

# EXPOHOGAR

27 - 29 SEPTEMBER  
Hall 1 - Fira de Barcelona

BCNJOYA EXPOPELL EXPODECO EXPOREGAL



Organized:



Celebrate in:



# EXP OHOGAR

Expohogar is the commercial platform for manufacturers, wholesalers, distributors, artisans and stores that brings together 4 sectoral shows dedicated to decoration, accessories, gifts and jewelry.

At Expohogar we promote the business of these sectors, bringing creativity, trends, innovation, novelties and creating synergies between them.

Trade shows defines the identity of cities. For this reason, at Expohogar we work so that the professional visitor places our local industry and craftsmanship as an international benchmark, contributing to make our cities stand out for their offer of quality, design, creativity and sustainability.



 **BCNJOYA**

 **EXPOPELL**

 **EXPODECO**

 **EXPOREGAL**

FOUR SHOWS  
THAT ADD UP,  
FOUR SHOWS TO  
DISCOVER NEW  
OPPORTUNITIES



## **BCNJOYA**

### OWN IDENTITY: CREATIVITY, INNOVATION AND CULTURE

BCNJoya is quality, professionalism and offers a wide range of products that make it the key meeting point for professionals in the sector. A show that brings together the offer of the main producers of our country.

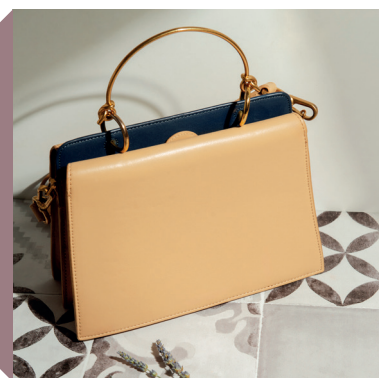
With a growing impact on exports, the sector is distinguished by its ability to adapt to the consumer and undoubtedly reflects the essence of our culture.

## **EXPOPELL**

### THE BEST COMMERCIAL PLATFORM FOR THE SECTOR

With more than 20 editions, Expopell has established itself as a benchmark in the fashion jewelry and accessories, two industries with a great tradition in Spain, with international prestige and a key role in the commercial offer of cities.

The show is a reflection of our sector where quality, design and originality make the difference.



## **EXPODECO**

### TREND - SETTING COMPANIES

The professional decoration show will present the latest trends in a sector where innovation and functionality are the protagonists.

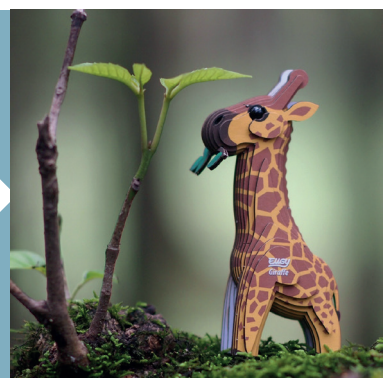
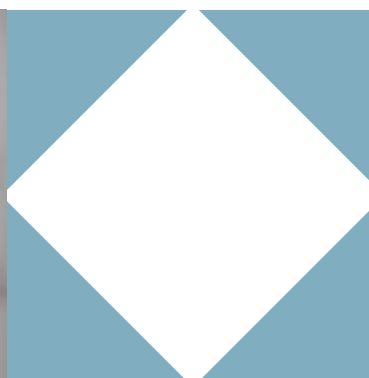
Architects, designers, decorators, stores and wholesalers will find new ideas, products and inspiration from the hand of the main manufacturers and distributors.

## **EXPOREGAL**

### TRADITION, ORIGINALITY AND INNOVATION

This sector, with a long tradition in Spain, is characterized by its high competitiveness and innovation, constantly adapting to the needs and preferences of consumers.

The gift and souvenir sector plays a key role in projecting the identity of cities. Its main challenge is to offer products that make a difference in a context of increasing homogenization.



# PREVIOUS EDITION 2024

## MAIN FIGURES

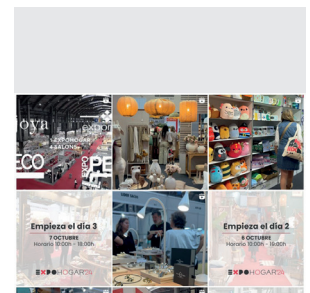
- +8.000** professional visitors
- +140** exhibiting companies
- +50** *networking* interviews
- +90** job interviews

## SOCIAL NETWORKS



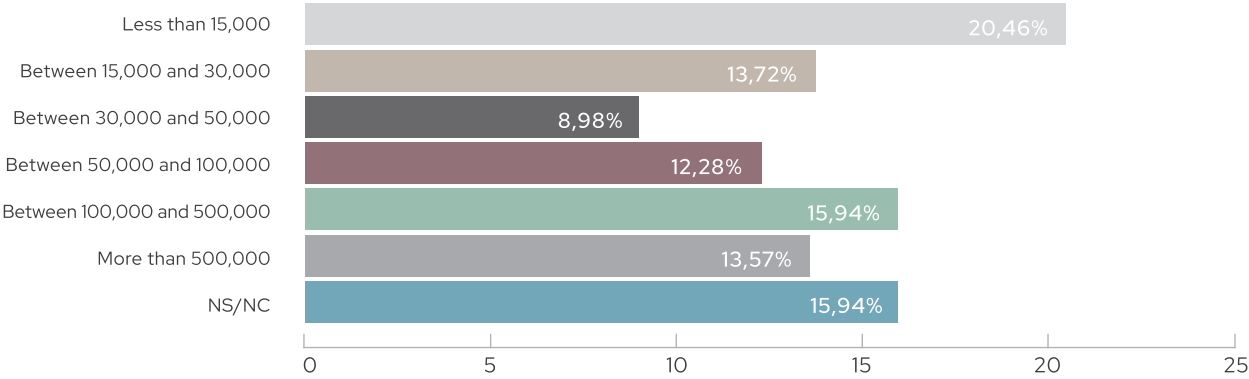
## MEDIA IMPACT

- ✗ Great communication campaign on social networks.
- ✗ *Online* advertising campaign.
- ✗ Segmented sending of *newsletters*.
- ✗ Collaborations and dissemination with leading entities in the sectors.
- ✗ Advertising publication and insertion in the general and sectoral press.
- ✗ Telephone marketing campaign for exhibitors' clients and potential visitors.
- ✗ Advertising campaign on the radio in programs of maximum audience.
- ✗ Dissemination on local televisions.
- ✗ News agencies and television set inside the living room to give voice to the exhibitors.

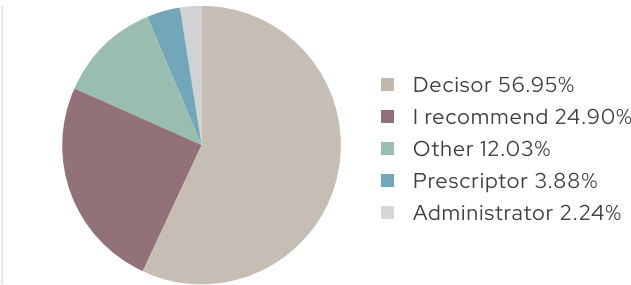


# VISITOR PROFILE 2024

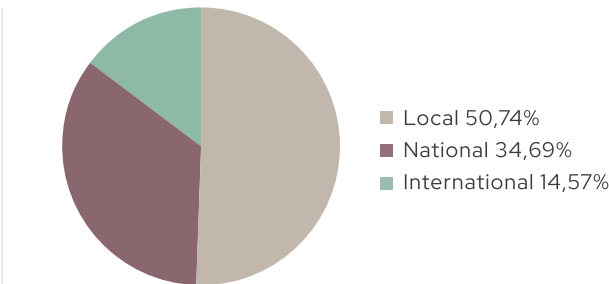
## BILLING



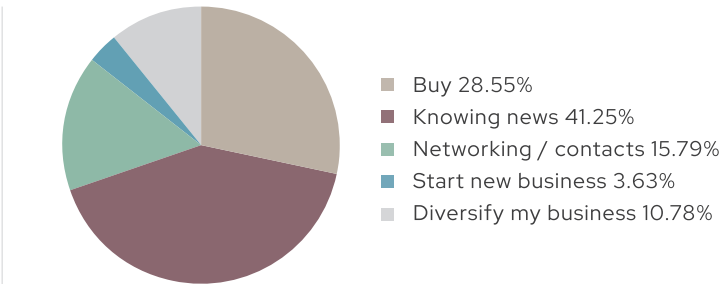
## ROLE IN PURCHASING DECISIONS



## MARKET IN WHICH THEY OPERATE



## MAIN OBJECTIVE OF THE VISIT





# WHY PARTICIPATE?



## COMMERCIAL PLATFORM

A professional event where buyers discover new products for their businesses. The ideal environment, at Fira de Barcelona, where you can call your customers and present your products.

## NEW DISTRIBUTORS

If you want to expand your distribution network you can contact new professionals through the COACB.

## NEW MARKETS

Expand your impact and business to new markets.

## PRESENT **NEW** PRODUCTS/SERVICES

We are your speaker to spread your news.



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# PLACE OF CELEBRATION

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The 64th edition of Expohogar will be held in Barcelona from September 27<sup>th</sup> to 29<sup>th</sup>, 2025.

Fira de Barcelona will host this edition of Expohogar, in Hall 1 – one of the spaces with more tradition of events in the city – located on Avenida Reina Ma Cristina.



## ORGANIZATION

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Expohogar is organized by the Official Association of Commercial Agents of Barcelona (COACB) that gives it, by its own DNA, a commercial approach to the event and a great capacity for convening due to the relationship with national and international entities and associations such as the CGAC (Commercial Agents of Spain), the IUCAB (Internationally United Commercial Agents and Brokers) or La Intercollegial.



Col·legi Oficial  
d'Agents Comercials  
de Barcelona  
-COACB-





# PARTICIPATION MODALITIES

EXPOPELL EXPODECO EXPOREGAL

## MODALITY 1: ONLY SPACE

Minimum contract 24m<sup>2</sup>

GENERAL RATE 92 € / m<sup>2</sup>

COACB RATE\* 84€ / m<sup>2</sup>

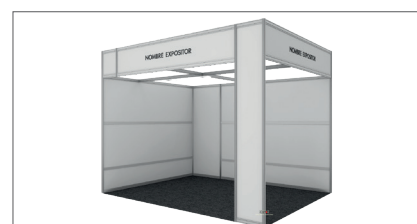
100 m <sup>2</sup> - 199 m <sup>2</sup>	10% discount
200 m <sup>2</sup> - 299 m <sup>2</sup>	20% discount
over 300 m <sup>2</sup>	25% discount

## MODALITY 2: BASIC PACK (space + stand)

Minimum contract 12m<sup>2</sup>

GENERAL RATE 117,30 € / m<sup>2</sup>

COACB RATE\* 109,30 € / m<sup>2</sup>



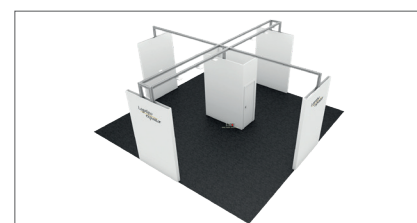
P. ex. Modular stand BASIC PACK (4x3)

## MODALITY 3: ISLAND PACK (space + stand)

Minimum contract 48m<sup>2</sup>

GENERAL RATE 139 € / m<sup>2</sup>

COACB RATE\* 131 € / m<sup>2</sup>



P. ex. Stand ISLAND PACK with central warehouse (48m<sup>2</sup>)

## MODALITY 4: DESIGN PACK (space + design pack)

Minimum contract 12m<sup>2</sup>

Registration fees must be added to all modalities (245 €).

For more information, please contact us.

\* COACB RATE: It will be applied to companies that accredit that they work with a registered commercial agent.

# PARTICIPATION MODALITIES



## MODALITY 1: ONLY SPACE

Minimum contract 24m<sup>2</sup>

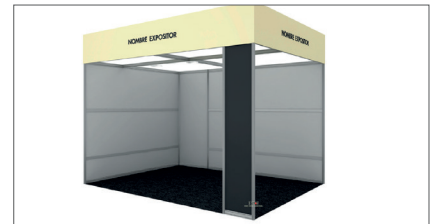
GENERAL RATE	92 € / m <sup>2</sup>
COACB RATE*	84€ / m <sup>2</sup>

100 m <sup>2</sup> - 199 m <sup>2</sup>	10% discount
200 m <sup>2</sup> - 299 m <sup>2</sup>	20% discount
over 300 m <sup>2</sup>	25% discount

## MODALITY 2: BASIC PACK · JEWELRY (space + stand)

Minimum contract 12m<sup>2</sup>

GENERAL RATE	122,80 € / m <sup>2</sup>
COACB RATE*	114,80 € / m <sup>2</sup>

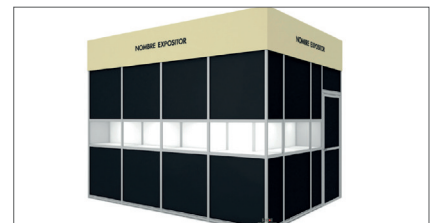


P.ex. BASIC PACK · JEWELRY (4x3)

## MODALITY 3: CLOSED PACK · JEWELRY (space + stand)

Minimum contract 12m<sup>2</sup>

GENERAL RATE	122,80 € / m <sup>2</sup> (*)
COACB RATE*	114,80 € / m <sup>2</sup> (*)



P. ex. CLOSED PACK · JEWELRY (4x3)

(\*) This option requires to close the stand with minimum 2 glass showcase.

## MODALITY 4: DESIGN PACK (space + design pack)

Minimum contract 12m<sup>2</sup>

Registration fees must be added to all modalities (245 €).

For more information, please contact us.

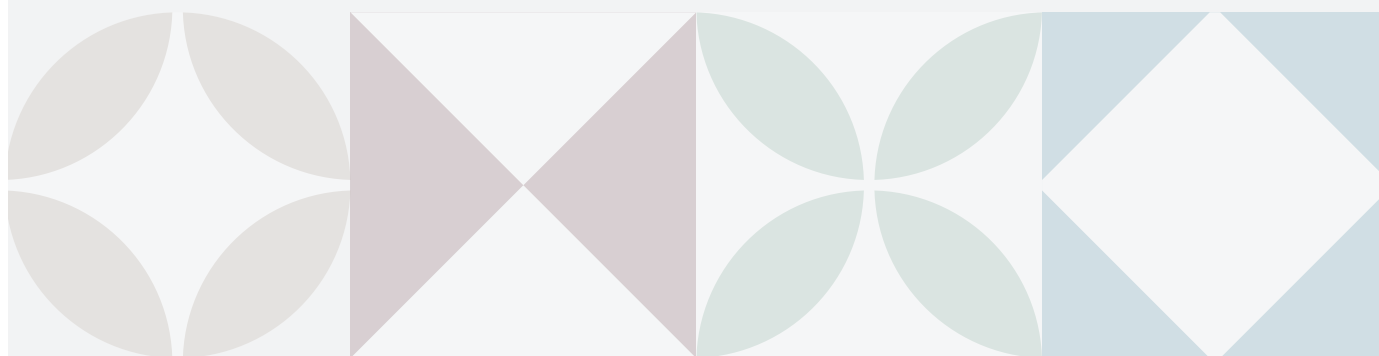
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# EXP OHOGAR

www.expohogar.com

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ANGORA BARCELONA · ARGENTBASIC · ARTESTONE, SL · AUDAR · BALI KUPUKUPU · BANC  
SABADELL · BRAINSTORM MEN'S JEWELRY · CACHAREL · ACQ · WILD ZONE · CAMBRA DE  
COMERÇ DE BARCELONA · CASA BARRERA · CERABELLA · COACB · COFERPIEL · COMERCIAL  
NIM · COMERCIAL-JOBS · CON EL CORAZÓN EN LA MANO · CONDEVERA, SL · COSTA Y SOLER,  
SL · CRIMAY ENERGY CONSULTING · CRISAN JOIERS · CUATROGOTAS · D'DBALEARS · DE LA MUR  
LINE · DECO HOME & GARDEN, SL · DIAMANTES JAVIER GARCIA · DIMAS PRECIOUS STONES, SL  
DINO · DYNAMIC EXPRESS · EBANO · EBANO PENS & WOOD CRAFTS · EL EXPRESO DE ORIENTE  
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JEWELRY · ESTILESTUCHES · EVEGELEATHER · FARRÁS SOLÉ, SA · FINOR · FIONA DIAMONDS  
FOIMPEX · FORTUNY · FYVAR · GEA BARCELONA · GENDRE PINTO, SL · GEORGINA · GRUPO  
PROMOJOYA · GIRBAU BARCELONA, SL · GLUNT · GREMI DE FLORISTES DE CATALUNYA · GRUPO  
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