

Exhibit as a retailer



mapic[®]

17 – 19 November 2020
Palais des Festivals, Cannes France

Mapic.com
#MAPIC



Retailers area, Palais -1

A new dedicated zone featuring:

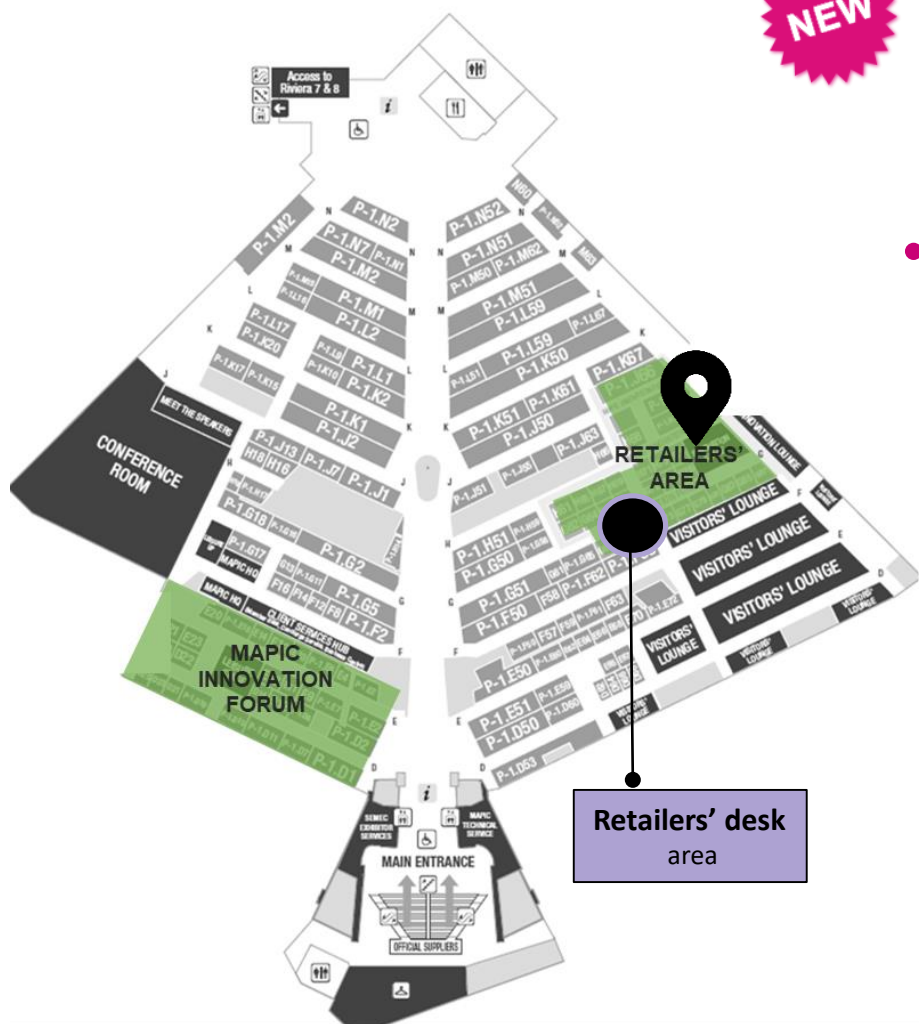
Retail talks

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



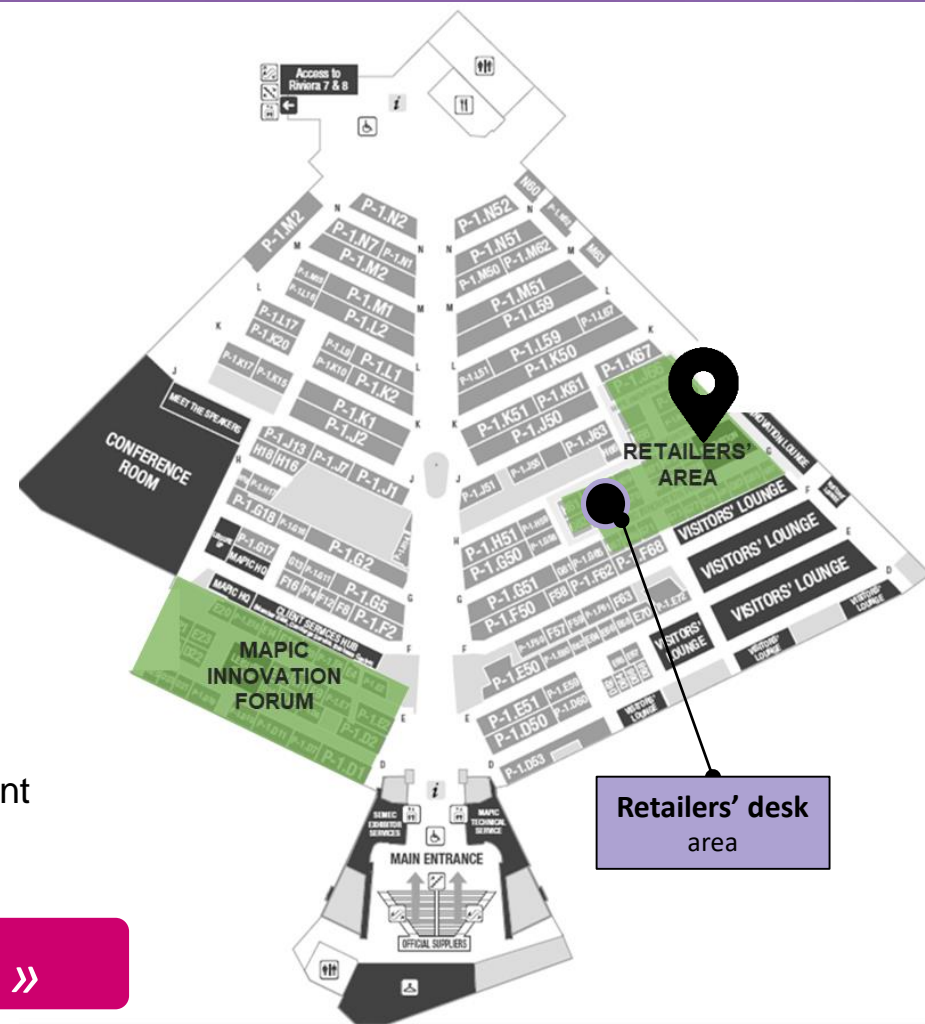
91% of the visits

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

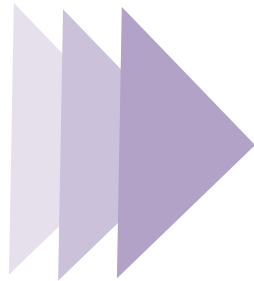
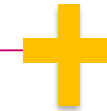


EXHIBIT IN THE RETAILERS' AREA

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.

- ✓ 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 €7,593,30

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

From €5,000

VAT excluded



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

See you in Cannes!

NEED MORE INFO?

Please contact:

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