MAPIC 2024

DIGITAL SERVICES

Represented by: asap ATHENS communication agency

Contact: https://www.asapathens.gr/contact/

mapic LeisurUp by mapic THE HAPPETITE FORUM

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

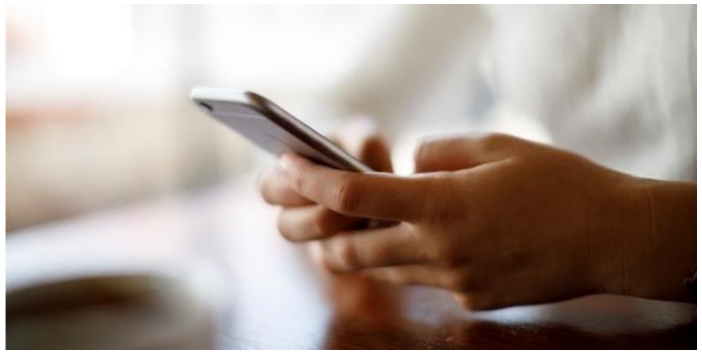
LIVE PLAY SHOP

Digital tools to make the most of your MAPIC

ONLINE DIRECTORY

- Prepare best for your **MAPIC** and **get to know the 4,500+ participants** before the show !
- **Engage with delegates prior to the show** and set up meetings
- Filter the targets who interest you the most, by company activity or company
- **Stay in touch after the show**, the online directory is open until the next summer

BADGE SCANNING MOBILE APP DASHBOARD



- To capture leads at **MAPIC** with a simple scan of a badge
- Facilitated and effective follow-up, Emperia captures trusted data from badges used for show registration
- Can be used by multiple stand staff, so you never miss a lead

EXHIBITOR

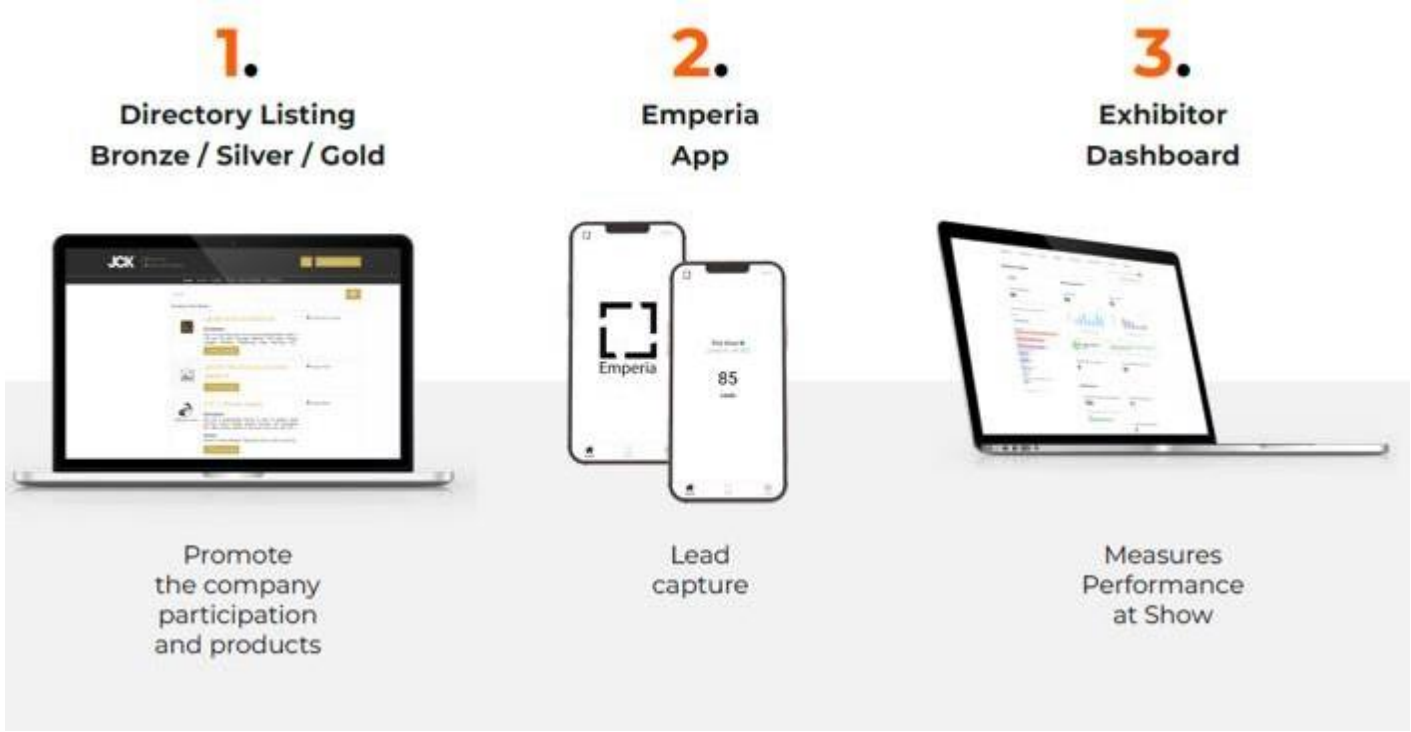
ANALYTICS PROVIDING A QUANTIFIABLE VIEW OF THE PERFORMANCE BEFORE AND AFTER THE EVENT:

- Visit to your company profile
- Traffic to your website
- Access to your online and onsite leads

DIGITAL SERVICES

EXHIBITORS DIGITAL SERVICES

YOUR TOOLS



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

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.

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EXHIBITORS DIGITAL SERVICES

INCLUDED IN TOTAL STAND RATE

BRONZE PACK

1. Access to the online database

Included for exhibitors

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

Included for exhibitors

UPGRADE

GOLD PACK

SILVER PACK

+

1. Additional visibility: sponsor the filter of your choice on the online database to always appear as n°1 or n°2 result in the company list

€1,900

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BRONZE PACK

(for Visitor and Exhibitor Delegates: POD/Desk)

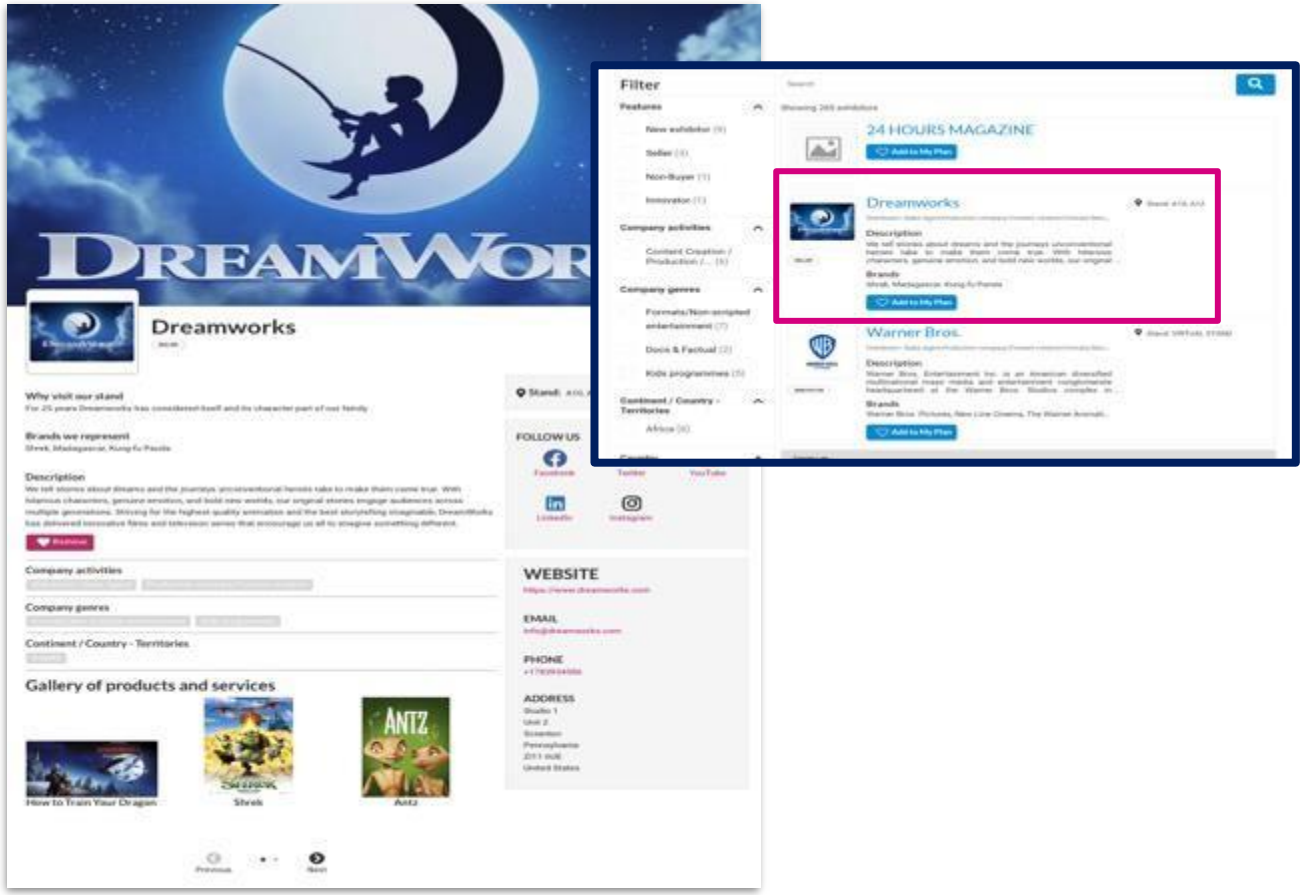
1 MARKET YOUR COMPANY PROFILE

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



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SILVER PACK

(included for Exhibitors)

Up to x5 clicks

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

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DIGITAL SERVICES

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

Up to x5 clicks

Price VAT Excluded

DIGITAL SERVICES

GOLD PACK

UPGRADE TO BUY IN

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 filter of the digital platform**

Up to x10 clicks

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OPTION

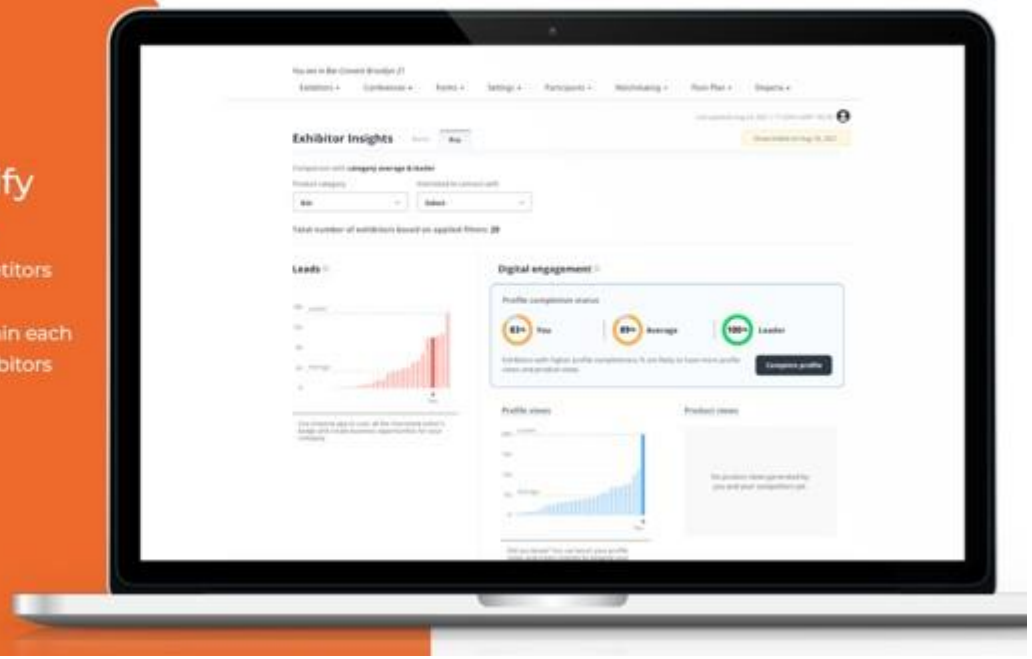
UPGRADE

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