

Brevo

OMR Festival 2026

Booth Ideas



General details

Size

Total 50,25sqm (approx. 8,65 × 5,8m)

Height: 3,5-4m (depending on cost)

Messaging

English

Areas

- Meeting Lounge (maybe separate)
- & High tables
- Activation/Lead Magnet
- Storage room
- Fridge

Budget

Approx. 40k€

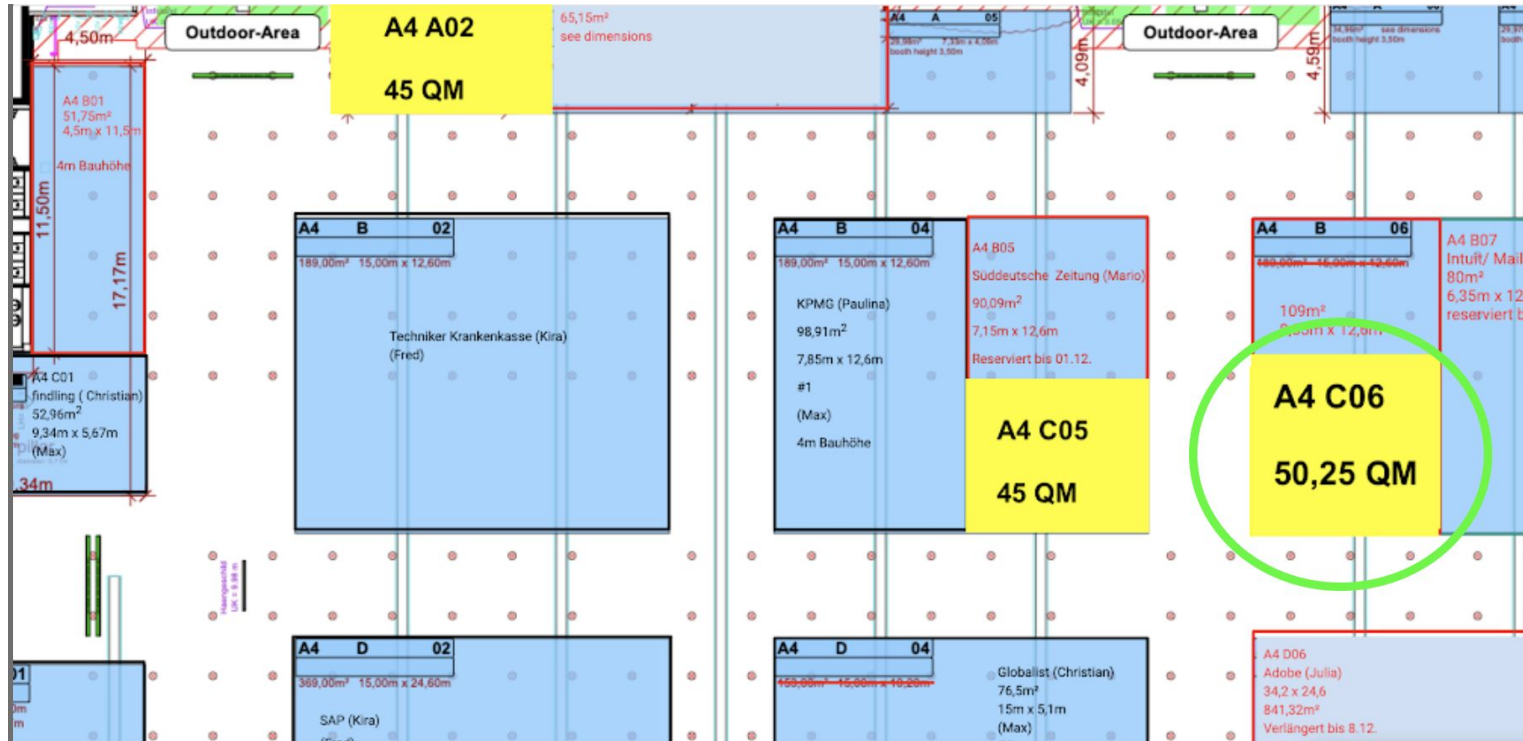
Activation

We are planning to include a lead magnet/booth activation area to attract visitors to our booth and are open for any ideas.

Requirements:

- Find a way to link it to our products/solution (for relevant business impact)
- Lead generation via data collection
- "Festival vibes/instagrammable design"
- Budget approx. 5k€

Booth location in Hall A4



Previous booth gallery

*Tech for Retail & E-Commerce Berlin Expo
reflect our latest booth designs
(Design overhaul in progress)*



OMR 2025



Size: 6,5 × 5,5m booth (Turnkey Booth)

Activation: Candy Bar & Live Survey



DMEXCO 2025



Size: 32 sqm booth

Activation: Chocolate fruits & prize raffle



Tech for Retail Paris 2025



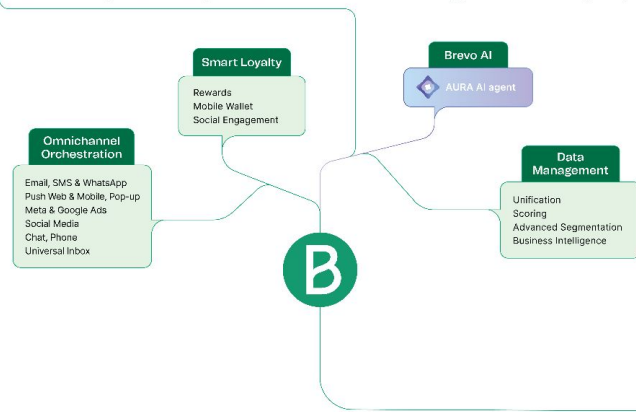
Size: 30sqm

Activation:

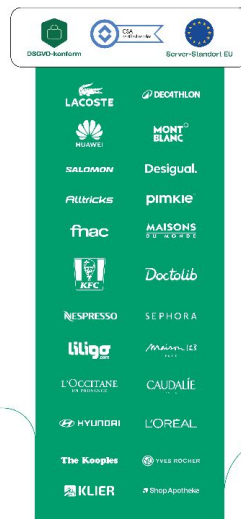
Claw machine with Brevo plant plushies

E-Commerce Berlin Expo 2026 (design WIP)

Manage the entire customer journey across all channels
from one powerful platform — for marketing, CRM and loyalty.



Brevo



Personalize. Automate. Retain.
Boost revenue at every touchpoint.



85%

open rate for
seasonal WhatsApp
campaigns

BORA

2x

higher purchase
frequency thanks to
the mobile wallet

L'Occitane

+7%

average basket
value thanks to
push notifications

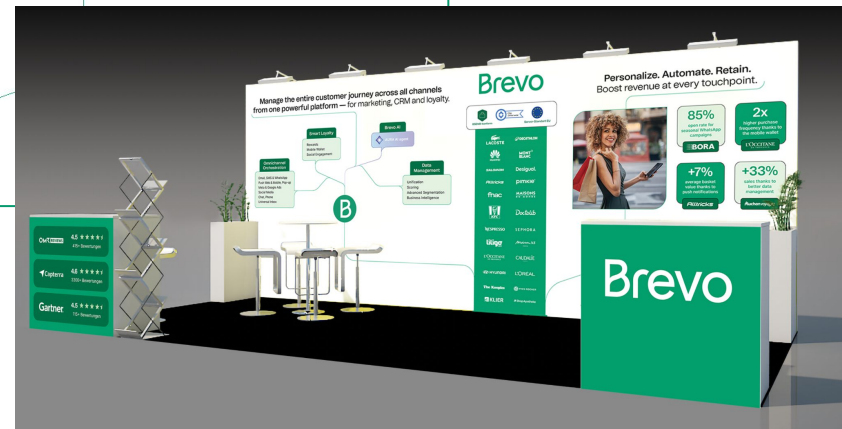
Alltricks

+33%

sales thanks to
better data
management

Auchanvoyages

Size: 18sqm turnkey booth
Activation: No specific activation



Company description (Enterprise messaging)

With Brevo, manage the entire customer journey from one powerful platform - for marketing, CRM, loyalty, and sales. Unify fragmented customer data and orchestrate omnichannel campaigns across email, SMS, WhatsApp, push, mobile wallet, chat and more. Accelerate your workflows with Brevo AI, automate marketing journeys and cultivate lasting customer relationships - all from one platform built for ambitious marketing teams.

Over 500,000 organizations worldwide – including Decathlon, Doctolib, BORA and L'Occitane – choose Brevo to deliver exceptional customer experiences, maximize marketing efficiency, and accelerate revenue growth. With 24/7 support from real experts and an intuitive interface, Brevo is built for organizations of all sizes.

CUSTOMERS

At Brevo, we partner with marketing teams year-round to boost customer engagement and drive measurable growth:

- BORA achieved an 85% open rate for seasonal WhatsApp campaigns, driving exceptional engagement and sales. #WhatsAppMarketing #OmnichannelMarketing
- Promod recovered 9% more abandoned carts by optimizing re-engagement journeys. #Automation #Personalization
- The Kooples digitized its loyalty program, increasing revenue per customer by 89% with mobile wallet and push. #Loyalty #Retention

PRODUCT

Omnichannel Orchestration Engage customers across channels via email, SMS, WhatsApp, push, mobile wallet, chat, and more. Deliver personalized experiences at every touchpoint – all managed from a single, intuitive platform.

Data Management & Segmentation Unify fragmented customer data for a complete 360° view enabling you to take data-driven decisions faster. Score contacts, segment audiences with precision, and unlock actionable insights with an AI supported analytics platform.

Automation Build smart customer journeys with visual workflows and trigger-based campaigns. Automate engagement at scale with branching logic, lead scoring, and dynamic content – turning every interaction into a revenue opportunity.

Smart Loyalty Drive retention with tailored loyalty programs. Manage rewards, tiers, mobile wallets, and vouchers while leveraging loyalty data to create targeted campaigns that retain your best customers.

Powered by Brevo AI Say hello to Aura—your always-on, AI-powered team—writing, analyzing, and optimizing your campaigns in real time. From content creation to smart segmentation and send at best individual time, our AI agents do the heavy lifting so you can focus on strategy.