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**2022**

New story for the 3 shows of the  
Mondial du Bâtiment

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# 1. CONTEXT

**Strongly acclaimed by the entire profession, 2022 will mark the return of the 3 Mondial du Bâtiment exhibitions in Paris Porte de Versailles.**

VIPARIS has confirmed the possible return to Paris of the 3 Mondial du Bâtiment exhibitions starting 2022 (from October 3 to 6) and 2024

**Return confirmed BUT with a number of conditions for implementation:**

Only pavilions 1 to 6 are available. The pavilions 7 will be occupied by a congress.

The number of days open to the public are limited to 4 days for all 3 exhibitions of the Mondial du Bâtiment.

A large-scale logistics project must be carried out, the objective of which is to reduce assembly times and the associated nuisances as much as possible (residents, City of Paris). Major changes will be implemented: no exceptions for assembly, management and storage of packaging outside,, regulation and control of the truck traffic parking, control of the general installation.

**This is a great opportunity for Reed Expositions and the partner shows owners of the Mondial du Bâtiment.**

First to meet the major expectations \* of professionals, since 2013, the lack of sociability of the Paris Nord Villepinte venue has been a strong and persistent objection from exhibitors and visitors.

To reinvent the format and develop the value of our brands by addressing the second main objection: the cost of contact too high and the cost of participation.

\* *satisfaction barometers and qualitative studies exhibitors and visitors 2013, 2015, 2017, 2019.*

## 2. The new story starts in 2021



**The objective is to strengthen our events on what is fundamental for professionals (the place and the “*sociability*”)**

**AND**

**to place them in the future through an innovative and value-creating approach and by seizing all the opportunities offered by digital.**

## 2. The new story starts in 2021



**The new strategy is based on 3 major axes:**

**More sociability** : The Paris Porte de Versailles (PDV) site, easily accessible and above all, close to Parisian places of “*sociability*”, promises a more welcoming experience.

**Cost-effectiveness**: the significant improvement in the cost per contact ("exhibitor ROI") with a new offer of stands which allows better control of participation costs, thanks to the reduction of surfaces, the adapted formulas and the reduction of the number of days.

**Sustainability**: include the event in a Corporate Social Responsibility approach towards a carbon neutral event (CSR).

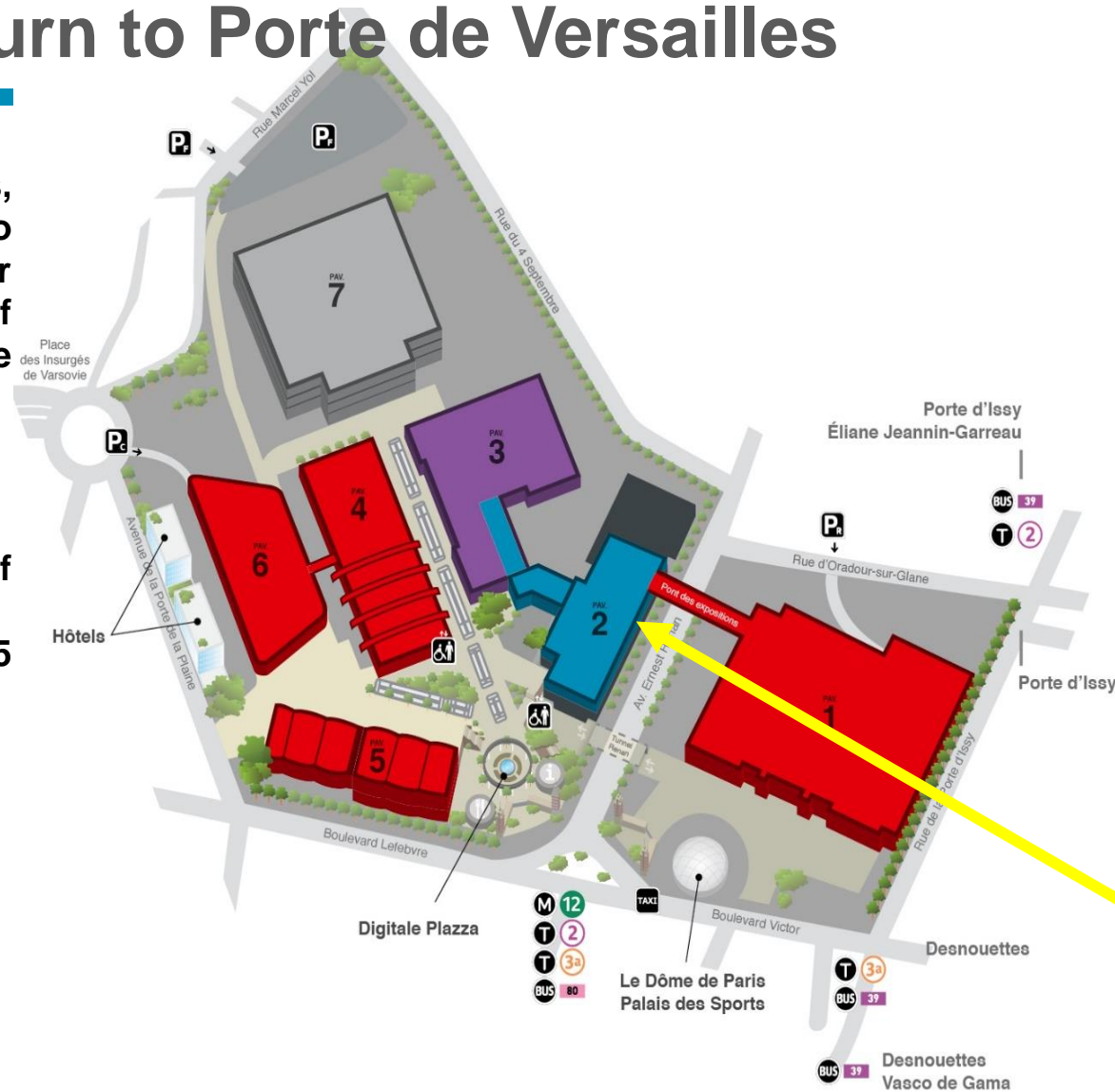
**And a disruptive INNOVATION**

The launch of a **digital 365** device allowing brands to connect with or promote their solutions to professionals all year round, thanks to a complete digital ecosystem (blog, podcasts, directories). **The new goal goes from creating value over 4 days (trade fairs) to 365 days combining the best of physical and digital solutions.**

### 3. The new offer : return to Porte de Versailles

An experience redesigned in inner Paris, at the Porte de Versailles. In pavilions 1 to 6, the site has benefited from a major program of renovation and development of services and attractive places for the public.

From Monday 3rd to Thursday 6th of October 2022 at Porte de Versailles (1 Place de la Porte de Versailles 75015 Paris).



**BATIMAT**

**Pavilion 1**  
 Structure & Envelope  
 Construction Tech®  
 Off site  
 Interior&Garden  
 Utility vehicles

**Pavilion 4**  
 Worksite equipment and tools

**Pavilions 5 & 6**  
 Joinery & closures

**IDÉOBAIN**  
 Pavilions 2.2, 2.3 & 3

**INTERCLIMA**  
 Pavilion 3

**BATIMAT** le mondial  
**IDÉOBAIN** du bâtiment  
**INTERCLIMA**

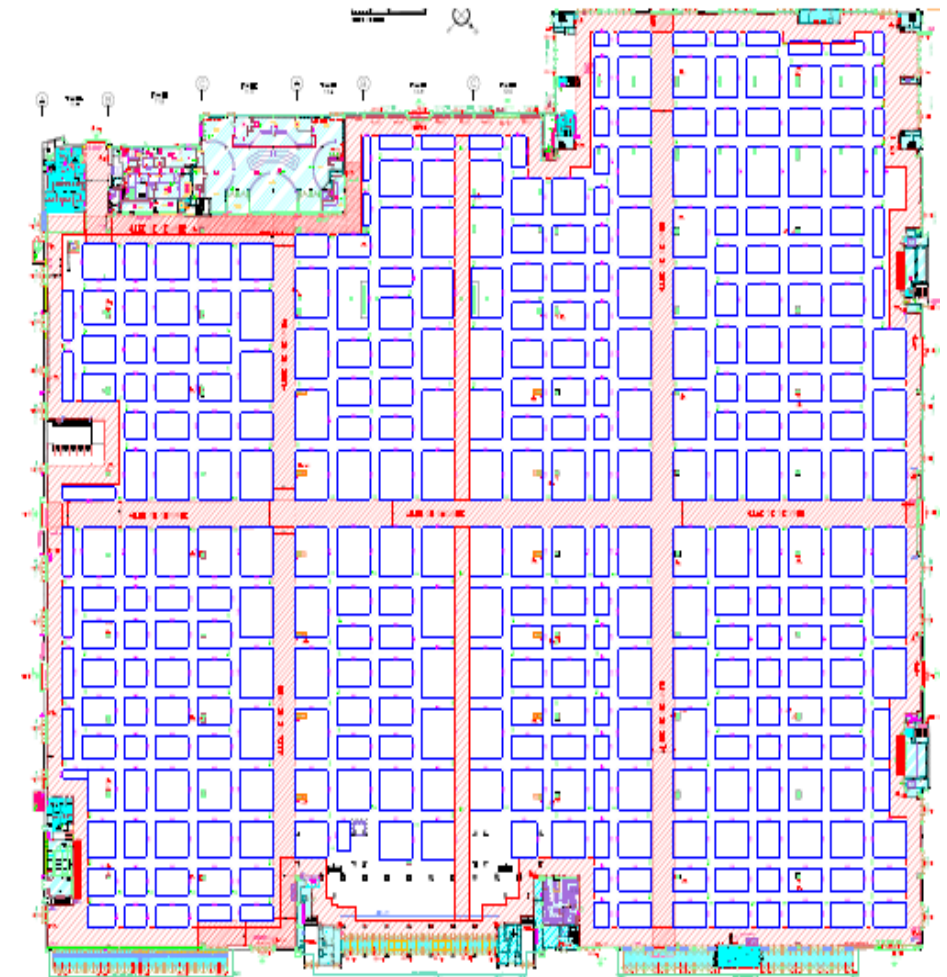
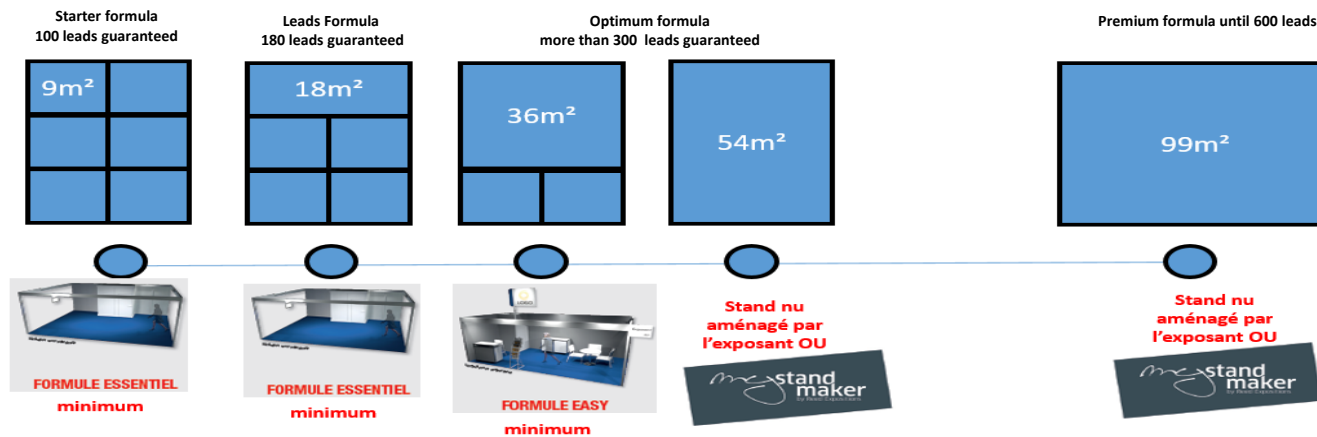
**Pavilion 2.1**  
 International pavilions

Cost effective

### 3. The new offer : implantation

#### For customers, a new offer of optimized stands from 9 to 99 sqm:

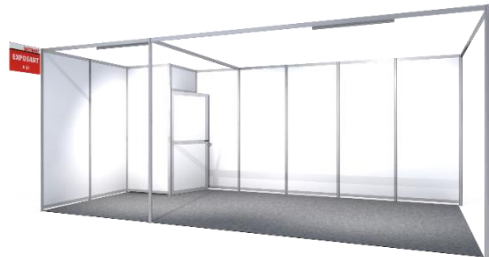
- The possibility of choosing the location upon registration, pavilion plan available from the start of marketing.
- A range of turnkey solutions of fitted out stands from 9 to 36 sqm.
- The 54 and 99 sqm stands can be fitted out or bare with the customer's stand-by solution.
- The possibility for the 99 sqm stands to build one floor.
- 99 sqm maximum per company:
  - For French companies: a company = 1 siren number
  - For european companies: a company = VAT intracommunautaire number
  - For other international companies: a company = unique invoicing address.



First draft of modules 9, 18, 36m<sup>2</sup> in hall 1.

Cost effective

### 3. The new offer : Visuals



#### ESSENTIAL

- a basic space-only stand for exhibiting



#### EASY

- a ready-to-go stand at an attractive price



#### IDENTITY

- a stand to display your visual identity and promote your brand



#### BUSINESS

- the perfect package for business meetings

Cost effective

### 3. The new offer : Visuals

Essential : Visibility



Essential : Work Space



Essential : Démo





# Product descriptions - Standard packs - 9, 18 or 36m<sup>2</sup>

	BUSINESS Starting at 9m <sup>2</sup>	IDENTITY Starting at 18m <sup>2</sup>	EASY Starting at 9m <sup>2</sup>	ESSENTIAL Starting at 9m <sup>2</sup>
<b>Equipment and services</b>				
Daily cleaning	✓	✓	✓	✓
Lighting	✓		✓	✓
Coffee machine	Starting at 18m <sup>2</sup>	✓		
Water cooler	Starting at 36m <sup>2</sup>	✓		
Stocked refrigerator	Starting at 18m <sup>2</sup>	✓		
Power supply	4 KW power supply	4 KW power supply	3 KW power supply	3 KW power supply
WIFI	Starting at 18m <sup>2</sup>			
Plant	For 36m <sup>2</sup> stands			
<b>Fixtures and furniture</b>				
Carpet	✓	✓	✓	✓
Partition walls	Brushed cotton	Backlit canvas	Wood covered with brushed cotton	Melamine
Storage	Starting at 18m <sup>2</sup>	✓	✓	Starting at 18m <sup>2</sup>
Furniture	✓	✓	✓	
<b>Signs</b>				
Overhead signs	✓	✓	✓	
Customised visuals		✓		
Brand flag			✓	✓
Brand on wall partitions	✓			

### 3. The new offer : Corporate Social Responsibility

Begin in 2022 a proactive and progressive fundamental approach on CSR axes fundamental to our business. The long-term ambition is to aim for a "NET-ZERO" trajectory on fundamental impacts: carbon linked to transport and waste. We want to start with 6 priority action themes:

1. **The carbon impact linked to transport:** encouraging green mobility and developing collective or carbon-free transport, optimizing the assembly process.
2. **Management of event waste:** reduction of waste tonnages, sorting and recovery, recycling of carpets, control of our waste management processes (management, control, analysis).
3. **Responsible catering:** fight against food waste, management of surpluses, recovery of bio-waste, responsible packaging and food.
4. **Responsible purchasing:** continuation of initiatives in favor of purchasing from the STPA (protected and adapted labor sector), integration of CSR criteria in our purchasing policies / choice of suppliers, favoring eco-designed products / services that respect the environment and workers.
5. **Safety and working conditions on our sites:** improvement of the living conditions of site service providers, in line with the requirements of the labor inspectorate, strengthening of our SPS (Safety, Health Protection) policies.
6. **For our company:** CSR for employees, diversity and inclusion.

## INNOVATION

Business all year long with the best of digital and physical

# 4. Digital offer

### A 365 show (before-during the show)

The on-line version of the show delivers multifaceted content all year round (articles, white papers, webinars, videos, podcasts, directory, etc.), offers interactions (talk, conversation chat, live) to keep the attention of professionals, engage and convert audience into visibility and leads for all exhibitors. During the show, streaming and live social networks develop the visibility and notoriety of exhibitors.

**The benefit for our exhibitors** is to deliver branded content through a multi-format and attractive media experience to capture visibility and leads all year round (365 offer).

**The benefit for our visitors** is to continuously inform themselves, to identify the actors who improve their life as entrepreneurs, the sites and to propose innovative product or constructive solutions.

A new offer of solutions to be developed by January 2021, very result-oriented with regular KPI's allowing brands to measure efficiency.

A 365 offer uncorrelated with the participation to the show but with an incentive pricing policy.



**SEO for google**

Le Mondial is reinventing itself

# Shows ENHANCED with "digital"

A simple and powerful solution to develop the business of manufacturers.

Digital offer

3

2

1



Every 2 years  
4 days show at Porte de Versailles - 300 000 visitors



Podcasts /Live / replay  
Audience > 100 000

LES RENDEZ-VOUS  
DU MONDIAL DU BÂTIMENT



Digital offer 365

Power of our 4 blogs combined  
thanks to their cumulative SEO  
referencing.

A product / solution / supplier  
search engine

Audience > 400,000 visits

# Digital offer 365

## DISCOVER OUR SUBSCRIPTION FORMULAS



A subscription to a digital marketing service for the benefit of your visibility, notoriety and lead management



- Special launch offer for exhibitors at the Batimat, Interclima and Idéobain 2022 trade fairs
- Included for the stands of 54 and 99 m<sup>2</sup> (2022)

	ACTIVE EXHIBITOR	ACTIVE NO EXHIBITOR	MAXI EXHIBITOR	MAXI NO EXHIBITOR
	<b>I start efficiently</b>		<b>I want a 100% solution</b>	
	<small>SPECIAL OFFER</small> [Package 1 000€] Valid subscription until october 2022	[1 450€/year] Subscription 12 months	<small>SPECIAL OFFER</small> Package 1 950€ Valid subscription until october 2022	[2 500€/year] Subscription 12 months
Company presentation sheet, editorial, graphic and illustration highlighting and editorial follow-up.	✓	✓	✓	✓
Marketing support: optimisation by SEO specialists, performance monitoring, dashboarding	✓	✓	✓	✓
Product sheets	10	10	to 30	to 30
Your products in "news of the week on the home page" (1 product/week)	✗	✗	✓	✓
Your news and content published in our blog (1 content /month)	✗	✗	✓	✓
spotlight every 3 MONTHS in the targeted newsletter (panel of your choice)	✗	✗	✓	✓

### How to be an actor of the show before the show itself?

We organize an event every month for **BATIMAT**, **IDÉOBAIN** and **INTERCLIMA** to discuss main construction trends

### A LIVE programme

- 9h00-9h15 : The rdv *France Relance*
- **9h15-10h00 : The main topics of Le Mondial du Bâtiment**
- 10h00-10h45 : Energy renovation in the territoires
- 10h45-11h00 : RE2020: What is it?
- 11h00-11h15 : The professions
- 11h15-12h00 : Construction 4.0
- 12h00-12h15 : Trends and design



*Visit Batiradio, every 1st Friday of every month, starting April 2nd.*

### LIVE, round tables and interviews :

- Sections to follow the major subjects of the sector's transformation with key witnesses at the heart of the transformations.
- A way to understand the key subjects illustrated at trade fairs.



By  
N. Croisé

**A program of Innovation pitch videos**

**A program of replay**

**More visibility and promotion, through a large media coverage during this day.**



**SPONSORING A LIVE PERFORMANCE**

- 3-week promotion plan with the logo on :
- the registration landing page,
- Promotion and invitation newsletters,
- Social network pushes,
- thank you e-mails
- the replay page.

EXHIBITORS	NO EXHIBITOR
<b>1 000 €</b>	<b>1 200 €</b>



**VIDEO PITCH INNOVATION**

- Video wrapping and capping in the program of the month.
- Integration in the promotional plan of the LIVES in the promotional newsletter, and push social networks.
- Highlighted in the program of the month, then made available continuously

EXHIBITORS	NO EXHIBITOR
<b>2 000 €</b>	<b>2 300 €</b>

BENEFITS  
ADVERTISER



# LES RENDEZ-VOUS DU MONDIAL DU BÂTIMENT

## THE PLANNING (web conférences)

HQ in France, native French speaker preferred

How will RE2020 make it possible to build sustainability?

Accessibility: why does the zero jumps in bathrooms affect the whole building?

Renewable energies

Industrialization of the building

2 avril

7 mai

4 juin

2 juillet

3 sept.

1<sup>er</sup> oct.

5 nov.

3 déc.

REP: what are the challenges for the building sector?

What solutions are available to reduce the carbon footprint of construction sites?

Renovation

Air quality