MAPIC & LEISURUP 2020 LIVE DIGITAL EDITION DATA JOURNEY

THE WHOLE RETAIL REAL ESTATE AND LEISURE COMMUNITY GATHER IN 1 DIGITAL PLATFORM

2300 e-participants
60 countries
1037 companies
130 virtual corporate pages

SPLIT PER COMPANIES

- 11% PROPERTY DEVELOPERS & CITIES
- 25% SERVICES PROVIDERS
- 45% RETAILERS & LEISURE OPERATORS
- 12% BROKERS
- 3% INVESTORS
- 5% MEDIAS
- 7% SUPPLIERS

60 countries
130 virtual corporate pages
1037 companies
2300 e-participants
THE NEW RETAIL MIX
PER COMPANIES IN 2020

470 RETAILERS & LEISURE COMPANIES
31% of new retailers and leisure operators companies

LEISURE PARTICIPATION

9 Leisure Sessions
35 Leisure Speakers
82 Leisure Companies
130 Leisure Participants
A POWERFUL PLATFORM TO EXTEND YOUR NETWORK

1561 ACTIVE USERS

- 70% of e-participants connected at least once to the platform
- 5000+ of virtual meetings

**Matchmaking & Networking events**

- **1430** of meeting scheduled
- **13632** chat messages
- **28,000+** suggested matches (mutual interests)

**Networking events & Participants Directories**

- **4** Speed Networking events
  - 13% of MAPIC attendees that did at least one session
- **1** Multi Unit Franchise Summit:
  - 16 Networking Sessions,
  - 43 participants
  - (16 Franchise Partners, 22 Brands)
- **1** MAPIC & LeisurUp Directory: 801 reads
  - Average reading time 15'01
- **1** Retailers & LeisurUp Guide: 1,267 reads
  - Average reading time 20'54

**From Top 5 Countries**

- France
- Netherlands
- Italy
- United Kingdom
- Spain

**Retailers Profile**

- 51% Business Developer, sales & expansion manager
- 22% Operations Manager
- 23% CEO & Managing Director
- 4% Other (Finance, Marketing, Digital & Innovation)

**Real Estate Profile**

- 41% Leasing, sales & expansion manager
- 15% CEO & Managing Director
- 14% Property & Asset Manager
- 19% Marketing & Innovation Manager
- 11% Other (Operation, Financial...)

**Leasing, sales & expansion manager**

- 51%

**CEO & Managing Director**

- 22%

**Operations Manager**

- 23%

**Other (Finance, Marketing, Digital & Innovation)**

- 4%
AN INDUSTRY HUB TO LEARN AND SHARE INSIGHTS

Session & Content

- 24+ SESSIONS
- 110 INTERNATIONAL SPEAKERS
- 1900 VIEWS
- 725 UNIQUE PARTICIPANTS

+30% ATTENDEES AT CONFERENCES (VERSUS LAST YEAR)

TOP 5 SESSIONS

- Reinventing retail with entertainment
- Collaborative retail: ready to change the rules
- Best time ever to invest in mixed-use projects
- (Re)building the next retail generation - part 1
- Think physical retail, think different

MAPIC & LeisurUp INDUSTRY CONTENT

ONE BOOK, 801 reads, average reading time 9 minutes

Top readers:
French, English, American, Italian and Spanish

40 Industry content articles and Market research
AN INTERNATIONAL AND HEAVY VOICE

Media & Online reach

14 SPONSORS
30 MEDIAS
PARTNERS

73 JOURNALISTS
37 MEDIAS
FROM
8 COUNTRIES

10 622 UNIQUE VISITORS
ON MAPIC & LEISURUP WEBSITE
FROM TOP 5 COUNTRIES: FRANCE/UNITED KINGDOM/ITALY/UNITED STATES/SPAIN

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2 788 134
OF REACH
(# OF USERS THAT COME ACROSS OUR POSTS)

425
POSTS
LINKEDIN
FACEBOOK
TWITTER

2 LIVE EMAILS’ SENT TO 25 100 CONTACTS
OPEN RATE: 31 %

1 2 emails were sent during the Live events to customers and prospects database
2 The average B2B email open rate is 15.1% from “Data & Marketing Association - Email benchmarking report 2018”
[MAPIC & LeisurUp Digital] allows direct access to decision makers in the property developer sector

Rios Salvador, Senior Business Development Manager, Scheidt & Bachmann GmbH

This was my first time at Mapic LeisurUp and I’ve been surprised of the quality of attendees, both exhibitors and visitors. Also, the system worked super well!

Jorge Canela, Licensing Department, Dorna Sports,S.L

Good content in the presentations but the real value was the online networking and the extended access to the participants. There is never enough time to get around old and new clients at the ‘real’ MAPIC.

Director, Coverpoint Foodservice Consulting