

HAVE YOUR BRAND ASSOCIATED

with the largest European event on the photography market in 2011

A woman with a blonde bob haircut is holding a silver camera up to her eye. The camera has the text 'SALON de la PHOTO' embossed on it. The woman is wearing a shiny, metallic choker. The background is a solid teal color.

SALON
de la
PHOTO

Meet people, get information,
pick up equipment

6 TO 10

OCTOBER 2011

PARIS | PARIS EXPO
PORTE DE
VERSAILLES

The Paris Photo Fair

The Paris Photo Fair is a unique event in France, bringing together a wide range of industry professionals and amateurs from the world of photography.

It's organised by the SIPEC, of which almost all companies specialising in photography, image capturing, processing software and printing are members.

It's an exhibition of everything that is happening in the world of photography for everybody who is involved in it. It's the leading event at which international Brands present their latest innovations and discuss their products with prospective customers, be they consumers and/or professional users.

Visitors can buy products from the brands exhibiting from the Sales Village - boosting the appeal of the Fair for both exhibitors and the general public.

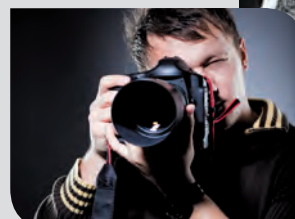
The fair falls into both the B2B and B2C categories, and is one of the world's largest events in its field. **The growth it has enjoyed has given it international status for 2011 in the eyes of the various organisations which operate on the European photography market.**

The increasingly high numbers of people in attendance, together with the profiles of those visiting it make for an event which appeals to new exhibitors from other complementary business sectors.

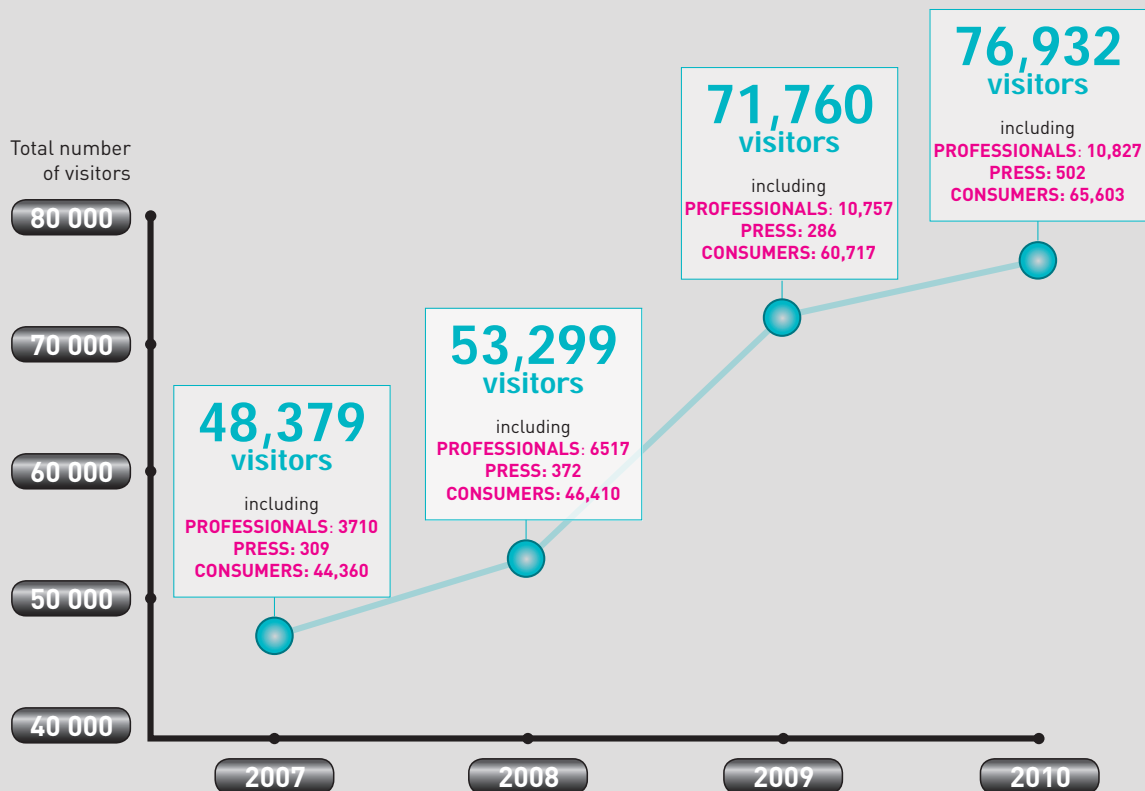
80,000 interested and interesting visitors expected



SALON
de la
PHOTO



Ever-growing success



The reasons behind its success

- A clear positioning: the Paris Photo Fair
- A strong promise: Meet people, get information, pick up equipment
- An original offering: 90% of the exhibition area for manufacturers' stands, 10% dedicated to the Sales village
 - A prestigious venue: Pavilion 4 of Paris expo
- A marketing strategy: based on a chain of invitations given by the media and the event's partners
- The success of "2 fairs in 1", "B2B" and "B2C"

Posters for the Fair over the years



Exceptional media coverage

- leading newspapers, TV channels and radio stations cover it.
- its partners include all the photography magazines and 110 websites See the list of partners
- an exclusive file with the names of 150,000 people interested in the Fair.

What the surveys say



Consumer Visitors and Enthusiasts

The proportion of visitors from outside Paris (25% in 2010 up from 19% in 2009) is on the rise - evidence of the event's importance and national level. Men accounted for 75% of all visitors, women for 25%.

50% of visitors fall into the «Executive», «Engineer», «Professional» or «Employee» categories

; 16% into the «Retired» category and 14% into the «Student» category

60% of visitors view the Paris Photo Fair as THE major annual event that, as photography enthusiasts, they should not miss.

The main reasons for coming are in order of importance:

- 1- Discover and test new products
- 2- Find out information before purchasing
- 3- See exhibitions
- 4- Get advice from professionals
- 5- Attend conferences
- 6- Learn or improve technique
- 7- Meet other enthusiasts

A satisfaction level in excess of 80% for the conferences, new products on show, welcome extended at the stands, diversity of products and the quality of advice from exhibitors.

86% of visitors intend to visit the exhibition in 2011



Professional visitors

- Photographers: **71%**
- Service providers: **16%** • Distributors: **7%**
- Professional training: **3%**
- Importers Manufacturers: **3%**

As far as what it offers is concerned (equipment and services), the Paris Photo Fair **meets more than 77% of industry professionals' needs.**

More than 3 out of 4 professional visitors **78% are satisfied with their visits.**

Professional visitors are satisfied:

- **86%** with the atmosphere at the Fair
- **80%** with the conferences on offer
- **73%** with the quality of the demonstrations given at the stands

1 in 2 professional visitors view the Paris Photo Fair as THE major annual event that, as photography professionals, they should not miss.

85% of professional visitors intend to come back

Professional visitors approve of the Paris Photo Fair for:

- The presence of all the key players in the sector under one roof
- The diversity of the exhibitors and the products on show
- The equipment tests and demonstrations
- The new products on show
- The conferences

Exhibitors

The 3 main reasons for taking part:

- 1- Present new products or innovations
- 2- Enhance company profile, carry out a promotional campaign
- 3- Meet consumers and professional buyers

More than **85%** of exhibitors say they have met or even exceeded their targets.

91% of exhibitors say they are satisfied or very satisfied with the 2010 show.

94% of exhibitors are intending to take part in the 2011 show.

Interested visitors... who interest new exhibitors

A long, comprehensive list of categories has always been well represented at the Fair. It includes manufacturers of any device capable of taking photograph or filming video, software, projection equipment, fixed or portable screens, laboratory and lighting equipment, mini labs and professional printing solutions, printers, consumables for digital and traditional photography, peripheral devices, albums, accessories, publishing, etc.

It also includes photo albums, printing media, calibration probes, storage solutions and backgrounds, as well as photography festivals, institutions, photography schools, specialist travel agencies, etc.

The Fair is now of interest to manufacturers from a range of complementary sectors, including IT and audio video. This development has naturally been boosted by the integration of very high performance video into reflex cameras.

Worth mentioning, for example, are: hard drives, digital editing applications, calibration screens, tablet computers and digital photo frames, as well as audio solutions such as mounts and wind protection systems for microphones.

**For your 2011 trade fair diary,
the Paris Photo Fair will turn the city into
the European photography capital!**

**To take part in Europe's leading photography event,
download your registration kit
by clicking [here](#)**



LIST OF EXHIBITORS AND BRANDS AT THE 2010 FAIR

MANUFACTURERS, IMPORTERS, SERVICES, SCHOOLS, PROFESSIONAL ASSOCIATIONS

ACME MADE • ADOBE • AFIL • AFMI • AGENCE PROMOTION PHOTO PRO FRANCE • AGUILA • ALEXANDRE FREZAL NUMÉRIQUE • ALPA • AM • ANDRE FOREST • APPLICATION SYSTEMS • ASSOC. DU MUSÉE DE LA PHOTOGRAPHIE DE BIÈVRES • AVENGER • BALCAR • BANNERZEST • BD • BEYZA • BIBBLE • BLICK VOYAGE PASSION PHOTO • BLURB • BMW FRANCE • BOOKSMART • BOWENS • BRONCOLOR • BW • CALIFORNIA SOUND • CAMBO • CANON • CANSON • CARL ZEISS • CE3P • CEWE COLOR • CFA • CHEMICA • CHIMERA • COLOR CONFIDENCE • COLORAMA • CULLMANN • CUSTOM BRACKETS • DARQROOM • DATACOLOR • DB PHOTO • DEDOLIGHT • DELSEY • DIGIT'ACCESS • DNP PHOTO IMAGING • DUST OFF • DXO • E-CENTER • ECOLE DES METIERS DE L'INFORMATION • EFET • EIZO • ELINCHROM • EPSON • ERGOSOFT • EWA-MARINE • EXPRESSION MEDIA • EYELEAD • FEDERATION PHOTOGRAPHIQUE DE FRANCE (FPF) • FÉDÉRATION INTERNATIONALE DE L'ART PHOTOGRAPHIQUE (FIAP) • FOBA • JAPAN DIFFUSION • FOTOMAGICO • FPE • FREELENS • FUJIFILM • G.S.L. STUDIOFLASH • GENERAL IMAGING • GEIMUPLAST • GENUS • GIOTTO'S • GITZO • GLOBAL NETWORKS • GROUPEMENT NATIONAL DE LA PHOTOGRAPHIE PROFESSIONNELLE (GNPP) • GOSSEN • GRAFILITE • GRAPHIC RÉSEAU • GRAPHISTUDIO • GREEN CLEAN • HAHNEL • HAHNEMÜHLE • HASSELBLAD • HAWKE • HEDLER • HELIOPAN • HERMA • HONL • HOTPRESS • HOYA • HP • HPRC • IANIRO • ILFORD • ILLUSTAR • INGRID • INNOVA • INTER GOODS • JCN • JE VEUX ETRE PHOTOGRAPHE ! • JETMASTER • JKM IMAGES • JOBO • JUST • KAISER • KATA • KELVIN • KENKO • KERPIX • KINGSTON • KINOPTIC • KIIS PHOTO-ME • KODAK • KRUSELL • LA CIE • LAMINAMARC • LASTOLITE • LEAF • LEICA • LENS PEN • LEXAR • LINHOF • LITEPANELS • LOWEPRO • LUMIÈRE IMAGING • LUMIQUEST • LUMIX • MAMIYA • MANFROTTO • MEDAS • MELCO • MEMORYKICK • METZ • MICRO APPLICATION • MICROCLAIR • MIRAGE • MITSUBISHI ELECTRIC • MMF-PRO • MOAB • MOBILEACTI • MT SYSTEC • MULTIBLITZ • NET-FOLIO • NIK SOFTWARE • NIKON • NORITSU • NOVALITH • OBJECTIF BASTILLE • OBJECTIF NATURE • OLYMPUS • ORIS • ORKIO • PANASONIC • PANTONE • PEEKTON • PELEMAN INDUSTRIES • PENTAX • PENTAX SPORT OPTICS • PERFECT PROOF • PHASE ONE • PHOT & US • PHOTODIGITALE FRANCE • PHOTOFLEX • PHOTOPRESENTER • PICTURE PERFECT • PILOTE FILMS • PIXELMATOR • PIXO • PLS • PM2S • POSITIV • PRO TAPES • PROFOTO • PROMATTEX • PROPHOT • PULPMOTION • QUANTUM • RAL • REVENT • RICOH • RINGFLASH • RODENSTOCK • ROSCO • ROTATRIM • RYCOTE • SAMSUNG • SAMYANG • SANDISK • SAVAGE • SAWGRASS • SCAN CREO • SEFA • SEKONIC • SENSO • SIGMA • SKPAD • SLIK • STEINER • STORM CASE • SUBLISOFT • SUNPAK • SWAROVSKI • TAMRAC • TAMRON • TAOPIX ALBUM PHOTO • TECHNI CINE PHOT • TETENAL • THE POD • TORPEDO • TRED • TREKKING • UBLO • UNIBIND • UNISUB • VANGUARD • VISATEC • VISIBLEDUST • VOIGTLANDER • WACKY • WACOM • WALKSTOOL • X-RITE • YOOHAN ENTREPRISES • ZONER SOFTWARE

SALES VILLAGE:

CAMARA • CIRQUE PHOTO VIDEO • FNAC • PHOX • LIBRAIRIE LARCELLET • PHOTO LIBRAIRIE

THE PARIS PHOTO FAIR is held under the auspices of the **SIPEC**,
Union of companies involved in imaging, photography and communications, www.sipec.org
by
LA COMPAGNIE DU NOUVEL ART DE VIVRE SAS*
COMEXPOSIUM GROUP

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