

LA GRANDE HALLE



SALON
de la
PHOTO

Photographier, Filmer, Créer

PARIS 2025
OCTOBER 9-12

EXPERIENCE CULTURELLE IMMERSIVE

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Relive in pictures

The Salon de la Photo



A place at the crossroads of technology and culture

The Grande Halle de la Villette:

A space for exhibitions and events with a rich history that links technology and the arts.



VISITORS

Salon de la Photo

37,000 VISITORS

74%
amateurs

23%
professionals

4%
content creators

15%
<under 25

35%
between
26 and 45

26%
between
46 and 60

24%
>over 61

3 out of **4** visitors are from the Paris region

“ It was a pleasure to take part in this event ”

“ Lots of great encounters,
very rewarding events ”

“ Top conferences and exhibitors! ”

VISITORS

Salon de la Photo

39% of visitors complete their visit to the show by purchasing equipment in the Sales Village

The average shopping basket was **€489**

AMATEURS

22%

of visitors to the show make videos

49%

have a reflex camera

Needs:

91% wish to discover what's new

94% come to see the exhibitions

- **54%** Paris region
- **29%** outside Paris

VISITORS

Salon de la Photo

PROFESSIONALS

35%

of visitors to the show work in video

KEY FIGURES:

23%

of visitors are professionals

71%

professionals are satisfied with their visit to the show

61%

have a reflex camera

Requirements:

82%

meet other enthusiasts other photo

80%

attend the Forum des Pros

- **37%** Paris region
- **42%** outside Paris

30

exhibitors in the dedicated zone:
Bookable, Diland, Pixel Tech, MMF-Pro, Dreambookspro, Fujifilm...

VISITORS

Salon de la Photo

Requirements :

70% come for training
& attend workshops
& conferences

90% come for information
about equipment

- **37%** Paris region
- **42%** outside Paris

19 speeches
from content creators on the
live stage

CONTENT CREATORS

52%
of visitors to the show
make video

53%
own smartphones

VISITORS

Salon de la Photo

THE OBJECTIVES OF VISITS

VISIT THE EXHIBITIONS

Satisfaction of visitors

94%

GET INFORMED ABOUT NEWS

Satisfaction of visitors

91%

TO BE INFORMED ABOUT MATERIAL

Satisfaction of visitors

90%

TESTING NEW PRODUCTS

Satisfaction of visitors

94%

Focus on professionals

The Salon de la Photo is also the show for photo/video professionals: Photographers, photo agencies, photo shops, distributors, manufacturers, teaching as well as creative professionals.

The Salon de la Photo creates the ideal conditions for meetings.

The presence of the sector's leading federations: **FFPMI, FNP & UPP**

More than 10 free themed conferences at the Pro Forum:

- How do you become a photographer? Where do you start?
- The environmental impact of photography
- Legislation in photography
- Copyright

Dedicated services and private areas:

business centre, conference room, portfolio reading, sensor cleaning, etc.

Plus major meetings with renowned photographers, master classes and practical areas.

Jeudi 10 octobre		
10h30 - 11h30	Nedim Imre de l'UPP	Conseils aux Photographes débutants
12h00 - 13h00	Agnes Colombo de la FFPMI	Comment réussir à vendre ses photos ?
14h00 - 15h00	Eric Delamarre / Profession Photographe	Comment faire l'impact environnemental de la photographie ?
15h30 - 16h45	Clara Grojean (AFNUM) et Bertrand Nenic (Jingoo)	Ne vous contentez pas de décrire en photographie de portrait !
17h00 - 18h00	Milena Perdriel de la FFPMI	

Vendredi 11 octobre		
10h30 - 11h30	Eric Delamarre / Profession Photographe	Comment évaluer la valeur d'une photo en exposition ?
12h00 - 13h00	Virginie Vermeulen de la FFPMI	Le service client en photographie de nouveau-né
14h00 - 15h15	Thierry Maillard (ADAGPI), Gilles Courtinat (L'œil de l'Info)	Le regard ?
15h30 - 16h30	Patrick Lombaert de la FFPMI	
17h00 - 18h00	Patrick Godefroy de l'UPP	

Example of our exhibitors professionals



TETENAL

Lumys



mmf PRO



EXHIBITORS

Salon de la Photo

**110 EXHIBITORS
OVER 4000M² AND
180 BRANDS
REPRESENTED**

88% of our exhibitors are satisfied
with their participation
& intend to return

- SHOOTING EQUIPMENT
- ACCESSORIES
- PRINTING, PHOTO PROJECTION
- IMAGE PROCESSING
- SERVICES
- PUBLISHING & PRESS
- VIDEOS, EDITING

Example
of our exhibitors

FUJIFILM

SONY

Canon

SIGMA

RICOH
imagine. change.

TAMRON



Many partners **at the Show:**

Silver exhibition with **99 Caméra & Pelloche moi**

99 Cameras Museum, the first Parisian museum dedicated to iconic cameras, is offering a unique project. The project challenges five experienced documentary photographers to use five iconic cameras dating from cameras dating from 1935 to 1964. The aim: to confront these photographers, known for their ability to shed light the contemporary world through their art, with historic cameras, requiring technical know-how and great adaptability.

You were able to meet 99 cameras Museum and Pelloche Moi to go behind the scenes of this exceptional project and discover the unique expertise that has gone into providing photographers with cameras in perfect condition so as not to their creativity.



- **Montier Photo Festival**
- **Visa pour l'image Festival**

- **International Festival of Culinary Photography**
- **Gruissant Sport Photo Festival**



DEVELOPMENTS FOR 2025

An enriched offering for rewarding experiences

News offers:

The video industry with a dedicated range of drones and 360° cameras

Gallery owners, with an educational course for collectors first-time buyers

The OFF of the Salon de la Photo:

The revamped Nuit de la Photo (Night of Photography), with a late-night opening until 10pm on Thursday evening

Special events: happenings, concerts, demonstrations, sales villages, creators meetups, cultural debates, live shows and video performances.

The Bièvres International Photography Fair has invited itself to the Salon de la Photo: a unique event!

- A second-hand market and photographic antiques
- Over thirty stands
- Silver photographic equipment

DEVELOPMENTS FOR 2025

Salon de la Photo

BtoB development - Europe:

- A strategy focused on professional photographers through our partners and targeted communication.
- Organisation of international awards ceremonies at the show to showcase talent and innovative companies around the world.

Offers and services dedicated to professionals:

- Exhibitors specialising in image processing, printing and lighting accessories, to meet the specific needs of the sector.
- Services : redesigned pro forum content, sensor cleaning, a dedicated area for professionals with a BtoB area and a business centre

An ambitious programme to attract, captivate and retain an ever-growing audience!

An effective **communication plan**



A website with more than **190,000 visitors** and almost fifty news items. A qualified and exclusive database of **90,000 professional and amateur photographers**.



20 newsletters sent to the event's the event's partner databases, as well as Comexposium partner trade shows.

Numerous websites and media partners:



An effective multi-channel communication plan



- A year-round campaign on the social networks *Instagram, Facebook and Youtube* with an intensification of posts 1 month before the show and during the show that engage our community of 40,000 individuals.
- A major Adwords and Facebook Ads campaign



30 partners media

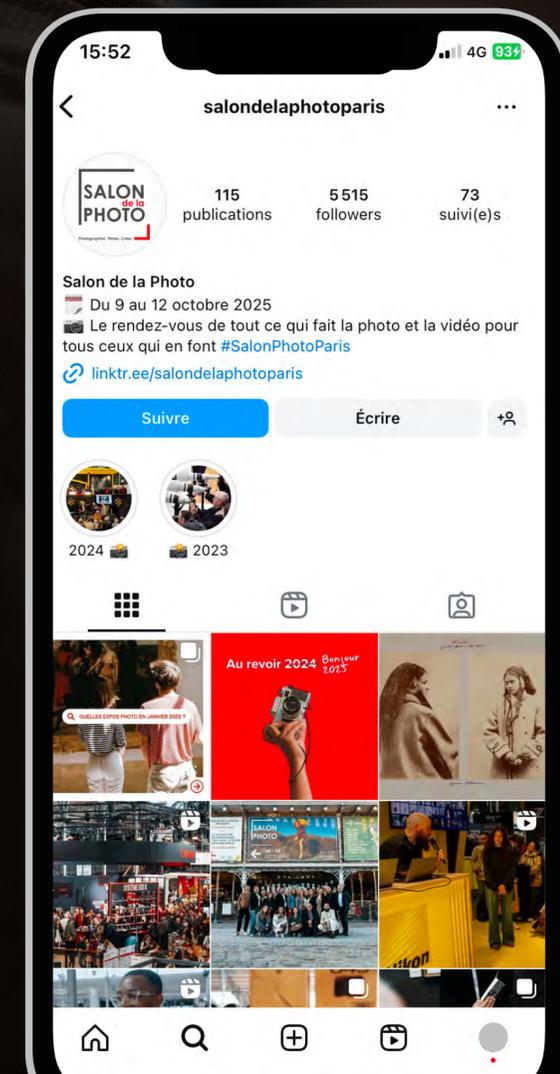
150 press coverage

80 posts on social networks

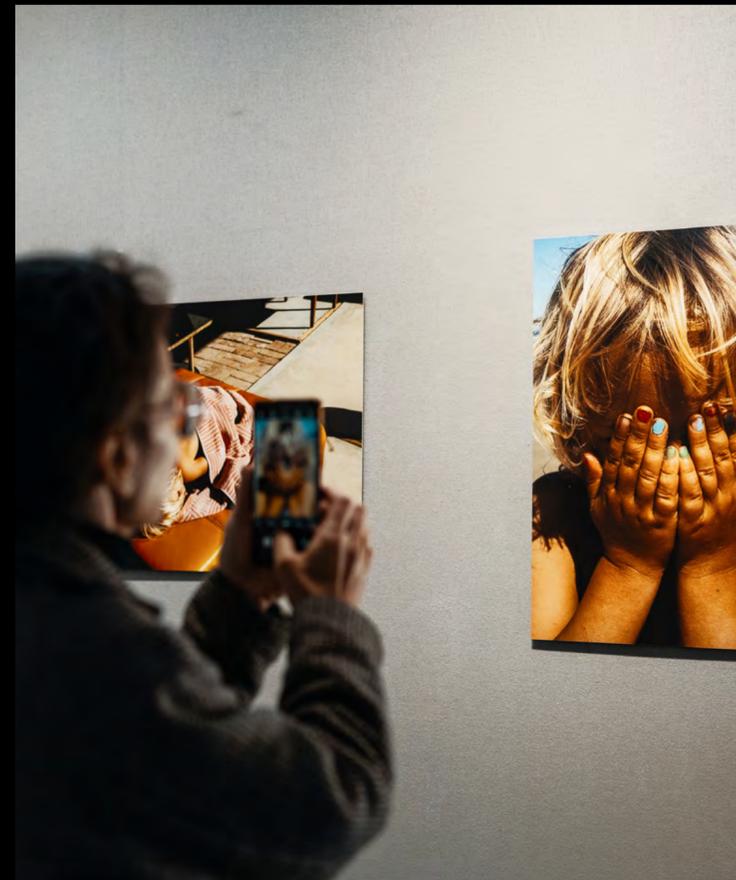
600 display faces

45 articles dedicated to the show

An activation with **33 content creator** partners **19 of whom** will be speaking on the Live Stage.



A show renowned for its **atmosphere**
conviviality and the wealth of products
and of exhibits



A team at your service

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MORE INFO HERE: