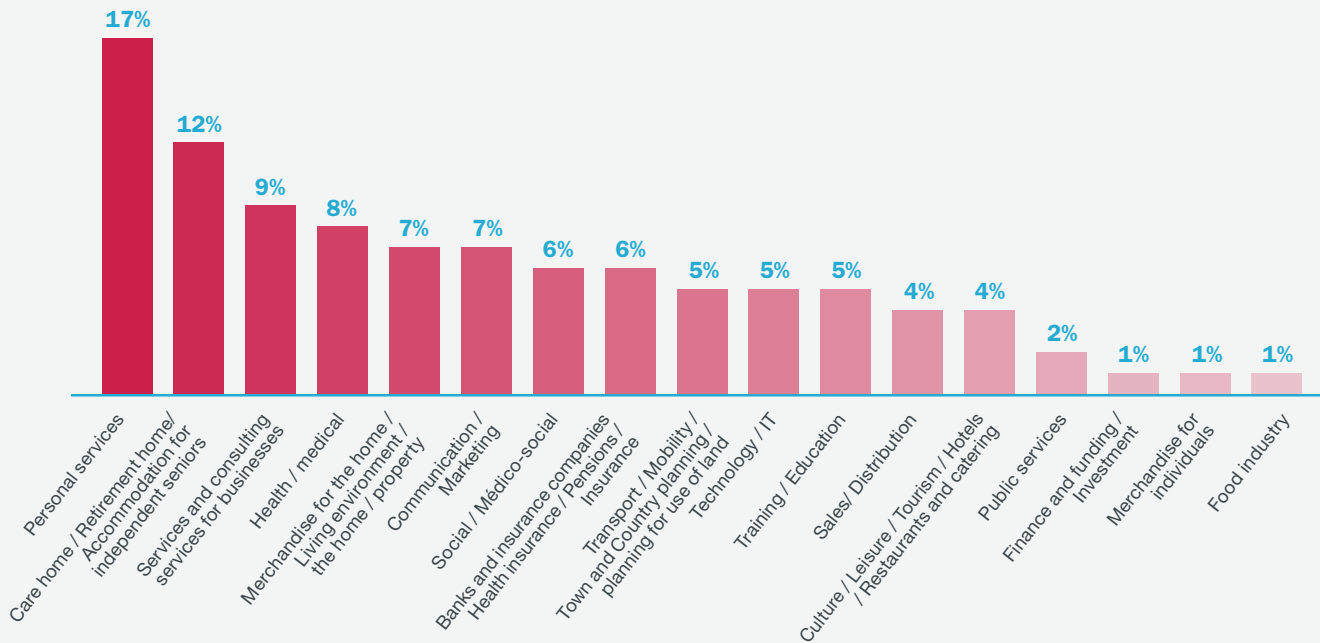
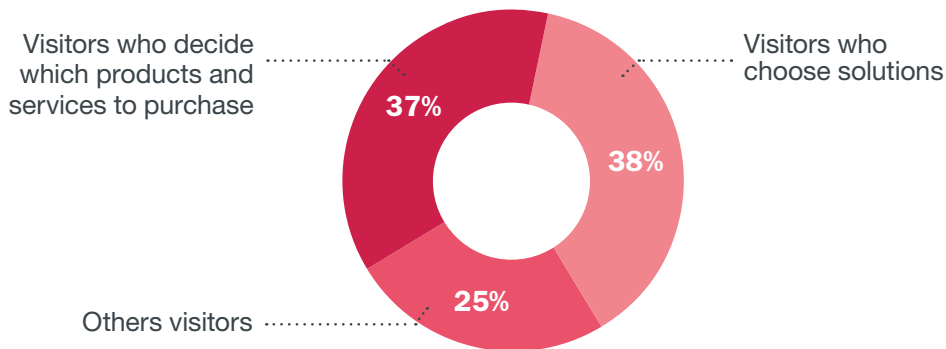


**Attendance: 3500 qualified professional visitors**

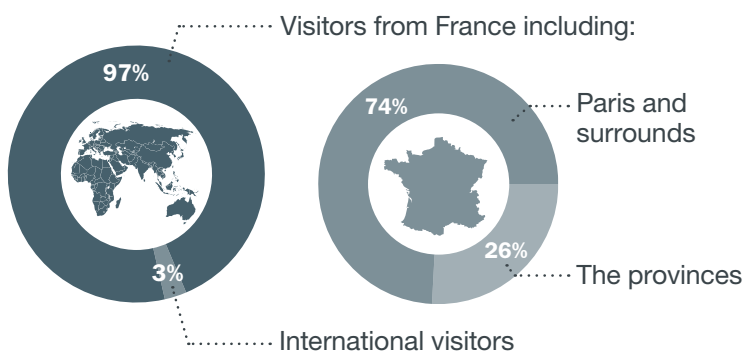
## Branch of the sector



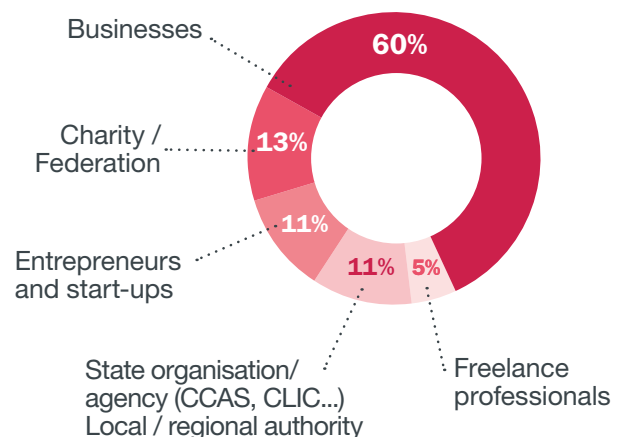
## Visitors who make decisions and prescribe



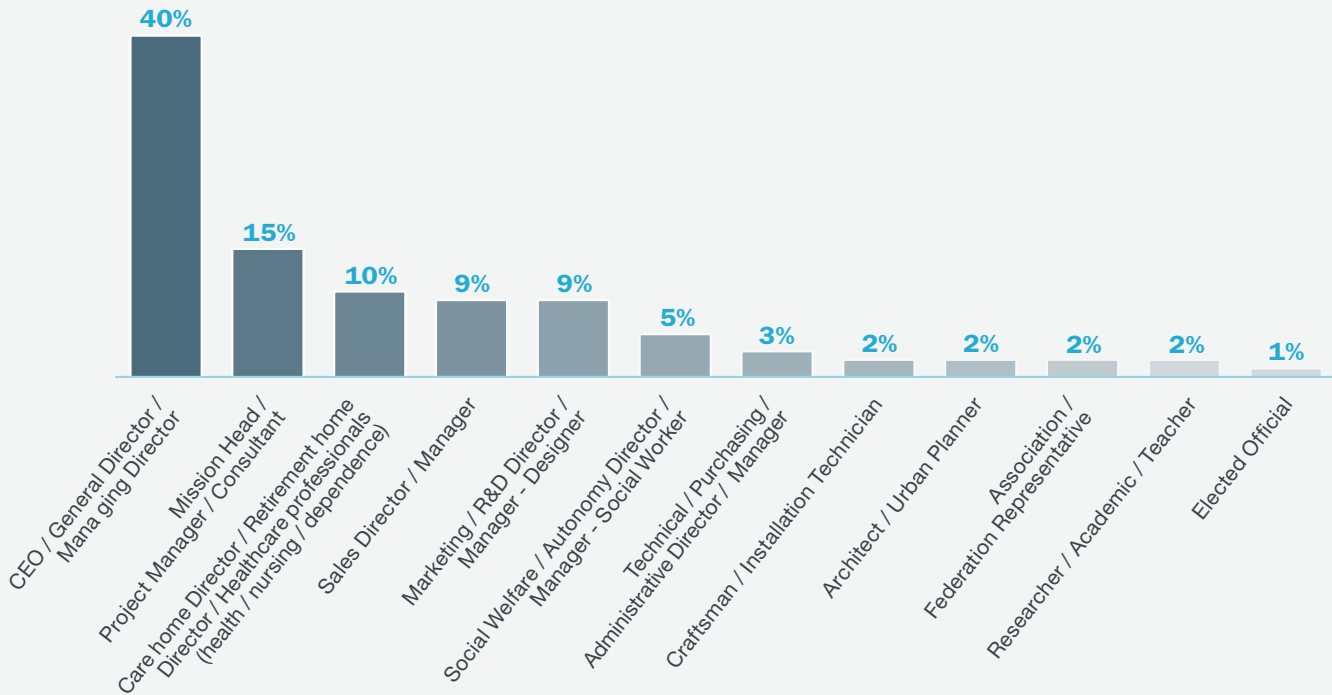
## Where do the visitors come from?



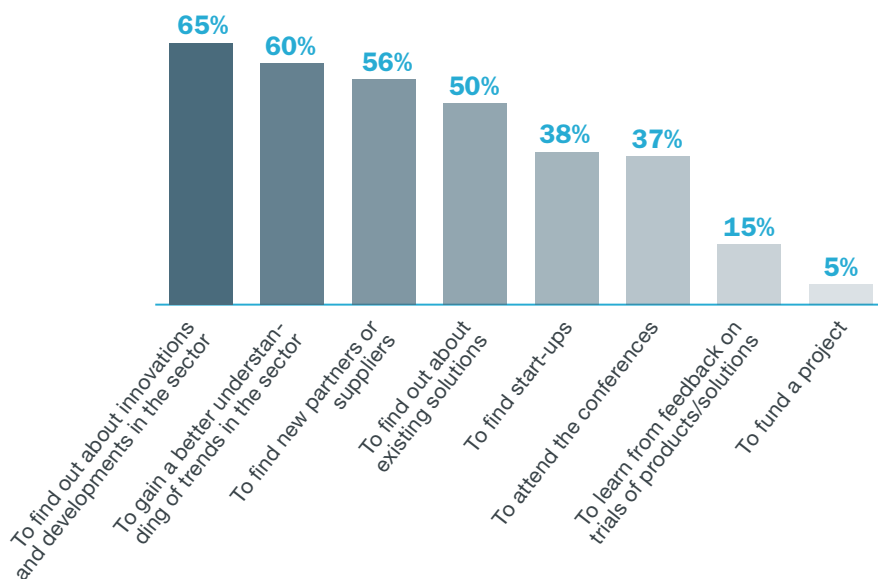
## Types of organisation



## Attendees' role



## Reasons for attending



## The visitors are keen



**71%**  
spent more than  
a half-day at the show



**83%**  
talked to at least  
4 exhibitors



**78%**  
satisfied with exchanges with  
exhibitors



**49%**  
attended at least one  
conference



**91%**  
satisfied with the conferences

**Notable Visitors of 2019**



**Xavier Bertrand**  
President of  
Hauts-de-France



**Brigitte Bourguignon**  
MP for Pas-De-Calais -  
President of the Social  
Affairs Commission



**Galla Bridier**  
Deputy Mayor of Paris  
with responsibility for  
seniors and autonomy



**Audrey Dufeu-Schubert**  
MP for Loire Atlantique -  
Member of the Social  
Affairs Commission



**Monique Iborra**  
MP for Haute-Garonne -  
Vice-president of the  
Social Affairs  
Commission



**Christophe Itier**  
High Commissioner for  
Social and Solidarity  
Economy



**Françoise Jeanson**  
Vice-president of  
Nouvelle-Aquitaine



**Dominique Libault**  
Leader of the  
consultation on  
ageing and autonomy



**Marie-Anne Montchamp**  
President of the CNSA



**Cendra Motin**  
MP for Isère - Member  
of the Economic Affairs  
Commission



**François Ruffin**  
MP for Somme -  
Co-rapporteur of the  
information mission  
relating to home care  
services.



**Annie Vidal**  
MP for Seine-Maritime -  
Member of the Social  
Affairs Commission



**Stéphane Viry**  
MP for Vosges -  
Member of the Social  
Affairs Commission

**An analysis of the visitors in 2019 by the organisers of the Trade Show**

**The visitors are more qualified**

The visitors at the 2019 show are **more qualified and better prepared**. They talk to more **exhibitors at the stands and state that they are very satisfied with these discussions**.

**The visitors are better qualified and more engaged for three reasons:**

- We required the pre-registration form for the show to be fully completed.
- We also informed visitors that participation at the show meant that they agreed to having their contact details given to the exhibitors.
- We undertook marketing and communication research to accurately identify target visitors and to persuade those to whom exhibitors could sell to come to the show.



Serge  
Eberhardt

Alain  
Bosetti

Marie-Pierre  
Doré

**2020  
Trade Show**

Silver Economy Expo will be held on the **17th and 18th November 2020**  
at **Hall 5** of the Parc des expositions de Porte de Versailles in Paris.

**Would you like to find out more? Please contact us!**

Tel: +33 (0)1 47 61 49 31 - [contact@silver-economy-expo.com](mailto:contact@silver-economy-expo.com) - [www.silver-economy-expo.com](http://www.silver-economy-expo.com) - #silverXpo

Silver Economy Expo is held by en Personne expo, 72, avenue Victor Hugo, 92100 Boulogne-Billancourt - France