

mapic®

MAPIC 2024 VISIBILITY OFFER



Built by
RX In the business of
building businesses

LIVE PLAY SHOP



| | |
|--------------------------|----|
| PREMIUM ITEMS | 3 |
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PREMIUM ITEMS

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| Floor Plans..... | 4 |
| Print @ Home..... | 5 |
| Bags Inserts..... | 6 |
| Mapic Bags..... | 7 |
| Badge holder strip..... | 8 |
| Lanyards..... | 9 |

PREMIUM ITEMS

FLOOR PLANS

YOUR COMMUNICATION IS IN EVERYONE'S HAND DURING MAPIC

Provides maximum visibility during the show
Over 6,000 copies distributed

€6,450
VAT excluded

| | |
|-------------------------|--|
| SIZE | Front cover 110mm x 90 mm Back cover 130 mm x 300mm |
| FORMAT | PDF HD, 300 dpi at 100% 4 colours CMYK |
| ARTWORK DEADLINE | Mid-October 2024 |



BACK COVER



FRONT COVER



Pictures not contractual

PREMIUM ITEMS

PRINT @ HOME



TURN AN ORDINARY PIECE OF PAPER INTO YOUR OFFICIAL SPONSORING OPPORTUNITY!



€13,495
VAT excluded

1 advertiser

How to use your ticket:

- The ticket is non-transferable and can be used only by the holder.
- This ticket cannot be duplicated. Each ticket is verified by the access control system.
- Turnstiles will not read damaged tickets: please do not wet, stain, crease or fold this document near the barcode.
- Keep this document with you and show it if requested.

28-30 November 2023
Palais des Festivals Cannes

mapic **Le surUp**
by

THE LEADING INTERNATIONAL RETAIL PROPERTY EVENT INCLUDING LEISURUP THE GLOBAL BTOB LEISURE EVENT

YOUR LOGO HERE

RAOUL MEJIA
Responsible relation clients
RX FRANCE
PUTEAUX, FRA
0748689123432320-XPQ

Like badges, the “print @home” tickets will have to be kept by over 6,000 participants all 3 days

PREMIUM ITEMS

BAGS' INSERTS

YOUR BROCHURE AND GOODIES IN EVERYONE'S BAG

Your company's goodies to be found in delegates bags, received and worn by **more than 6,000 delegates**

Promote your company, **during and after the show**, by giving a souvenir that participant can keep & use as an everyday object

The bags are distributed, in Cannes, at the **Registration area**

| | |
|----------|---------------------------------------|
| QUANTITY | 6,000 units |
| SIZE | 21cm wide x 29.7cm high maximum |
| DEADLINE | 1 st week of November 2024 |

The inserts must conform with the European Community rulings and carry the label "CE"



EXCLUSIVE OFFER

€8,785

VAT excluded

5 advertisers max.



PREMIUM ITEMS

MAPIC BAGS

Your company's image on bags, received and worn by more than 6,000 delegates

Promote your company, during and after the show, by giving a souvenir that people can keep and use as an everyday object

The bags are distributed, in Cannes, at the Registration area

Production costs at client's charge

Bags have to be approved by the MAPIC Team before production



€16,605
VAT excluded

1 advertiser



PREMIUM ITEMS

BADGE HOLDER STRIPS

€16,925
VAT excluded

2 advertisers max.

Strong brand identification

Project your company's logo, on each of the badge holder strips worn by over 6,000 delegates

Worn all 3 days of the show inside the exhibition area and during MAPIC events (Cocktail, Awards...)



| | |
|------------------|---|
| SIZE | 115mm (wide) x 20mm (high) +3mm bleed all around |
| FORMAT | PDF High Res. 300 dpi at 100% |
| ARTWORK DEADLINE | Mid-August 2024 |
| PRODUCTION | Undertaken by RX France |

For technical, and delivery informations please contact gwenaelle.aiello@rxglobal.com



Pictures not contractual

PREMIUM ITEMS

LANYARDS

Project your company's image, on each of the lanyards worn by more than 6,000 delegates

Worn all 3 days of the show inside the exhibition area and during MAPIC events (Cocktail, Awards...)

| | |
|---|--|
| QUANTITY | ~6,000 units |
| SIZE | 1,5cm (wide) x 90cm (long) |
| CLIP SYSTEM | Metal clip attached, has to be such as a clasp, not a hooktype |
| DEADLINE | Mid- September 2024 |
| CONDITIONING | Lanyards must not be individually wrapped |
| Artwork to be supplied by the sponsor (with the approval of the MAPIC Team) | |
| Production costs undertaken by the client. | |
| Product no shorter than 50cm (clip included) | |



€16,925
VAT excluded

1 advertiser max.



Lanyards worn in each area of the market



Lanyards distributed in the registration area

Pictures not contractual



SPONSORING

| | |
|---------------------------------|----|
| Information points..... | 11 |
| & registration area sponsorship | |
| Chairman’s club | 12 |
| Visitors’ lounge..... | 13 |
| Welcome Reception | 14 |
| Closing Reception | 15 |
| Showcasing solutions..... | 16 |

SPONSORING

INFORMATION POINTS & REGISTRATION AREA SPONSORSHIP

€14,500
VAT excluded

REACH ONE OF THE LARGEST AUDIENCES

| INFORMATION POINTS | REGISTRATION AREA |
|--|---|
| <p>THE OPPORTUNITY Key passage points for all MAPIC 6,000 delegates ask for information (figures from MAPIC 2022)</p> | <p>THE OPPORTUNITY Key passage points for all MAPIC 6,000 delegates to retrieve their badge (figures from MAPIC 2022)</p> |
| <p>TIME & PLACE During MAPIC, from Tuesday to Thursday. 1desk is in the Hall Riviera 7,2 desks inside the Palais - 1which 1right at the entrance</p> | <p>TIME & PLACE During MAPIC, from Monday to Thursday Location 2023 to be defined</p> |
| <p>BENEFITS & VISIBILITY</p> <ul style="list-style-type: none">* 2 MAPIC badges* Opportunity to dress the hostesses & hosts (shirts to be provided by the sponsor)* Your logo on the information point desks | <p>BENEFITS & VISIBILITY</p> <ul style="list-style-type: none">* 3 MAPIC badges* 4panels inside the registration area (artworks to be provided by the client / production managed by MAPIC)* Opportunity to dress the hostesses and hosts at the registration area (shirts to be provided by the sponsor)* Your logo:<ul style="list-style-type: none">- on all registration signage,- on advertising banner on each side of the registration machine screen |

SPONSORING

MAPIC 2024 SPONSOR OF THE CHAIRMAN'S CLUB

€17,300
VAT excluded

EXPOSE YOUR BRAND TO TOP EXECUTIVES

- **Location:** TBC
- Major networking place, **dedicated to CEOs**
- Each CEO can use the club **with 1 guest**
- The lounge includes a **complimentary bar**, a **welcome desk**. Our **hostesses** reserve your meetings and private meeting rooms
- Access **upon invitation only**



| | |
|--------------------------------|--|
| VISIBILITY | On directional signage |
| | On Welcome desks at the entrance |
| | 2 panels dedicated to your corporate communication inside the Chairman's Club |
| | On MAPIC communication media (publications, website...) |
| OTHER SERVICES INCLUDED | Racks for your promotional literature* |
| | 2 permanent screens with your promotional video ** |
| | 2 tables for your company meetings |
| | 2 free registrations |
| | Bring your branded communication materials & gifts *** |

*Literature to be provided by the sponsor
 ** Video content played on screens will be shared with MAPIC
 *** Upon MAPIC Team's approval

SPONSORING

VISITORS' LOUNGE

REACH AN INTERNATIONAL AUDIENCE

€14,500
VAT excluded

THE OPPORTUNITY*

A wide International audience in a 450sqm area. Convey your corporate message to 6,000 professionals (*Figures from MAPIC 2023*). Tables available to hold meetings (upon reservation with hostesses onsite)

TIME & PLACE

During MAPIC
Location: Palais -1

BENEFITS & VISIBILITY

- ★ 2 MAPIC **badges**
- ★ Your **logo** on the welcome desk, on directional signage, on every communication promoting the lounge (MAPIC website, publications & floorplan)
- ★ 2 **screens** (42") **
- ★ Your brand identity on **2 wall panels** located in the Visitors' Lounge (approximately 1mx1.50m)**
- ★ Opportunity to display your **promotional literature on racks** & branded communication materials & gifts**



***As privileged partner of MAPIC, our sponsor have access to the club during the opening hours of the show. The club is available to all MAPIC privileged partner and shall not be considered as a privatized stand**

**Artwork and/or video content to be provided by the sponsor upon MAPIC Team's approval

SPONSORING

MAPIC WELCOME RECEPTION

ASSOCIATE YOUR IMAGE TO A HIGH LEVEL, INFORMAL AND NETWORKING EVENT

€12,400
VAT excluded

3 sponsors max

BEFORE THE RECEPTION

- Your **logo on the DAILY NEWS Magazine** (section related to the Welcome Reception) sent 1month before the show
- Your **logo on the MAPIC website** "Sponsors & Partners" section
- Your **logo on a MAPIC newsletter** about the Welcome Reception (sent to all registered participants)
- Full **banner in the MAPIC website**

DURING THE EVENT

- Lighting with **your logo inside & on the facade** of the venue
- Your **logo on all signage communicating** on the event
- Your **logo on 2 screens in the Welcome Reception** venue
- Your **logo on the Photocall** for lasting visibility
- Your **brand activation** during the party (upon technical cost and implementation feasibility)

MORE BENEFITS:

You may organize animations or present projects models*
You may brand the waiters apron



*Special requests are upon RX's approval

SPONSORING

MAPIC CLOSING RECEPTION

ASSOCIATE YOUR IMAGE TO A HIGH LEVEL, INFORMAL AND NETWORKING EVENT

€12,400
VAT excluded

3 sponsors max

BEFORE THE RECEPTION

- Your **logo on the DAILY NEWS Magazine** (section related to the Closing Reception) sent 1month before the show
- Your **logo on the MAPIC website** "Sponsors & Partners" section
- Your **logo on a MAPIC newsletter** about the Closing Reception (sent to all registered participants)
- Full **banner in the MAPIC website**

DURING THE EVENT

- Lighting with **your logo inside & on the facade** of the venue
- Your **logo on all signage communicating** on the event
- Your **logo on 2 screens in the Closing Reception** venue
- Your **logo on the Photocall** for lasting visibility
- Your **brand activation** during the party (upon technical cost and implementation feasibility)

MORE BENEFITS:

You may organize animations or present projects models*
You may brand the waitersapron



*Special requests are upon RX's approval

SPONSORING

SHOWCASING SOLUTIONS: DURING MAPIC WELCOME OR CLOSING RECEPTION

Tailor made pricing
(upon technical cost
and implementation approval)

Some example of brand activation we can build together during the welcome or closing reception of MAPIC 2024:

- Give a **taste of your food** to an audience of 2000+ attendees
- **Showcase your retail / leisure concept**





MAPIC NEWS

PREMIUM ADVERTISING FORMATS

| | |
|-------------------------------------|----|
| Front cover..... | 19 |
| Back cover..... | 21 |
| Inside front cover..... | 23 |
| Inside front cover double page..... | 25 |
| Inside back cover..... | 27 |
| Central insert 4 pages..... | 29 |

REGULAR ADVERTISING FORMATS

| | |
|------------------------------|----|
| Double page..... | 31 |
| Full page..... | 33 |
| Horizontal half page..... | 35 |
| Vertical half page..... | 37 |
| Advertorial..... | 39 |
| Half double spread page..... | 40 |

MAPIC NEWS

MAPIC NEWS

The ONLY daily newspaper at the market. It includes breaking news, big projects announcements, special features, and news about what is happening at MAPIC.

Delivered every day before breakfast in main Cannes hotels, is available in the daily shuttle buses and is distributed on exhibitor stands.

Reach the 6,000 delegates at MAPIC, One Daily News magazine per day.



Also available online:

ONLINE READINGS FIGURES

Datas extracted from issuu.com

2,059
Reads

24,036
Impressions

0:05:20
Average
time spent

2.6
Days
Read time

TOP 5 COUNTRIES

 **543**
France

 **111**
Germany

 **318**
United Kingdom

 **90**
Italy

 **135**
United States

FRONT COVER (one issue)

€7,180
VAT excluded



SIZES

240 x 220 mm +bleed

— Bleed: 5 mm



ARTWORK DEADLINE

Wednesday 13 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

FRONT COVER (all issues)

€12,920
VAT excluded



SIZES

240 x 220 mm +bleed
Bleed: 5 mm



ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

BACK COVER (one issue)

€7,015
VAT excluded



SIZES

240 x 310 mm +bleed
Bleed: 5 mm



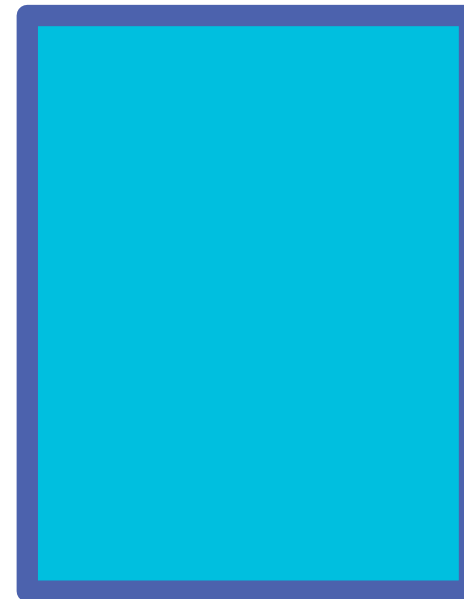
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

BACK COVER (all issues)

€12,625
VAT excluded



SIZES

240 x 310 mm +bleed
Bleed: 5 mm



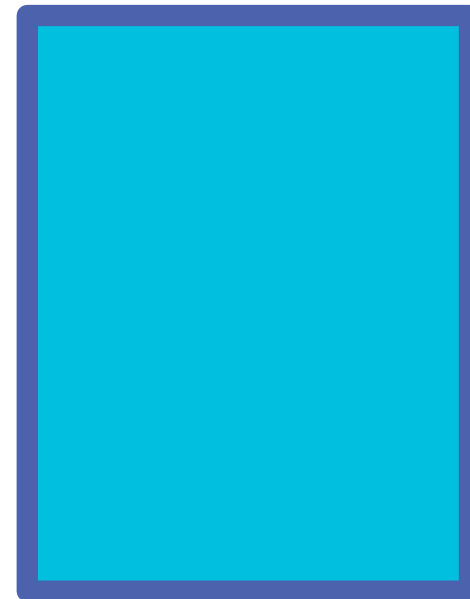
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

INSIDE FRONT COVER (one issue)

€5,355
VAT excluded



SIZES

240 x 310 mm +bleed
Bleed: 5 mm



ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

INSIDE FRONT COVER (all issues)

€9,640
VAT excluded



SIZES

240 x 310 mm +bleed
Bleed: 5 mm



ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

INSIDE FRONT COVER DOUBLE PAGE (one issue)

€6,645
VAT excluded



SIZES

480 x 310 mm +bleed
Bleed: 5 mm



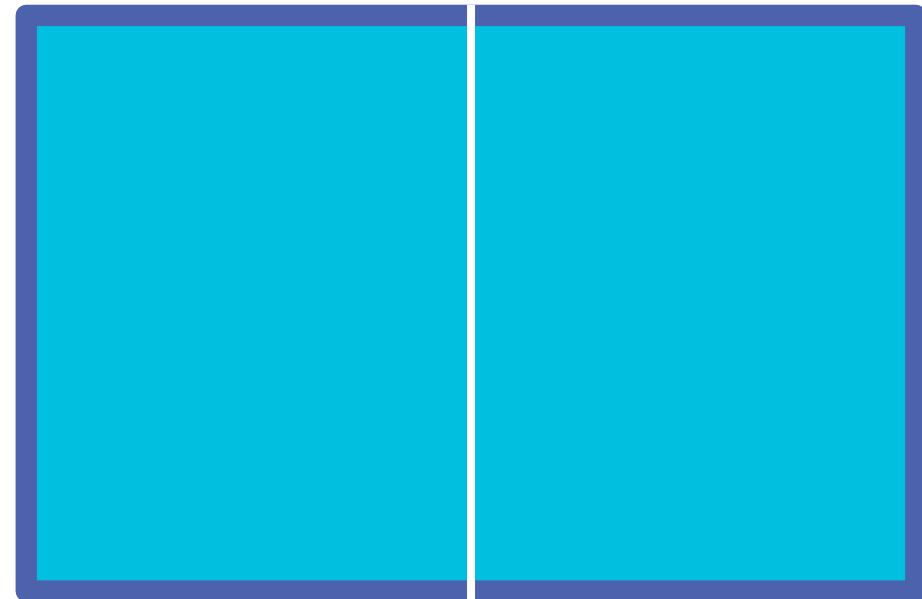
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

INSIDE FRONT COVER DOUBLE PAGE (all issues)

€11,960
VAT excluded



SIZES

480 x 310 mm +bleed
Bleed: 5 mm



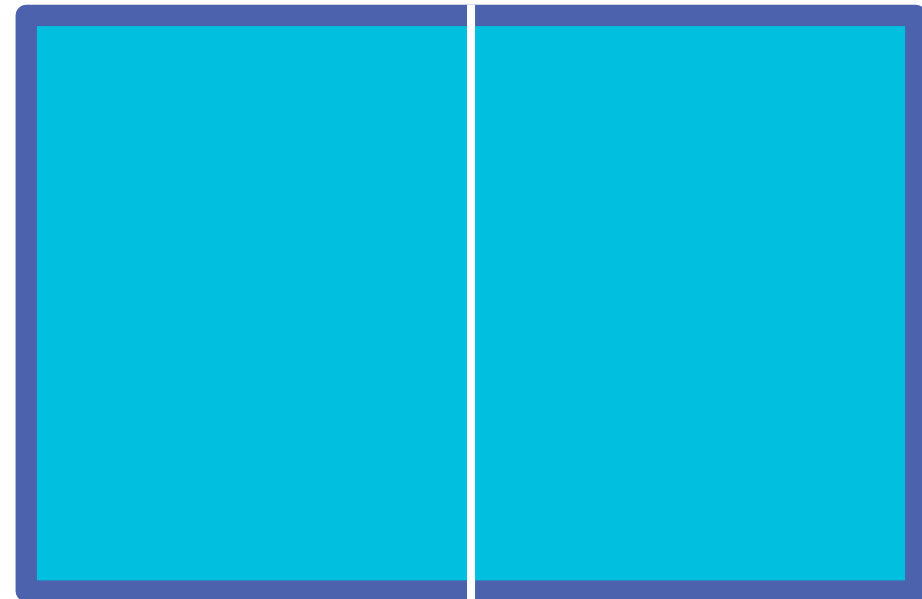
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

INSIDE BACK COVER (one issue)

€5,570
VAT excluded



SIZES

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Bleed: 5 mm



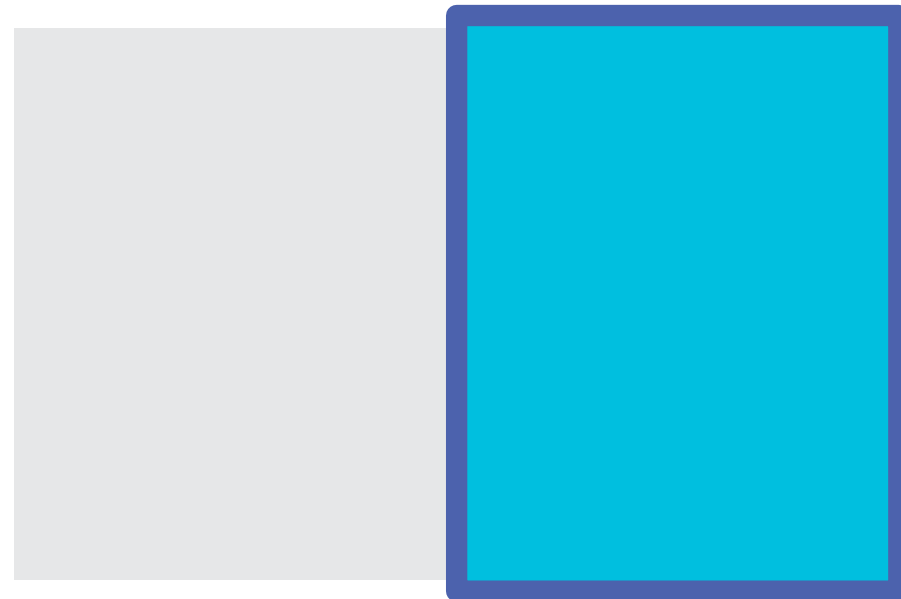
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

INSIDE BACK COVER (all issues)

€10,030
VAT excluded



SIZES

240 x 310 mm +bleed
Bleed: 5 mm



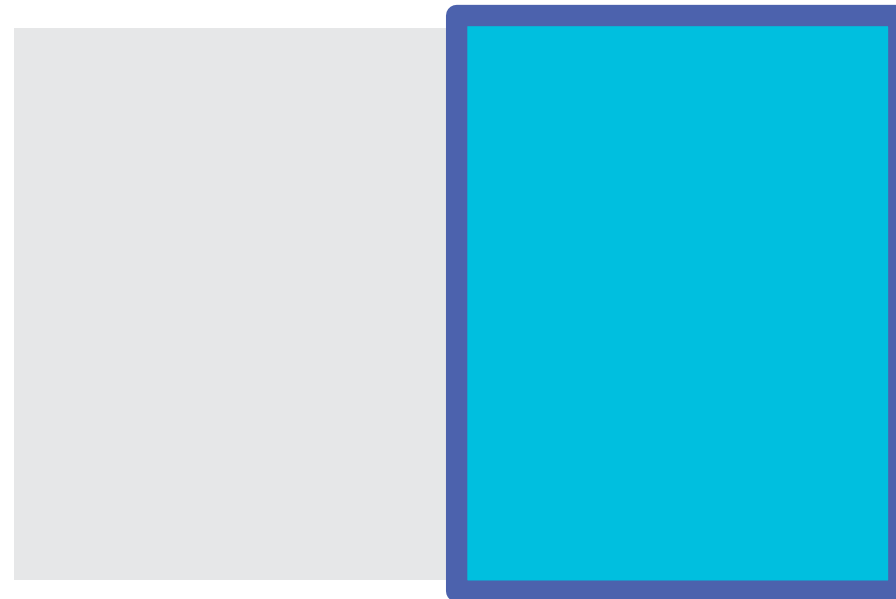
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

INSERT 4 PAGES (one issue)

€8,035
VAT excluded



SIZES

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— Bleed: 5 mm

480 x 310 mm +bleed (Central double page)

— Bleed: 5 mm



ARTWORK DEADLINE

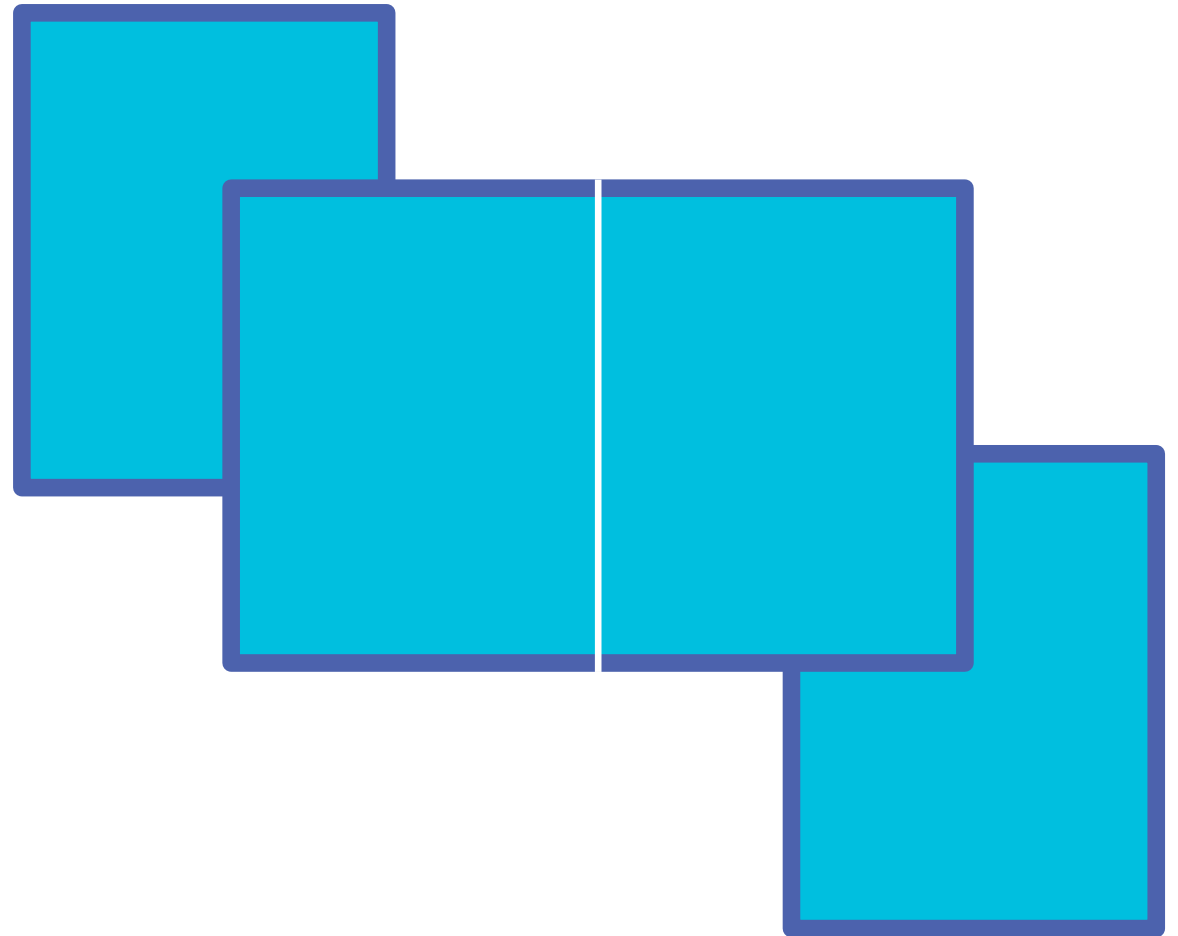
Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1

- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours



INSERT 4 PAGES (all issues)

€14,460
VAT excluded



SIZES

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— Bleed: 5 mm

480 x 310 mm +bleed (Central double page)

— Bleed: 5 mm



ARTWORK DEADLINE

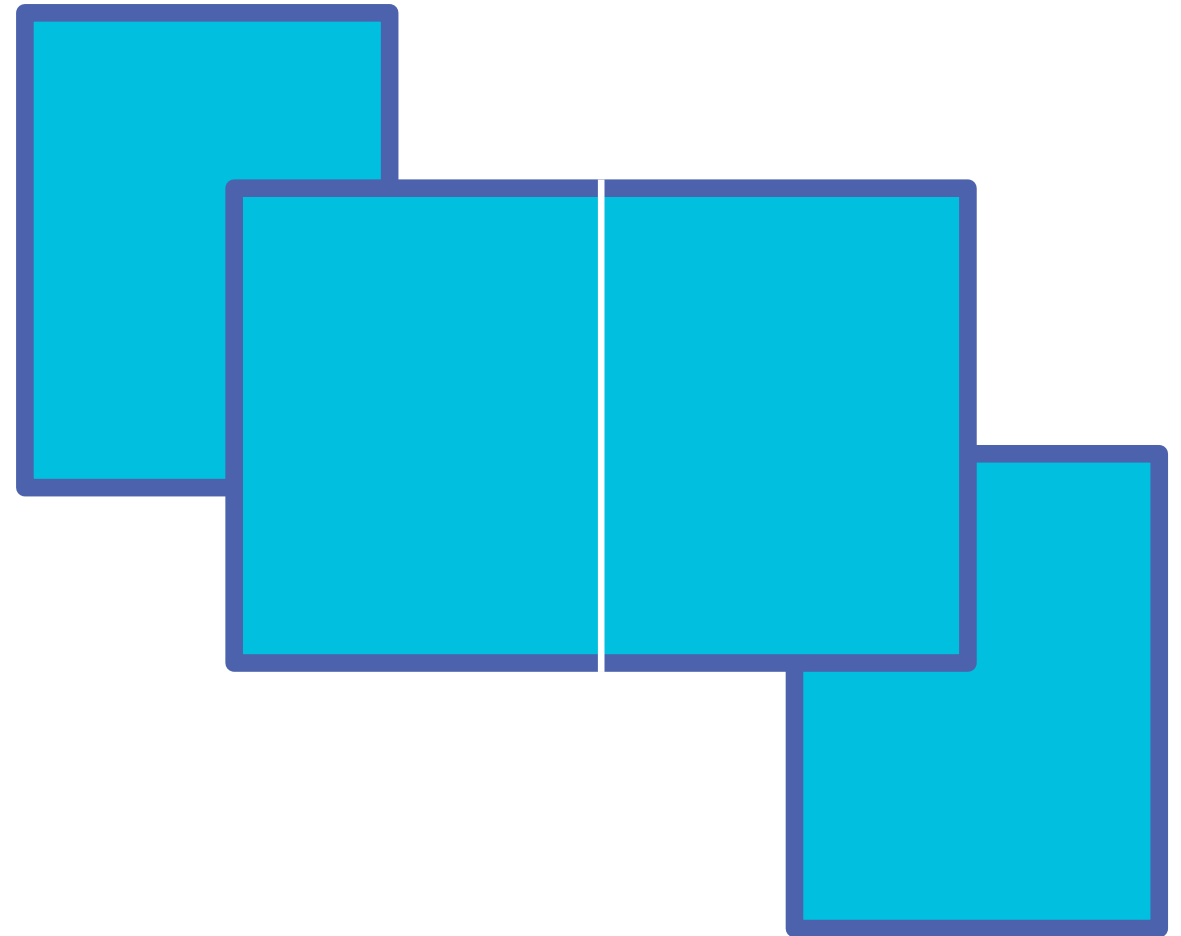
Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1

- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours



DOUBLE PAGE (one issue)

€5,890
VAT excluded



SIZES

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Bleed: 5 mm



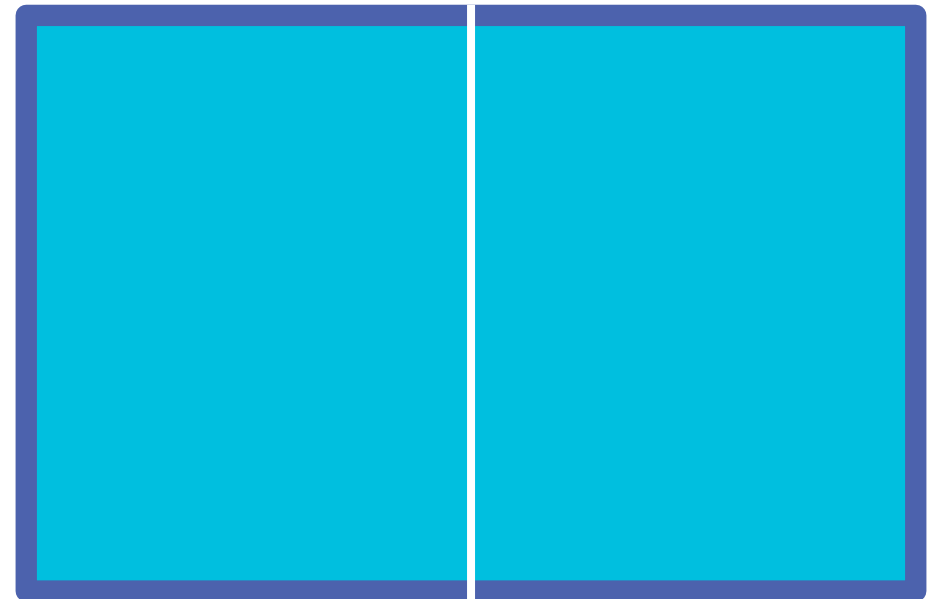
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

DOUBLE PAGE (all issues)

€10,605
VAT excluded



SIZES

480 x 310 mm +bleed
Bleed: 5 mm



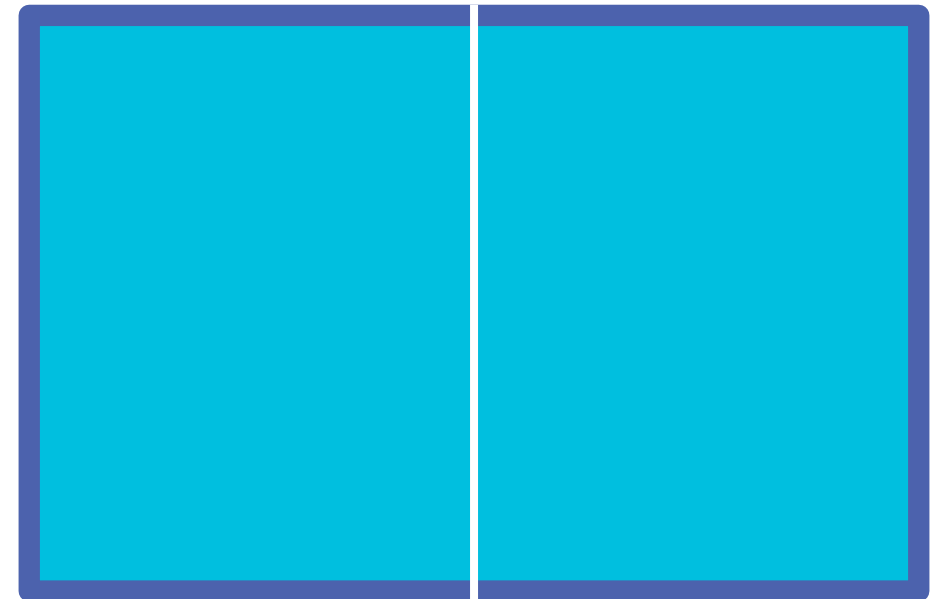
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

FULL PAGE (one issue)

€4,060
VAT excluded



SIZES

240 x 310 mm +bleed
Bleed: 5 mm



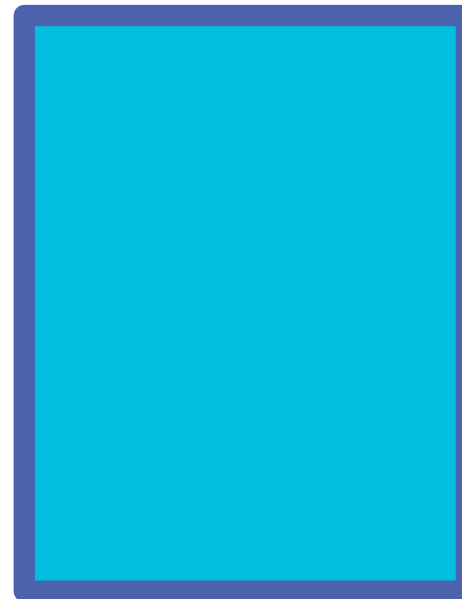
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

FULL PAGE (all issues)

€7,305
VAT excluded



SIZES

240 x 310 mm +bleed
Bleed: 5 mm



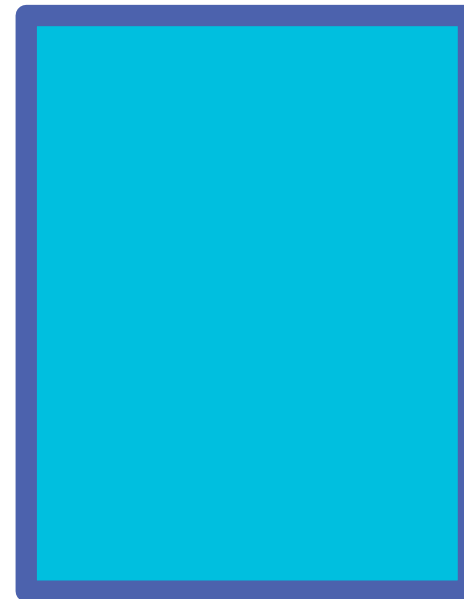
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

HORIZONTAL HALF PAGE (one issue)

€2,305
VAT excluded



SIZES

220 x 135 mm + bleed

 Bleed: 5 mm



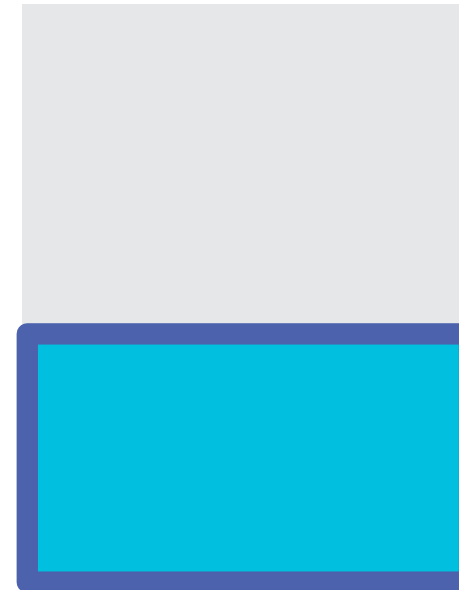
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

HORIZONTAL HALF PAGE (all issues)

€4,060
VAT excluded



SIZES

220 x 135 mm + bleed

 Bleed: 5 mm



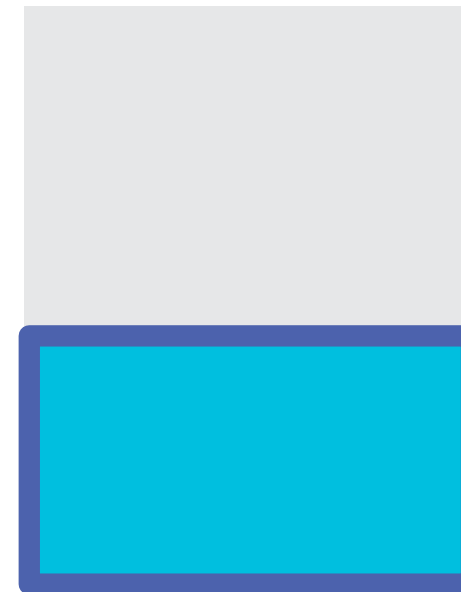
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

VERTICAL HALF PAGE (one issue)

€2,305
VAT excluded



SIZES

115 x 310 mm + bleed

— Bleed: 5 mm



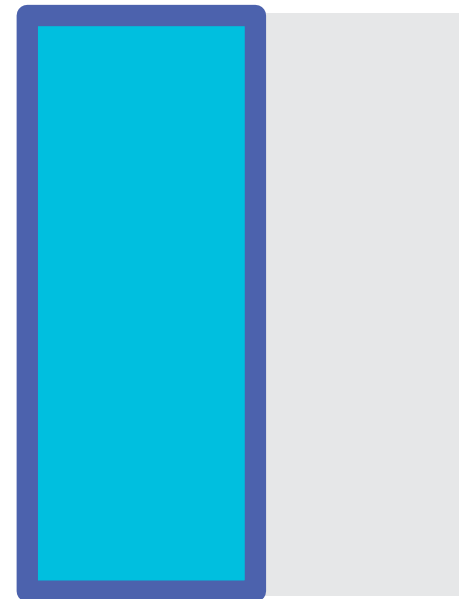
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

VERTICAL HALF PAGE (all issues)

€4,060
VAT excluded



SIZES

115 x 310 mm + bleed

— Bleed: 5 mm



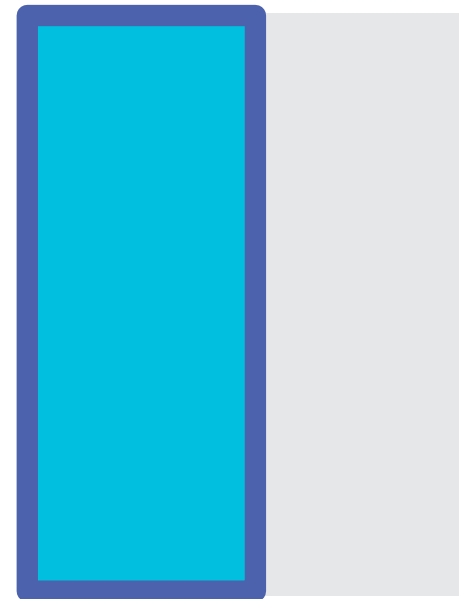
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

ADVERTORIAL

€4,605
VAT excluded



SIZES

Tailor made solution made by the MAPIC Journalists team and the MAPIC graphic Studio



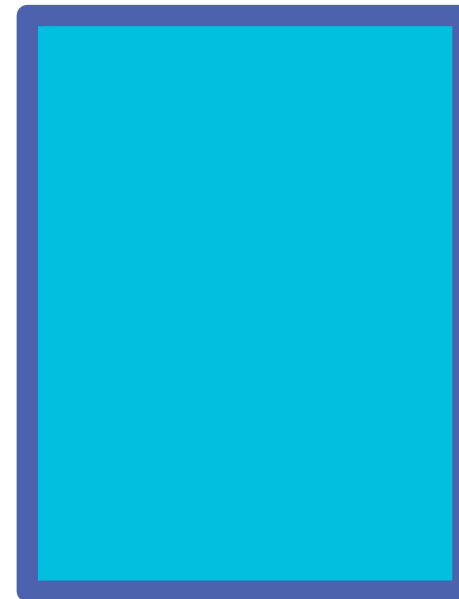
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

HALF DOUBLE SPREAD PAGE

€4,060
VAT excluded



SIZES

480 x 138mm +bleed
Bleed: 5 mm



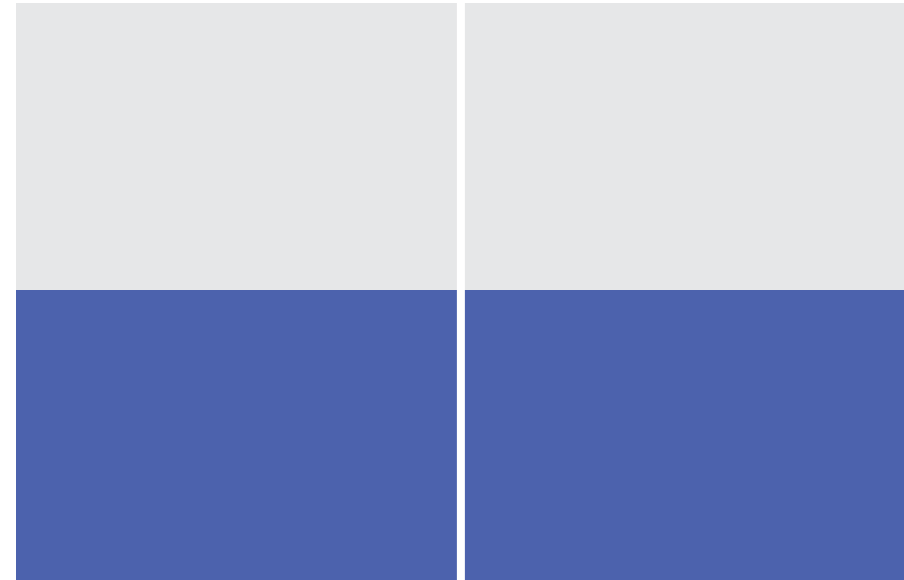
ARTWORK DEADLINE

Wednesday 20 November 2024



DEMO

https://issuu.com/mipim/docs/mapic_2019_news_1



- Type: 9 points minimum
- PDF HD / 300 DPI
- 4 CMYK colours

ONLINE ADVERTISING

Website

| | |
|-------------------------------|----|
| All website giga banner | 43 |
| Home page mega banner..... | 44 |
| All website mega banner..... | 45 |
| (excluded home page) | |

Social media

| | |
|---------------------------------|----|
| Sponsored posts..... | 46 |
| Blog banner..... | 47 |
| Native advertising on blog..... | 48 |

Emailing

| | |
|-------------------------------------|----|
| Show news full banner..... | 49 |
| Thank you email full banner..... | 50 |
| Registration confirmation..... | 51 |
| email full banner | |
| Voucher (e-ticket) full banner..... | 52 |

Online database

| | |
|---------------------------|----|
| Banner (search top) | 53 |
| on participant directory | |
| Banner (search top) | 54 |
| on company directory | |
| Banner (search top) | 55 |
| on session directory | |
| Banner (search top) | 56 |
| on speaker directory | |



ONLINE ADVERTISING

AUDIENCE

CONNECT WITH AN ENGAGED AND HIGHLY QUALIFIED AUDIENCE OF PROFESSIONNALS



SOCIAL MEDIA COMMUNITY

LinkedIn : 7,612 followers
Twitter : 5,798 followers
Facebook : 23,713 followers
25,000 unique blog visitors yearly



ONLINE DATABSE OF PARTICIPANTS

4,000 international participants
400 exhibitors (company pages)
5'30'' time spent on the platform
(as of 2021)



WEBSITE VISIBILITY

37,700 average monthly visits (From 4 months before the show)
20,300 average monthly visits (yearly basis)



EMAILING DATABASE

50,000 subscribers receive our campaigns
Average opening rate of **20%**
Average click to rate of **5%**



GEOGRAPHICAL ORIGIN

78% of International participants
75 countries

ONLINE ADVERTISING | WEBSITE



ALL WEBSITE GIGA BANNER (except homepage)

MAXIMISE YOUR VISIBILITY AND TARGET QUALIFIED PROFESSIONALS

€5,790
VAT excluded

5 advertisers

BENEFITS

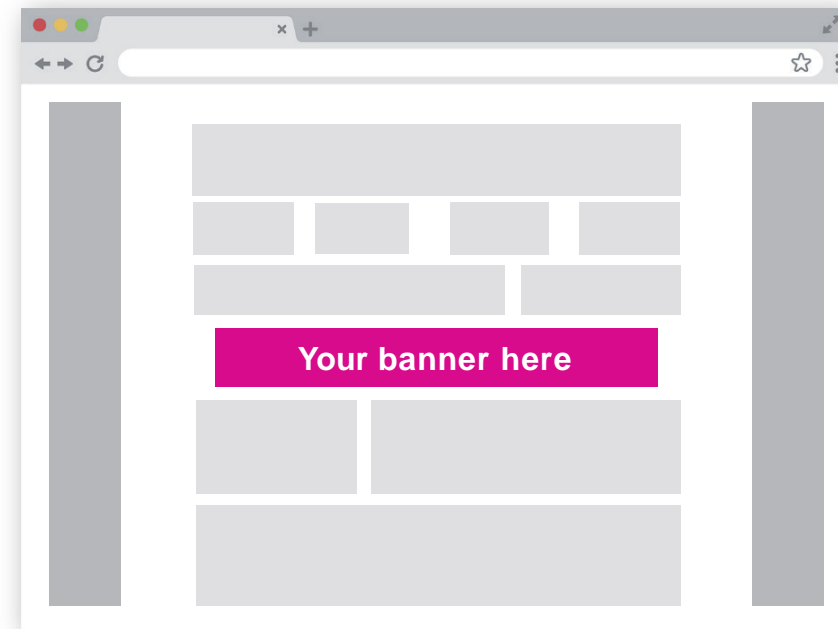
Your brand exposure optimized all over the website, at the top of the page

TECH SPECS

- 970x90 (Desktop)
- 728x90 px (Tablet)
- 320x50 px (Mobile)
- GIF, JPG, PNG

DURATION

2 days after reception of artwork to 31/03/25





AWARENESS

HOME PAGE MEGA BANNER

MAXIMISE YOUR VISIBILITY AND TARGET QUALIFIED PROFESSIONALS

€3,800
VAT excluded

5 advertisers

BENEFITS

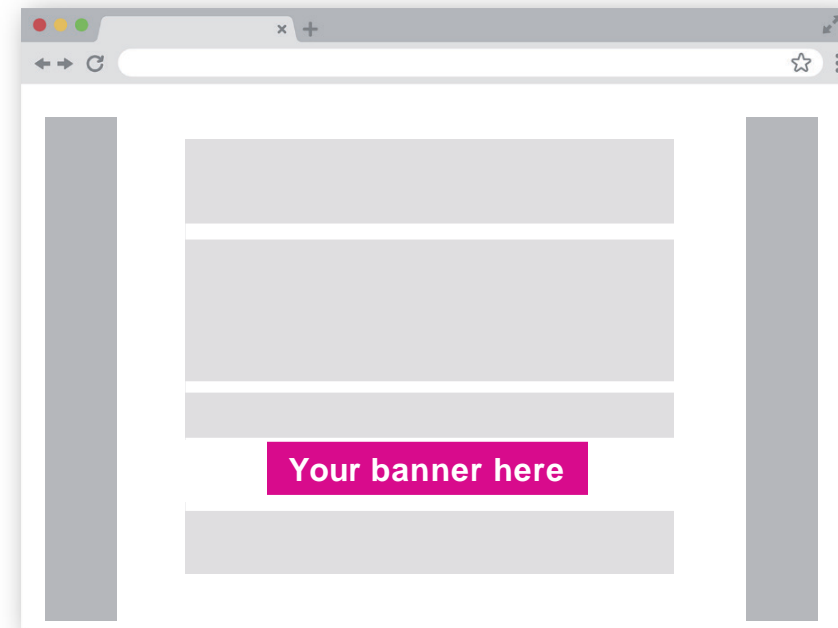
Your banner on the main page of the website, to raise awareness and engagement

TECH SPECS

- 728x90 px (Desktop & Tablet)
- 320x50 px (Mobile)
- GIF, JPG, PNG

DURATION

2 days after reception of artwork to 31/03/25



ONLINE ADVERTISING | WEBSITE



ALL WEBSITE MEGA BANNER (except homepage)

MAXIMISE YOUR VISIBILITY AND TARGET QUALIFIED PROFESSIONALS

€3,535
VAT excluded

5 advertisers

BENEFITS

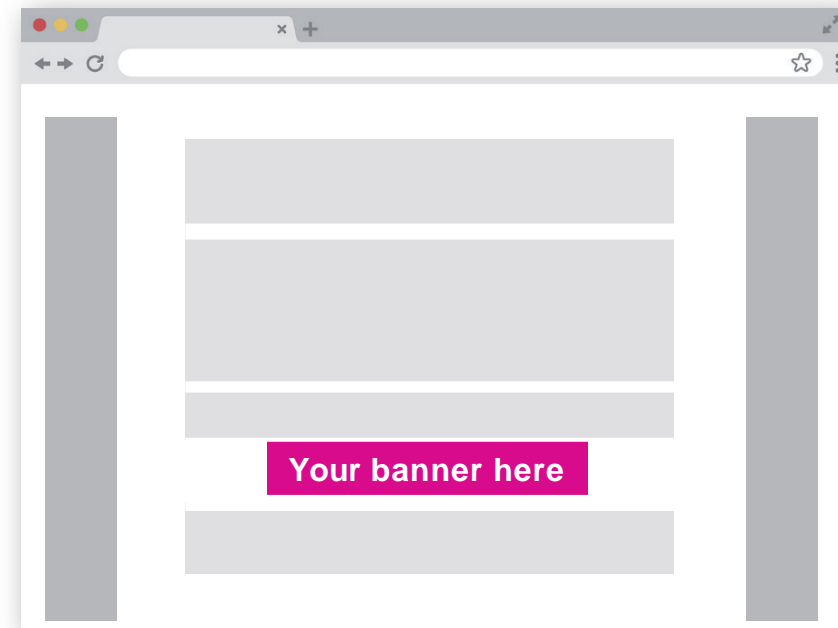
Your campaign displayed and boosted across all th website internal pages

TECH SPECS

- 728x90 px (Desktop & Tablet)
- 320x50 px (Mobile)
- GIF, JPG, PNG

DURATION

2 days after reception of artwork to 31/03/25



ONLINE ADVERTISING | SOCIAL MEDIA

 AWARENESS • TRAFFIC ACQUISITION

SPONSORED POSTS (X2)

REACH OUR ONLINE COMMUNITY TO EFFECTIVELY SPREAD YOUR MESSAGE

€2,410
VAT excluded

3 advertisers

BENEFITS

You get 2 social media posts to publish on our social media pages (Twitter, Facebook and LinkedIn) over the 2 months prior to the event.

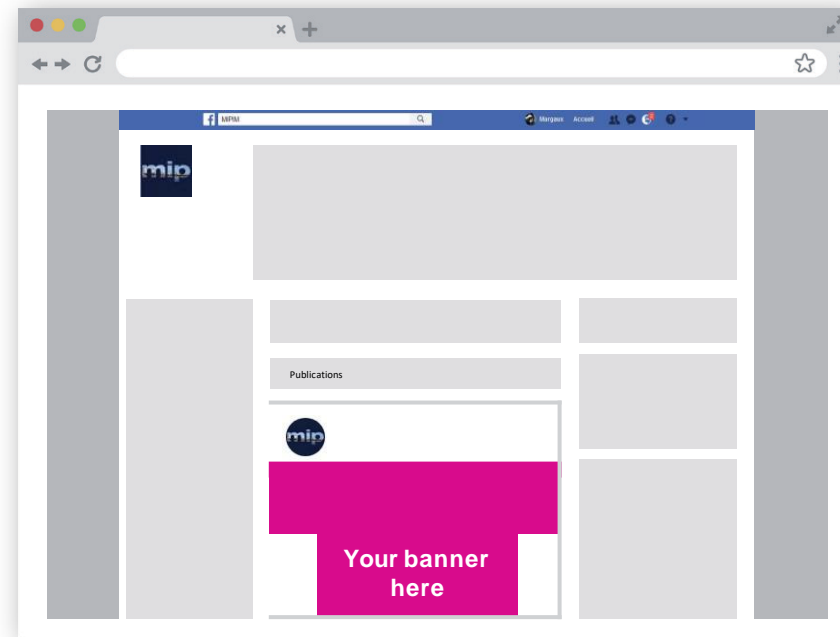
<https://www.facebook.com/MAPIC.Official/>

<https://fr.linkedin.com/showcase/mapic>

<https://twitter.com/mapicworld>

TECH SPECS

- Text of 240 characters max
- Image 1200x628 px
or video (16/9 with 2 min length max)



37,000
SOCIAL
FOLLOWERS



BLOG BANNER

REACH OUR ONLINE COMMUNITY TO EFFECTIVELY SPREAD YOUR MESSAGE

BENEFITS

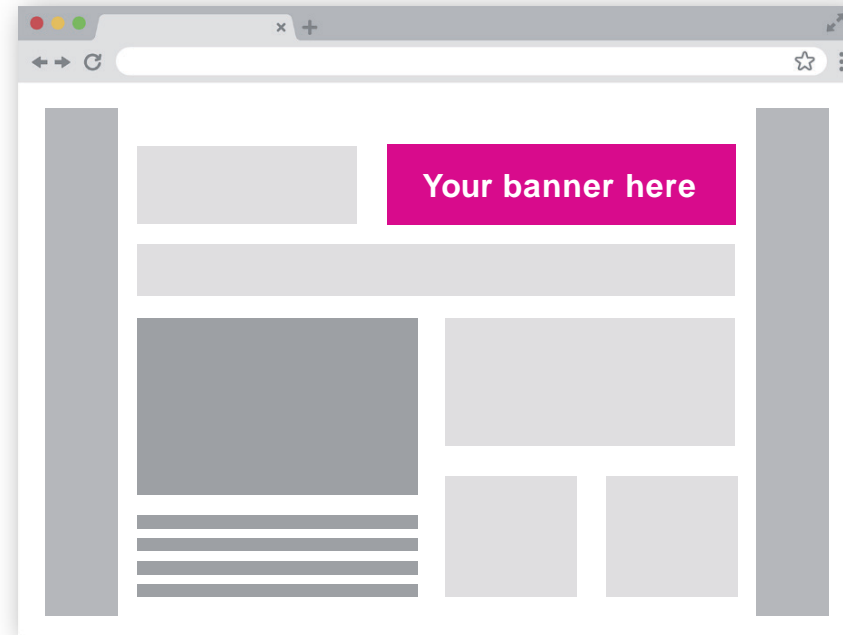
Your banner at the top of the page in our blog

TECH SPECS

- 728x90 px
- GIF, JPG, PNG

BLOG

<https://www.beyondretailindustry.com/>



€2,410
VAT excluded

3 advertisers



25,000
BLOG USERS

ONLINE ADVERTISING | SOCIAL MEDIA

 AWARENESS – THOUGHT LEADERSHIP

NATIVE ADVERTISING ON THE BLOG

REACH OUR ONLINE COMMUNITY TO EFFECTIVELY SPREAD YOUR MESSAGE

€3,535
VAT excluded

3 advertisers

BENEFITS

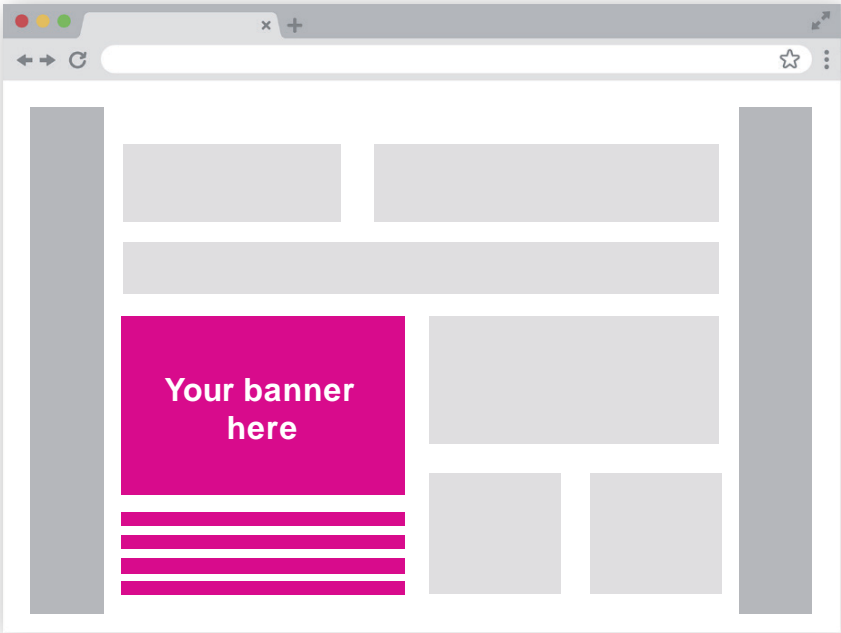
Your article within the editorial content of our blog, and promoted on our social media pages (1 post on Facebook, Twitter and LinkedIn)

TECH SPECS

- Text of 1200 characters max
- Image 1078x516 px

BLOG

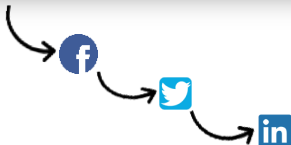
<https://www.beyondretailindustry.com/>



37,000
SOCIAL
FOLLOWERS



25,000
BLOG USERS



 AWARENESS – TARGETED AUDIENCE

SHOW NEWS FULL BANNER

€1,440
VAT excluded

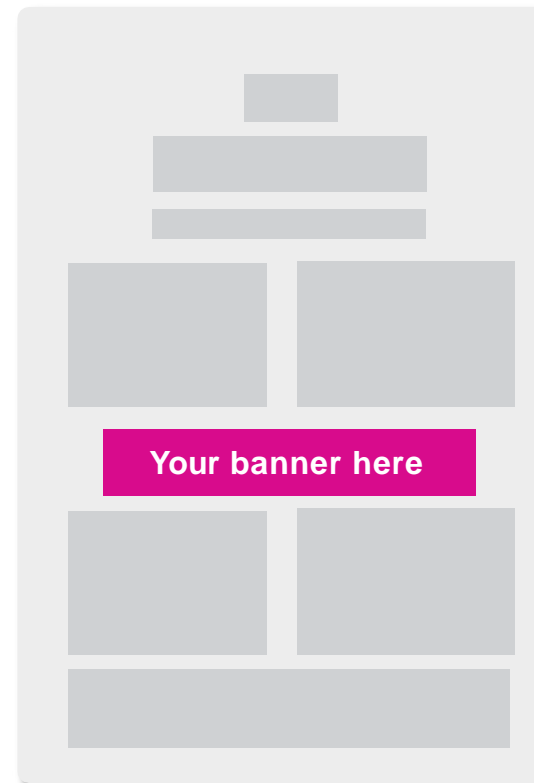
1 advertiser
per show news

BENEFITS

Your banner in our newsletter sent to all our registered participants

TECH SPECS

- 468x60 px
- Static JPG, GIF



Depending on
registered clients

 AWARENESS – TARGETED AUDIENCE

THANK YOU EMAIL FULL BANNER

ASSOCIATE YOUR BRAND IN THE EMAIL TO THANK ALL THE REGISTERED PARTICIPANTS AFTER THE EVENT

€1,440
VAT excluded

1 advertiser

BENEFITS

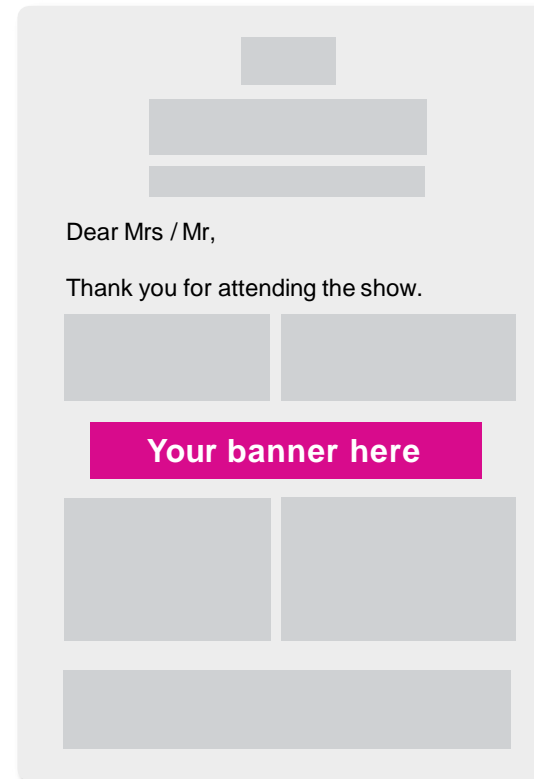
Your **exclusive banner** in one of the **most opened** email by our participants

TECH SPECS

- 468x60 px
- Static JPG, GIF

DURATION

One shot exclusivity
Email sent a few days after the event



Depending on
registered clients

 AWARENESS – TARGETED AUDIENCE

REGISTRATION CONFIRMATION EMAIL FULL BANNER

BE EXCLUSIVELY PRESENT IN THE EMAIL SENT TO ALL THE PARTICIPANTS RIGHT AFTER COMPLETING THEIR REGISTRATION

€4,285
VAT excluded

1 advertiser

BENEFITS

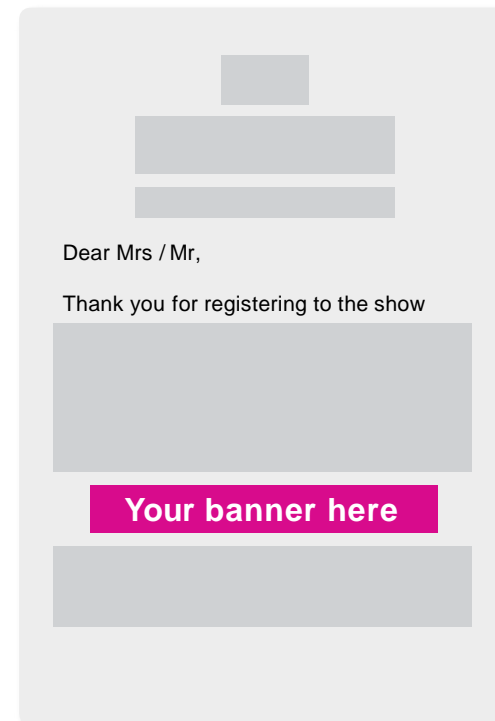
Your banner visible in the email directly sent to all the participants who **completed their registration**, which is also the most opened email

TECH SPECS

- 468x60 px
- Static JPG, GIF

DURATION

One shot exclusivity



Depending on
registered clients

 AWARENESS – TARGETED AUDIENCE

VOUCHER (E-TICKET) FULL BANNER

EXCLUSIVE PLACEMENT IN THE EMAIL CONTAINING THE ACCESS TO THE EVENT

€3,400
VAT excluded

1 advertiser

BENEFITS

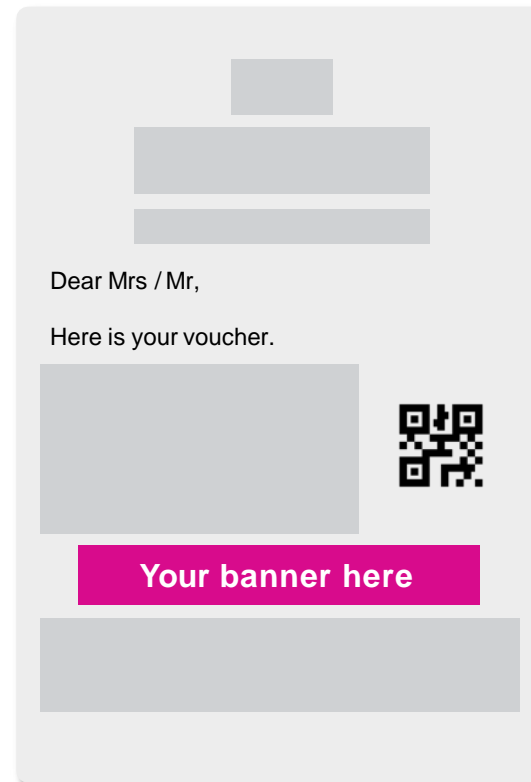
Your banner exposed to all the participants who get access to the onsite event, in one of the most opened email

TECH SPECS

- 468x60 px
- Static JPG, GIF

DURATION

One shot exclusivity
Email sent around one month before the event



Depending on
registered clients

 AWARENESS – TRAFFIC ACQUISITION

BANNER (SEARCH TOP) ON PARTICIPANT DIRECTORY

€4,285
VAT excluded

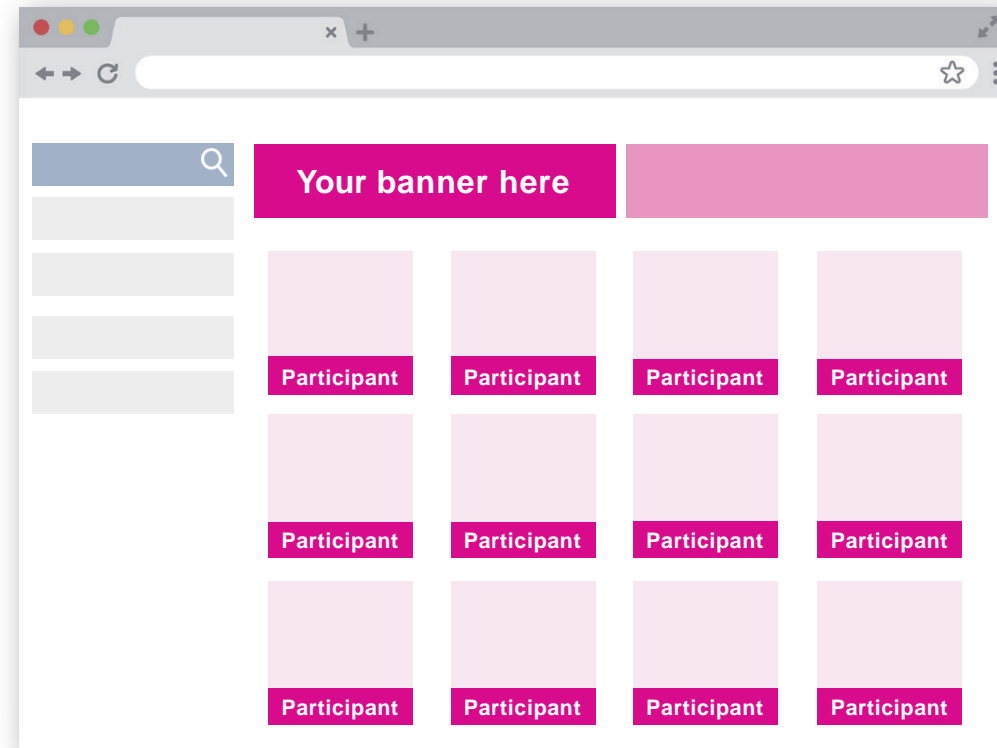
5 advertisers

BENEFITS

Your banner featured **at the top** of the participant directory, only accessible to connected **professionals**

TECH SPECS

- 530x100 px (Desktop)
- 991x120 px (Tablet)
- 500x200 px (Mobile)
- GIF, JPG (Static)



6,000
PARTICIPANTS

 AWARENESS – TRAFFIC ACQUISITION

BANNER (SEARCH TOP) ON COMPANY DIRECTORY

€3,810
VAT excluded

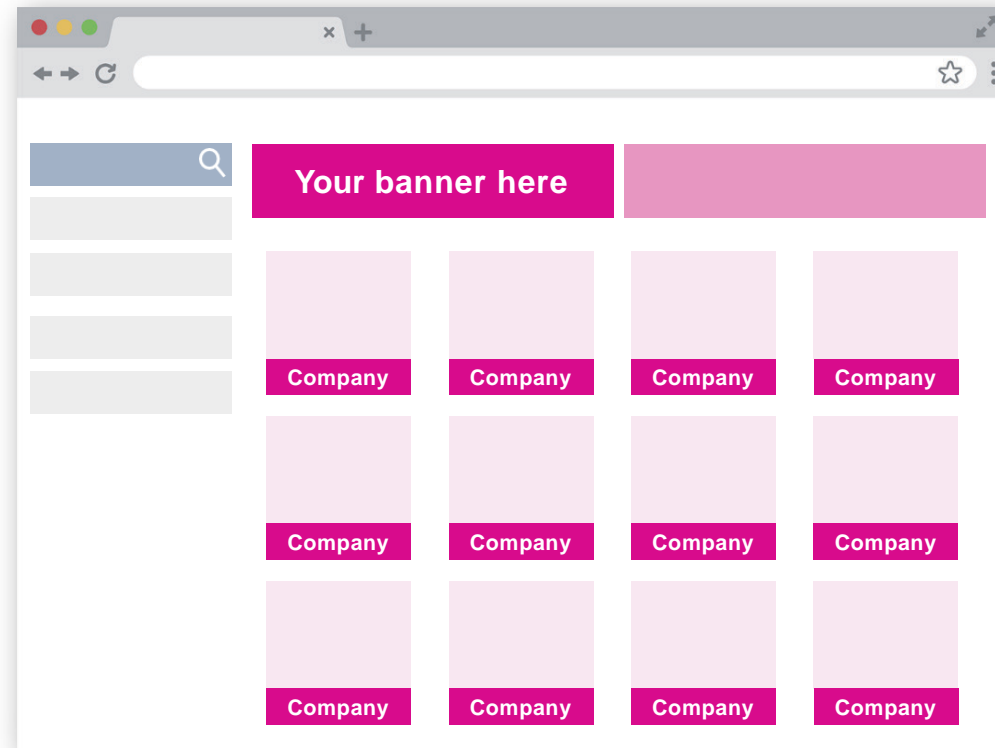
5 advertisers

BENEFITS

Your banner featured **at the top** of the company directory, only accessible to connected **professionals**

TECH SPECS

- 530x100 px (Desktop)
- 991x120 px (Tablet)
- 500x200 px (Mobile)
- GIF, JPG (Static)




20,000
COMPANIES

 AWARENESS – TRAFFIC ACQUISITION

BANNER (SEARCH TOP) ON SESSION DIRECTORY

€3,810
VAT excluded

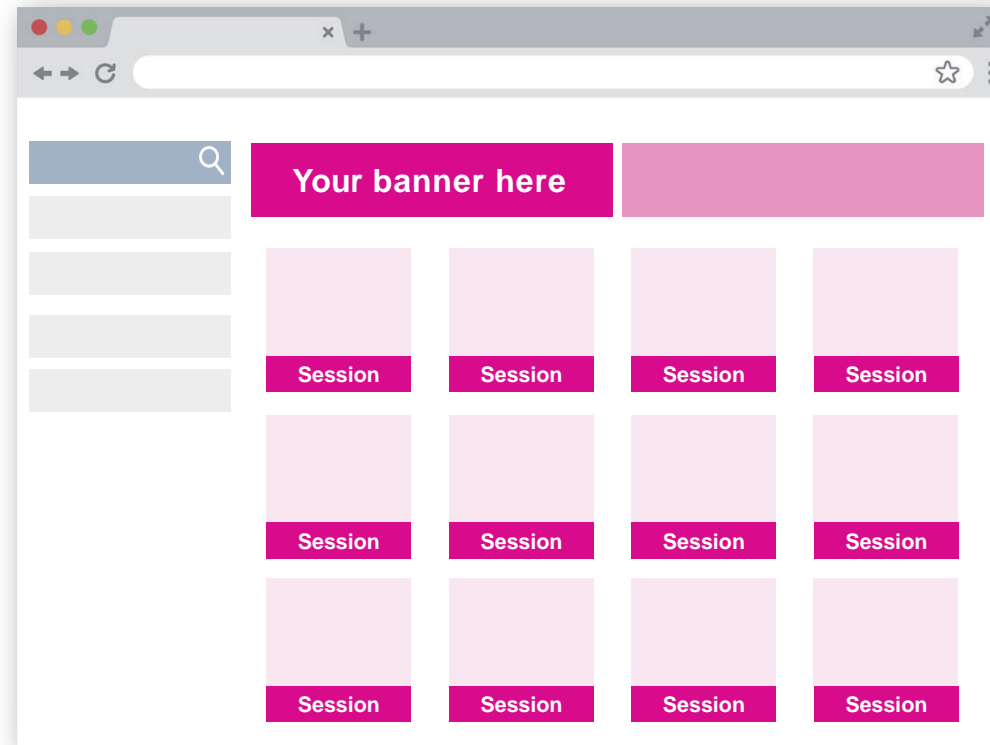
5 advertisers

BENEFITS

Your banner featured **at the top** of the session directory, only accessible to connected **professionals**

TECH SPECS

- 530x100 px (Desktop)
- 991x120 px (Tablet)
- 500x200 px (Mobile)
- GIF, JPG (Static)



30
CONFERENCE
SESSIONS

 AWARENESS – TRAFFIC ACQUISITION

BANNER (SEARCH TOP) ON SPEAKER DIRECTORY

€3,810
VAT excluded

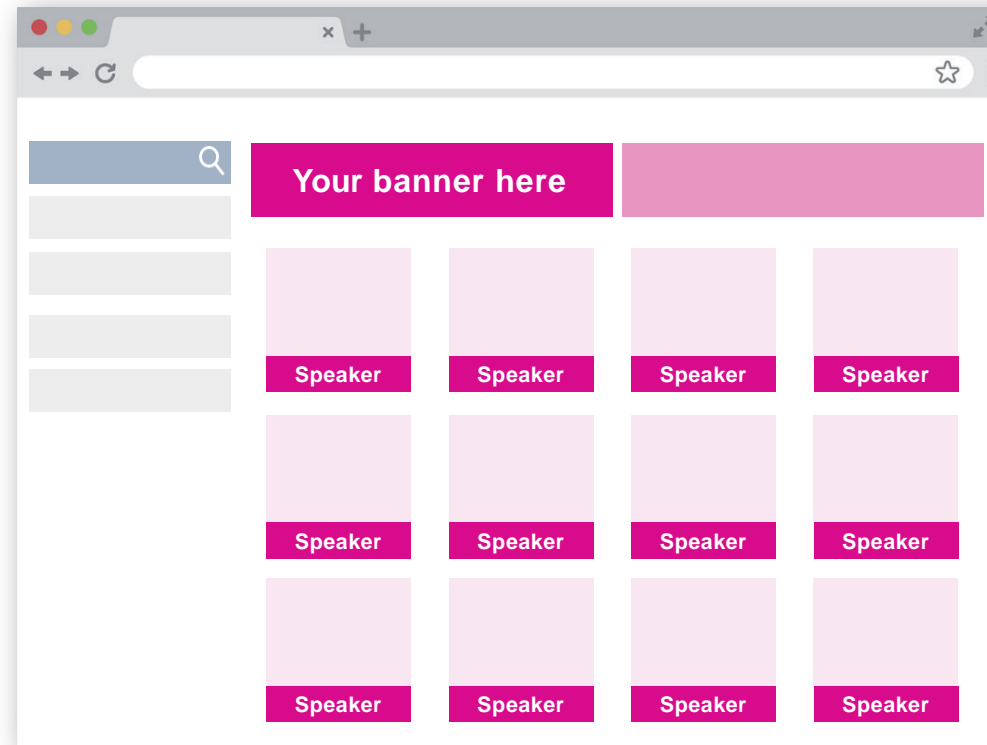
5 advertisers

BENEFITS

Your banner featured **at the top** of the speaker directory, only accessible to connected **professionals**

TECH SPECS

- 530x100 px (Desktop)
- 991x120 px (Tablet)
- 500x200 px (Mobile)
- GIF, JPG (Static)



70
SPEAKERS