

Festival

SON & IMAGE



CONNECTIVITY
HOME TECHNOLOGIES
STREAMING
DOCKS

HIGH
FIDELITY

INTEGRATION
ULTRA HD

HIGH
END

HIGH
DEFINITION

AUDIO-VISUAL HOME AUTOMATION
MUSIC

LIFESTYLE
MULTIROOM

HOME CINEMA

(7)8-9 OCTOBER 2016

NOVOTEL PARIS TOUR EIFFEL ★★ ★★



www.sonimage.com

Under the patronage of



Organisation



One Festival - 3 connected exhibitions

1 **HIFI & HOME CINEMA**

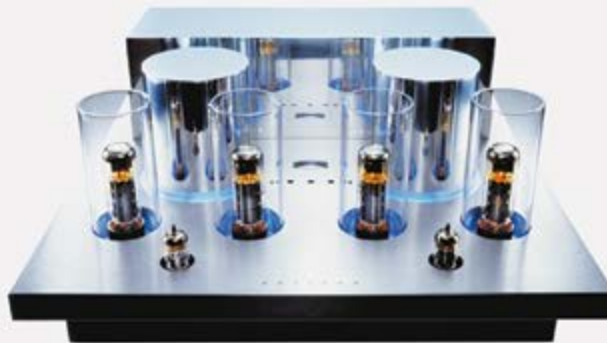


"A single event connecting all trades"

ULTRA HIGH FIDELITY OF SOUND & IMAGE

"**HIFI & HOME CINÉMA**". As a key meeting point of the "**High end**" and upmarket ultra-high fidelity of sound and image, this event has been gathering together the highest prestige 300 world brands for 38 years.

Our DNA: Demos in the hushed calm of the lounges of a deluxe 4-star hotel. Today this is the 2nd European exhibition in this highly upmarket segment which attracts far beyond France.



POSITIONING

Festival SON & IMAGE is the ultimate showcase of ultra-high fidelity sound and image. The development of technologies and an increasing level of consumer demands lead to matching segments which must be associated. "**MASTERPIECES**" recognise the best.

HIGH END pools the best of sound lovers upmarket high fidelity, and witnesses a successful match of traditional technologies and uncompromising new sources of dematerialised music.

HIGH-FIDELITY IMAGE and OUTSTANDING HOME CINEMA, with the assertion of a new state of the art: Ultra high definition image!

Uncompromising home cinema!

2

HOME & TECHNOLOGIES

"A trade's festival produced by the most representative players"

RESIDENTIAL INTEGRATION

HOME & TECHNOLOGIES has been for six years the meeting point of this new trade of integrators and fitters and their cross expertise in the digital home: Home-automation applications of sound, image, light, and comfort within the home – Multiroom, IT and networks, weak currents, and digital reception and broadcasting. This event is an unprecedented mobilisation success, as these new players are committed to the information and training required by their exponentially developing trade.

Integration reconciles a passion for music or cinema and the home environment.

The show presents solutions and offers professional advice to the public and practitioners.



THE FRENCH MEETING POINT OF INTEGRATION

HOME & TECHNOLOGIES gathers together around brands and practitioners who are the new players in our fields: Integrators, fitters, home automation specialists, network specialists, aerial specialists, lighting specialists, decorators, architects etc.



The market place!

3

CONNECT & PLAY

"Both inside and outside, whether at home or travelling, remain high-definition connected"

UPMARKET CONNECTED PRODUCTS

An area dedicated to new mobile or residential technologies, arising from technological developments and new digital practice.

In recent years, the industry's revenue has been moving towards high-tech connected objects, both mobile and residential: Today docks, headphones, streaming, wireless, tablets and smartphones are our audio-visual lives' media both outside and within the home.

Year after year, these products are sweeping into the exhibition in ever-increasing numbers, and our visitorship is getting younger accordingly.



POSITIONING

'CONNECT & PLAY' will be included in various areas to attract around brands that are dedicated to mobile technologies. In the dedicated area, and in each demo room, Connect & Play technologies will stand out with simplicity and mobility. **Streaming, downloading, Internet radio, VOD, Smart TV, music and images relieved of their physical medium are being consumed everywhere, unrestrainedly and in high definition.**



A COMBINED EVENT: "B2B" AND "B2C"



A HIGHLY GROWING TARGETED ATTENDANCE AND A SECURED ROI!



PROFESSIONALS & BUYERS

Professionals, manufacturers and dealers come to meet and share in increasing numbers every year. Therefore professional areas, or 'CARRÉ PRO', will be available for professionals to meet, and the 'INTERNATIONAL VIP CLUB' will help distributors and the international press meet manufacturers.



ACTIVITIES & DEMOS

Presentations and demos will help discover today's and future potential, such as designing a cinema at home, discovering the home of the future, or learning how to have a technology servo-controlled using an iPad.



SON & IMAGE NEWS

Festival SON & IMAGE Newsletter is a monthly publication which helps build up a lasting relationship between exhibitors, partners, practitioners, dealers and visitors all year long. Almost 14,000 contacts, all groups taken into account, receive the Newsletter to date

TOP
BUYERS

SPECIAL EVENTS AND TOP BUYERS!

FRIDAY: FOR PROFESSIONALS ONLY!

Welcome your customers and prospects in your stand, as a preview, in a privileged context reserved for B2B. Only dealers, fitters and integrators will be admitted on the basis of our lists and your own lists and by web-based pre-registration, and the media. Non-transferable e-badges shall be sent to guests on approval on pre-registrations.

VIP AND TOP BUYERS COCKTAIL PARTY

The cocktail party will be held over the entire exhibition to ensure maximum attendance at your stands.

Dealers, integrators, fitters, mass-retail buyers, supermarkets, specialist supermarkets, commercial websites, and groupings.s.

Festival SON & IMAGE is much more than a promise:

- High targeted attendance and certified figures. Web-based pre-registration
- Pooling of all trades: this is your MARKET PLACE
- Ambitious media plan covering all media
- Highly qualified lists to be utilised
- Many spin-offs, high visibility, sound ROI, and a 95% rate of customer loyalty
- VIP party, press conference, activities, and demos – A real festival!

More than a promise: Figures, facts and results for nearly 40 years!

MARKETING, COMMUNICATIONS, AND MEDIA PLAN

The exhibition has a strong media plan intended to pool all practitioners and buyers together with a large qualified and high-earning-power socio-economic group A, including:

- Advertisements in all specialist high-tech, hi-fi, home cinema, DVD, music, cinema, electronics, audio-visual, design, decoration and other luxury segments' media;
- Advertisements in all large media, dailies and magazines;
- Commercials on trendy and musical radios;
- Cross partnerships with luxury-related industries (fashion, watches, automobile, design, men's magazines etc.);
- Poster campaign in the heart of Paris and inner suburbs; and
- Web, social network and Web TV development (WEB EVENT®).



ORGANISATIONAL CHART	
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