



# SURVIVAL EXPO

## Autonomy & Sustainable Development

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Food & Energy  
autonomy



Water management



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Paris Event Center  
Porte de la Villette  
**23<sup>rd</sup> to 25<sup>th</sup> March 2018**

**SURVIVAL**

**GERBER**



**GREEN  
INNOVATION**

**M**  
Maddyne



[www.salondusurvivalisme.com](http://www.salondusurvivalisme.com)



# 3 axes

# Topics

## Survival

We want to exhibit products and systems that help people to face risky situations. Generally designated by the word «Preppers», it represents a lifestyle that anyone have to embody to be in security.

## Autonomy

The opportunity that the people have to change there way of life. In adopting patters and systems, they would be more autonomous, and so, less depenant on a fragile system.

## Sustainable Development

It rtepresents the need to change this system and to developp new solutions to live and protect the planet at the same time. This part deals with eco-responsibility, and with the impact of human being on ecosystem.

Primary ressources management



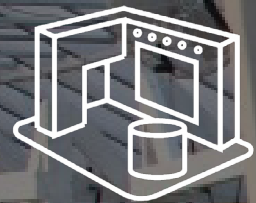
FOOD & ENERGY  
AUTONOMY



WATER  
MANAGEMENT



# Exhibition



Paris Event Center  
**6 000 sqm area**

**150 to 200** exhibitors  
Expo-sale &  
Workshops



**15 000** visitors  
over 3 days

Conference Area  
Professionals & People



**Start-up** District  
**Innovative** products  
and ideas



Solar panels - wind turbines - hydrokinetic  
power - sustainable autonomous base - energy  
independance - emergency generators



Water management- collect - Purify -  
responsible use



Urban greenhouses, autonomous farms, biological  
food, short channels, new production and  
consumption patterns, Spiruline, Aquaponics &  
Hydroponics, Entomophagy, permaculture

Waste management, compost, méthanization



# Organization

The Survival & Autonomy Expo, first of its kind in Europe, is an ambitious project. We create an expo-sale that will bring together 150 to 200 exhibitors over 3 days.

Our major goal is to exhibit products and systems that allow visitors to increase their autonomy in order to prevent risky situations.

We want our visitors to discover this movement through an expo-sale, workshops, conferences on related topics, and innovation.

## Reception Zone

It is an area that will let people know what survival really is. They will discover the various aspects of this movement, and also the stakes that apply. Located at the entrance of the exhibition, it will give all the essential information.

## Vip & exhibitors Area

This area is dedicated to exhibitors who are wishing to meet clients during the exhibition. It is also a space dedicated to business between exhibitors.

## Conference Area

All along the exhibition, we will propose conferences. These ones will be provided by professionals and international speakers.

## Start-up District:

This 160 sqm area is booked for companies that propose innovative products, solutions, or systems. Many of the start-up have little financial resources to exhibit. This area is the solution we have put in place to let them participate.

# Communication

With the aim of giving an European range to this exhibition, we dedicate an important part of our budget to communicate



Public displays  
(In case of partnership with Paris city hall)



Specilized and non-specialized press



Radio et TV  
(The messenger agency)



Social networks  
Facebook - Twitter - Instagram



People et bloggers



Exhibitors, Speakers,  
Partners, volunteers  
etc.

Our goals are, of course, to bring together the European preppers community, but also to attract other types of visitors. In order to succeed, we show that preppers is a way of life based on autonomy.

We want our visitors to understand that increasing their autonomy can only offer them more security, less costs, and a healthier life.

The implication of Facebook groups, sites, and influential bloggers represents remarkable tools to create a communication leverage.





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