

SILMO

OPTICS &
EYEWEAR
PARTNER
SINCE 1967

presents

SILMO

Paris

THE OPTICAL FAIR

Welcoming visionaries

23 > 26 SEPTEMBER 2022

PARIS NORD VILLEPINTE

silmoparis.com



Welcoming visionaries

A HISTORICAL SOURCE OF INSPIRATION AND PROGRESS,

SILMO HAS BEEN AT THE HEART
OF THE OPTICAL AND EYEWEAR WORLD
FOR OVER 50 YEARS.

COMMITTED AND RESPONSIBLE, BOLD AND INNOVATIVE

SILMO

OPTICS &
EYEWEAR
PARTNER
SINCE 1967

A TRUE BENCHMARK WITH AN INTERNATIONAL AURA,

**SILMO INVITES PROFESSIONALS THROUGHOUT
THE YEAR TO EXPLORE THE FUTURE OF THE
SECTOR BY ROLLING OUT A BROAD, CREATIVE
AND AGILE OFFER:**

- HIGH VALUE-ADDED CONTENT TO SUPPORT ALL PROFESSIONALS IN DEVELOPING THEIR BUSINESS.
- PROFESSIONAL EVENTS, ON A LOCAL AND INTERNATIONAL SCALE: FRIENDLY OPPORTUNITIES, CREATING SYNERGIES AND GENERATING BUSINESS.

SILMO IS **A GALAXY IN PERPETUAL MOTION.**

A SPHERE WHERE MEETINGS PROMOTE AND MAKE ACCESSIBLE

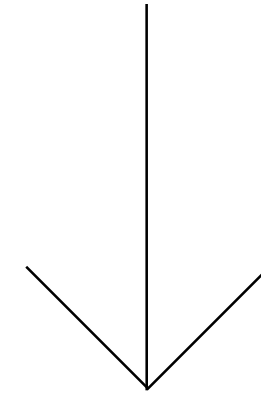
THE TECHNOLOGIES, TRENDS AND EXPERTISE OF THE MOMENT. THE OBJECTIVE:

TO BRING ABOUT PROJECTS, COLLABORATIONS, IDEAS AND BUSINESS.

THANKS TO ITS PROVEN KNOW-HOW, SILMO IS THE PARTNER OF A SECTOR IN THAT IS RADICALLY CHANGING.

SILMO PARIS

OUR AMBITION,
WELL-ESTABLISHED, NOW MORE THAN EVER,
IN THESE TIMES OF CONSIDERABLE CHANGES,
IS CLEAR



KNOW-HOW
AND IMPARTING
KNOWLEDGE

INFORMATION,
TRENDS
AND **PROJECTIONS**

INNOVATION
AT ITS BEST

DOING
EVERYTHING
POSSIBLE TO ENSURE
MEETINGS
AND BUSINESS

ORIENTING
AND **TRAINING**
PROFESSIONALS

THE OPTICAL MARKET IN FIGURES

The global
eyewear market
is valued at

109,9
billion*

and is expected
to grow at an annual
rate of

6,41%



Turnover generated
by the French optical
industry:

6,7
billion**

France:
1st European market
and 2nd worldwide

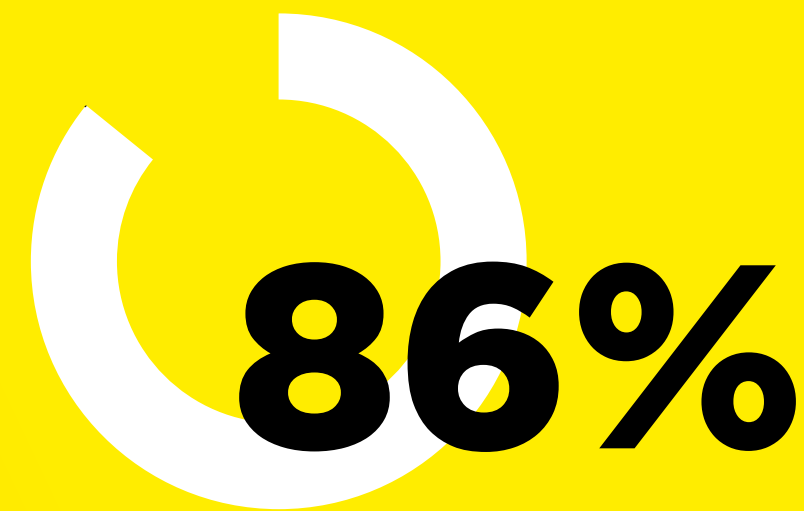
SILMO PARIS IN FIGURES

In 2021, SILMO Paris was the first exhibition to be launched after the period of the health crisis.

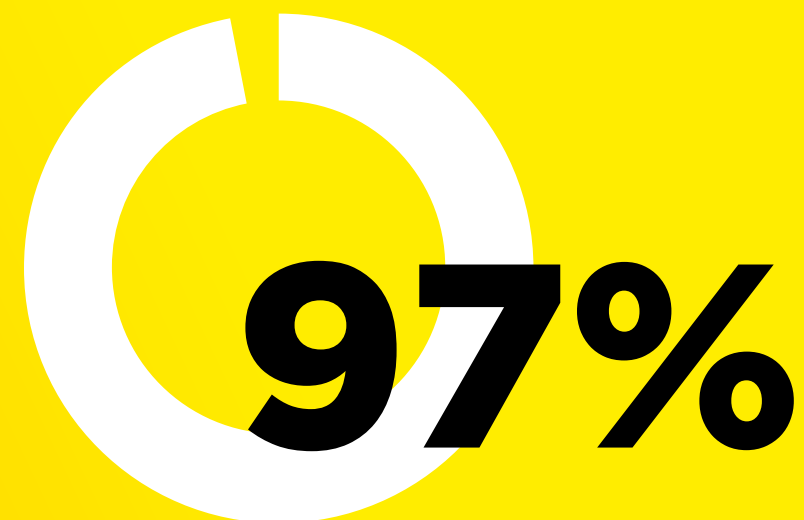
A challenge successfully met.

This objective, this ambition to get together, brought about this nice 2021 edition, an unusual but warm and productive meeting.

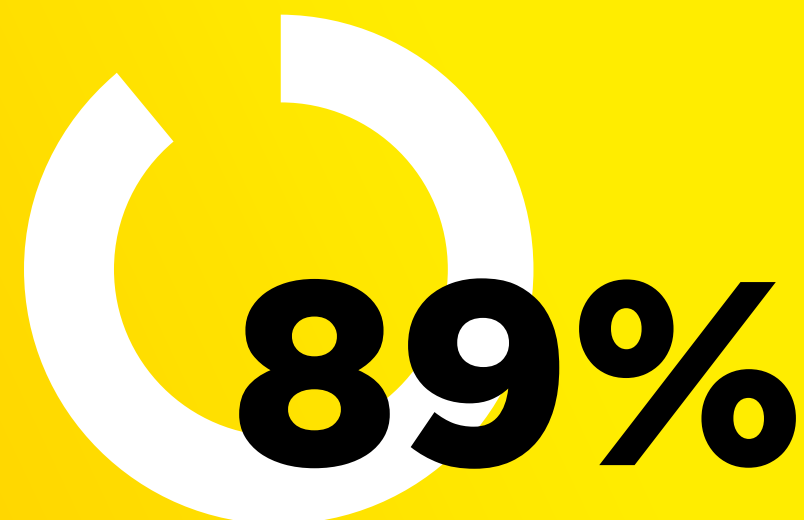
Thank you to the exhibitors and visitors for attending this event!



of exhibitors are **satisfied**



wish to exhibit in 2022



consider the event **indispensable** to the sector

1,500
brands
represented*
35,888
visitors*
FROM **130**
COUNTRIES

(Silmo's figures before 2019 crisis)

*500 exhibitors and 19 000 visitors in 2021

HIGHLIGHTS

SILMO Paris, also supports the optics and eyewear industry in the discovery of the latest trends, promoting excellence and **revealing** innovation, promoting continuing education and research and maximising meetings between the players in the profession.

SILMO NEXT

The beating heart of the show, **SILMO next is the space of choice for looking into the future,** the one that projects the industry of tomorrow. Designed as a think tank, SILMO next helps exhibitors and visitors anticipate change and propels the community into the future of the optical and eyewear sector.

70% OF BUYERS COME TO DISCOVER THE INNOVATIONS PRESENTED EXCLUSIVELY AT THE SHOW.

THE SILMO D'OR AWARDS

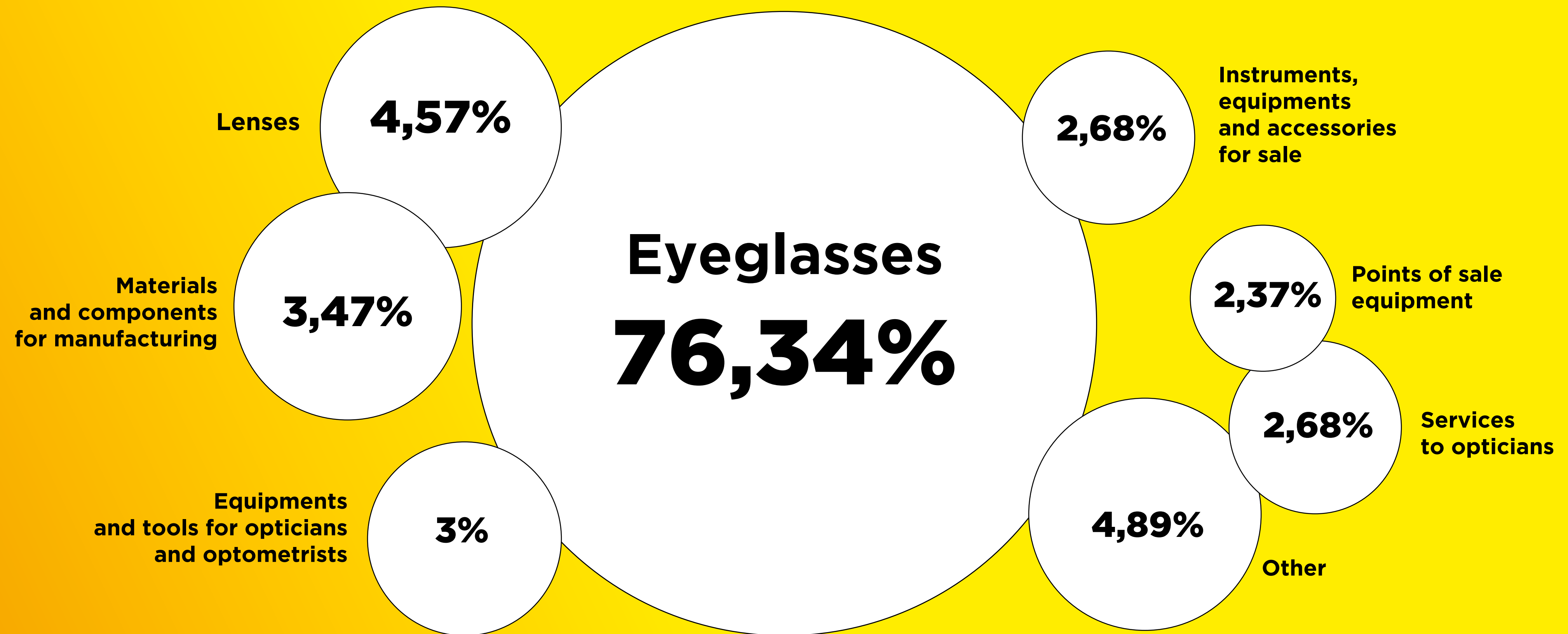
Every year, **the SILMO d'OR awards celebrate the talent and creativity of an entire industry.** Shapes, designs, colours, materials or know-how, the best of creation and innovation is promoted through ever increasing diversity and comprehensiveness. This creativity is celebrated each year during a special SILMO d'OR gala evening.

SILMO ACADEMY

A place of progress and discussion, a high-level meeting for the optics and eyewear industry. This space for the exchange of know-how and training offers professionals the **information and experience that are essential** today to understand the challenges and changes in the sector.



OFFER



OFFER

In 2022, SILMO Paris will develop and increase its offer on

3 SECTORS IN FULL EXPANSION



SMART GLASSES

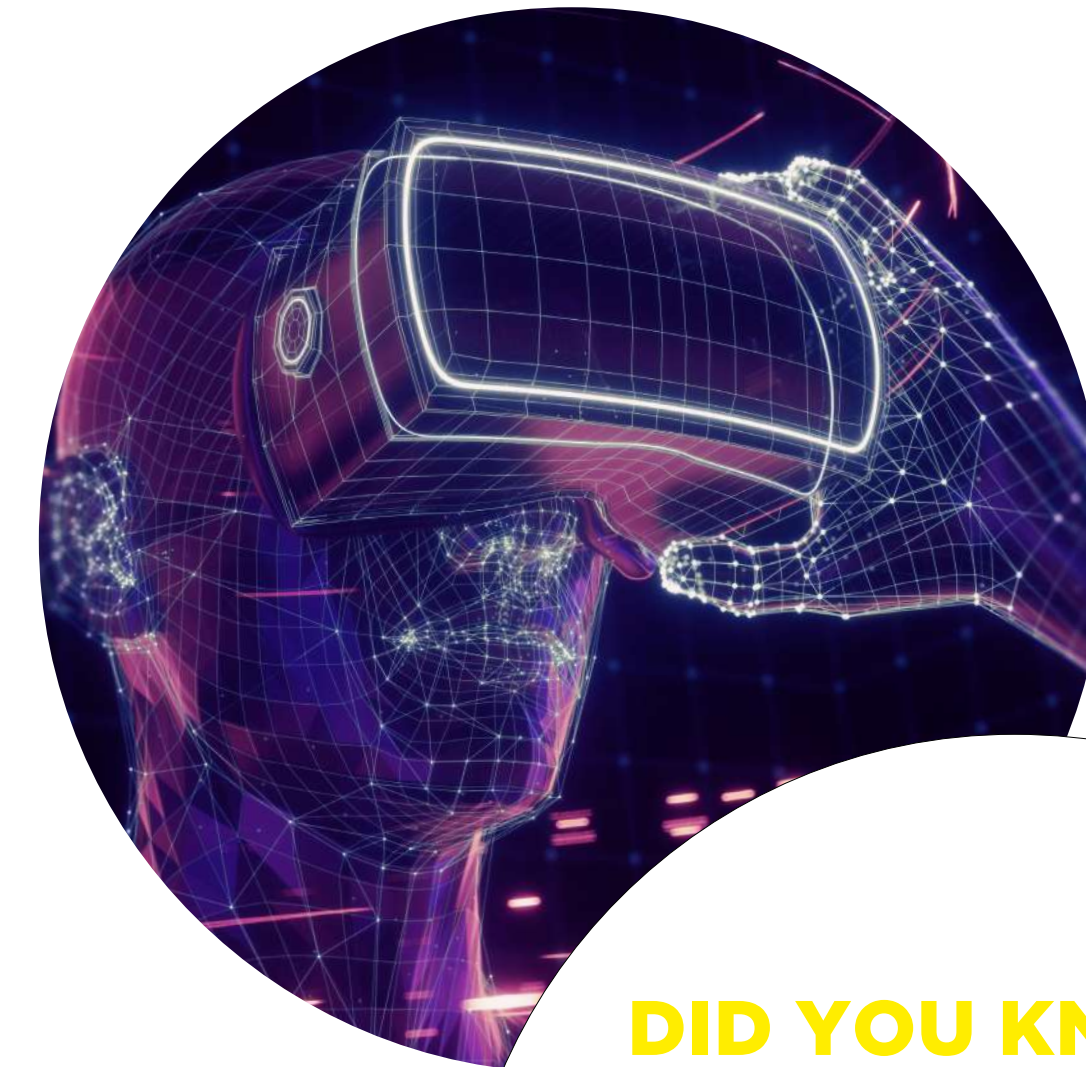
Smart glasses, connected glasses, retail of tomorrow... In this space, you offer all the latest innovations in eyewear.

MACHINES

Exhibit your smart, connected and futuristic machines to attract the optical world of tomorrow.

MATERIALS FOR THE MANUFACTURE OF LENSES AND EYEGLASSES:

Unveil the best in lens and eyewear materials and meet a growing demand from buyers for quality and visual comfort.



DID YOU KNOW?

Trade fairs are seen by participants as the best medium for:

- Meeting your community
- Buying products and services
- Staying up-to-date with the market
- Finding new ideas and innovations

Source: Unimev / Event Databook 2020



MEET YOUR FUTURE BUYERS

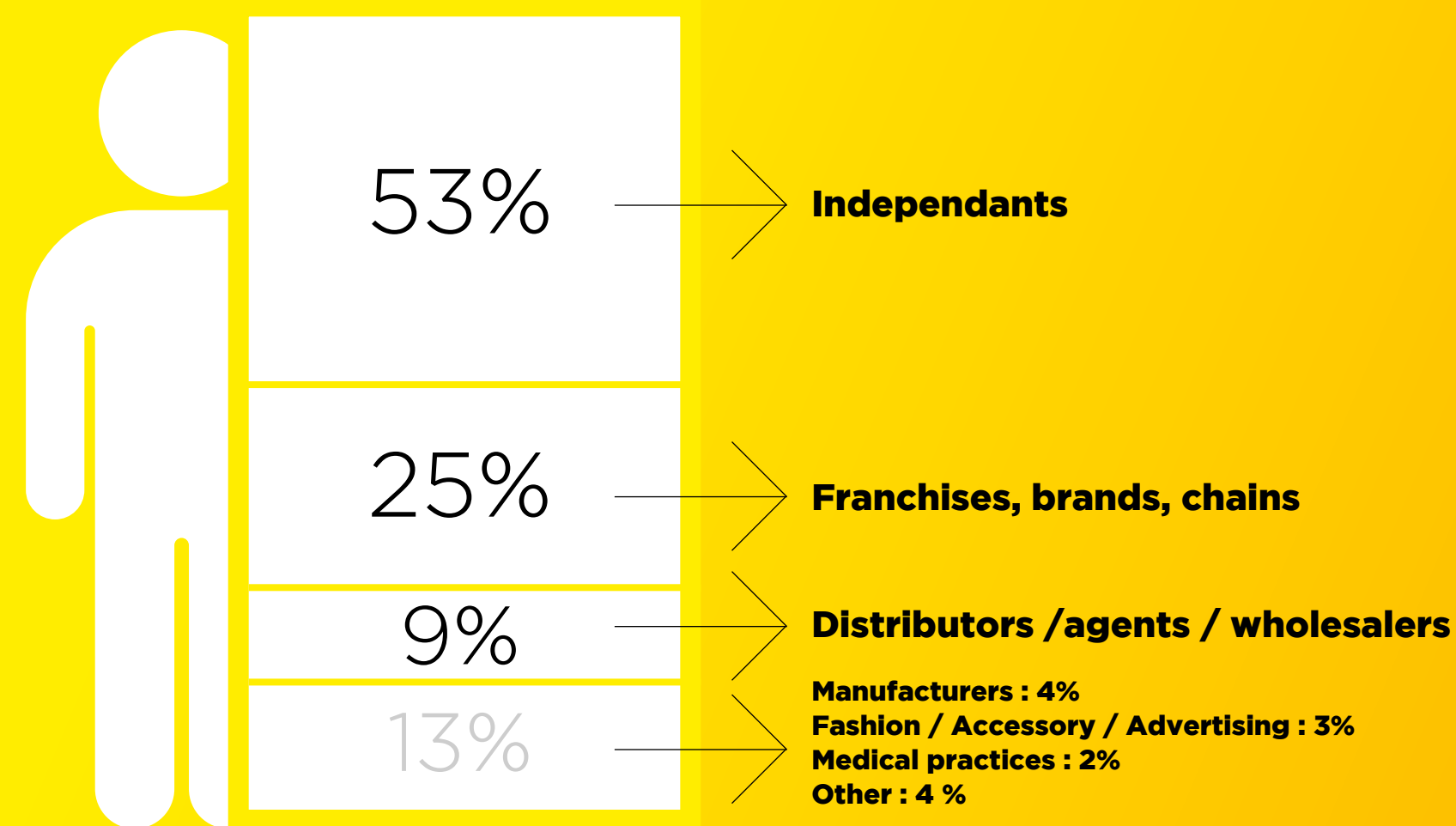
THE STRENGTH OF SILMO PARIS

lies in its ability to bring together independent opticians, distributors and wholesalers from around the world.

71% play a decision-making role in purchases and come with the intention to buy.

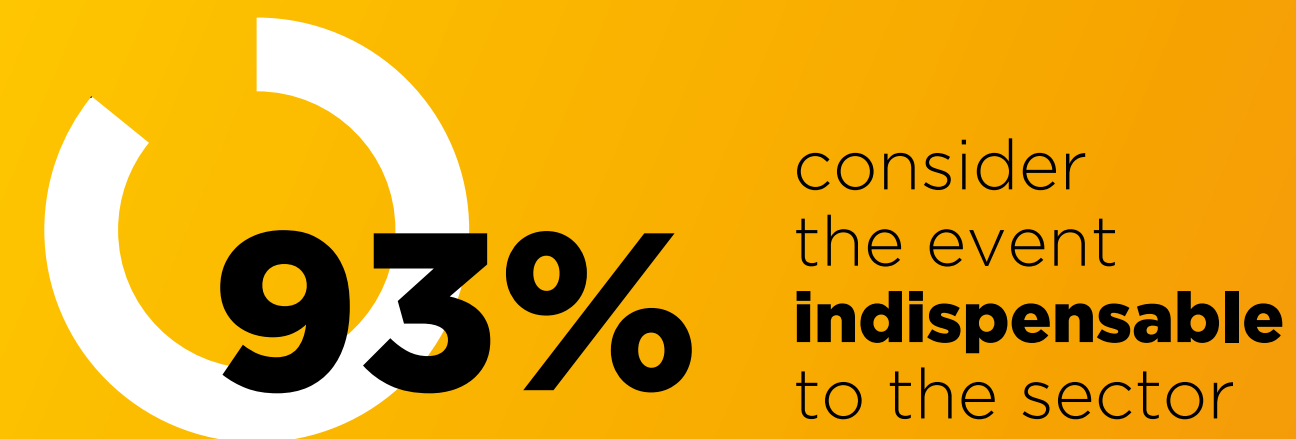
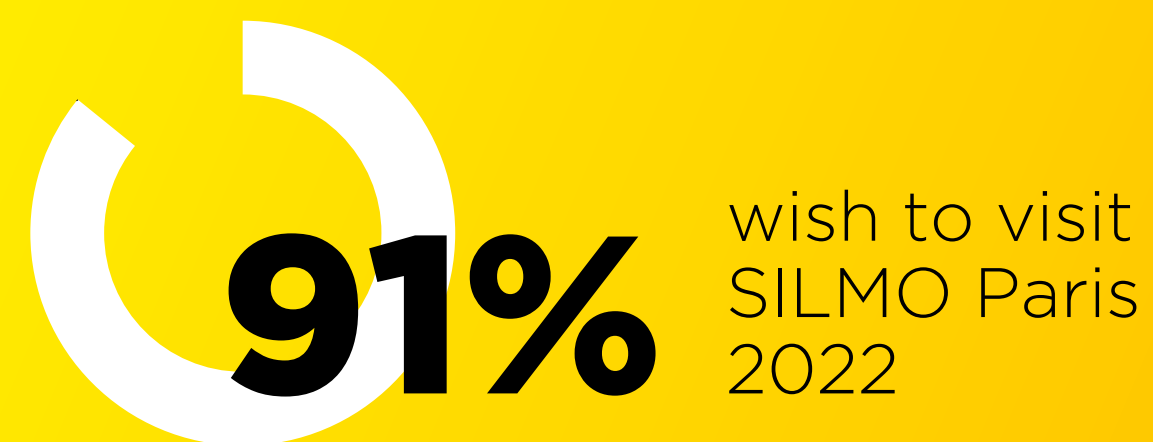
74% of them make a purchase during the show or in the 6 months that follow.

TYPE OF BUYERS



TOP 10 VISITING COUNTRIES 2019

1. FRANCE
2. ITALY
3. BELGIUM
4. UNITED KINGDOM
5. GERMANY
6. SPAIN
7. THE NETHERLANDS
8. RUSSIA
9. GREECE
10. TURKEY

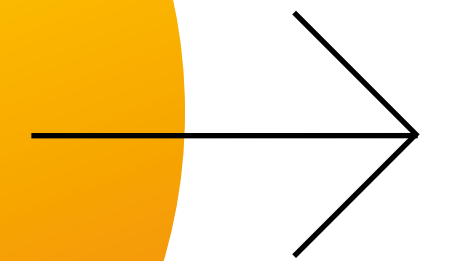
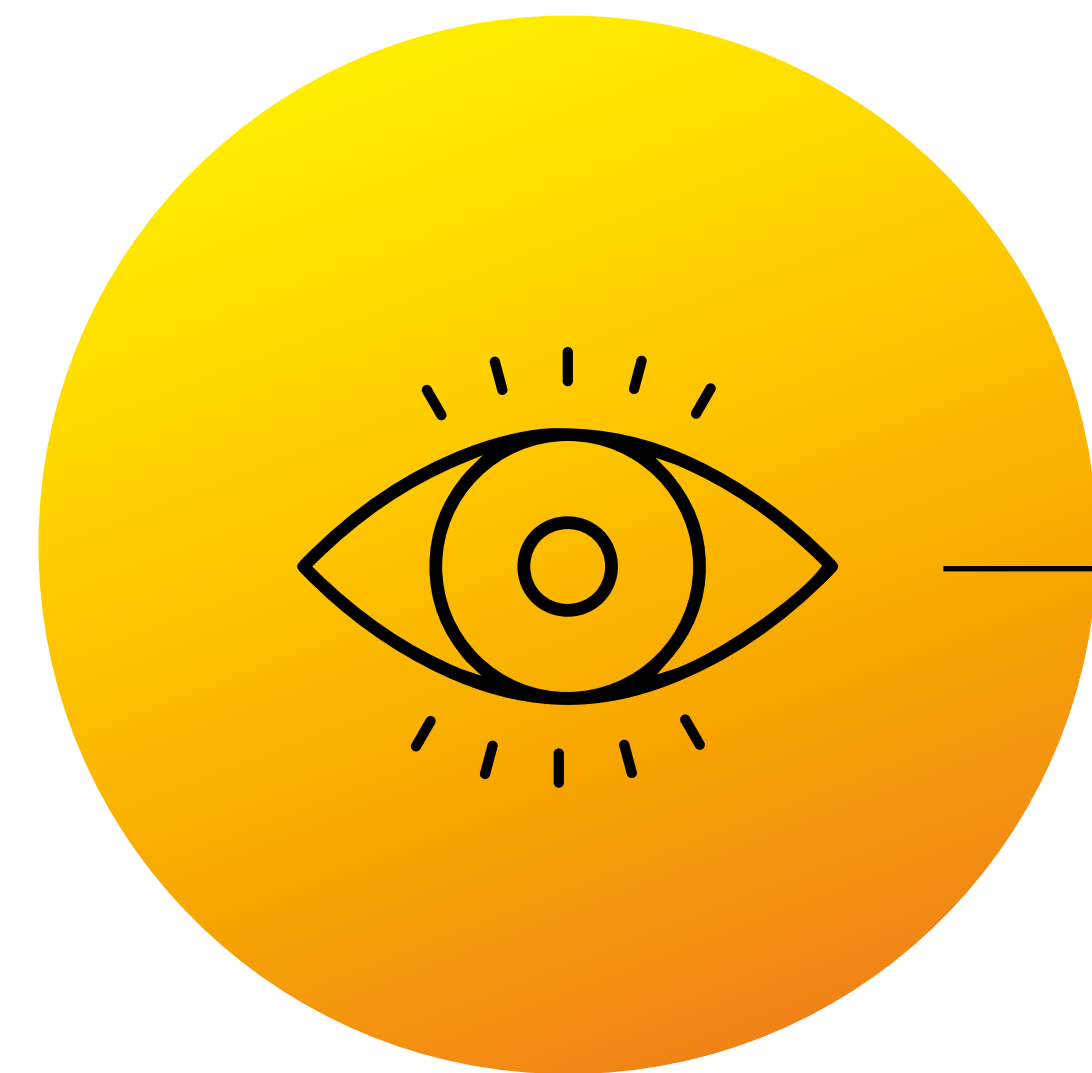
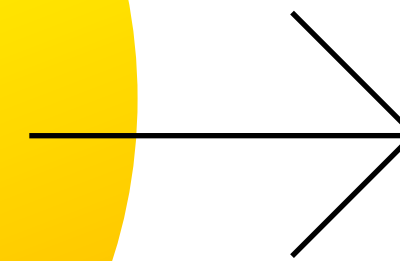
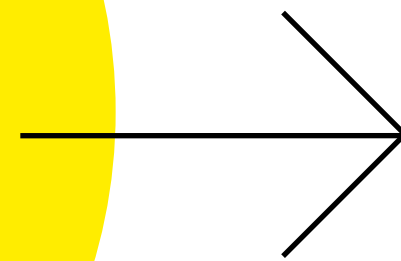


WHY I GO TO SILMO



CHECK LIST FOR A **SUCCESSFUL EXHIBITION**

Anticipate, enhance and make the most of your participation thanks to the visibility and business opportunities offered by SILMO Paris

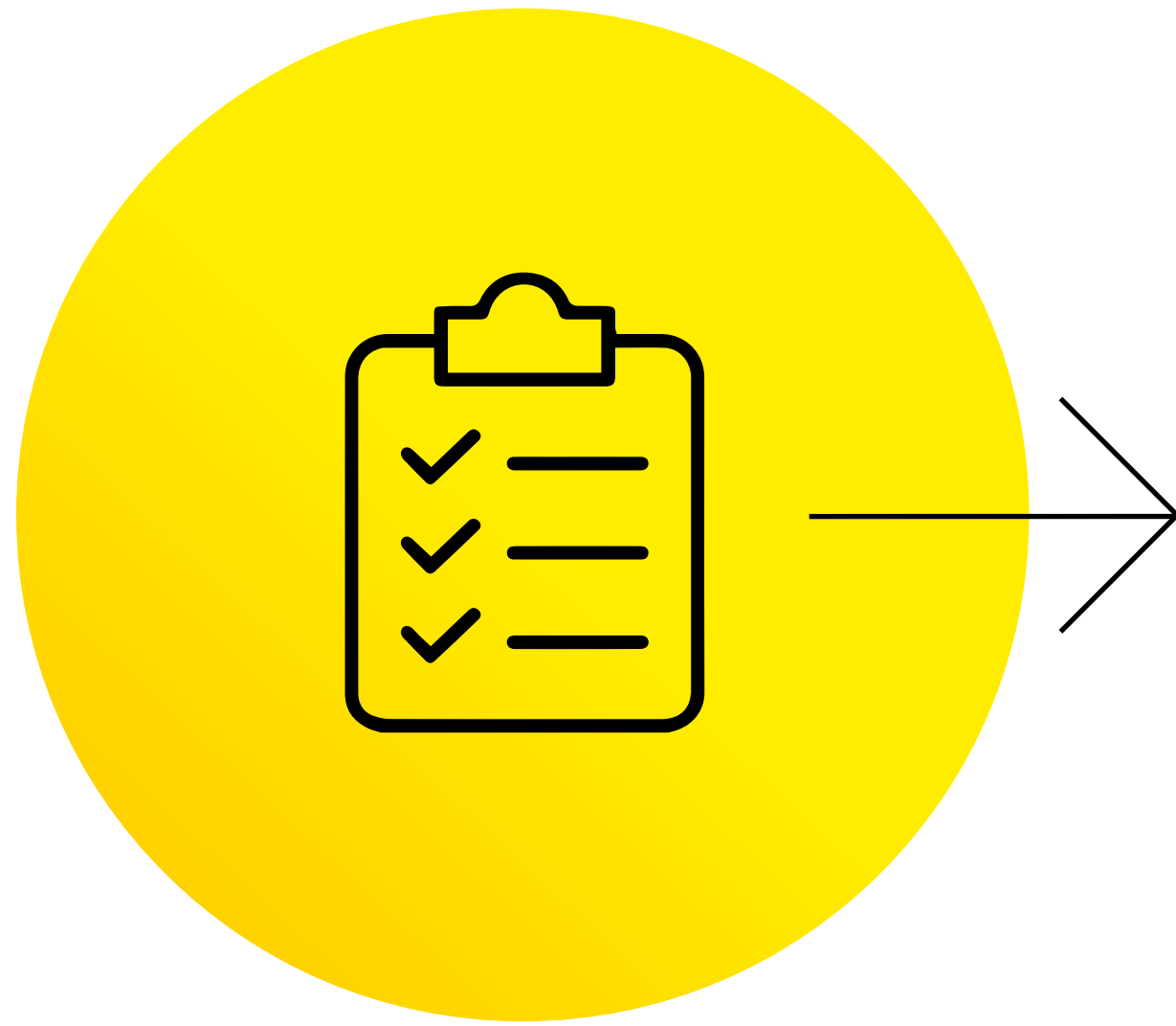


1 **PREPARE**
TO TAKE PART

2 **INVITE**
YOUR CUSTOMERS
AND COMMUNICATE
ABOUT YOUR PRESENCE

3 **BE**
MORE VISIBLE

CHECK LIST FOR A **SUCCESSFUL EXHIBITION**



- ✓ **CATALOGUE PAGE**
Enter your products and brands in your catalogue page
- ✓ **PLACE YOUR TECHNICAL ORDERS**
[Here](#) on the platform

- ✓ **BUILD UP A DATABASE OF VISITORS**
(thanks to the Licence scan), order a badge reader***

- ✓ **TAKE PART IN THE SILMO D'OR**
Visit your exhibitor's area and try to win a trophy!

- ✓ **PARTICIPATE IN THE TREND FORUM**
Send in your best frames!

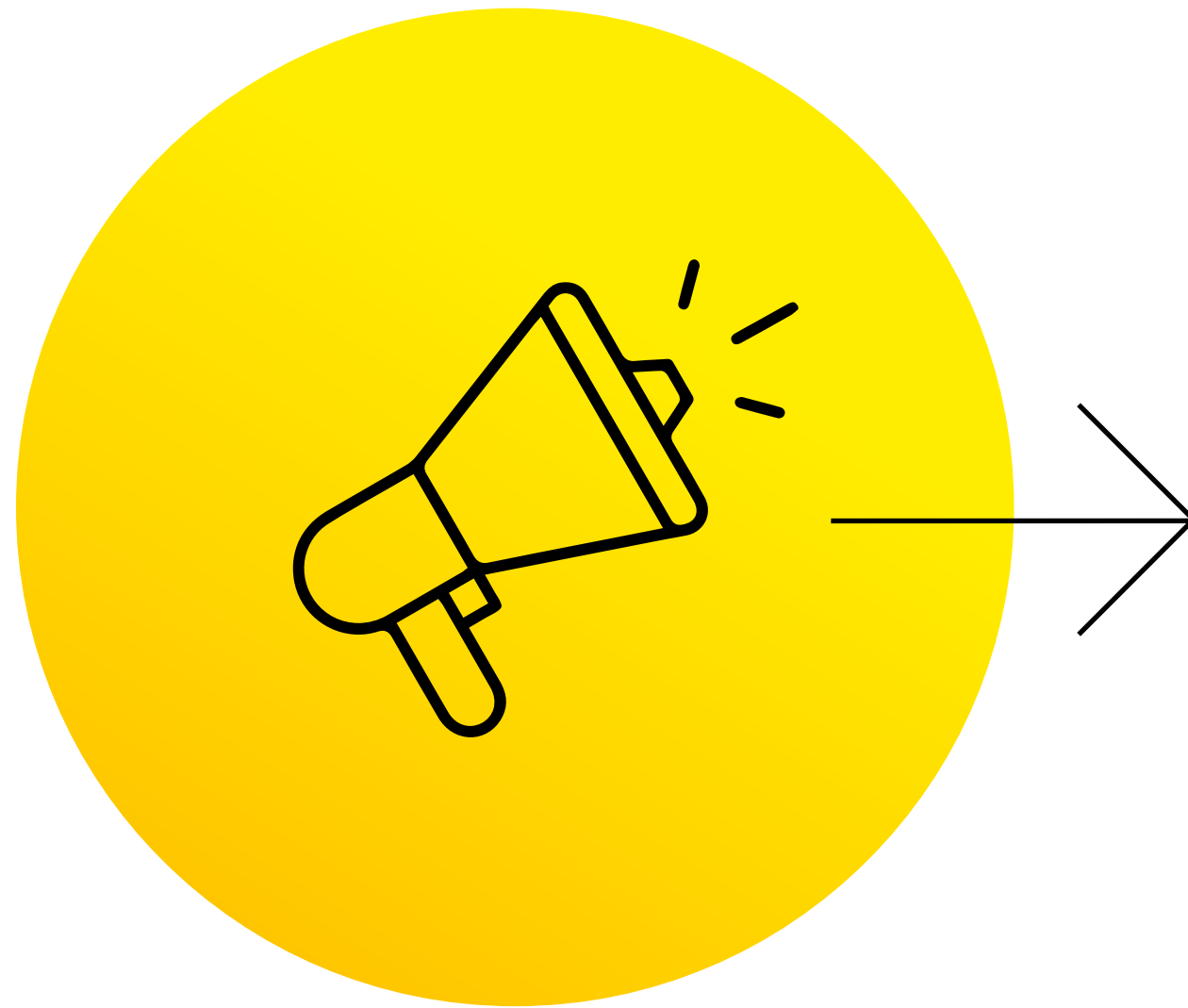
- ✓ **EVENING RECEPTION**
What's new? An event? Or just the desire to get together: organise a party on your stand ***

***Order and prices on your exhibitor area

1 **PREPARE** TO TAKE PART

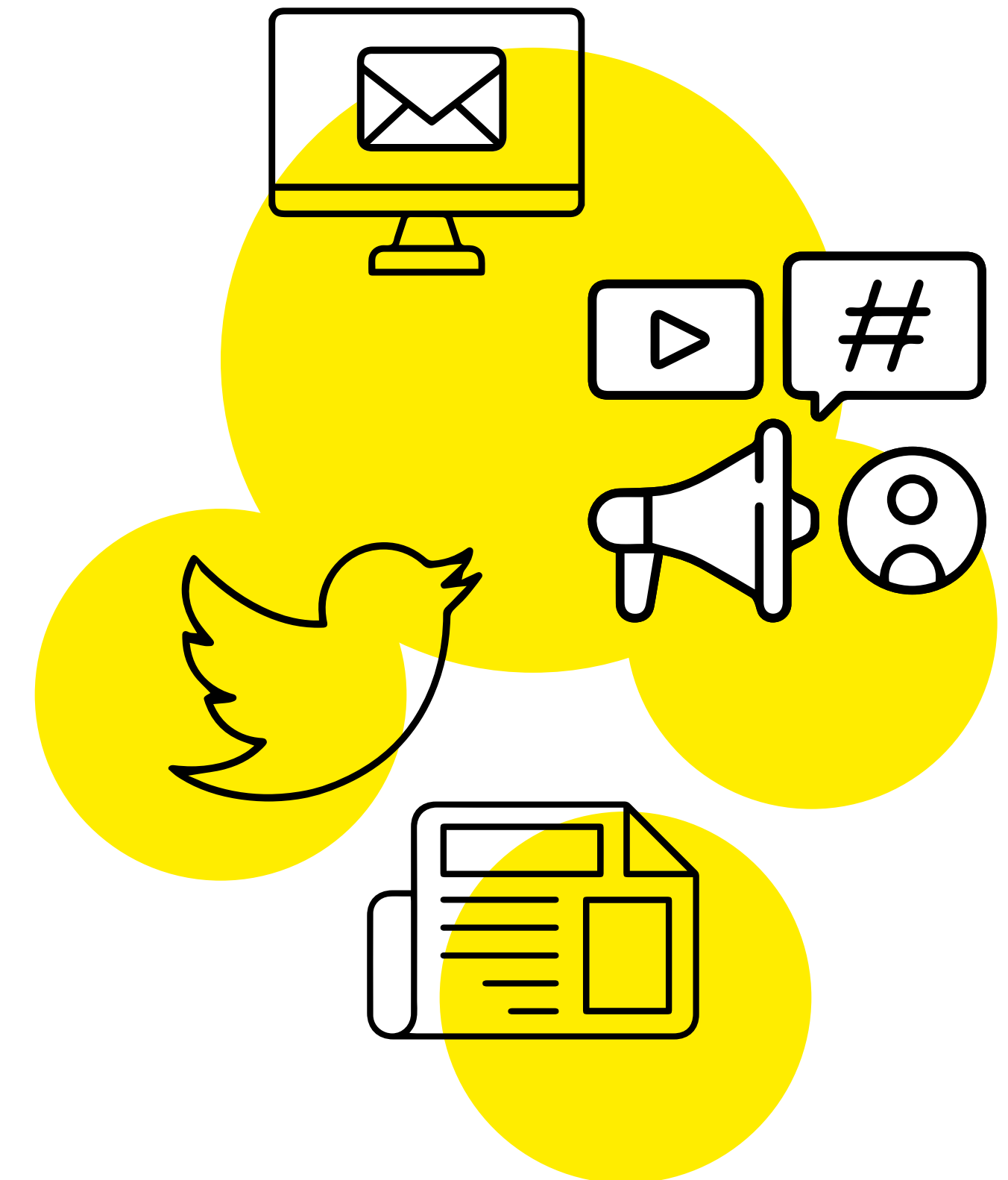


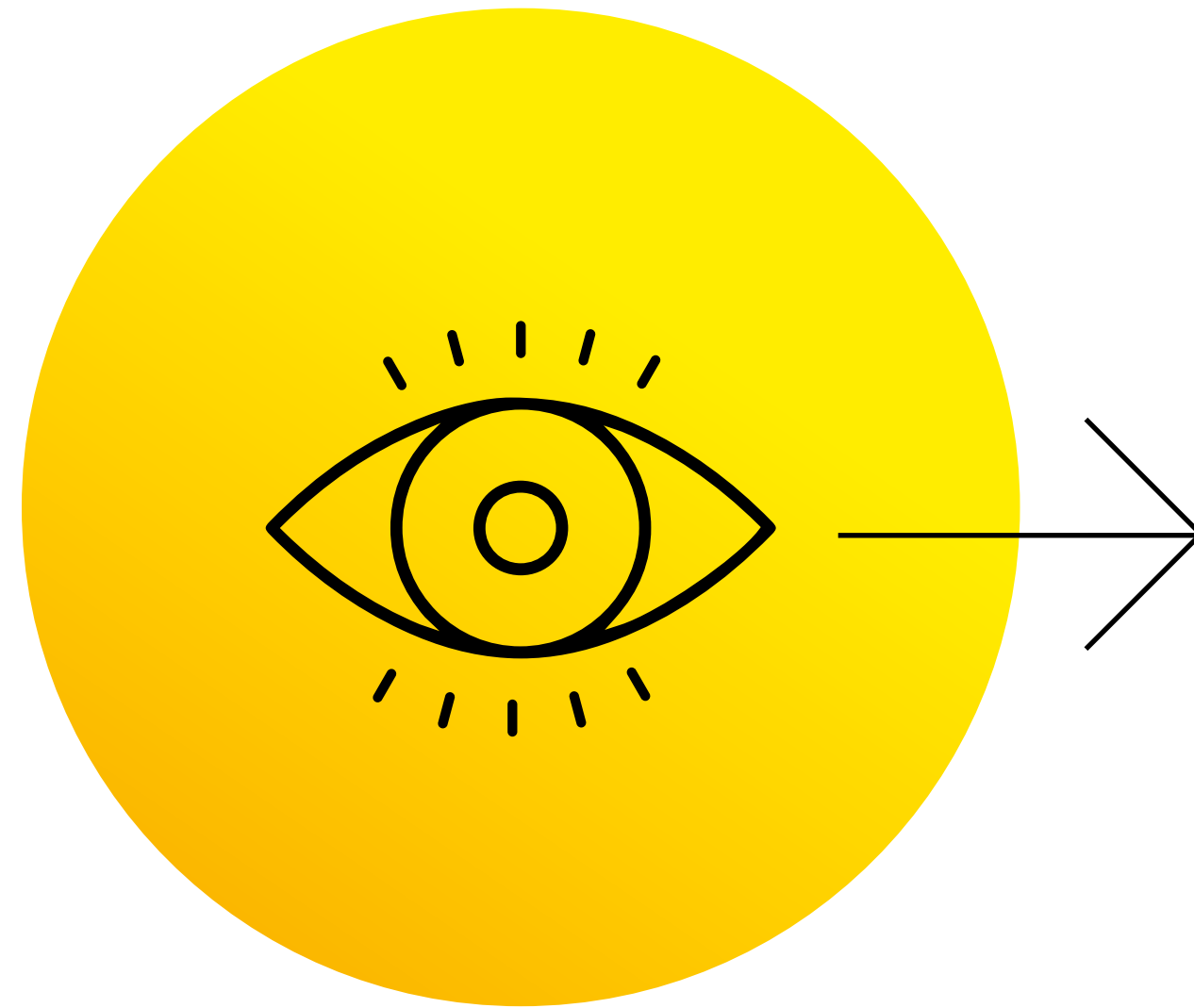
NB: 10 days before the show: check that all your technical orders are placed on the platform. Afterwards, orders will still be possible but only on site and at an increased price.



2 **INVITE** YOUR CUSTOMERS AND COMMUNICATE ABOUT YOUR PRESENCE

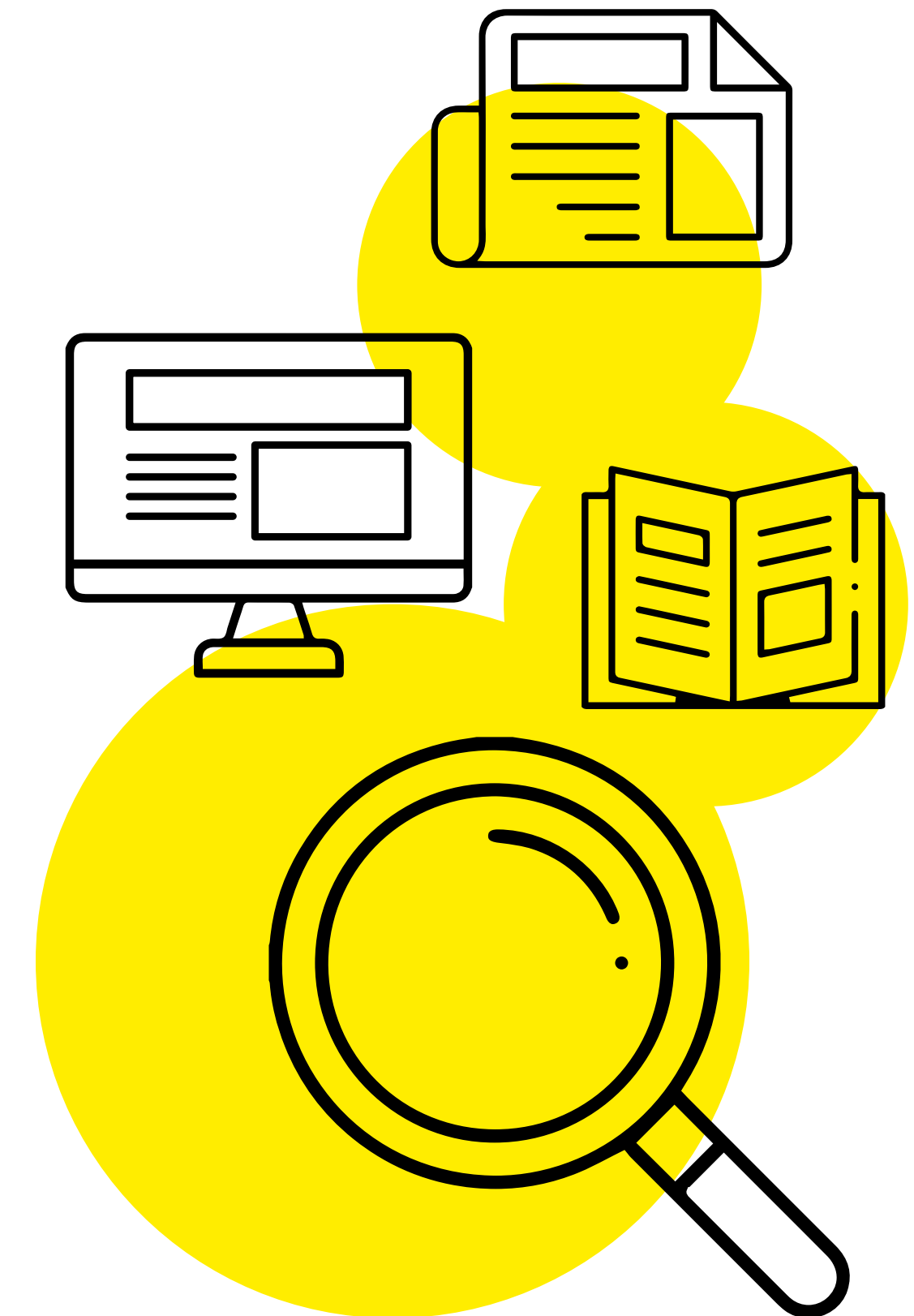
- ✓ **E-INVITATION**
Invite your customers by email to come and meet you on your stand
- ✓ **MEDIA KIT**
Download your kit and share your presence at Silmo on all networks
- ✓ **TWEET, YOU WILL BE RELAYED**
Benefit from the reputation of #SILMOPARIS
- ✓ **PRESS RELEASE**
Send your news and information to our press office





3 BE MORE VISIBLE

- ✓ **YOUR BRAND LOGO**
displayed on the exhibitors' catalogue ***
- ✓ **TRENDS BY SILMO**
Your advertising page on the SILMO Fashion & Trends Emag
- ✓ **VISITOR GUIDE**
Your advertisement in the guide distributed to all visitors ***
- ✓ **KAKEMONO**
Display yourself high up and be visible to all visitors ***
- ✓ **DISTRIBUTE YOUR SAMPLES**
at the entrances to the halls ***
- ✓ **ADVERTISING INSERT ON SILMOPARIS.COM**
Be visible on the most visited pages ***



***Order and prices on your exhibitor area

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THE OPTICAL FAIR

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