

Equipmag 2022 is here!

1. Early bird offer

Enjoy a reduced rate by registering by 30 January 2022: **-€30 excl. VAT per m²**

2. Be among the first to pick your spot!

This year Equipmag is taking place alongside the Paris Retail Week and SIEC trade fairs.

**PARIS
RETAIL
WEEK**

Your main contacts

sales.equipmag@comexposium.com

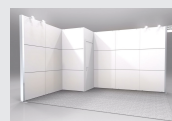
contact.equipmag@comexposium.com

Your stand

Equipped stands from 9 to 24m²

- Surface area and equipment included

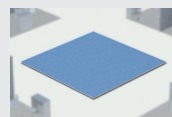
€555 excl. VAT per m²



Stands from 24m²

- Bare surface: floor markings

€287 excl. VAT per m²



Your stand configuration

2 open sides **€650 excl. VAT**
COBRA equipment **€257 excl. VAT**

Automatic exhibitor packs

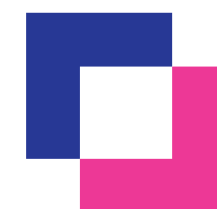
Business One Pack
€774 excl. VAT

Business Plus Pack
€959 excl. VAT

Start-up package: **€2,650 excl. VAT**

(Insurance will be added to your quote automatically)

Stay connected!



Equipmag

20>22 SEP 2022

The gathering of professionals in
fittings and layouts for retail outlets.

A fresh start

In 2022, Equipmag is going back to basics: **layout and fittings** for retail outlets. In 2016 and 2018, Equipmag and Paris Retail Week formed a single trade fair. But through discussions with you, these two years helped us grasp your real need: a focus on your core business.

So the new version of Equipmag is now once again **a fully fledged trade fair** with its own pavilion, stands, visitors and shows. Our surveys with you have prompted us to refocus on **three exhibition zones**, which will be our trade fair’s **three business themes**:

- **Layout and design**
- **Equipment**
- **Point-of-sale marketing**

To ensure your visitor profiles are of a high quality, a dedicated unit is **enlisting project planners** among operational, technical and worksite directors, as well as heads of procurement and marketing. And to make meet-ups easier, visitors are offered **customised tours** based on three main themes.

The year 2022 is a **fresh start** and we plan to begin this new chapter alongside you. Our team is deeply attached to your community and we'll gladly discuss new opportunities arising in 2022 with you.

Arnaud Gallet, Equipmag Trade Fair Director

Three exposition zones

A focus on retail outlets’ core business:

- **Layout and design:**
Layout design and implementation, floor coverings, walls, window displays, etc.
- **Equipment:**
Lighting, security equipment, shelving, weighing systems, refrigeration, etc.
- **Point-of-sale marketing:**
Merchandising, promotion by object, scent marketing, etc.

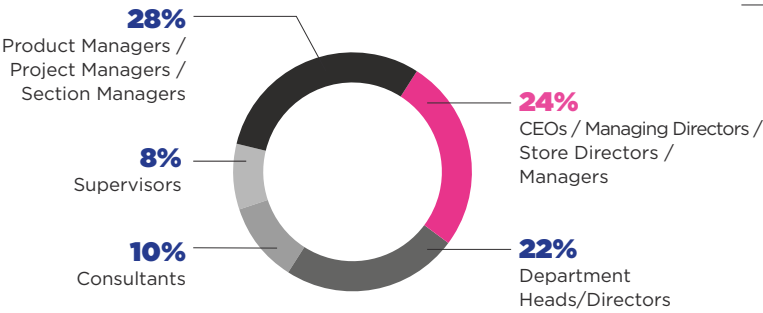
Over 10,000 visitors

Project planners among the biggest brands

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

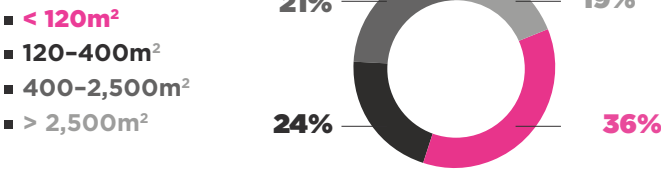
Equipmag in figures

Top five decision-making visitors

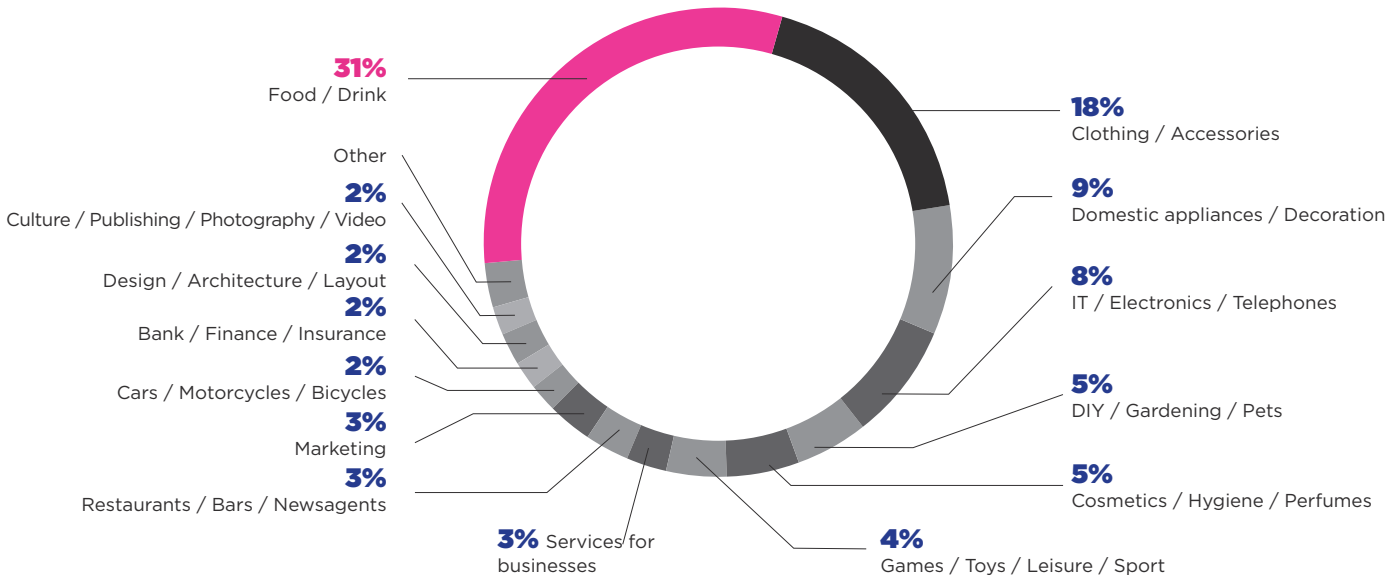


82% of visitors are project planners

Representation of retail surface areas



All business sectors represented



Breakdown of exhibitors by themed zone

54% Equipment
29% Layout and design
17% Point-of-sale marketing

Over 200 firms exhibiting

"For us, it's the MAJOR EVENT in France that brings together retailers. Our clients are there, so we are too!" **Specilux**

"It's the BENCHMARK FOR MEET-UPS in retail and for point-of-sale layouts in our sector." **Saint-Gobain**

"Equipmag is a GREAT OPPORTUNITY to meet our clients and prospects." **Insignis**

Leading suppliers

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

Free flow of visitors between Equipmag and Paris Retail Week: **more business opportunities**