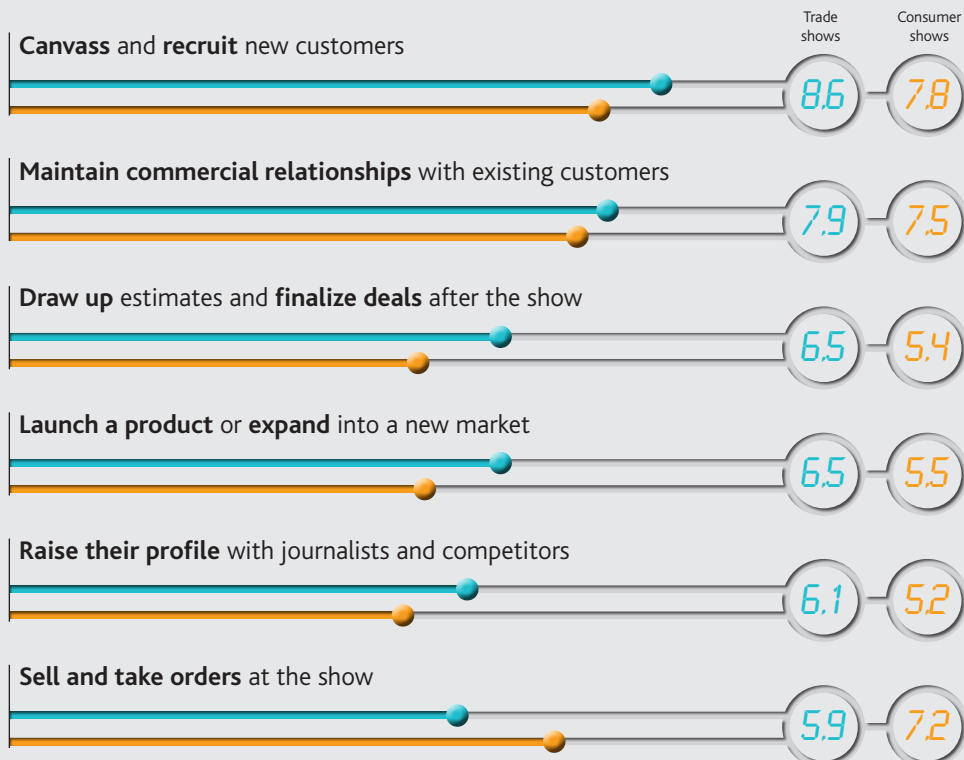


Business achieve real results through events! Here are the figures...

Source: Media metrics study for UNIMEV – General Directorate of Businesses (Ministry of the Economy) – Paris Île-de-France CCI – CEP

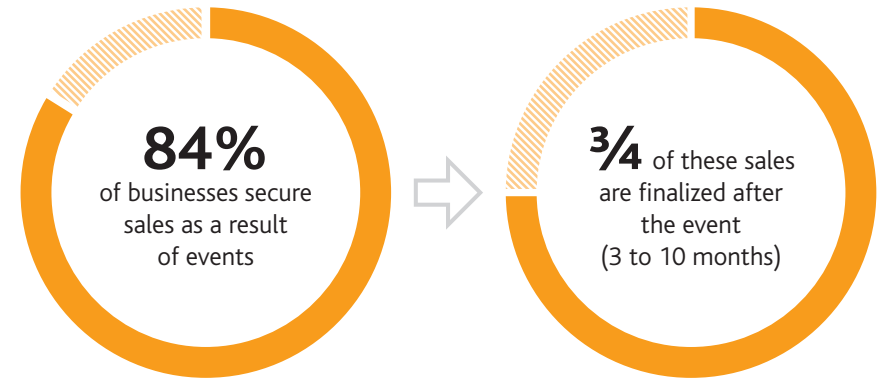
Sample: 3,319 businesses interviewed, 48 French events and exhibitions (Paris, regions, trade, consumer, national and international audiences...), two rounds of interviews up to 10 months after the show.

COMPANIES TAKE PART IN EVENTS TO



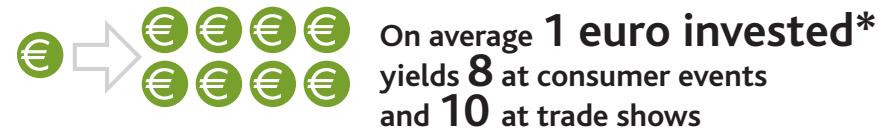
Rating out of 10

IMPORTANCE OF FOLLOWING UP PROSPECTS AFTER THE EVENT



NB: (81% for trade shows)

AN INVESTMENT THAT PAYS



*Total cost: stand, travel costs, literature, hostesses...

MACRO-ECONOMIC DATA



42,000 companies exhibit at events in France

5

On average, they take part in **5 events / year**



Thanks to these events, they achieve overall sales of **€ 30.5 billion**, 2/3 of which is generated from trade shows

French events are launch pads for international business...

for French companies, who generate **€ 2.6 billion** worth of business with international visitors



64% of French exhibitors do business with international visitors



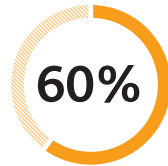
and for international businesses, who generate **€ 7.4 billion** worth of business with international visitors (76%)

The companies who exhibit...

OUT OF 42,000 COMPANIES WHO PARTICIPATE IN EVENTS IN FRANCE



86% are SMEs with fewer than 50 employees

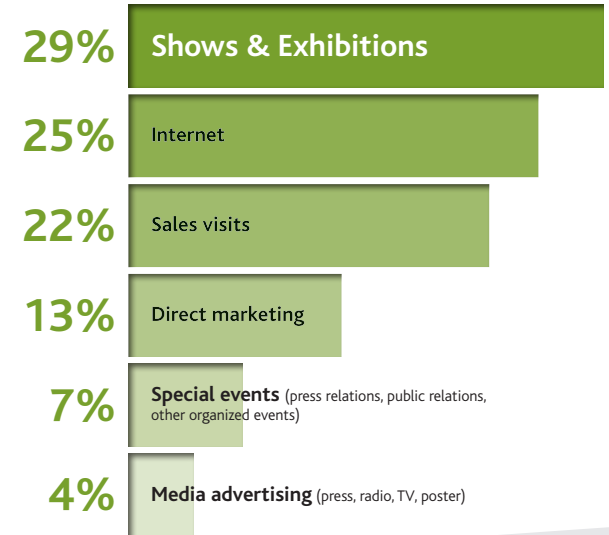


60% devote more than 15% of their marketing / promotion budget to events



24% are first time exhibitors

FOR EXHIBITORS, EVENTS HAVE THE BEST COST/BENEFIT RATIO OF ALL PROMOTIONAL TOOLS



The French event market



210,000 stands



21 million visitors including 710,000 international visitors



90,000 full time jobs or equivalent



€ 5.8 billion in economic spin-off for the business tourism industry (hotels, transport...)