



MAPIC Innovation Forum 2024



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.

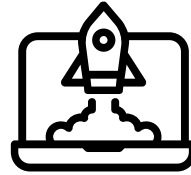


WHY PARTICIPATE?



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

400+ exhibitors showcasing the latest retail property projects

Thematic areas:

- ✓ The **NEW** Retail Zone
- ✓ 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

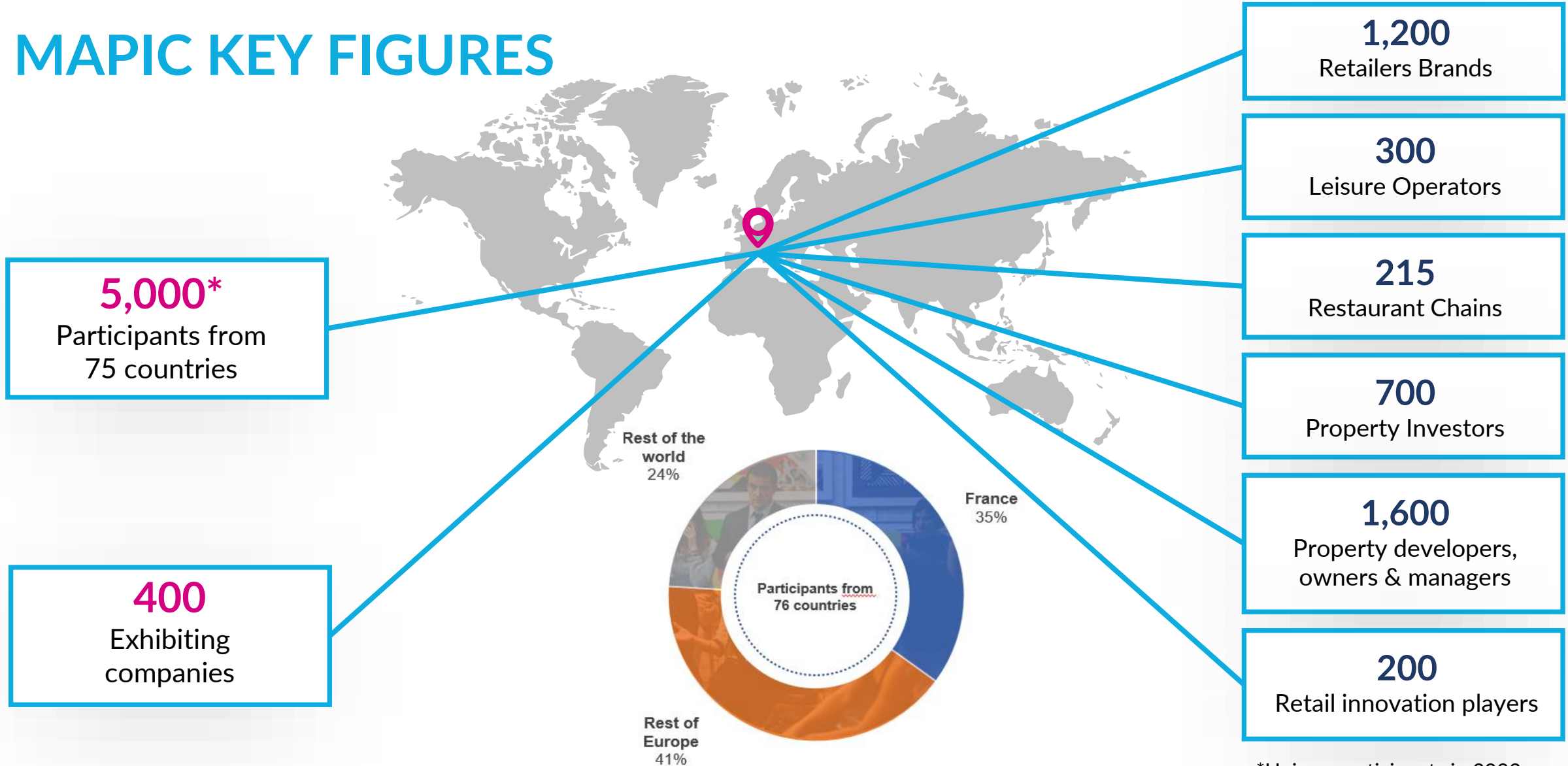
Pitching sessions on retail, food and leisure concepts

FULL RANGE OF DIGITAL SERVICES

MAPIC online database

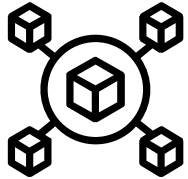
- ✓ One digital tool to help you prepare your physical event and catch up with the retail real estate community post event.
- ✓ Full access to participants and companies database
- ✓ Online networking through chat service

MAPIC KEY FIGURES

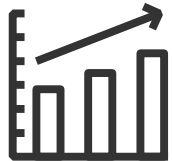


*Unique participants in 2023

CONSOLIDATE ONE YEAR OF BUSINESS IN 3 DAYS



MAPIC is the International gathering of the retail property industry



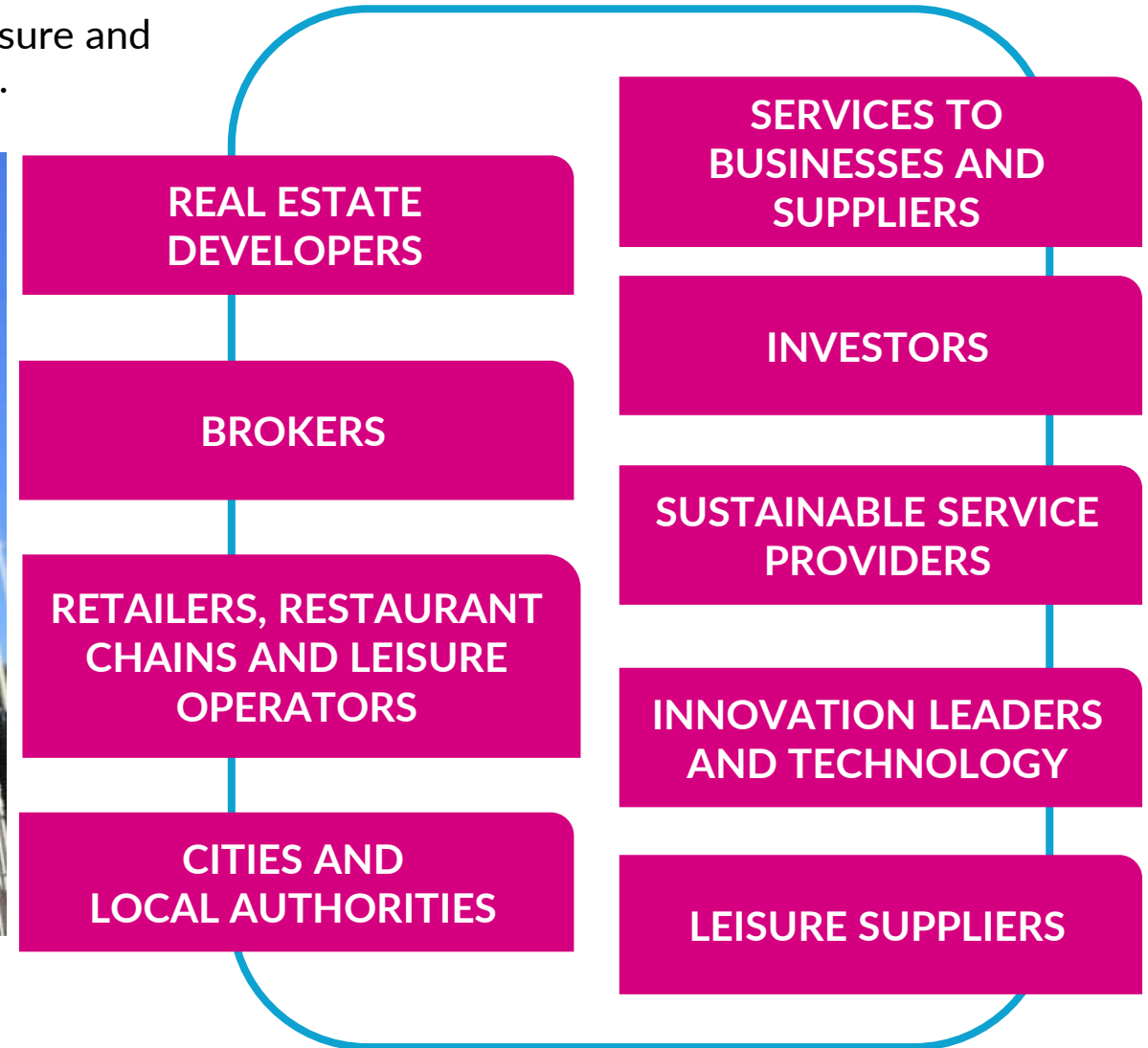
MAPIC is showcasing the best extension and mixed-use projects



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



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

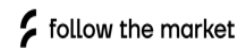
Hines

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

Sustainability enablers

- 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, followed 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 white above a green square containing a white "V7" and "GREEN VIVACITY" 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 for
INNOVATION &
SUSTAINABILITY



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**





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
- Sustainability Workshop
- **NEW: France Summit!**

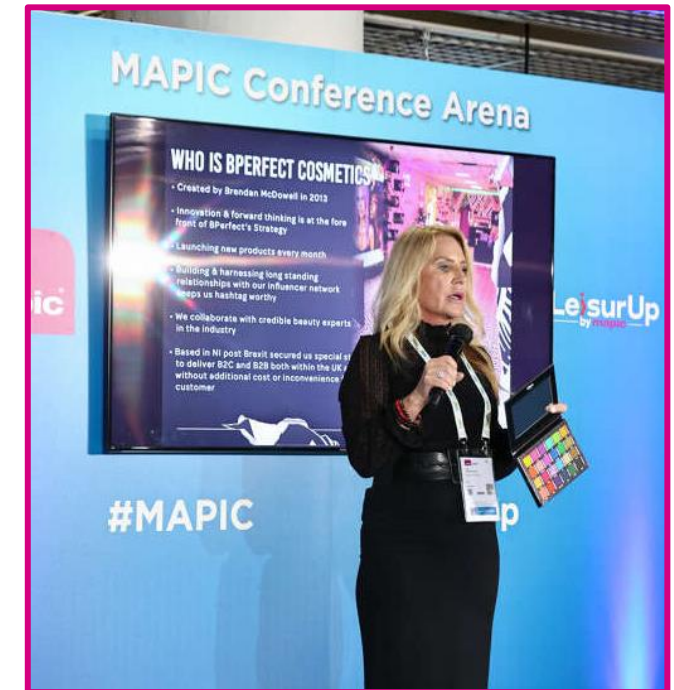
An unmissable rendez-vous for the french community to discuss investment trends, ongoing property projects and retail expansion in France



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 animations (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 choose from a range of visiting, exhibiting or sponsorship offer!

EXHIBIT



EXHIBITING AREAS

- MAPIC core area for Property players
- **NEW: The Retail Zone**
- LeisurUp area
- The Happendite area
- MAPIC Innovation Forum area
- Sustainable Lab area

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

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

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 (6.6 sqm)

Starting at **7,923 €**

Incl. 3 registrations + 1x pitching slot

START UP DESK (3.3 sqm)

Starting at **2,787,50 €**

Incl. 2 registrations + 1x pitching slot

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



MAPIC 2024

DIGITAL SERVICES



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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



- 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 DASHBOARD

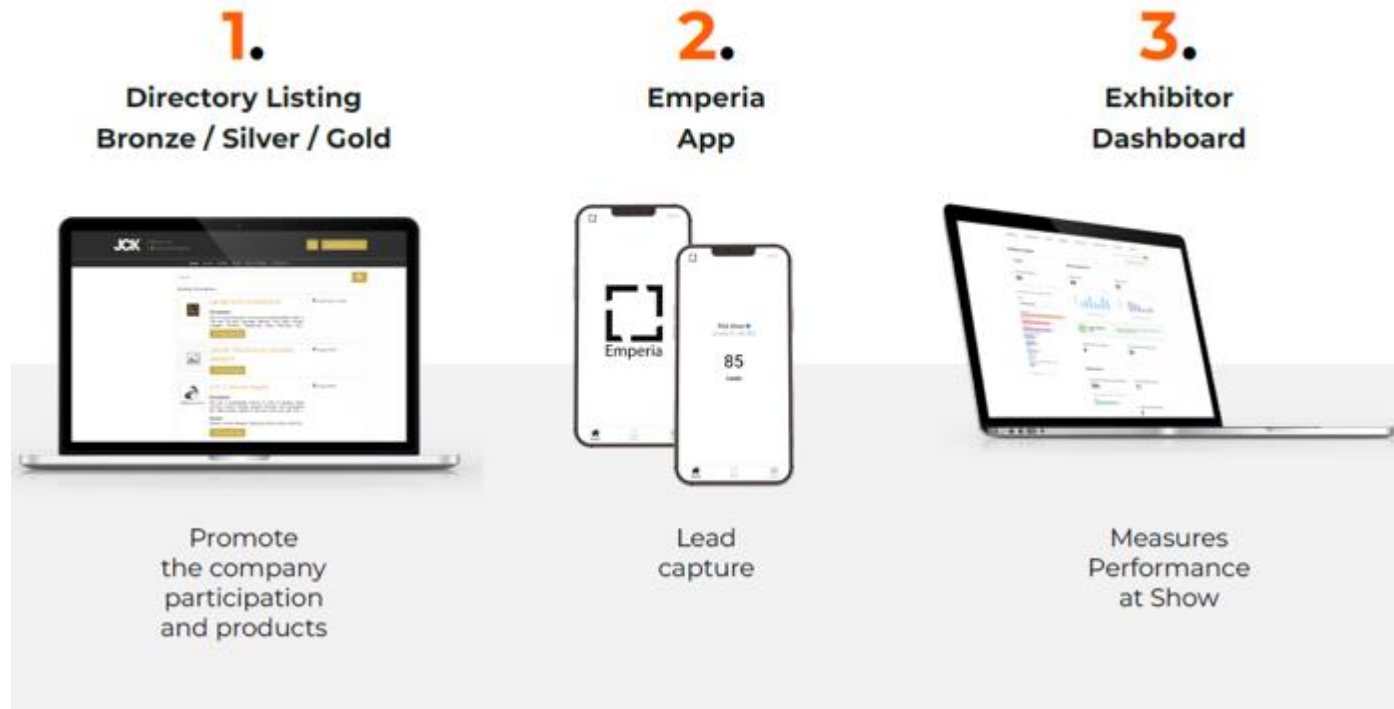


ANALYTICS PROVIDING A QUANTIFIABLE VIEW OF THE PERFORMANCE BEFORE AND AFTER THE EVENT:

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

EXHIBITORS DIGITAL SERVICES

YOUR TOOLS



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*

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

BRONZE PACK

(for Visitor and Exhibitor Delegates: POD/Desk)

1

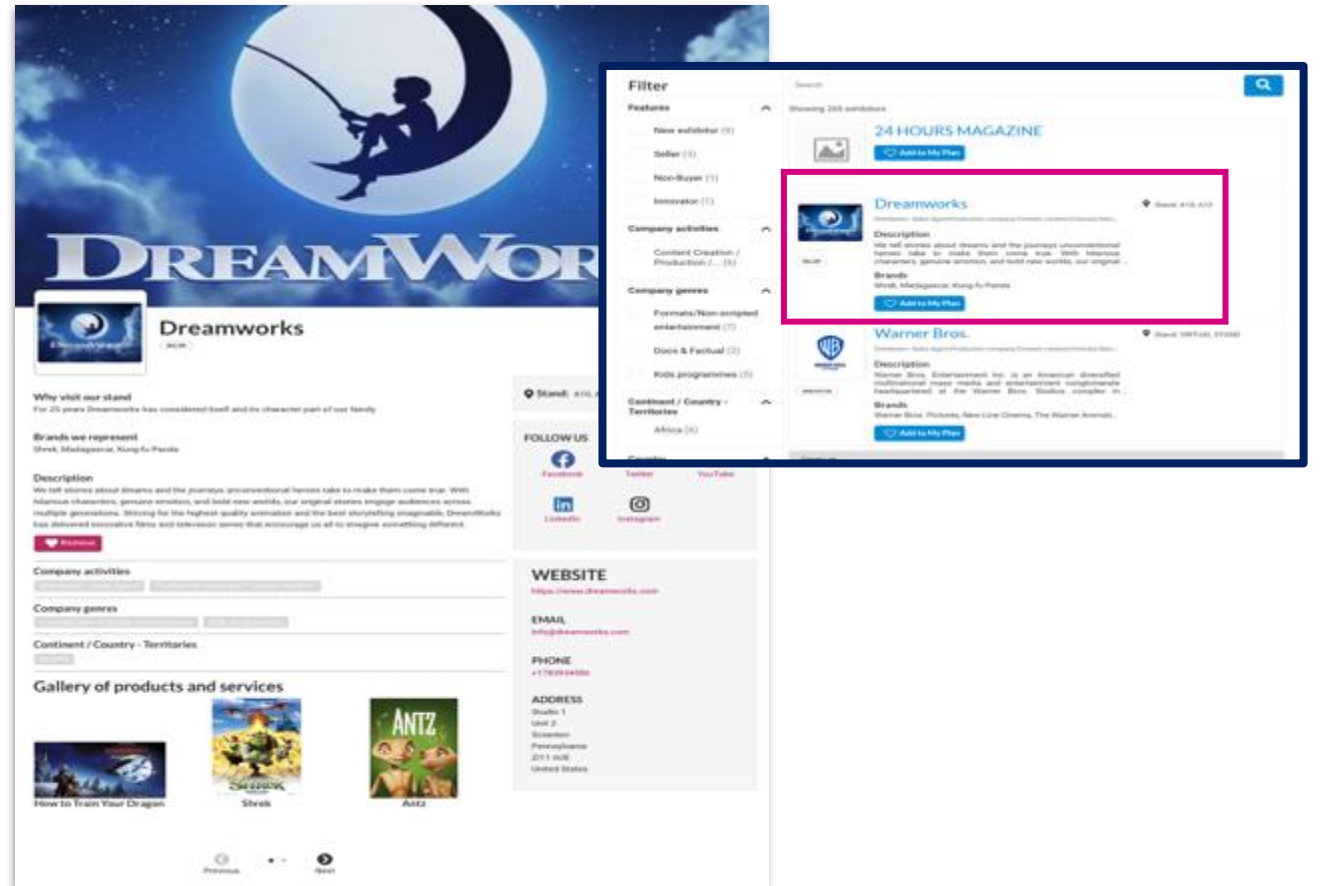
MARKET YOUR COMPANY PROFILE

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



SILVER PACK

(included for Exhibitors)

Up to
x5
clicks

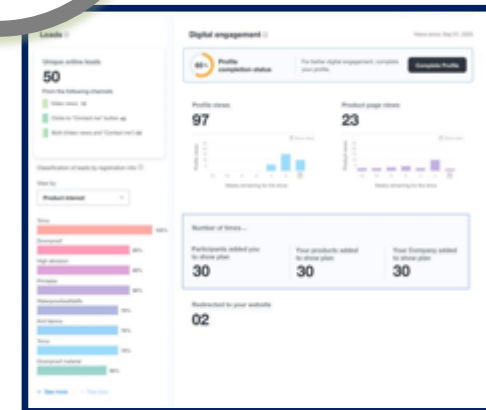
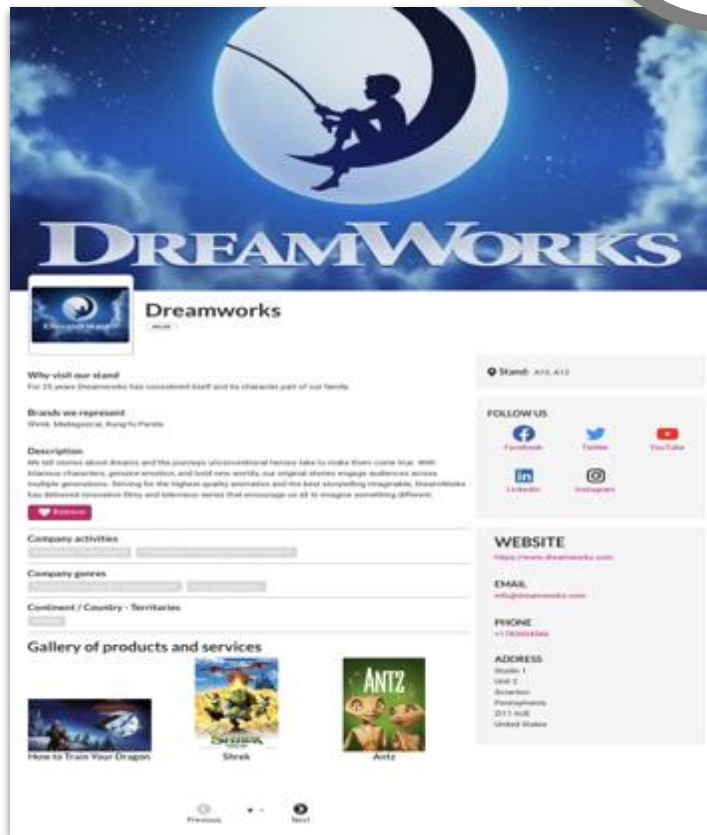
1 MARKET YOUR COMPANY PROFILE

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



SILVER PACK

(included for Exhibitors)

Up to
x5
clicks

2 LEAD CAPTURE & ANALYTICS

Access to qualified leads

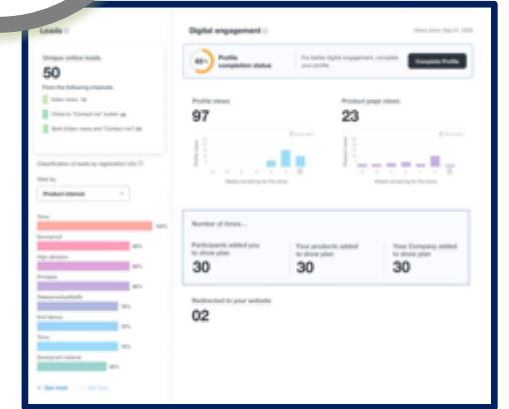
- Ability to download the list of participants having requested a callback

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



GOLD PACK

UPGRADE TO BUY IN

Up to
x10
clicks

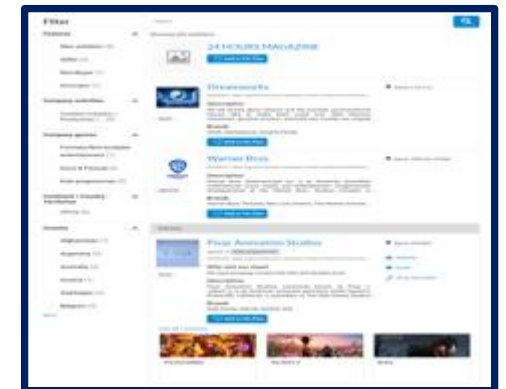
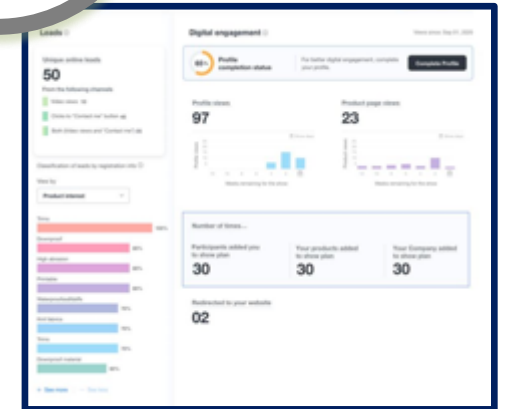
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Premium directory listing and access

- « 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



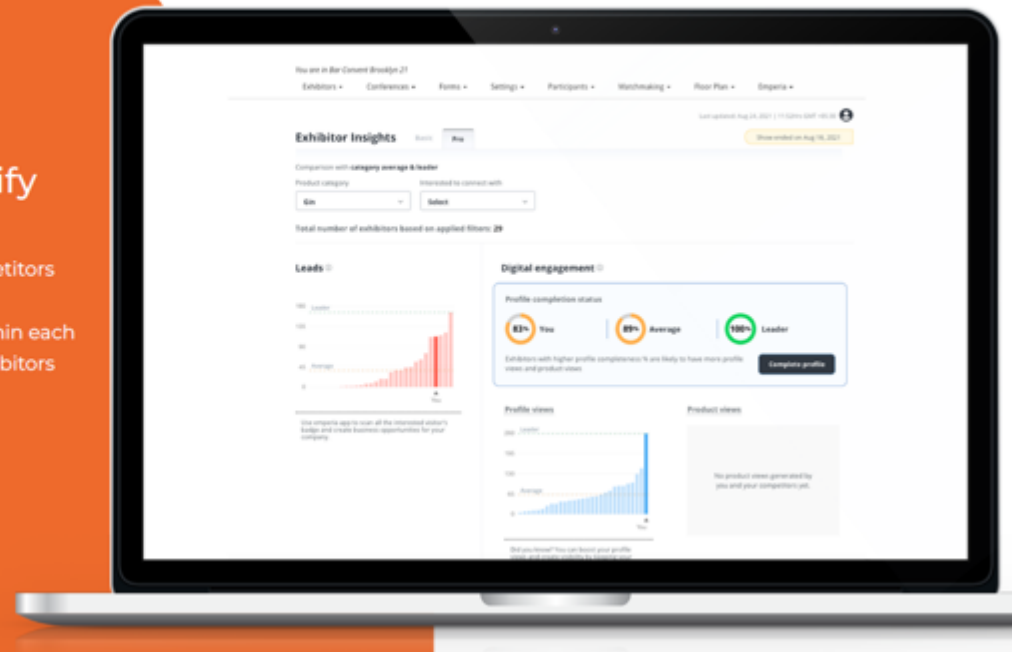
UPGRADE

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



Thank you !



LeisurUp[®]
by mapic

THE
HAPPETITE[®]
FORUM

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