



MAPIC 2024

EVENT PRESENTATION



26 – 28 Nov. 2024
Palais des Festivals, Cannes, France

LIVE PLAY SHOP



SUMMARY

- 01 WHAT'S MAPIC
- 02 MAPIC 2024 VISION
- 03 CONFERENCE PROGRAMME & NETWORKING EVENTS
- 04 OFFERS



PART 1

WHAT'S MAPIC?



THE LEADING RETAIL PROPERTY EVENT

Since 1995, MAPIC has been welcoming the retail real estate industry to the world-famous Palais des Festivals in Cannes to meet and conduct business face-to-face.

An unrivalled business platform gathering retailers, landlords, property investors, cities, innovation players, and showcasing the largest offer of retail locations worldwide.

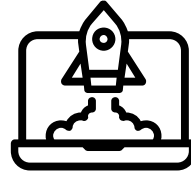


WHY PARTICIPATE?



MAKE CONNECTIONS

with the whole Retail property industry from 75+ countries and the new players at the centre of the industry's transformation.



FIND INSPIRATION

in an evolving market and follow the newest retail trends during conference programme.



MEET THE INTERNATIONAL COMMUNITY

a complete panorama of the existing points of sale across the world and the new used mixed projects that are reshaping our cities.

Let's build the ultimate lifestyle and shopping destinations! This is your chance to be part of creating the exciting new business models, that are shaping the places to live, play and shop for the future.

THE FORMAT

EXHIBITION AREAS

225+ exhibiting companies showcasing the latest retail property projects

Thematic areas:

- ✓ The **NEW** Retail Zone & Gallery
- ✓ LeisurUp by MAPIC area
- ✓ MAPIC Innovation Forum area
- ✓ MAPIC Sustainability Lab
- ✓ Geographical pavilions

NETWORKING EVENTS

6 Closed-door matchmaking events gathering C-Level profil on specific topics (*by invitation only*)

Famous networking events:

- ✓ MAPIC Welcome Reception (*Open to all*)
- ✓ MAPIC Awards Gala Dinner (*By invitation*)
- ✓ MAPIC Closing Reception (*Open to all*)

CONFERENCES AND PITCHES

50+ conference sessions

250+ experts

Hear real-life case studies and learn more during the thematic talks.

Innovation and Sustainability talks

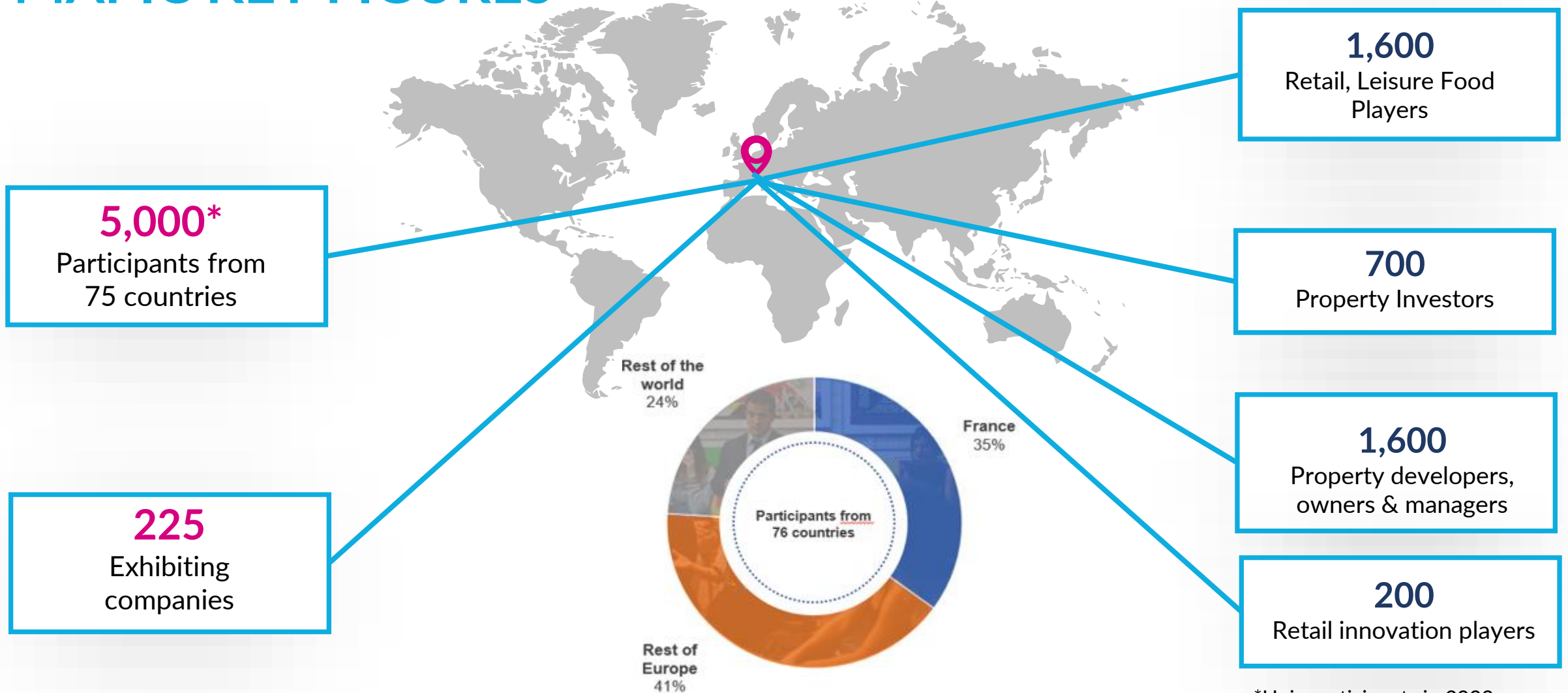
Pitching sessions on retail, food and leisure concepts

FULL RANGE OF DIGITAL SERVICES

MAPIC online database

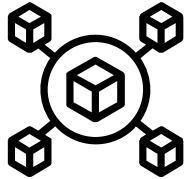
- ✓ One digital tool to help you prepare your physical event and catch up with the retail real estate community post event.
- ✓ Full access to participants and companies database
- ✓ Online networking through chat service

MAPIC KEY FIGURES

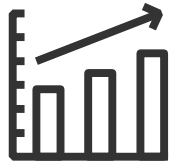


*Unic participants in 2023

CONSOLIDATE ONE YEAR OF BUSINESS IN 3 DAYS



MAPIC is the International gathering of the retail property industry



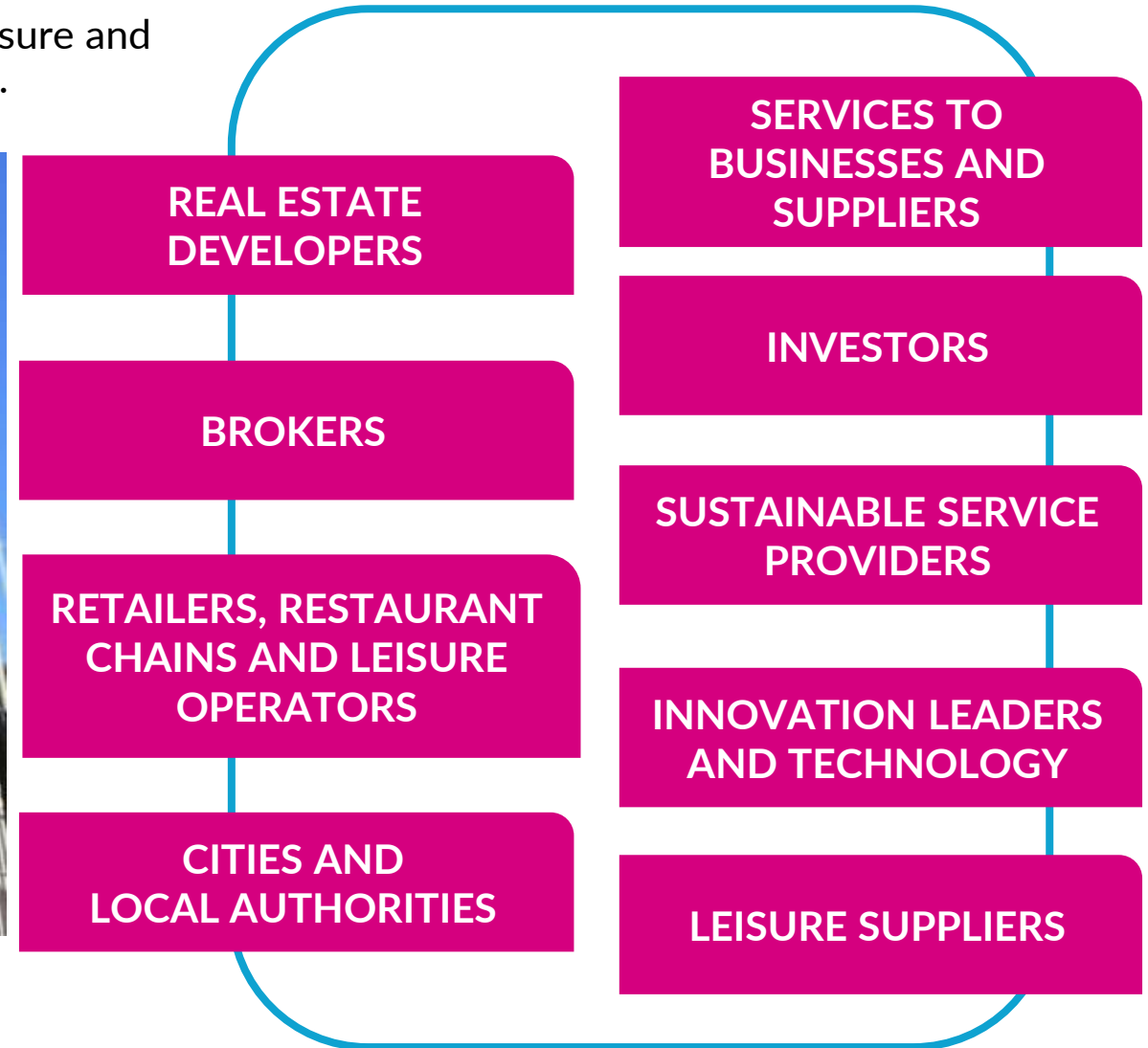
MAPIC is showcasing the best extension and mixed-use projects



MAPIC is taking the pulse of retail cross-border development

WHO'S COMING

For 3 days in November, the retail property community, leisure and food concepts, tech & ESG players will all gather in Cannes.



WHO'S COMING

Retailers, restaurant chains and leisure operators

In 2024:

1,600 retail, leisure, food players expected

- Scout out new locations in retail destinations
- Reconnect, network and promote your concept
- Build new strategies
- Rethink your business model

Download the 2023 retailers list [here](#)



WHO'S COMING

Property players (landlords, developers, brokers, cities)

- Scout out innovative retail brands and trends
- Reconnect and network
- Showcase your projects to investors
- Get inspired with last trends to create future lifestyle destinations



WHO'S COMING

Investors

- Identify the most profitable acquisition opportunities
- Scout out the latest retail concepts to increase the value of their assets
- Get the latest insights on last market trends
- Discover new solutions to make your assets more sustainable

PRADERA

OXFORD

THE CROWN
ESTATE

Brookfield

ORION
REAL ESTATE PARTNERS

Allianz

AXA Investment
Managers

AEW

Aareal

nuveen
REAL ESTATE

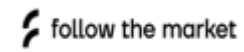
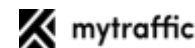
Hines

GENERALI

WHO'S COMING

Innovation players

- Connect with retail, property, food and leisure players
- Highlight your solutions and sell your services
- Get insights on the latest trends
- Join the TECH LAB inside the MAPIC Innovation Forum (startups)



WHO'S COMING

Sustainable actors

- Showcase your sustainable solutions to property players and retailers
- Find the right partners to implement effective EGS strategies in the retail property industry
- Get insights on the latest market trends

The logo for Allego, featuring the word "Allego" in a green, sans-serif font with a green chevron symbol pointing to the right.The logo for BEST CHARGE, with "BEST" in blue and "CHARGE" in yellow, accompanied by a yellow plug icon.The logo for FLEXIBELL SYSTEMS, featuring two green 3D blocks above the text "FLEXIBELL SYSTEMS" in green, with "SYSTEMS" underlined.The logo for VISION SEVEN, with "VISION SEVEN" in orange and "INNOVATIVE PLANNING" in small text above a green square containing a white "V7" and "GREEN VILLAGE CITY" at the bottom.The logo for TANGO, featuring a globe icon with a red location pin and the word "TANGO" in blue.The logo for POWER, featuring a stylized blue and black "P" shape above the word "POWER" in black.



PART 2

MAPIC 2024 VISION



MAPIC 2024 VISION



THE RISE OF MIXED-USE



RETAIL, FOOD, LEISURE AT CENTER STAGE

NEW: The "Retail Zone" and its "gallery" on retail cross border expansion



INNOVATION & THE AI REVOLUTION



SUSTAINABILITY



FRENCH FOCUS

NEW: THE FRENCH SUMMIT



THE RISE OF MIXED-USE

MAPIC is showcasing the best Extension and mixed-use projects in its exhibition area



Battersea Power Station, (BPS) UK



Galataport Mall Istanbul



Ulrich Gardens, INGKA centers, Poland



Canopia, Apsys, France

A SELECTION OF KEY EXHIBITORS:

ALTAREA, BUTHANI, CARMILA, CBRE, CENOMI, CITYNOVE, COMPAGNIE DE PHALSBOURG, CUSHMAN & WAKEFIELD, EUROCOMMERCIAL, KLEPIERRE, NEINVER, NHOOD, SAVILLS, TERRANAE...

View more on the [website](#)



RETAIL AT CENTER STAGE

FOCUS 2024: FAST GROWING BRANDS ON THE MARKET

Meet with both established brands and a selection of new rising concepts



▪ **A New Gallery (Palais -1, Puit de Lumière)**
to maximize synergies and connections with property players

➤ Established brands set for major expansion in **European markets**



➤ Hot global brands arriving **from outside Europe**



▪ **An observatory & guide for cross border retail**



▪ **Retail pitching sessions!**



RETAIL AT CENTER STAGE

FORMAT

- A NEW dedicated “Gallery” and observatory for cross border retail (Palais-1, Puit de Lumière)
- A dedicated conference & networking events programme
 - ❑ Conference sessions
 - ❑ 2 dedicated pitching sessions
 - ❑ 1 closed door event Multi unit Franchise Summit



A dedicated MAPIC Awards Category



The MAPIC Academy Competition





RETAIL AT CENTER STAGE

2ND EDITION OF THE MAPIC ACADEMY



A promotion of 5 selected young retail brands will benefit from the support of MAPIC network partners + visibility at MAPIC 2024.

Sponsored by



CHALLENGE PHASES

Application Phase
June – July 31st

Mentoring & coaching day
with selected experts

Final Event
26 and 28 November 2024 during MAPIC

REWARDS FOR THE WINNER

A money prize by MAPIC
to support development

A free pop-up store
inside one of the property assets of
Nhood – official partner

2023 WINNER



'World of Pop' won the first Edition.



RETAIL AT CENTER STAGE

DISCOVER THE 2024 MAPIC ACADEMY CATEGORIES



New retail brand

Companies willing to launch and operate new retail concept in physical spaces (clothing, people services, DIY, wellness)



Online retailer

Companies with prior online retail experience, looking to expand into physical retail.



Sustainable and socially conscious new retail brand

Companies prioritizing social responsibility, sustainability and willing to open a physical store.



New leisure concept

Companies willing to launch and operate new leisure concept (entertainment, culture, sport, AR/VR, immersive)



New food and beverage concept

Companies willing to launch and operate new restaurant concept in physical spaces.



FOOD & BEVERAGE AT CENTER STAGE

THE HAPPETITE FORUM FORMAT



The international forum hosted by MAPIC is dedicated to restaurant chains and operators to showcase their concepts, network and establish partnerships with the most important international property players, franchise partners, travel operators, investors, marketing, logistics and digital solutions providers.

- **A dedicated conference & networking events programme**
 - ❑ 4 conference sessions
 - ❑ 2 pitching sessions
 - ❑ 1 closed-door event – Multi-Unit Franchise Summit
- **A dedicated MAPIC Awards Categories**



➤ LEISURE AT CENTER STAGE

LEISURUP FORMAT



300 Leisure operators expected in 2024

- A dedicated exhibition area launched in 2021

LeisurUp is the event, hosted by MAPIC, dedicated to accelerate the integration of location-based attractions into lifestyle destinations including retail sites, urban areas, transport hubs and travel destinations.

- A dedicated conference & networking events programme
 - ❑ 6 conference sessions
 - ❑ 2 dedicated pitching sessions to discover 20+ Leisure formats
 - ❑ 1 closed-door workshop
- A dedicated MAPIC Awards Category



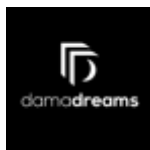


LEISURE AT CENTER STAGE

LEISURUP PARTICIPANTS



OPERATORS



MANUFACTURERS



SERVICE PROVIDERS



IP OWNERS



INNOVATION AT MAPIC

MAPIC INNOVATION FORUM



40 exhibitors, 15 startups & 300+ Innovation and Retailtech players expected in 2024

Innovation plays a key role in the transformation of consumer habits with a direct impact on the business models of the retail industry. The MAPIC Innovation Forum is the leading global gathering of innovation leaders in the retail real estate industry. It helps key industry players find solutions addressing customer experience and digital behavior through innovative products, services, and the engagement of emerging leaders.



- A dedicated conference & networking events programme
 - ❑ 3 conference sessions
 - ❑ 2 dedicated pitching sessions
- A dedicated MAPIC Awards Category





2ND EDITION OF THE SUSTAINABILITY LAB

- **A premium dedicated exhibition area at Riviera 7**

With ESG experts, technology players (photovoltaic solutions, electric car charging solutions for shopping malls)...

Sustainability is MAPIC key focus: transform consumer habits, business models and retail industry by considering ethics and sustainability in everything we do.

The MAPIC Sustainability Lab is a **NEW** hub to pursue carbon reduction objectives, meet companies that provide sustainable solutions and find the right partners.

- **A dedicated conference & networking events programme**

- 4 Conference sessions
- 1 Closed-door workshop
- 1 dedicated pitching session

- **A Workshop in Partnership with GreenBee to drive traffic in the lab**

- **A dedicated MAPIC Awards Category**



NEW: FRENCH SUMMIT

A closed-door event by invitation only gathering the main French players to discuss:

- Investments trends
- Ongoing property projects
- Retail expansion in France



Who's coming?

- International retailers, restaurant chains & leisure players looking to expand in France.
- French retail and property players

The selection of participants creates a tailored mix, making of this event an incredible booster for business.

Key French property players coming at MAPIC:

Apsys, Carmila, Frey, Nhood, Klepierre...





PART 3

Conferences Programme
& Networking Events

MAPIC 2024 MAIN THEME

“THE NEW RETAIL EQUATION : GROWING IN A FAST-CHANGING WORLD



Retail, real estate, leisure and hospitality are at a crossroads, with the need for constant evolution in a rapidly changing world, learning how to fasttrack adaptation and agility as the industry’s players work out ‘**The new retail equation**’.

MAPIC 2024 will embrace these important topics **to support all the market players** in finding the right equation to grow.

50+ CONFERENCE SESSIONS

8 PITCHING SESSIONS

OF RETAIL & FOOD CONCEPTS, CITY LOCATIONS AND TECH SOLUTIONS

MAPIC 2024 TOPICS



RETAIL PROPERTY ASSETS

The retail property sector has played a crucial role in making cities better places to live and the new wave of mixed-use projects are putting convenience, sustainability and community at their heart, while regenerating neighbourhoods and city areas.



LEISURE

Leisure is all about authentic experiences and interaction. The programme will reflect the growing popularity and diversification of the leisure sector. It will show how leisure is bringing human connection to the brand experience.



SUSTAINABILITY

Retailers, developers, investors and new players must all embed sustainability in their business growth plans. Next generation retail is about putting people and the planet first, employing innovation and technology to change the world.

NEW RETAIL

A new generation of retailers has emerged, clear about their differentiation, value and values to appeal to an increasingly ethical consumer. With the borders between physical and digital retail, leisure and hospitality blurring, how will new concepts shape the consumer experience?



FOOD

The rapidly expanding restaurant industry plays a key role in customer experience, creating spaces and places where people can connect and both an industry which has embraced technology yet embodies the human touch.



INNOVATION AND AI

MAPIC is focused on innovations that help the industry better understand and serve customers. Key to this is the integration of AI, which is impacting every aspect of retail, from supply chains to the in-store experience.



KEY INTERNATIONAL SPEAKERS

Industry leaders and inspiring decision makers who spoke at MAPIC 2023



Marie Cheval

CEO
Carmila



François Agache

Directeur Général
Développement et
Opérations
APSYS



Christine Wacker

Director, Business
Development - Consumer Pro
Netflix



Marc Dambremez

Vice President of Real Estate
& Franchise
Levi Strauss



Tigrane Seydoux

Founder & CEO
Big Mamma

KEY INTERNATIONAL SPEAKERS

Industry leaders and inspiring decision makers who spoke at MAPIC 2023



Joanna Fisher

CEO
ECE Marketplaces GmbH &
Co. KG



Christopher Bird

Group Property Director
Merlin Entertainments



Cindy Andersen

Managing Director
Ingka Centres



Raymond Cloosterman

CEO & Founder
Rituals Cosmetics



Alison Rehill-Erguven

CEO
Cenomi Centers

2024 CLOSED-DOOR EVENTS

The closed-door events are exclusive and curated by invitation only workshops gathering a selection of Mopic delegates to discuss and network about 6 specific topics. The selection of participants creates a tailored mix, making these events an incredible booster for business!

- Retail in the City closed door
- Multi-Unit & Master Franchise Summit
- Leisure Workshop: Meet the Leisure Operators
- Outlet Summit
- Innovation & IA & Legal workshop
- **NEW: France Summit!**

An unmissable rendez-vous for the french community to discuss investment trends, ongoing property projects and retail expansion in France



2024 PITCHING SESSIONS

1-hour onsite talks facilitating the connection between sellers and buyers. Each company will have 5 Minutes to pitch their concept, solution or project to potential partners.

- LEISURE Pitch Contest
- FOOD Pitch Contest
- CITY Pitch
- SUSTAINABILITY Pitch
- INNOVATION Pitch
- RETAIL Pitch Contest



NETWORKING EVENTS TO SHINE AMONG THE INDUSTRY

WELCOME RECEPTION (PRE-OPENING)



Open to all participants

On 25th November, enjoy free food & beverage and animations for high-class networking at the Majestic Hotel.

MAPIC AWARDS GALA DINNER



By invitation Only

On 27th November attend this prestigious gala dinner with the most influential real estate professionals to reward excellence, innovation and creativity

CLOSING RECEPTION (MAPIC PARTY)



Open to all participants

The last dance on 27th November! This is the opportunity to network in a more casual way with the whole industry in the Palais des Festivals (Auditorium). Enjoy free beverage and music (DJ..)

WELCOME RECEPTION 2024

START NETWORKING ON THE PRE-OPENING NIGHT

With more than 2,000 key players, put yourself in the spotlight and find your future partners

Open to all participants, free food & beverage and animations for high-class networking.



MAPIC AWARDS 2024

14 CATEGORIES IN 2024

A prestigious gala dinner with the most influential real estate professionals to reward excellence, innovation and creativity

- Retail Concept of the Year
- Food and Beverage Concept of the Year
- Leisure Concept of the Year
- Best new Retail Concept
- Franchise Partner of the Year
- Best Retail Omnichannel Strategy
- Best Sustainable Initiative - Retail Brand
- Best Sustainable Initiative - Property players
- Best Refurbishment & Redevelopment Project
- Best Food Hall & Food Court Project
- Best New Development Project
- Best Urban Regeneration Project
- Best Innovation Project
- Best Design Store by French Designers
(in partnership with Institut Français du Design)

Are you looking to attend ?
You can by a table (10 attendees)
or buy a seat. Contact us!



CLOSING RECEPTION 2024

NETWORK IN A MORE CASUAL WAY

With more than 2,000 key players, put yourself in the spotlight and find your future partners

This is the opportunity to network in a more casual way with the whole industry in the Palais des Festivals (Auditorium). Enjoy Free beverage and animations (DJ..)





PART 4

MAPIC 2024 Offers

HOW TO PARTICIPATE

Choose the best way to participate to MAPIC 2024 and chose from a range of visiting, exhibiting or sponsorship offer!

EXHIBIT



EXHIBITING AREAS

- MAPIC core area for Retail and Property players
- LeisurUp area
- MAPIC Innovation Forum area
- Sustainable Lab area

+ New inclusive offers (stand + decoration)

+ Digital services

SPONSOR



Tailor-made sponsorship and advertising offers to boost your visibility

VISIT



MAPIC Full Access Pass from :

From 225€ for retailers, leisure players, restaurants and start-ups

From 1070€ for all the other players

CORE AREA FOR RETAIL PROPERTY PLAYERS (Riviera 7)



- ✓ All stand offer include a pack of 10 MAPIC Free Pass for retailers.

This is your chance to nurture those vital relationships with the retailers in your network, and to build new links with the retailers on your radar. Invite them to the show and arrange a meeting on your stand.

- ✓ All exhibiting offers include access and a bronze company page on MAPIC 2024 Online Database

RAW SPACE

from € 930 - € 1104/sqm by 31st August
+ stand fee from 1,600€
of registrations according to sqm

INCLUSIVE OFFER (stand + decoration)
Upon demand

NEW RETAIL GALLERY (Palais-1, Puit de Lumière)

to maximize synergies and connections with property players



- ✓ For established brands and for a selection of new rising concepts. All eyes will be on you!
- ✓ A digital Gallery with an observatory of cross border retail (brands set for major expansion in Europe or global brands arriving from outside Europe)
- ✓ All exhibiting offers include access and a bronze company page on MAPIC 2024 Online Database

RETAIL DESK (3.3 sqm)

Starting at € 2,933 by 31st August

Incl. 2 registrations + 1x pitching slot

INCLUSIVE OFFER (stand + decoration)

Upon demand

LeisurUp Area (Palais-1, Puit de Lumière)



to maximize synergies and connections with property players



- ✓ For leisure operators looking to showcase their solutions to property players.
- ✓ 2nd edition of IP Village: for IP partners and licences
- ✓ All exhibiting offers include access and a bronze company page on MAPIC 2024 Online Database



RAW SPACE (from 25 sqm) by 31st August
Starting at **€11,270** incl. 7 registrations

OPTION: Leisure Talks from **€835**

TURNKEY STAND (from 9 sqm)
Starting at **€ 6 808** incl. 5 registrations

INCLUSIVE OFFER (stand + decoration)
Upon demand

LeisurUp exhibition area at a glance



MAPIC Innovation Forum area (Riviera 7)

Located in the iconic Riviera 7, in front of the property players booths

INNOVATION
FORUM | **m**



- ✓ For tech players looking to showcase their solutions to property players. A pitch area is inside this zone, to drive traffic all day long.
- ✓ Retail Tech Lab : for startups only!
- ✓ All exhibiting offers include access and a bronze company page on MAPIC 2024 Online Database

BUSINESS CORNER/POD (9 sqm) by 31st August
Starting at **€8,418** Incl. 3 registrations + 1x pitching slot

START UP DESK (3.3 sqm)
Starting at **€2,933**
Incl. 2 registrations + 1x pitching slot

INCLUSIVE OFFER (stand + decoration)
Upon demand

MAPIC Innovation area at a glance



EXHIBIT

2nd Edition of the Sustainability Lab (Riviera 7)

Located in the iconic Riviera 7, next to the MAPIC Innovation Forum



- ✓ For ESG players looking to showcase their solutions to the property players.

This Lab is gathering the stakeholders engaged with ESG strategy from energy management, renewable energy, low-carbon material, refurbishment and renovation, green investment, mobility, data and ESG performance, legal compliance.

- ✓ A MAPIC Workshop in partnership with GreenBee (upcycling) is driving traffic for 3 days in this zone.
- ✓ All exhibiting offers include access and a bronze company page on MAPIC 2024 Online Database

BUSINESS CORNER/ POD (9 sqm) by 31st August
Starting at **€8,418** Incl. 3 registrations + 1x pitching slot

INCLUSIVE OFFER (stand + decoration)
Upon demand

INCLUSIVE OFFER

NEW INCLUSIVE OFFERS FOR EXHIBITORS

4 all inclusive offers (stand + decoration) to help you optimize the overall participation cost



Easy

Good quality -price ratio



Smart

Full customization of your stand to your branding



Superior

The largest printing surface



Premium

The highest quality furniture

PRICE
Upon demand

EXHIBITORS DIGITAL SERVICES

INCLUDED IN TOTAL STAND RATE

BRONZE PACK

1. Access to the online database

€60 per delegate

SILVER PACK

1. Premium directory listing on the online database
2. Advanced company page
3. Analytics dashboard on your online database activity and lead.
4. Emperia App Scan allowing you to scan the badges of all participants

€400

ADDITIONAL PAYING SERVICES

GOLD PACK

SILVER PACK



1. Additional visibility: sponsor the category of your choice on the online database!

€1,900

BRONZE PACK

(for Visitor and Exhibitor Delegates: POD/Desk)

1

MARKET YOUR COMPANY PROFILE

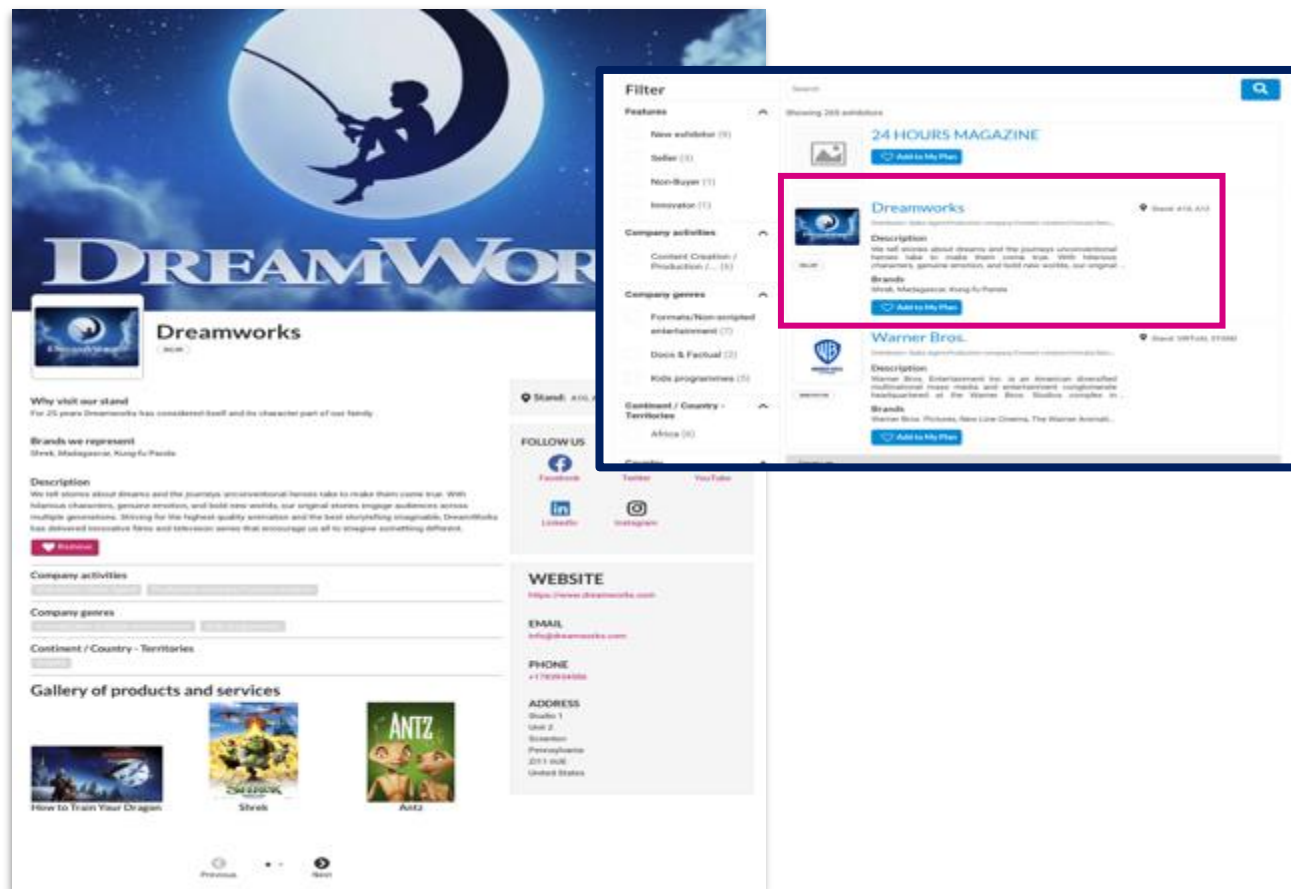
Basic event directory listing and access

- Listing on the Companies Directory of the event edition

Basic company page

- Dedicated company page within the Company Directory to present your company, with branding visual and logo description

€60
per delegate



SILVER PACK

(included for Exhibitors)

1

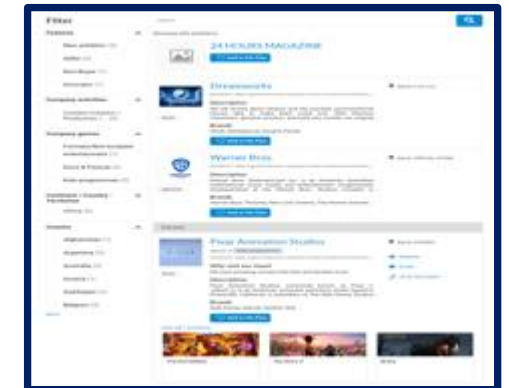
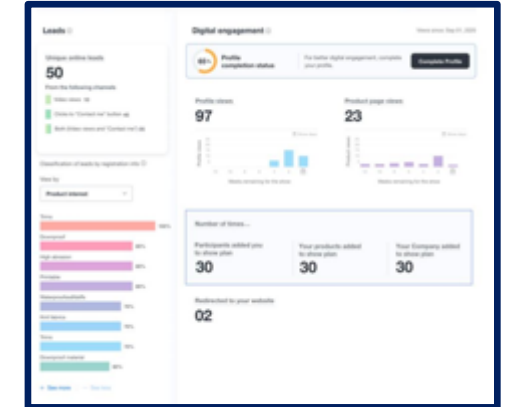
MARKET YOUR COMPANY PROFILE

Premium directory listing and access

- « Premium » tag to highlight your company on the top of the directory

Advanced company page

- Dedicated company page with
 - ❑ Brochure/documents upload
 - ❑ "Request Callback" button
- Visibility for 3 brochure/documents highlighted directly in the company directory



SILVER PACK

(included for Exhibitors)

2

LEAD CAPTURE & ANALYTICS

Access to qualified leads

- Ability to download the list of participants having requested a callback

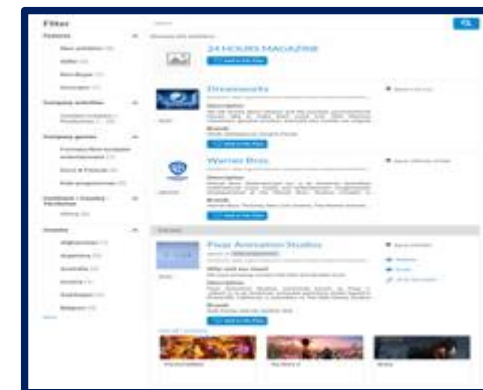
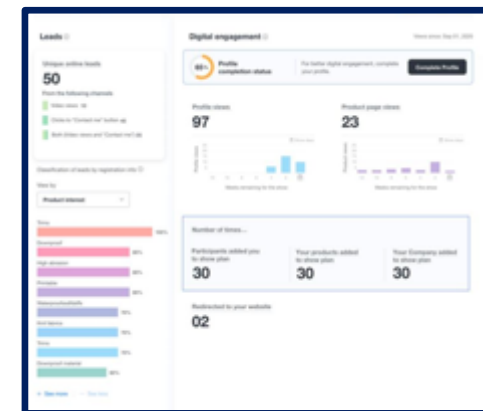
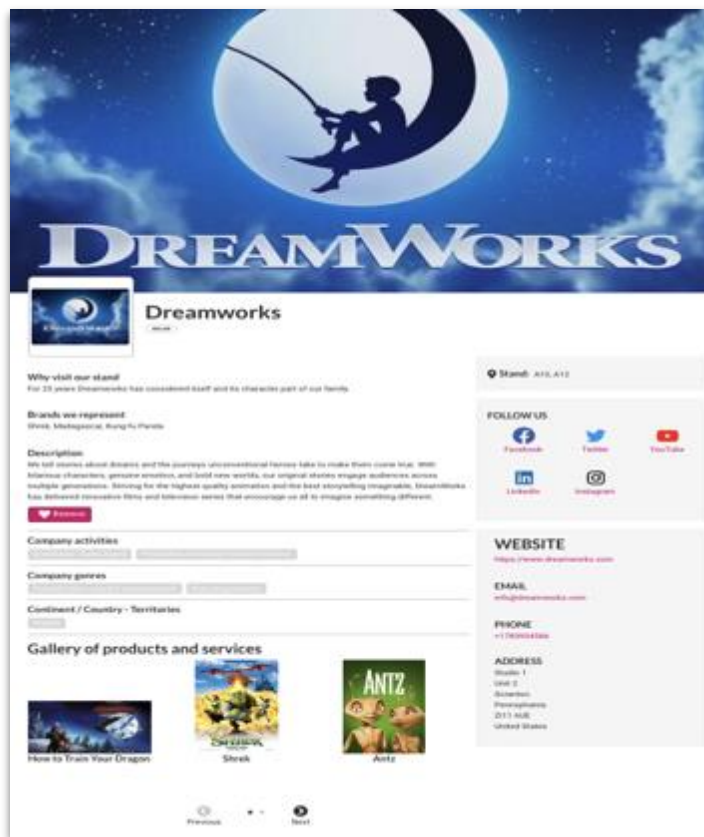
Analytics dashboard

- Dashboard and analytics on your company visibility & performance on the platform

NEW: Emperia App Scan

- Dashboard and analytics on your company visibility & performance on the platform

400 €



GOLD PACK

(included for Exhibitors)

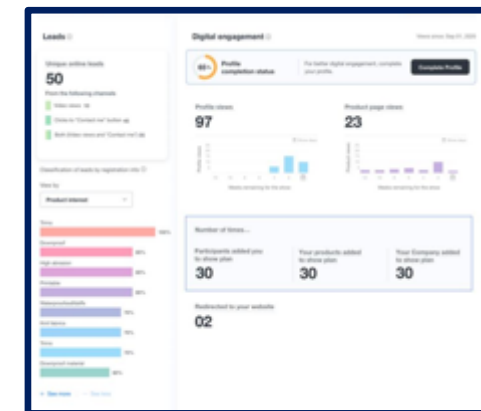
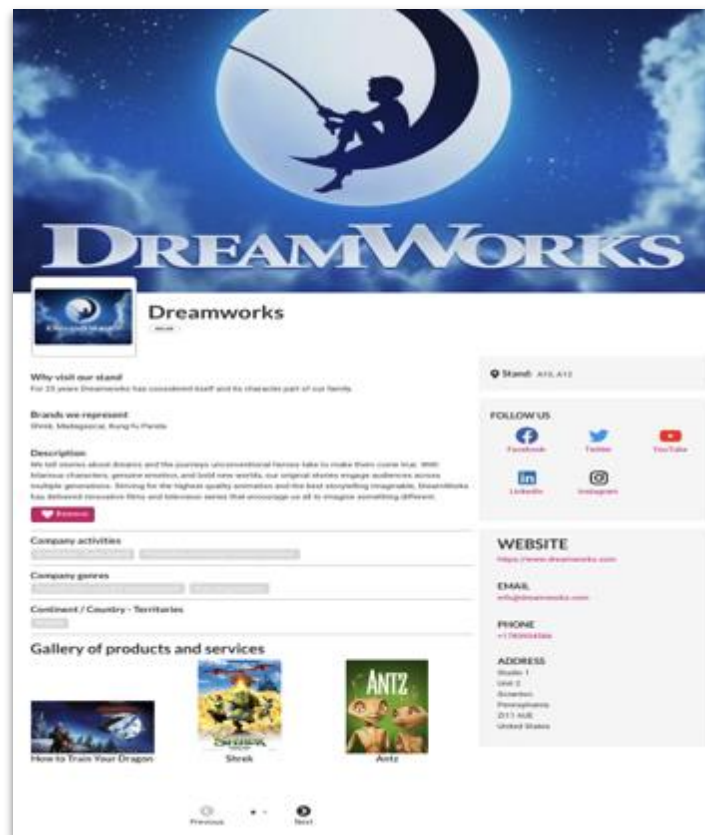
1 MARKET YOUR COMPANY PROFILE

Premium directory listing and access

- « Premium » tag to highlight your company on the top of the directory

Advanced company page

- Dedicated company page with
 - ❑ Brochure/documents upload
 - ❑ "Request Callback" button
- Visibility for 3 brochure/documents highlighted directly in the company directory
- Ability to sponsor categories of the digital platform



GOLD PACK

(included for Exhibitors)

2

LEAD CAPTURE & ANALYTICS

Access to qualified leads

- Ability to download the list of participants having requested a callback

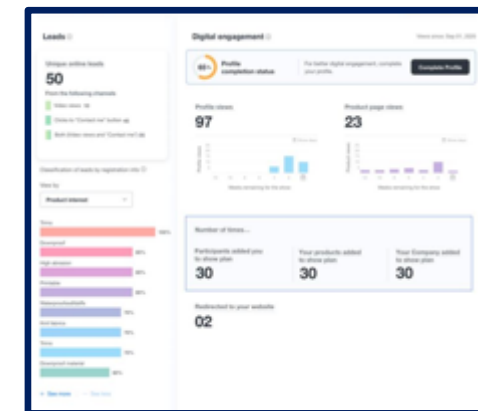
Analytics dashboard

- Dashboard and analytics on your company visibility & performance on the platform

NEW: Emperia App Scan

- Allowing you to scan the badges of all participants (only for Exhibitors)

€1,900
For Exhibitors only



EXHIBITORS DIGITAL SERVICES

YOUR TOOLS

1.

Directory Listing
Bronze / Silver / Gold



Promote
the company
participation
and products

2.

Emperia
App



Lead
capture

3.

Exhibitor
Dashboard



Measures
Performance
at Show

EMPERIA is a Mobile App enabling you to scan your contacts and collect sales leads during the show.

- Can be pre-populated with questions you want to ask in order to ease your leads management post-event
- Get the results in your dashboard and monitor easily your physical / digital leads.

**Emperia for SILVER/GOLD Booths only and additional for Pods and desks*

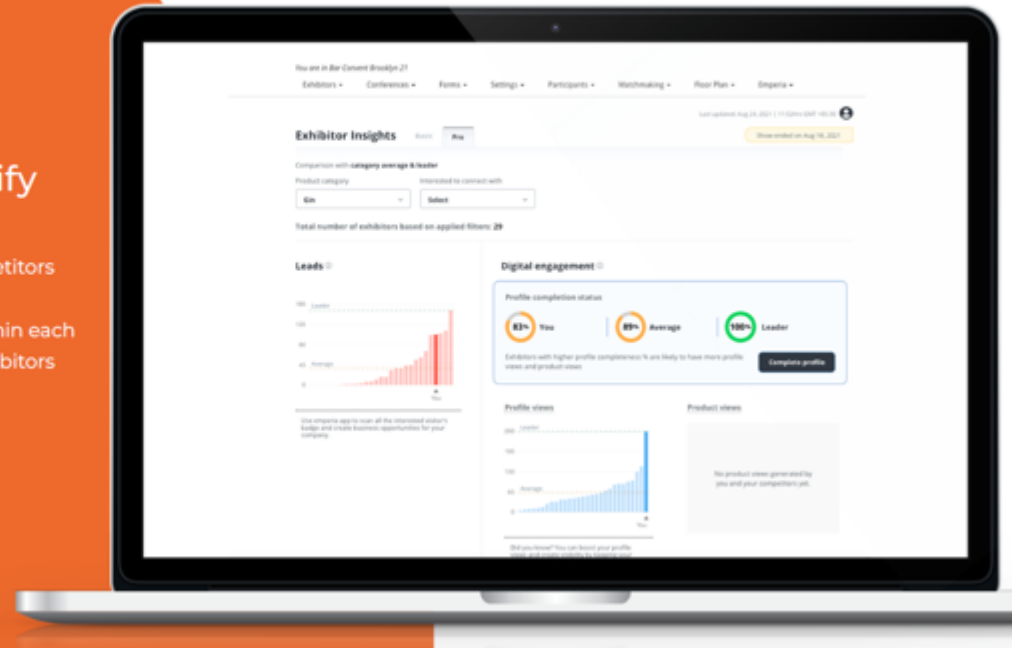
OPTION

NEW FOR BRONZE, SILVER, GOLD PACK: Get the dashboard pro

Pro Exhibitor Dashboard

Benchmark against competition and identify areas of improvement

- Compare your performance with competitors
- Compare your profile with the leader
- Use filters to select your peer group within each
- Get a landscape view of comparing exhibitors across different markets



Compare your performance
with competitors!

+ €375

SPONSOR OPPORTUNITIES

360° visibility with our customised sponsoring options



Sponsoring Offers

	Price
GLOBAL event sponsorship	20,600 €
One TRACK sponsorship (available tracks: leisure, food, innovation, sustainability, property, retail)	11,100€
One CLOSED DOOR sponsorship (among 6 categories)	8,300 €
One SESSION sponsorship	5,700 €
SELF organized session	5,000 €
Welcome cocktail sponsorship	On Demand
Awards ceremony sponsorship	On Demand

*Get in touch with our team for more information and a tailor-made proposal

VISIT MAPIC 2024

VISITOR PASS

- Access to all exhibition areas in Palais -1 and Riviera 7
- Access to the full conference programme (excepted events by invitation only)

Price for retailers, leisure & food players

EB-1 (until July 11 th)	€225
EB-2 (July 12 th – September 12 th)	€330
EB-3 (September 13 th – November 21 th)	€435
Onsite (Pre-opening November 25 th)	€540

+ DIGITAL SERVICES

- Access to the online database
- Basic company page included



Price for retail property players

EB-1 (until July 11 th)	€1070
EB-2 (July 12 th – September 12 th)	€1430
EB-3 (September 13 th – November 21 th)	€1840
Onsite (Pre-opening November 25 th)	€2120

Price for startups

Startups Pass	€340
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Thank you !



LeisureUp
by mapic

THE
HAPPETITE
FORUM

26 – 28 Nov. 2024
Palais des Festivals, Cannes, France

LIVE PLAY SHOP