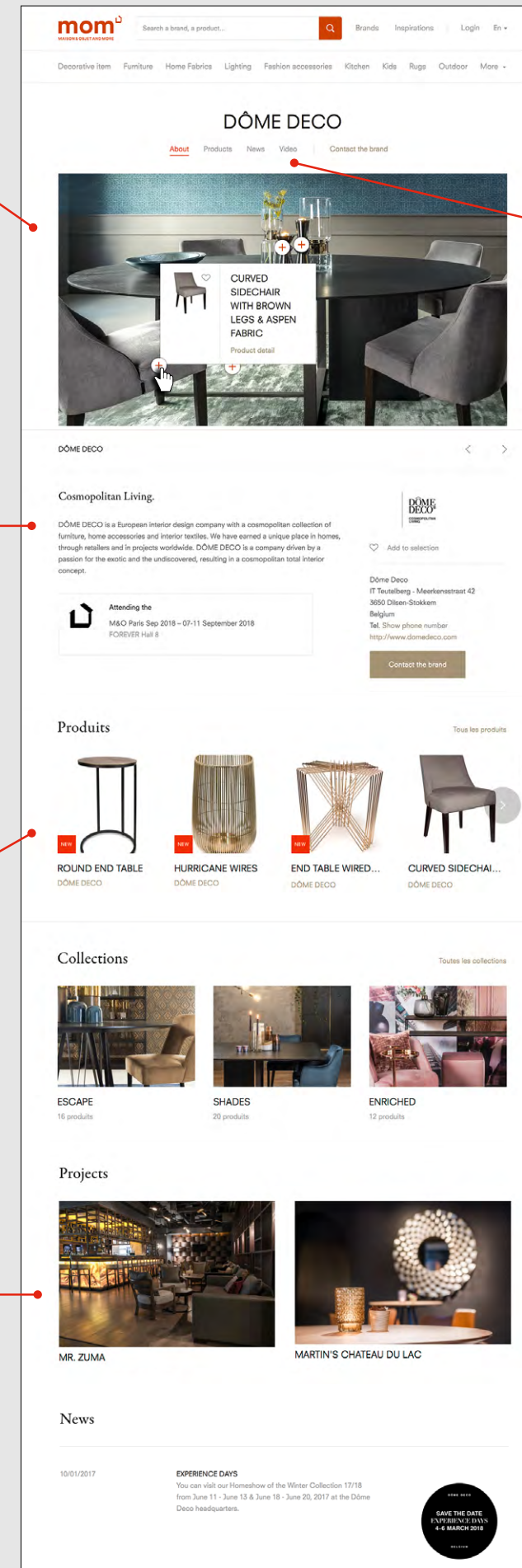
Description: Introduce the identity of your brand, its history, and what makes it **unique**.



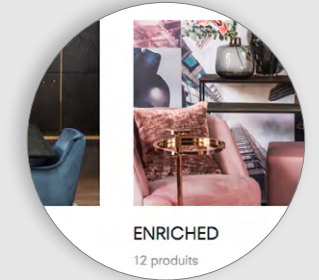
Products: On each product sheet, up to **10 photos of your product** can be displayed.



Projects: Highlight your products by presenting your latest successful ventures and by identifying your products directly on the photo using tags.



Video: Present your brand in a new way using **video content**, which can be inserted in your mini-site with just 1 click from YouTube, Vimeo or Dailymotion.



Collections: Present your product ranges by grouping together products by season, theme, graphics, etc.



Your latest news: Give buyers the chance to discover your latest collaborations, collection launches, and other news of the moment.

HOW WILL I RECEIVE BUSINESS CONTACT REQUESTS?

You will receive an **e-mail in real time** to notify you of each new request from a prospect.

You can find all your prospects in your **online Exhibitor Space** and **download** them so you can import them into your CRM software.

The more visible your brand is on **mom**^{MAISON&OBJET AND MORE}, the more business requests you'll receive...
Take maximum advantage of all that mom^{MAISON&OBJET AND MORE} has to offer!

The screenshot displays the MOM website interface. At the top, there is a search bar and navigation links for Brands, Inspirations, and Login. Below this, a category menu includes Decorative item, Furniture, Home Fabrics, Lighting, Fashion accessories, Kitchen, Kids, Rugs, Outdoor, and More. The main content area features a large image of the SELETTI BANANA LAMP, with a smaller thumbnail to its right. To the right of the main image, the product name 'SELETTI BANANA LAMP' is displayed, along with the designer 'STUDIO JOB' and a 'Quotation request' button. An 'Information request' form is overlaid on the right side, containing four checkboxes: 'I would like to receive the catalog', 'I would like to be contacted', 'I would like to be sent a rate /quotation' (which is checked), and 'I would like a meeting at the show'. Below the checkboxes, there is a text input field and a 'Continue' button. In the foreground, an email preview window is shown, titled 'MOM - Demande de contact'. The email content includes the MOM logo, a greeting 'Dear Client,', a message from a MOM community member dated May 14, 2018, and detailed contact information for a prospect named John X, including his email, phone number, and company details.

2 WAYS TO PARTICIPATE

OPTION 1

Digital Fair Packages

→ Page 7

OPTION 2

mom^U Packages

→ Page 8

OPTION 1

Digital Fair Packages

Exclusive visibility beyond the Digital Fair, from September 04-30, 2020.

If you have any questions, our Customer Service department is available to assist you:
serviceclient@safisalons.fr

	PACK 1	PACK 2	PACK 3
Number of product sheets, each containing up to 10 images	10	20	30
Virtual Showrooms	5	10	15
Your dedicated mini-site	Included	Included	Included
Video presenting your brand	Included	Included	Included
“How to boost your visibility on MOM” Guide	Free	Free	Free
	250 € excl. VAT	450 € excl. VAT.	600 € excl. VAT.



You may also benefit from all **mom**[®] features (Instagram ads, presentation of your new products, etc.) throughout the entire year by opting for a **mom**[®] package.

Starting at 140 euros / month.
Right now, 2 MONTHS ARE FREE

For more information, please write us at:
service.commercial.digital@safisalons.fr

OPTION 2

mom⁺ Packages

Optimal, continuous visibility throughout the year before a network of over 480,000 professionals from all over the world and 1,3 million subscribers on social media.

For more information, please write us at: service.commercial.digital@safisalons.fr

Number of product sheets, each containing up to 10 images	25 products or more, depending on the offer selected
Virtual Showrooms	2, 5 ou 10 depending on the offer selected
Your dedicated mini-site	Included
Video presenting your brand	Included
Advertising on our social media accounts	Included
Up to 12 products highlighted in Top position on our listing pages	Included
Your online follow-up system	Included
Support from a dedicated Account Manager	Included
“How to boost your visibility on MOM” Guide	Free

Starting at
140€ excl. VAT
/ month

Right now,
**2 MONTHS
ARE FREE**

HOW CAN I SUBSCRIBE TO A DIGITAL FAIR PACKAGE?

To subscribe to one of the Event Offer packages, log onto your **Exhibitor Space** (<https://exhibitors.maison-objet.com>), **click on the “Digital Fair Offers” section**, select the package that’s right for you, and pay by credit card with just a few clicks.

If you have any questions, our Customer Service department is available to assist you: serviceclient@safisalons.fr

