

LA GRANDE HALLE

SALON
de la
PHOTO

PARIS 2023
5-8 OCTOBER
Grande Halle de la Villette

SALON
de la
PHOTO

SALON DE LA PHOTO: THE DEFINITIVE PHOTO & VIDEO EVENT AT LA VILLETTE IN 2023

Nothing says more than a picture, and the photo and video scene in France has never been so buoyant. Since 2007, the Salon de la Photo has been offering photographers all the products and services they need to live their passion or practice their profession.

Over the years, the expectations of our audiences have evolved, and the exhibition has gone from being an abundant display of all the latest technological innovations to becoming a place where all types of photography can be expressed, where a wide range of experiences and expertise can be shared, and where more recently there have been more experiences associated with shooting and filming. This is what brought the Salon de la Photo to relocate to the Grande Halle de la Villette in 2022, thus becoming the largest Photo Studio ever installed.

In this former temple of Parisian trade, brands have multiple possibilities of expression to present their technologies and know-how but also their talents, assert their values and unite their communities.

Photographers, videographers, content creators, expert amateurs, novices or professionals will have a unique experience in this enchanting setting and will have all the means to satisfy their needs / desires / expectations: to exhibit, to dream, to be inspired, to equip themselves, to meet, to share, to learn, to improve, to experiment, to learn, to improve, to experiment, to work...



FOR PHOTOGRAPHERS / VIDEOGRAPHERS

A UNIQUE VISITING EXPERIENCE

Cultural, educational and technical content, levers of attraction for the community

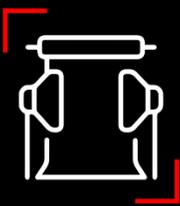
The largest temporary photo studio in the world will take up residence in a historical and cultural landmark: the meeting between brands and photographers/videographers, amateurs and professionals, will be at the heart of the new event, which will allow everyone to live a unique experience. The event will take place at the very beginning of October, at a time of year that is still bright and more favourable to the practice of photography motivated by the new products...



Workshops, training & masterclasses
dedicated to shooting by level / by theme
Indoor and Outdoor



A range of services offered to visitors:
Reading of portfolios, personalized consultation, outdoor product tests that illustrate the different themes of photography (culinary, sport, fashion, nature...)



Focus PROS :

- ✓ Recognition and valorisation of professionals
- ✓ Contribution / Advice to the development of their professional activity
- ✓ Setting up an exhibition area for products, services and solutions for professionals

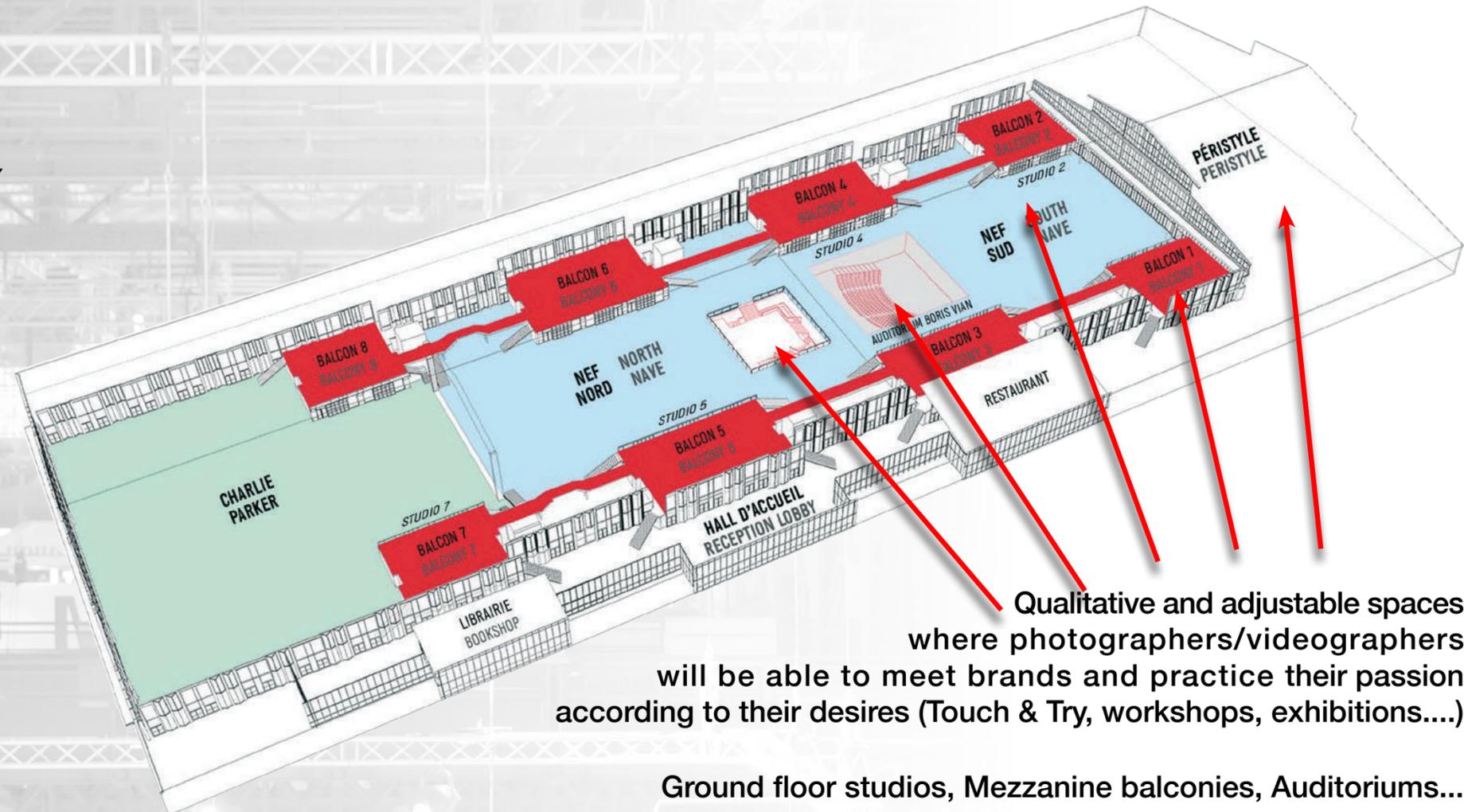
La VILLETTE, at the crossroads of TECHNOLOGY and CULTURE

The Parc de la Villette :

In eastern Paris, the Parc de la Villette is more than just a green space; it is a vast complex dedicated to nature and culture. Owned by the State and managed by the Ministry of Culture, the 55-hectare site includes a dozen original places where science and art are expressed in many ways.

La Grande Halle de la Villette :

An exhibition and event space with a rich history that links technology and the arts.



Qualitative and adjustable spaces where photographers/videographers will be able to meet brands and practice their passion according to their desires (Touch & Try, workshops, exhibitions....)

Ground floor studios, Mezzanine balconies, Auditoriums...



THE MOST COMPREHENSIVE RANGE OF PRODUCTS AND SERVICES



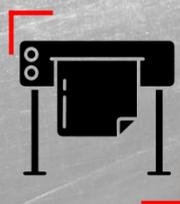
Filming and shooting equipment

- cameras and videos cameras
- instant cameras
- drones
- action cameras



Accessories

- lighting equipment
- stands and tripods
- bags and cases
- studio accessories
- filters
- virtual reality headsets
- sound recording equipment
- video accessories



Printing, photo development, projections

- printers
- projection equipment
- papers, inks
- albums
- scanners
- kiosks, mini-labs
- laboratory equipment
- amateur and professional silver film



110 exhibitors and
4,000m² of stands



Image processing

- software
- graphic design
- animation
- colorimetry / calibration
- picture editing
- film editing



The services

- training
- photo restoration
- travel agencies
- stock image banks
- camera body cleaning
- storing/sharing



Press & publishing

A bookshop to find the most important photographic books



The Sales Village and the bookshop

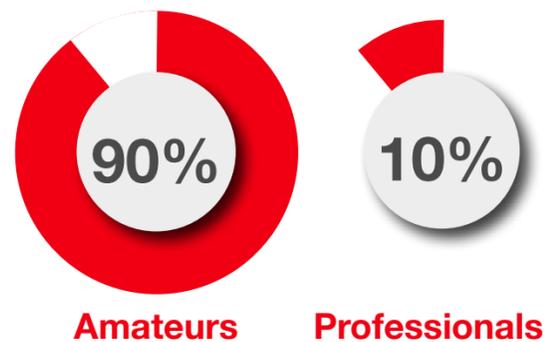
Visibility for your products and services on your stand, combined with the chance to sell them to the retailers in attendance.

1 in 3 visitors rounds off their visit to the show with a purchase of equipment from the Sales Village .

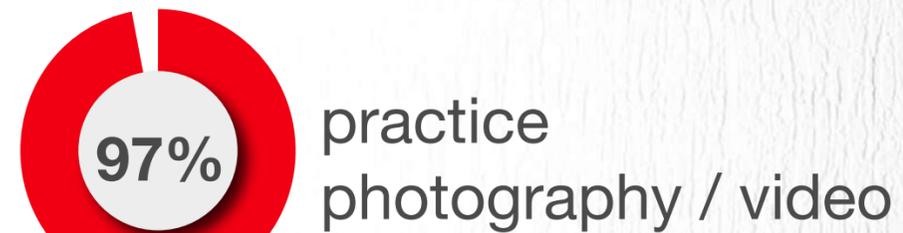
THE LARGEST GATHERING OF PHOTO ENTHUSIASTS



35 000
Expected visitors



Amateurs



3 out of 4 visitors are from the Paris region

The objectives of the visit

Find out what's new



Visitor satisfaction

81%

Visit the exhibitions



Visitor satisfaction

81%

Testing new products



Visitor satisfaction

77%

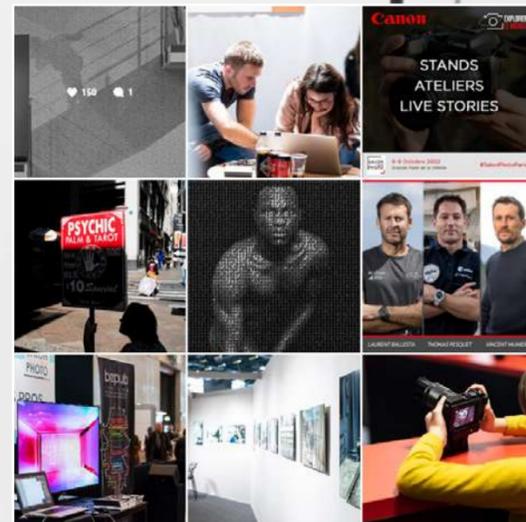
Training, workshops and conferences



Visitor satisfaction

81%

AN EFFECTIVE, MULTI-CHANNEL COMMUNICATION PLAN



An exhaustive website with content from partners and exhibitors

A qualified and exclusive database of 250.000 amateurs & professionals photographers.

Newsletters sent to the databases of the event's partners and to those of Comexposium partner shows (Salon CE Paris, Rétromobile, Foire de Paris, Création & Savoir-faire, Salon du Tourisme, Salon de l'Etudiant ...)

An Adwords and Facebook Ads campaign in the month before the show

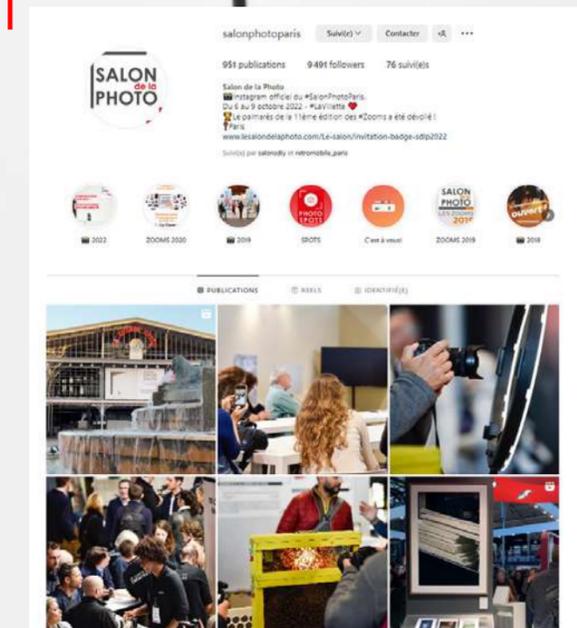
Multiple partner websites

An optimised paid media plan



Activation of most engaged influencers

Constant activity on social media – Instagram, Facebook, YouTube – all year round with higher intensity posting 1 month before and during the show to engage with our 40,000-strong community



VISITOR PROFILES



Jean-Jacques

Geek veteran, amateur photographer
Passionate Curious Patient

Needs

- Discover new products
- Find inspiration
- See exhibitions
- Test new products
- Improve his technical proficiency (shooting and editing)
- Maintain his camera
- Buy equipment / accessories
- Get good deals / smart ideas
- Exchange with professionals
- Discuss with well-known photographers
- Give / receive advice
- Engage in his passion
- Show his photos to friends and family

83% Men
Average age: 55
45-65 (49%) 55+ (31%)
Origin: 54% Ile-de-France | 29% Rest of France



Paul

Professional photographer
Patient Creative Observative Egocentric

Needs

- Find new customers
- Develop his business
- Develop and maintain his network
- Continue to improve
- Find good deals / smart ideas for equipment purchases
- Buy / replace his equipment
- Maintain his camera / equipment
- Discover and test new products
- Be acknowledged for his work by his peers
- Monitor technological trends
- Monitor inspirational trends
- See exhibitions / work of industry colleagues

80% Men
Average age 47
35-55 (44%) 55+ (36%)
Origin: 42% Rest of France | 37% Ile-de-France



Julie

Content creator
Self-taught Curious Warm Passionate

Needs

- Be popular
- Feed her stream of posts on social media / blogs
- Create original stories / tiktoks / reels
- Create and design her photo albums
- Improve from a technical perspective to highlight her creations and diversity content formats
- Use filters and editing software in addition to those offered by Tiktok and Instagram
- Buy and sell second hand equipment
- Initiate friends and family in photo / video work and create content collaboratively

Average age 25-35
Origin: 67% Paris | 31% Rest of France

LA GRANDE HALLE

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