

# SURVIVAL EXPO

2018  
THE FIRST  
EDITION

## KEY NUMBERS

**80**  
EXHIBITORS

**130+**  
BRANDS  
REPRESENTED

**7 836**  
VISITORS !



**60% Parisians**  
35% rest of France  
5% foreigners



**95%**  
ARE HAPPY  
WITH THEIR VISIT  
**85%** ARE  
VERY SATISFIED !

30% Professionals  
70 % General public

**35% came  
with their  
family !**

**73% MEN**  
**27% WOMEN**



**75%**  
bought items at  
the expo

**6 TV MENTIONS**

**9 RADIO MENTIONS**

**75+ PRESS ARTICLES**

**5 GOVERNMENT  
AGENCIES  
PRESENT**

**20 711**  
FOLLOWERS  
ON FACEBOOK

**7 MILLION** interactions

## 2019 OBJECTIVES

**8 000 m<sup>2</sup>**  
**MORE  
SPACE**  
**6 000**

More exhibitors  
in the  
**FOOD**  
**AUTONOMY SECTOR**  
vertical farming, urban agri-  
culture, hydroponics,  
permaculture, etc...

MORE REPRESENTATIVES  
OF THE  
**SOLAR  
HYDROLIC  
& WIND POWER**  
SECTORS

**MORE EXHIBITORS**  
(between 120 & 150)



More exhibits  
based on  
**SURVIVAL & OUTDOOR**  
(the heart of the first edition)



**INTERNATIONALISATION**  
of the event  
(EXHIBITORS,  
VISITORS,  
MEDIA)



**NEW ACTIVITIES**



DIY Zone  
Animations  
Kid's garden  
Outdoor zone

**A BIGGER  
PRESS  
COVERAGE  
BEFORE THE EVENT**