

Need a GPS at SIAL for **your brand**?

Tailored show coverage and debrief. Five days on the floor, two brands only, one report built on your questions.

12 HALLS	8,000 EXHIBITORS	295,000 VISITORS	5 DAYS
--------------------	----------------------------	----------------------------	------------------

Source: SIAL Paris press kit, June 2026.

Getting there is not the problem. Getting something out of it is.

An exhibiting team never gets an hour to look up from the stand. A team that is not exhibiting has nobody on site. Those who visit without prepared questions come home with photos and blisters.

This is where I come in.

70 %
of food launches fail within their first year.

Source: SIAL Insights 2026 (Kantar, ProtéinesXTC, Circana).

Reading the right signals before everyone else is what separates an informed bet from an expensive one.

What I bring

25 years
of food and drink marketing

Media accreditation
five days: press access,
conferences, partner areas

A proven method
for reading signals, tested on my
market intelligence reports

The offer: three moments

BEFORE

Briefing and route

A **45-minute** briefing to name your questions. Then a working document: exhibitors to see, conferences that matter, studies to collect, people to meet.

DURING

Coverage on the floor

Five days on your topics: photos, innovation logs, conference verbatims, interviews made possible by the media badge.

AFTER

Report and debrief

A report **within ten days**, answering the questions set at the briefing. Plus a live debrief to turn the report into an action plan.

SIAL offers themed routes, useful to everyone.

I build the route **brand by brand**.

Every report is built on your questions. Never recycled, never sold to ten clients.

2

BRANDS
MAXIMUM

FEE

1,500 to 3,900 EUR excl. VAT

Depending on scope. Tailored, set at the briefing.

CONTACT

Audrey Le Borgne

Fractional CMO, food and drink brands

+33 6 10 51 42 11

hello@maimaiconsulting.com

[maimaiconsulting.com](https://www.maimaiconsulting.com)

[linkedin.com/in/audreyleborgne](https://www.linkedin.com/in/audreyleborgne)