

# CAEN INTERNATIONAL FAIR

16 > 25 sept. 2022 | PARC DES EXPOSITIONS, CAEN



## In few figures



**10**  
DAYS



**421**  
EXHIBITORS\*



**100 000**  
VISITORS\*

### TPOLOGY OF EXHIBITORS - A BREAKDOWN BY DIVISION



#### EVASION

Crafts,  
commerce,  
fitness and well-  
being, tourism



#### SMART

Demonstrators,  
smart products



#### GASTRONOMY

Taverns, bars,  
restaurants, food  
products and wines



#### HOUSE

Housing,  
furnishings,  
decoration



#### GARDEN & EXTERIOR

Landscaping, verandas,  
swimming pools,  
exterior landscaping



#### MOBILITY

Cars,  
motorcycles,  
bicycles,  
caravans, camper  
vans



#### AGRICULTURAL

Educational farm,  
sectors and Norman  
terroir



**WHY  
SHOULD YOU  
EXHIBIT ?**



**DEVELOP YOUR  
BRAND  
AWARENESS**



**INCREASE YOUR  
TURNOVER**



**CREATE  
NEW  
CONTACTS**



**TAKE NEW  
ORDERS**



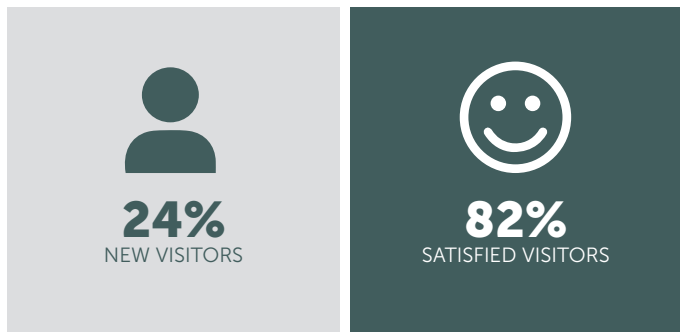
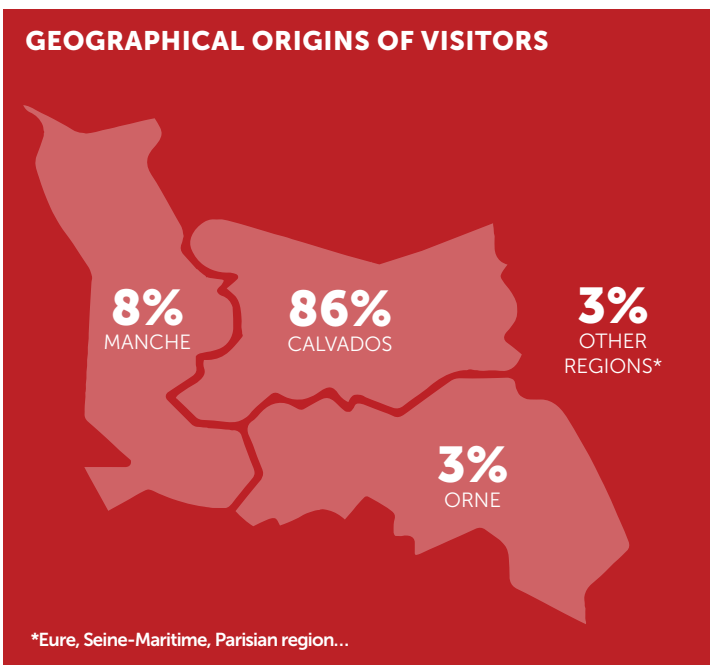
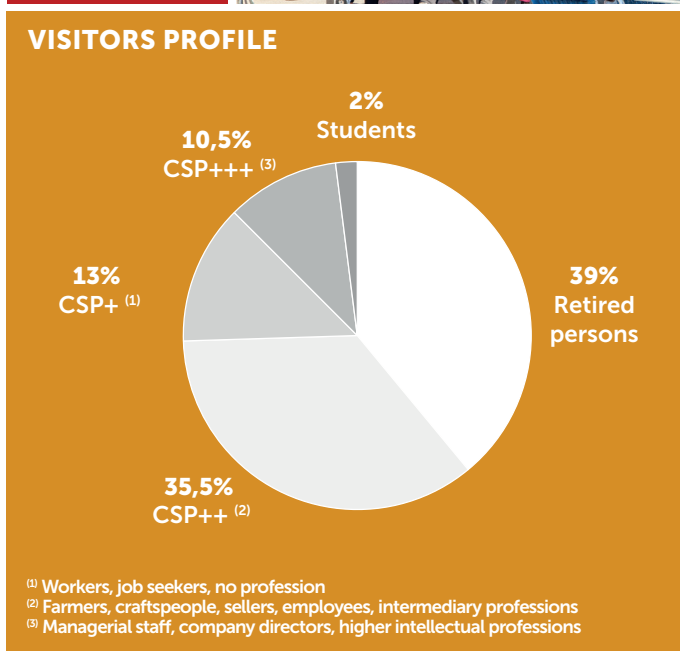
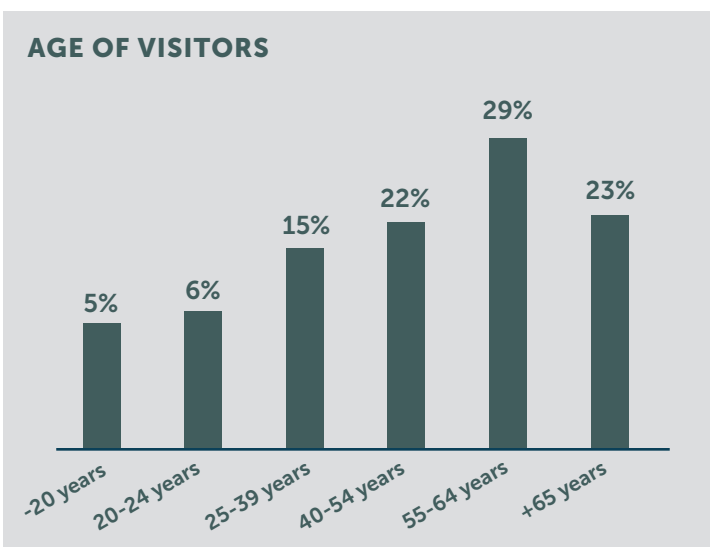
**TEST AND LAUNCH  
NEW PRODUCTS**

Traffic of more than 100,000 people to allow you to :

\*Source : Numbers Caen International Fair 2019



# TPOLOGY OF VISITORS



## RETAIN AND ATTRACT NEW AUDIENCES

The International Fair of Caen offers a program each year richer in activities and novelties to attract new audiences. Here are a few examples of highlights which constitute real attractiveness points:



### SPORTS VILLAGE

Sports leagues and committees, sports equipment manufacturers, demonstration and initiation areas... The entire sports offered in Normandy come together at the Fair to allow the public to learn, equip themselves and practice!

**From Saturday 24 to Sunday 25 September.**



### AN UNIQUE EXHIBITION-EVENT

Every year, the Caen's International Fair offers a new exhibit-event for the public. This year, the visitors will be able to discover the history of our ancestors: the vikings.



### SHORT CIRCUITS & PROXIMITY

The Normandy region has a great diversity of local shops, unparalleled local know-how, flagship products known around the world (14 products AOC/AOP) without forgetting its artisanal knowledge and several sectors guaranteeing quality and culinary activities in the Hall 5. Find the educational farm with its production of butter and cider, meeting and discussion with local associations, Do It Yourself, tastings, gardening classes, herbalist,...



### DIVISION - BETTER LIVE AND BE INFORMED

The International Fair of Caen is also a place of information. As a must-see regional event, the fair is a major player in relaying information on the services available in the region for all the people living in Caen, Calvados and Normandy.

In 2022, communities, media, services companies... will meet in the "Better Live and Be Informed" area to offer to the visitors all the answers to their questions of daily life (mobility, administrative procedures, energy transition, personal services, health, etc.).

## MEDIA COVERAGE





# ACCESS FACILITY

The International Fair of Caen has set up several mechanisms to facilitate access to as many people as possible, such as:



## FAMILY PASS

Fixed price of € 15 valid for up to 5 people (2 adults and 3 children).



## FREE PARKINGS

The parking is free for all the fair's visitors.



## SPECIAL DAYS

Free entrance for seniors Monday 23<sup>rd</sup> and for women Tuesday 24<sup>th</sup> September.



## REDUCED PRICE

€ 2 for students, people with disabilities and job seekers.

## PRACTICAL INFORMATION

Dates: From September 16 to 25, 2022

Hours: 10 a.m. to 8 p.m. Nocturnes until 10 p.m. on Saturdays 17<sup>th</sup> and 24<sup>th</sup>, Tuesday 20<sup>th</sup>, Friday 23<sup>rd</sup> September

Location: Parc des Expositions de Caen - Rue Joseph Philippon - 14 000 Caen

## EDITION 2022 MAP

