



# MAPIC 2024

« The Happetite » Food Court



LeisurUp<sup>®</sup>  
by mapic

THE  
HAPPETITE<sup>®</sup>  
FORUM

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

*LIVE PLAY SHOP*

# The Concept

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.

We aim to reproduce a Food Court and create a momentum of high engagement of MAPIC participants participants around the most dynamic food brands looking for expansion.



# 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

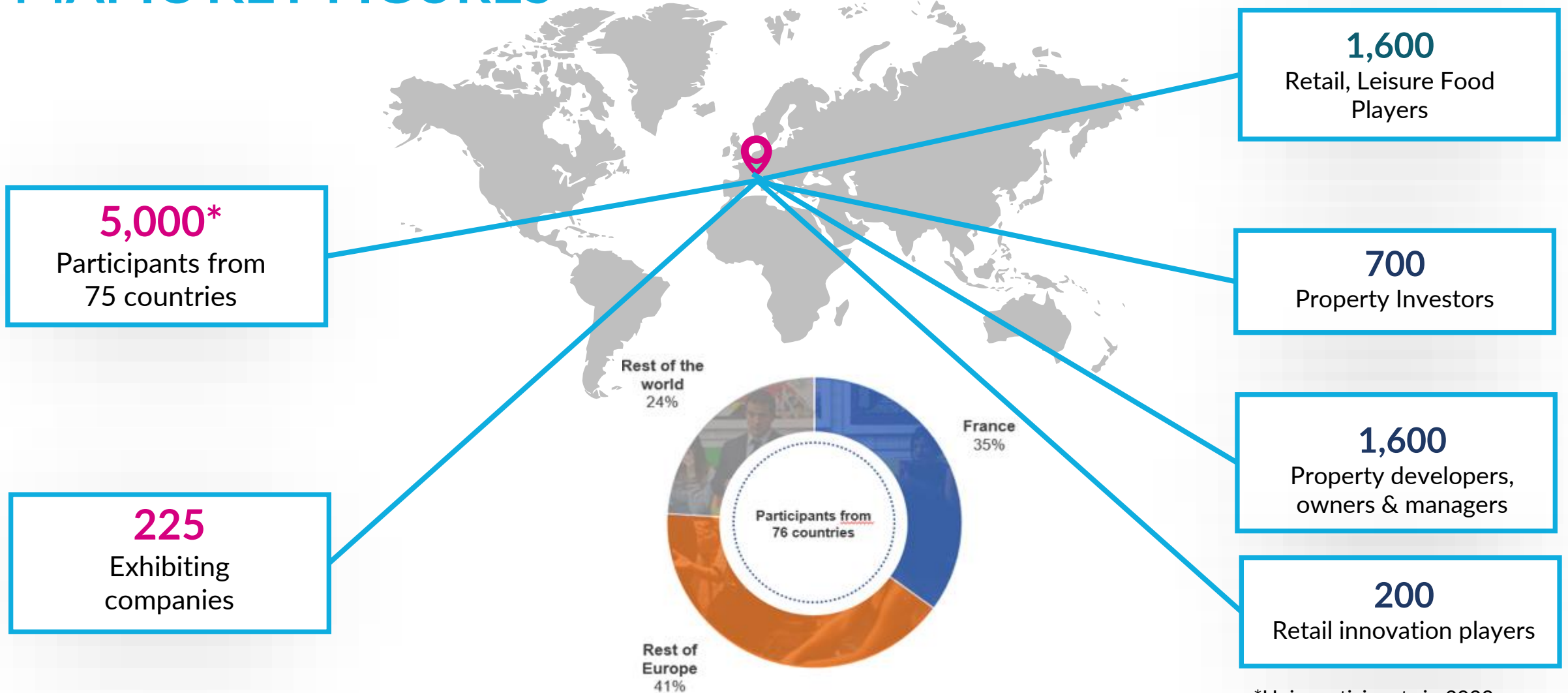
Pitching sessions on retail, food and leisure concepts

## 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

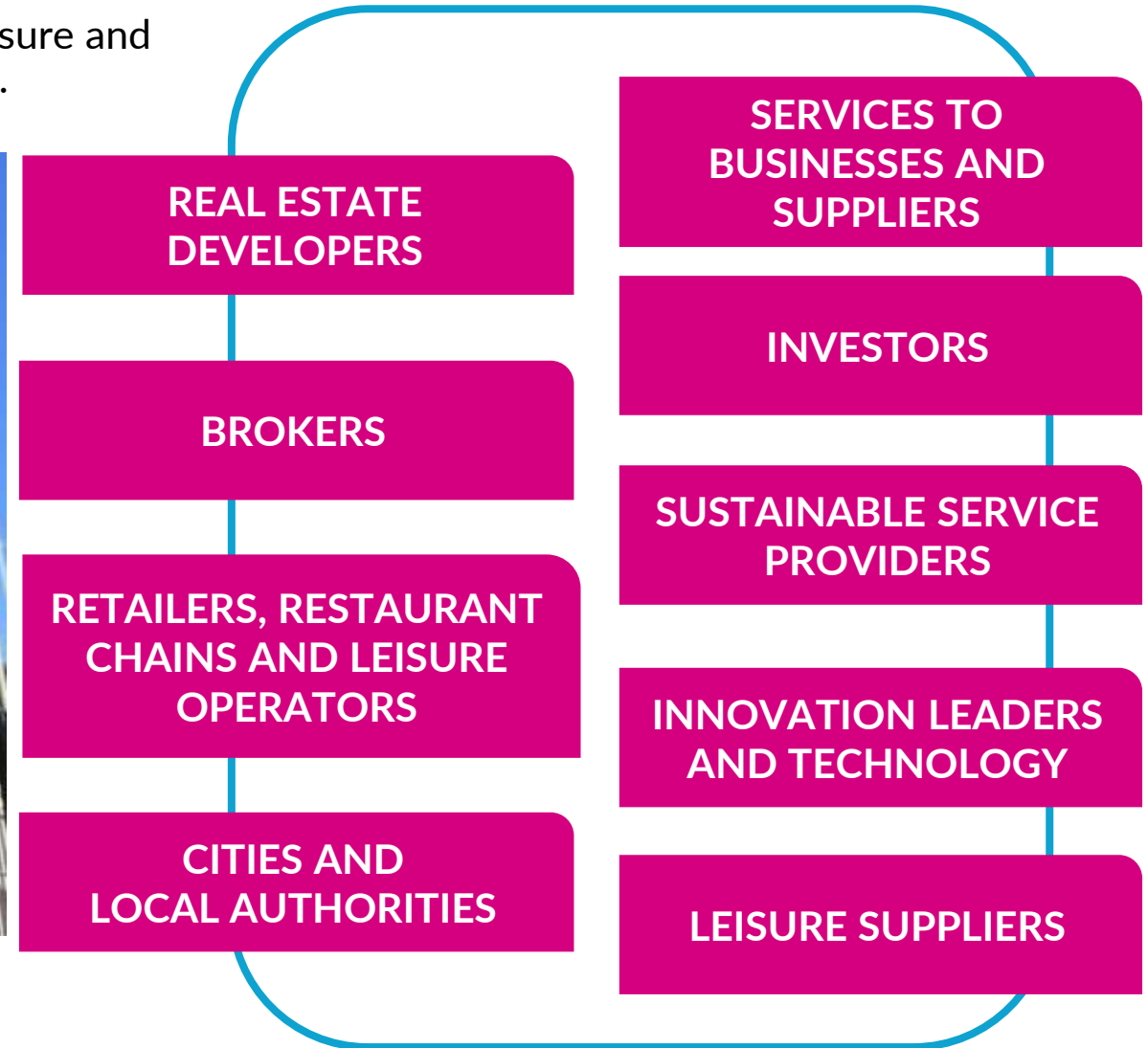
# MAPIC KEY FIGURES



\*Unic participants in 2023

# 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](#)





**FOOD COURT**

**AT MAPIC**

# Where & When is the the Happetite Area



Parvis Riviera 7 and in front of the Palais des Festivals  
26-28th November 2024





# How to participate to the Happendite Area

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

## EXHIBIT



### The Happendite area

- 10 foodtrucks exhibiting
- 1 food court event
- 5 000€ by food trucks

## SPONSOR



Tailor-made sponsorship and advertising offers to boost your visibility

## VISIT



### MAPIC Full Access Pass from :

**225 €** for retailers, leisure players, restaurants and start-ups until July 11<sup>th</sup> 2024

**1 070 €** for all the other players until July 11<sup>th</sup> 2024

# How MAPIC Team will promote your presence

**MAPIC is committed to promote your presence through our communication channels and touch a large audience of industry professionals**

## PR

- ✓ Guided Press Tour onsite headed by our PR Agencies
- ✓ Booklet of the food concepts exhibiting to be shared with:
  - ✓ a dedicated Press release
  - ✓ our journalists data base and retail media partners

## Social Media

- ✓ Dedicated social media push on our LinkedIn page ( 11K followers)

## Newsletters

- ✓ Dedicated email highlighting the food concepts on our database

## Onsite

- ✓ The Happendite Food Court will be highlighted on :
  - ✓ Our Daily News
  - ✓ MAPIC Branded Panels inside & Outside the Palais



# FOOD COURT OFFER

# LET'S ENJOY A FOOD COURT ATMOSPHERE

## The Food Truck Area during MAPIC

- Only 10 food trucks selected by us
- Possibility to be open during the all event
- Catering fees covered by the exhibitor



## The MAPIC FOOD MARKET event

- Tuesday 28th of November
- From 6 pm to 9 pm
- Located at the Food Court Area (premium localization)
- Make taste your best dishes to the MAPIC World



# FOOD COURT OFFER



**Brand Activation** : install your food truck in front of the Palais de Festivals



**360 marketing promotion** : MAPIC will promote your concept on it's own communication channels



**4 tickets for your staff** : giving access to the exhibition area and conference programme



**Pitching session** : Present your concept in front of a highly targeted audience



**Exclusive Exhibitors to the Food Market**  
Tuesday from 18 pm to 9 pm  
+ 4000 participants  
Free samples distribution by the foodtruck



**Technical requirement**  
Electirc power: 230v  
Water: Avalaiable under condition  
No kitchen access

**€5.000**

VAT excluded

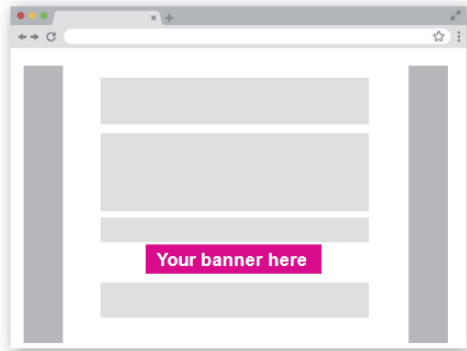
Take the opportuntiy to  
show to the MAPIC world  
your best receipts !!



# FOOD COURT SPONSORSHIP OFFER

# 360 BRAND VISIBILITY ON MAPIC MARKETING CHANNELS

## WEBSITE



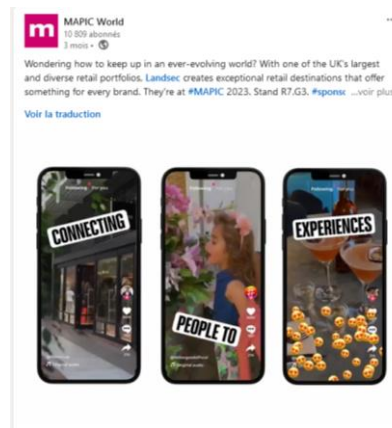
- **Your logo as a global sponsor of the food court** on MAPIC website homepage
- **One giga banner** to highlight your company on MAPIC website

## NEWSLETTERS



- **logo as a global sponsor on the "Thank you" email** to be sent to MAPIC 2024 participants

## SOCIAL MEDIA



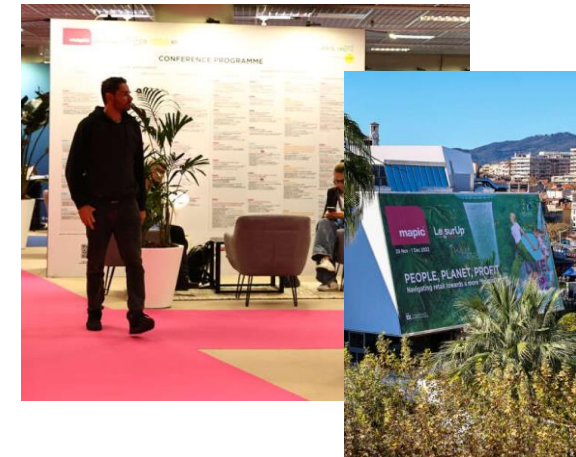
- **1 SoMe push on official MAPIC channels** communicate on your projects/services and relay any news, research or content you would like to promote through our social media channels

## NEWS



- **Your logo as a global sponsor of the event** on MAPIC editorial publications ( Daily Magazines "News")

## ONSITE VISIBILITY (panels)



- **Prime visibility onsite of your company logo on the Billboard panel** of Palais des Festival

## Content & conferences highlight

- **Speaking opportunity** according to MAPIC Conference programme
- **Video advertisement** to promote your company before the sponsored conference sessions
- **Your logo as food court sponsor** on the conference programme

## Partner of the main initiatives

- **Sponsor of the THE HAPPETITE AREA**
- **Sponsor of MAPIC Food Court & Food Hall AWARDS**

## Badges & Food Court

- **3 invitations** to MAPIC 2024
- **2 kakemono** branded in the food court area

## 360 brand visibility on MAPIC marketing channels

- **Prime visibility onsite of your company logo on the Billboard panel of Palais des Festival**
- **Your logo as food court sponsor of the event on MAPIC website homepage**
- **Your logo as food court sponsor of the event on MAPIC 2024 Daily news** ( print and digital) and your Article on Daily News and MAPIC blog
- **Your logo as food court sponsor on the “Thank you” email** to be sent to MAPIC 2024 participants
- **One giga banner** to highlight your company on MAPIC website
- **Your logo as food court sponsor** on the inside conference panels
- **1 dedicated social media push** (Linkedin, twitter)

**€11.100 (X2)**  
VAT excluded



Thank you



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