

# Exhibit as a retailer



**mapic**<sup>®</sup>

17 – 19 November 2020  
Palais des Festivals, Cannes France

Mapic.com  
#MAPIC



## Retailers area, Palais -1

A new dedicated zone featuring:

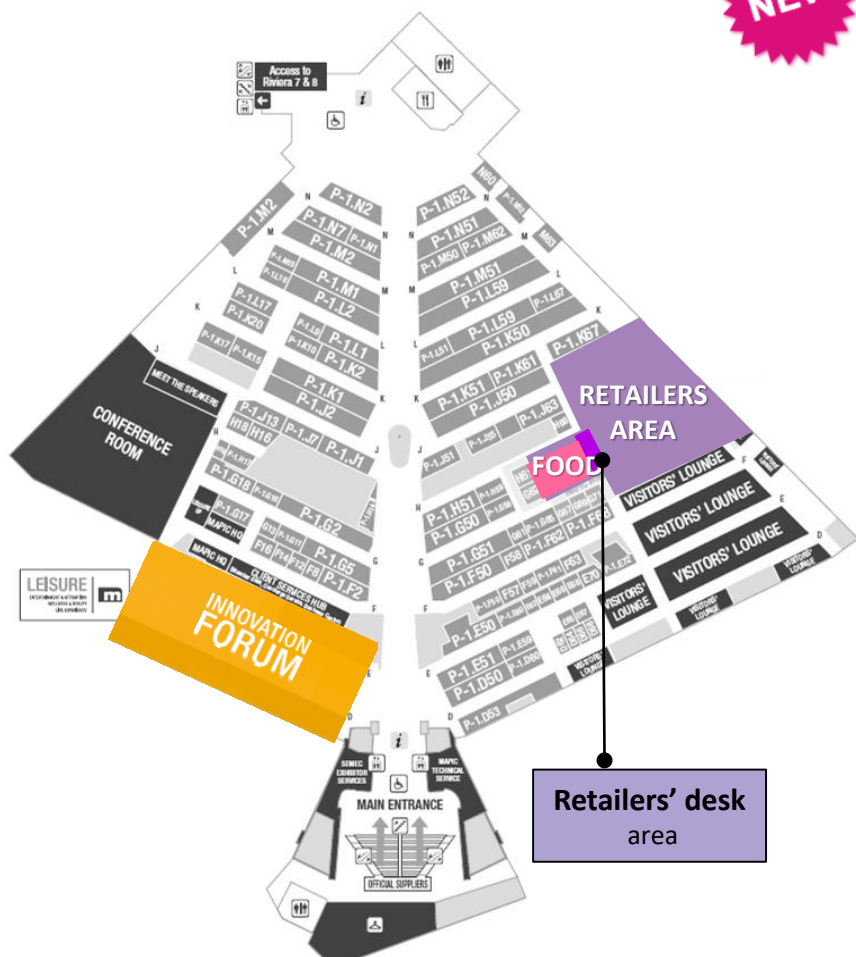
### Retail talks

Present your store concept, your product and your expansion projects. Each retail brand will have 5-minutes to boost their brand and to connect with 8,200 industry professionals.

*Daily sessions*

### Brand showcase

Have ideas to highlight your brand in a playful and innovative way? Share with us your most creative concepts to put in spotlight during MAPIC.







## Why Palais -1?

### The heart of MAPIC



91% of the visits

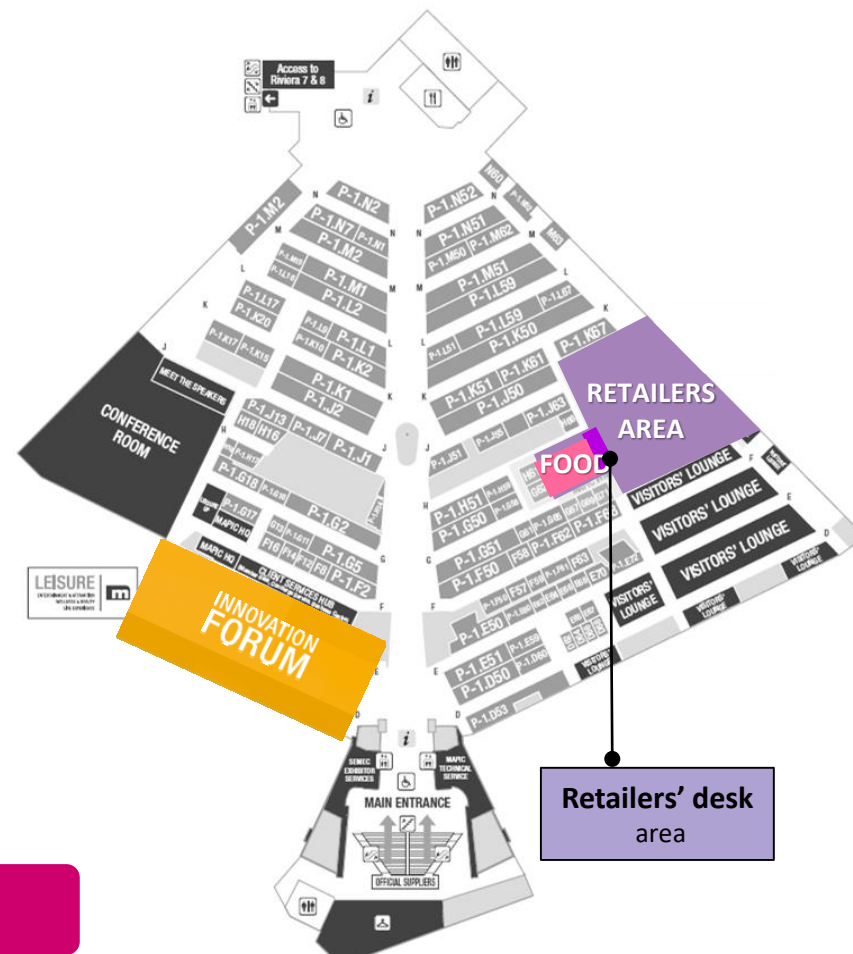
Palais -1 is the most visited area of MAPIC



202 mn

Is the average time spent by visitors in Palais -1

« Benefit from the high traffic of this exhibiting area »





# Stand out at MAPIC

3 packages – 3 intensities

## ACTIVATION

EMERGE

SEDUCE

CONVINCE

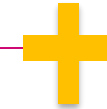


## EXHIBIT IN THE RETAILERS' AREA

3 options



[ INCLUDED ]



Badges to attend MAPIC



Retail talks  
your 5-min pitching  
session



Retailers extra  
visibility onsite, online  
and in our print  
publications



1 year access to the **Online database**  
MAPIC networking tool





# BOOST YOUR VISIBILITY

## Retailers' desk

mapic®

€2,000

VAT excluded

Coming to MAPIC with a team of 4?

Get your own business desk to handle meetings and boost your visibility **for only €200 extra.**

- ✓ Your Desk  
4 chairs + 1 standing table
- ✓ 4 badges included



Look and feel Innovation Forum desks – MAPIC 2019



# STAND OUT FROM THE CROWD

## Your very own booth

mapic

From €7,600

VAT excluded

Book your own personal space to present your brand, your new projects and conduct your meetings.

✓ Space as from 9,9 sqm

✓ 5 badges included



Illustration of D.C.M. JENNYFER – MAPIC 2019



# MORE THAN A PRESENCE

## Your brand activation during MAPIC

mapic®

Seduce the entire retail real estate community by showcasing your brand in an innovative way!

- ✓ Dedicated space (advertisement, product distribution)
- ✓ 2 business badges
- ✓ 2 technical badges  
*validation of the project from the technical team is mandatory*

On demand



GROM's onsite operation – MAPIC 2019





**Included**

In all packages



\* Look and feel Innovation talks – MAPIC 2019

## Retail talks

The opportunity to be part of the content programme

### # TELLYOURSTORY

As exhibitor of the **MAPIC Retailer Area**, you benefit from a **5-minutes pitching session** to promote your concept/projects

- ▶ **Audience:** landlords, franchise partners, operators and the entire retail property industry
- ▶ **Format:** 5-minutes slot + informal networking afterwards
- ▶ **Venue:** MAPIC Retailer Area – Palais -1
- ▶ Your intervention is mentioned in the printed and online official programme
- ▶ A technician will be present to check your presentation or video



# Special Food focus at MAPIC 2020

powered by **THE  
HAPPETITE**



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## What's on the menu?

- ▶ **A dedicated Food Area** highlighting international restaurant chains & restaurant operators exhibitors looking to meet new strategic contact.
- ▶ **Pitching Sessions in the Food Area** : a unique chance to present your new concept or your latest projects & build business connections with industry leaders thanks to a dynamic format.
- ▶ **A Food day in the [conference programme](#)** : Market overview, foodtech, sustainability, food in the travel retail mix ...  
Discover how to pursue sustainable and profitable growth!
- ▶ **Multi-Unit & Master Franchise lunch** : a closed-door networking event for master franchise and restaurant chains only delivering the keys to build a global restaurant chain.





NEW

## Discover the Food Area, Palais -1

A new dedicated zone featuring:

RETAILERS  
AREA

Food  
Area  
81,9 sqm

### Retail talks – Focus on Food

Benefit from food dedicated sessions to present your food concept, your product and your expansion projects. Each food brand will have 5-minutes to boost their brand and to connect with 8,200 industry professionals.



### Brand showcase

Have ideas to highlight your brand in a playful and innovative way? Share with us your most creative concepts to put in spotlight during MAPIC. Be visible in the Food Area and maximize your chances to find the right contacts!



# Food focus

powered by **THE HAPPETITE**



Discover a food dedicated range of offers and benefit from the lowest rates in MAPIC history!



## BOOTHS

From €4,010

**Packaged**  
(9sqm / 18sqm)

**Raw stand**  
(from 18sqm )

✓ From 4 badges included

[See the offer](#)



## RETAILERS' DESK

€2,000

✓ Your Desk

4 chairs + 1 standing table

✓ 4 badges included

[See the offer](#)



## BRAND ACTIVATION

On demand

And & tailor-made  
sponsoring solutions

[See the offer](#)

Retail Talks focus on food **INCLUDED**



# STAND OUT FROM THE CROWD

## Your very own booth

mapic®

### Packaged booth

9 sq m  
with 4 badges

€4,010

18 sq m  
with 8 badges

€8,020

Booth decoration and  
furniture

### Raw booth

18 sq m  
with 8 badges

€7,030

27 sq m  
with 10 badges

€10,070

36 sq m  
with 12 badges

€13,200

Your stand decoration  
carried out by yourself or  
your contractor

From €4,010

VAT excluded



Illustration of Sushi Shop – MAPIC 2019

# See you in Cannes!

NEED MORE INFO?

Please contact:

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