



LeisurUp[®]
by mapic

THE
HAPPETITE[®]
by mapic

mapic[®]
digital

CITIES PAVILION AT MAPIC

Revitalize – Reinvente – Attract



LIVE

PLAY

SHOP



LeisurUp
by mapic

THE
HAPPETITE
by mapic

mapic
digital

What is MAPIC ?

Value proposition



Established in 1995, **MAPIC** is the leading retail real estate event, annual rendez-vous gathering **8,000+ retailers** and **property players** coming from **over 80 countries**.

In 2021, **MAPIC** will be a **new phygital event** that will bring the industry's most important events together: for the first time, **MAPIC**, **LeisurUp** and **The Happendite** will all take place at the same time, under one roof, in Cannes. A new **digital platform** will allow to **connect with Mopic community all year long!**



mapic®

The international event to build the lifestyle destination of tomorrow

LeisurUp™

The international event for incorporating leisure into retail & all kind of physical places

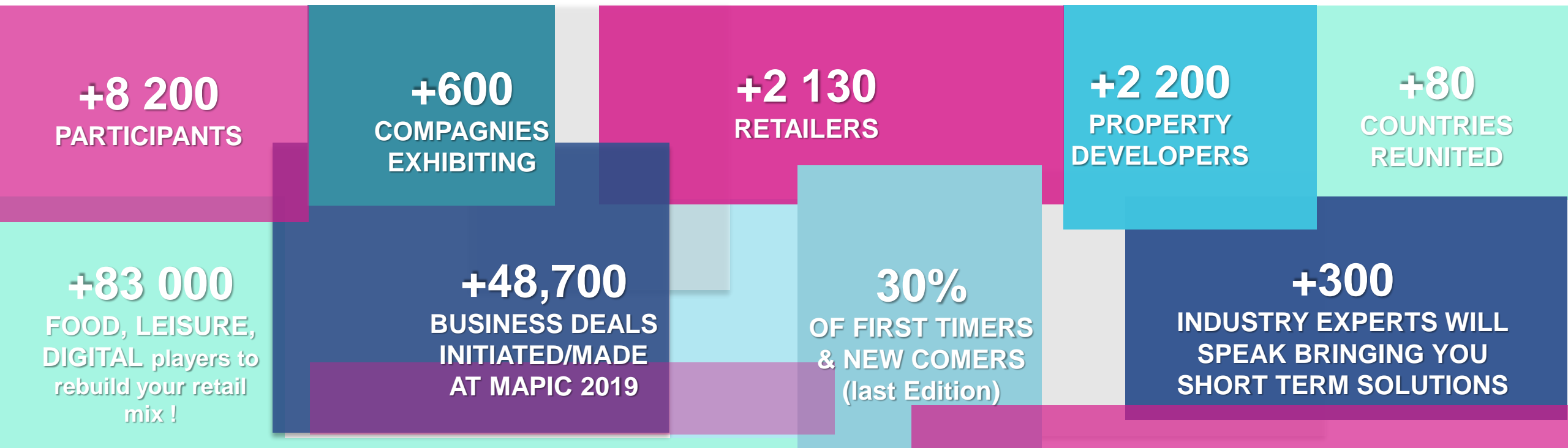
THE HAPPETITE™

The global event for restaurant chains to grow their business

Mapic in a nutshell



MAPIC is the leading international retail property event where **retailers, brands, pure players, shopping destinations, cities & urban planners, culture, leisure operators, workplaces, medical centres and hotels** come together to build the best places to live, play and shop.



3 Intensive days



EXHIBITION.

The world's premier retail real estate expo

- 12,000 m2 exhibition space, 600 exhibitors including :
- Geographical pavilions
- Retailers area
- +3 universes



CONFERENCES.

Conference programme & summits

- A leading programme of 35+ conferences sessions providing expert insights thanks to 200+ speakers
- An exclusive Outlet Summit
- A closed door Multi-Units Franchise Summit



DIGITAL PLATFORM

Keep up with the Industry

- All year long
- Wherever you are
- Whenever you need

More information to come



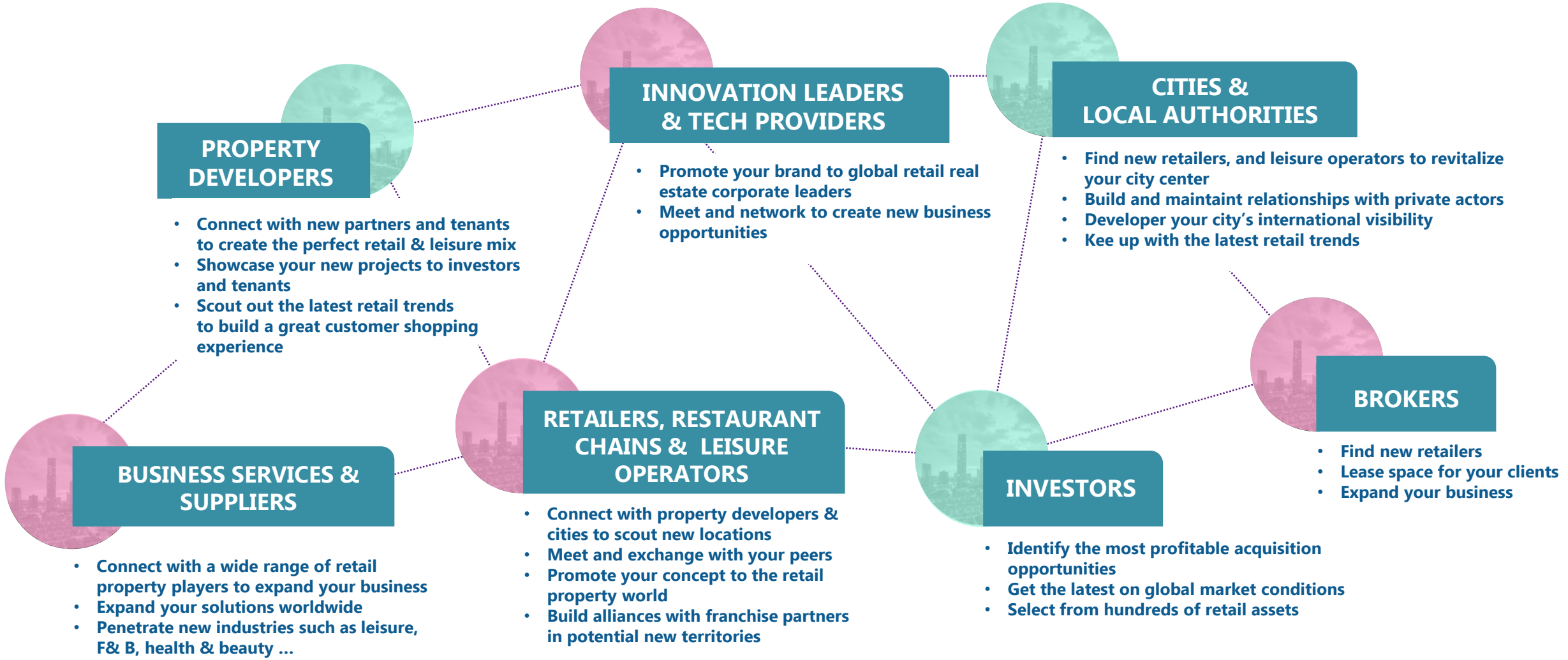
NETWORKING EVENT & TOOLS.

Events

- Welcome reception, MAPIC Party and many others...
- Online Database
- Matchmaking recommendations



The whole international retail real estate Food & leisure community in 1 place during 3 days



Who's coming ?



RETAILERS, RESTAURANT CHAINS & LEISURE OPERATORS



MULTI-UNIT FRANCHISE PARTNERS & OPERATORS



LIVE

PLAY

SHOP



LeisurUp
by mapić

THE
HAPPETITE
by mapić

mapić
digital

Cities challenges

The **REINVENTION** of **CITY CENTERS** and their **PROMOTION** appear as real **ECONOMIC LEVERS** for cities



THE NEW URBAN MIX MODEL IS ACTING AND RETAIL IS A SIGNIFICANT PART OF IT



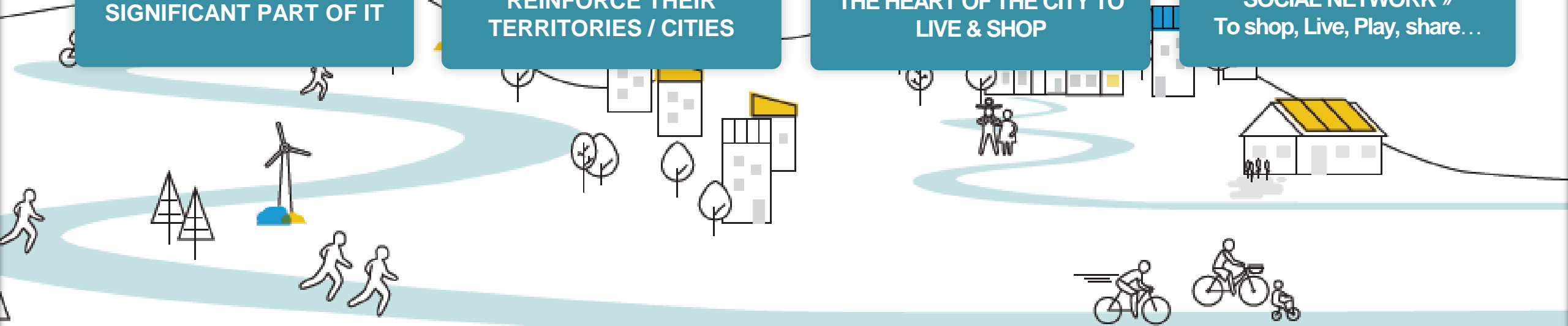
CITIES ARE STRONGLY INVOLVED IN THIS EVOLUTION TO REINFORCE THEIR TERRITORIES / CITIES



CITY CENTERS ARE ENJOYING A RENAISSANCE CONSUMERS APPRECIATE THE HEART OF THE CITY TO LIVE & SHOP



CONSUMERS NOW REGARD CITY CENTERS AS THE NEW « REALITY SOCIAL NETWORK »
To shop, Live, Play, share...





ECONOMIC DYNAMISM

Convince retailers, investors, developers to set up in their municipality
MAPIC aims to provide local authorities with answers by encouraging meetings with its network of international private players involved in the commercial development of the region.

TERRITORIAL MARKETING

Today, local authorities are at the origin of policies to make their areas more attractive, based on a new balance between city centers and suburbs, the rethinking of city centers and the essential evolution of the commercial offer with new formats and new brands.

Our objectives



URBAN DEVELOPMENT GOAL

Attract and meet new **Retailers** to redynamize your city centers

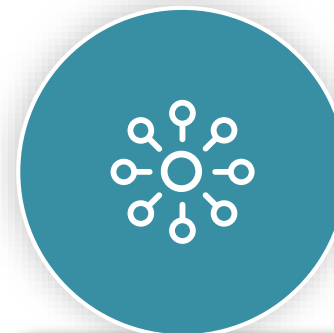
At Mapic > **2,130 RETAILERS**



CATCH STRATEGIC INVESTORS

Highlight your City / Region as a **territory of investment**

1,000 INVESTORS



INTERNATIONAL COMPETITION

Position your city at the **same level** as other **major cities**

+70 CITIES & PUBLIC AUTHORITIES



LeisurUp
by mapic

THE
HAPPETITE
by mapic

mapic
digital

LIVE

PLAY

SHOP

Our proposition

MAPIC IS YOUR STRATEGIC ANNUAL EVENT



A large business network to meet the right contacts

2,130 Retailers
2,200 Developers
1,000 Investors



Be associated to an expert and prospective content programme

2,500 Conferences & Pitching
2021 main theme: People and places, a new chapter



Highlight your City / Region abroad

+80 countries
Europe N°1



Reinforce your institutional/ PR influence plan throughout a premium business event

130 journalists



MAPIC, the perfect place to face your challenges

WHAT THEY SAY ABOUT MAPIC...

✓ The perfect place to present your last urban projects

✓ Your HQ is an open window to the Retail World

✓ Stand your meetings

✓ Organize daily thematic events on your HQ > “daily meeting with you!”

✓ Create organize your own conferences programme (with your local political leaders & others)

✓ The best emotional way to recreate the atmosphere of your city



RONAN BOLÉ

Director of operations France, AMAZON

“MAPIC is great because it’s here that you meet all your potential partners. It’s really the state of the art regarding the retail business, so very important to be there.”



SAM COTTON

Head of retail leasing, Battersea power station

“It is interesting always to get an international perspective and I think MAPIC is the best forum to do that”



PHILIPP SEPEHR

Director of digital innovation & analytics
ECE projektmanagement

“It absolutely makes sense to bring other partners together and to build such an ecosystem with the retailers and technology partners.”

An exclusive offer



An **exclusive offer** for **Cities** in order to:
Strengthen the **presence** of the territories
Provide an **attractive budget** for exhibitors



1.
**EXHIBITION
AREA**



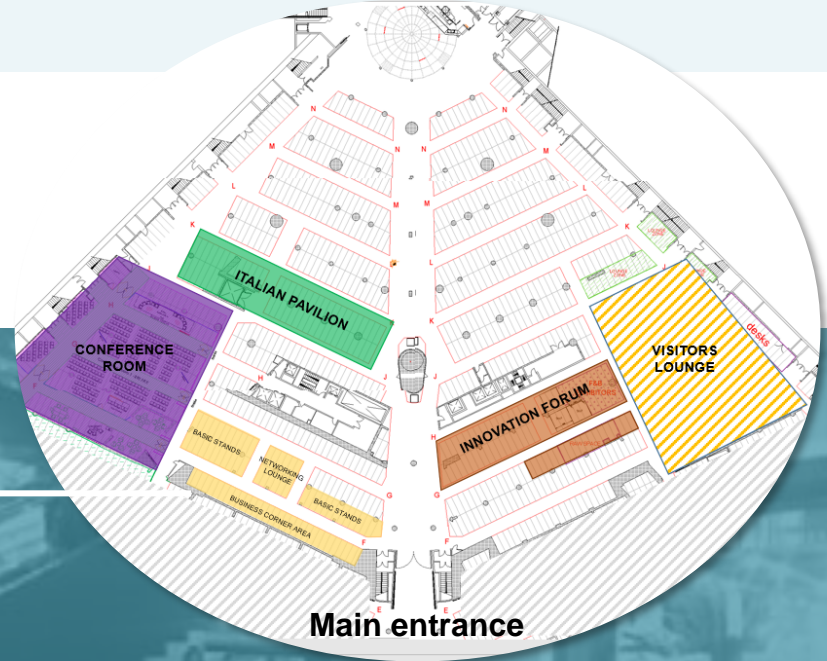
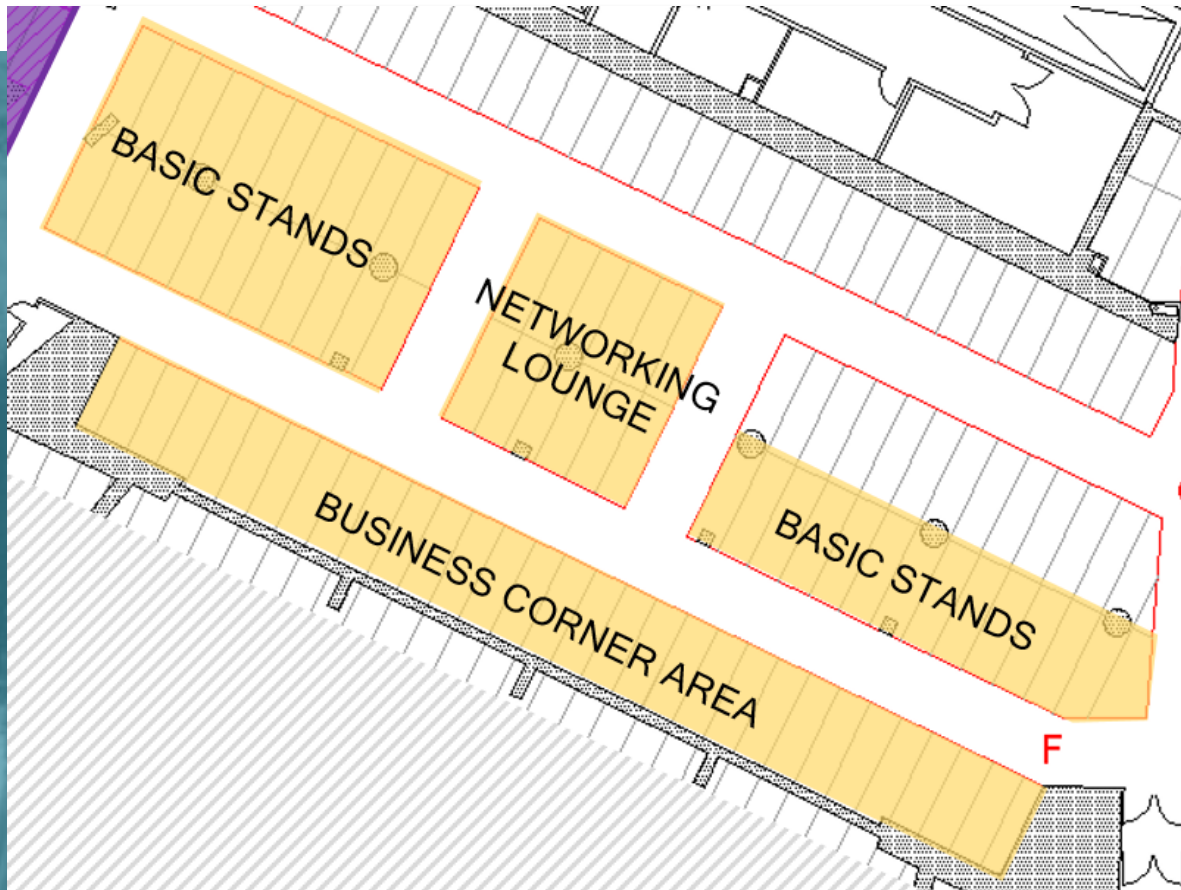
2.
**CONFERENCE
& HYBRID
CONTENTS**



3.
NETWORKING



Exhibition area



91%
Of traffic.
Palais -1 is the most
visited hall of
MAPIC

3h22 min
Average time spent
by visitors in this hall

Example of cities pavilion at MAPIC



 *French Pavilion*



Usa Pavilion



German Pavilion



Uk Pavilion



Italian Pavilion

Conferences & hybrid contents



PEOPLE & PLACES: A NEW CHAPTER

The launch of this year's MAPIC comes at a time of unparalleled turmoil across the globe, with the retail, F&B and leisure sectors at the frontline of the devastating impact of the Covid-19 pandemic.

And so the challenge for 2021 is to have a theme that empathises with the pain of this moment. We want now to provide you with positivity and optimism for the end of the year and MAPIC, the leading global event to build urban and retail lifestyle destinations will give you rebound tools.



KEY MAPIC THEMES



People & Socialisation: New priorities around friends & family, with expectations of experience, sustainability & humanity to be expressed in the brands they buy & the destinations they visit.



The new consumer: How people will shop, interact, socialise and spend their time, with a focus on the synergy between retail, leisure and food & beverage.



Place making: Mixed use, lifestyle destinations designed to appeal to our fresh desire to come together but also recognising that for many people their lives will also be more centred around the home, including for leisure and work. What can destinations learn from at-home entertainment?



Innovation winners: Despite the challenges, many companies and sectors thrived during the pandemic. What can retail, leisure and food learn from them and who are the innovators poised to lead and benefit from the need for experience & socialisation?

YEAR LONG EVENT PROGRAMME



Get connected to the industry & gain insights all year long through MAPIC Digital, the digital platform for the retail property, leisure & F&B communities. Register & attend our online conferences and events.

MAY 2021

TUESDAY 5 — 10.00-11.30

FRANCE: MAPIC 2021 EXCLUSIVE LAUNCH EVENT
Online session - French language

JUNE 2021

THURSDAY 3 — 15.00-16.30

MAPIC 2021 OFFICIAL LAUNCH EVENT
Online session

TUESDAY 8 — 10.00-11.30

MAPIC ITALY 2021 EXCLUSIVE LAUNCH EVENT
Online session - Italian language

TUESDAY 15 — 15.00-16.30

LEISURE
Virtual matchmaking event

TUESDAY 22 — 15.00-16.30

FOOD & BEVERAGE
Online session

TUESDAY 29 — 15.00-16.30

OUTLET (Part 1)
Online session

JULY 2021

TUESDAY 6 — 15.00-16.30

DNVBs & NEW TENANTS
Online session

THURSDAY 8 — 15.00-16.30

INVESTMENT
Virtual matchmaking event

AUGUST 2021

TUESDAY 31 — 15.00-16.30

INNOVATION
Online session

SEPTEMBER 2021

TUESDAY 7 — 15.00-16.30

LOGISTICS
Online session

MONDAY 20 — ON DEMAND

MAPIC ITALY REPLAY
Relive the conference sessions that took place in Milan

TUESDAY 21 — 15.00-16.30

MULTI-UNIT & MASTER FRANCHISE
Virtual matchmaking event

THURSDAY 23 — 10.00-11.30

FRANCE FOCUS
Online session - French language

OCTOBER 2021

WEDNESDAY 6 — 15.00-16.30

FOOD & BEVERAGE
Online session

TUESDAY 12 — 15.00-16.30

OUTLET (Part 2)
Online session

THURSDAY 14 — 15.00-16.30

LEISURE
Online session

WEDNESDAY 20 — 15.00-16.30

MULTI-UNIT FRANCHISE & MASTER FRANCHISE
Virtual matchmaking event

NOVEMBER - DECEMBER 2021

TUE. 30 - WED.1 - THU. 20

CANNES ONSITE PROGRAMME
Conference sessions will be live-streamed on the platform. Full programme & information on the next page.

CONFERENCE PROGRAMME



Discover the onsite programme of our flagship event held in Cannes. All conference sessions will be live-streamed on the digital platform.

TUESDAY 30th NOVEMBER 2021

10.00 - 10.30

OPENING SESSION
PEOPLE & PLACES: A NEW CHAPTER

10.30 - 11.00

FAST-CHANGING
CONSUMER BEHAVIORS

11.00 - 11.30

PLACEMAKING:
THE HUMAN-CENTRED APPROACH

11.30 - 12.00

FROM RESPONSIBLE CONSUMERS
TO SUSTAINABLE PLACES

14.30 - 15.00

OPENING SESSION
LEISURE & RETAIL: A NEW CHAPTER

15.00 - 15.30

LEISURE INDUSTRY SNAPCHAT:
RESTARTING YOUR BUSINESS

15.30 - 16.00

SOCIALISATION & THE RISE OF
FAMILY ENTERTAINMENT CENTERS

16.00 - 16.30

ACTIVATING BRANDS & SPACES:
THE POWER OF STORY TELLING

16.30 - 17.00

SPORT ATTRACTIONS
IN RETAIL SPACES

WEDNESDAY 1st DECEMBER 2021

10.00 - 10.30

PEOPLE & DIGITAL:
THE NEW CHAPTER

10.30 - 11.00

LEISURE & DIGITAL TO EMPOWER
THE GUEST EXPERIENCE

11.00 - 12.00

FRANCE FORUM

14.30 - 15.00

BUSINESS TRANSFORMATION:
OPERATING MODELS, INITIATIVES
& CASES

15.00 - 15.30

IMPACT OF NEW RETAIL
ON LOGISTICS

15.30 - 16.30

HOW CITIES REORGANISE
TO RECONNECT PEOPLE

16.30 - 17.30

ITALY FORUM

SPECIAL EVENTS
by invitation only

9.00 - 10.30

MEET THE INVESTORS!

10.45 - 12.15

MEET THE LEISURE OPERATORS!

13.00 - 14.30

MULTI-UNIT & MASTER
FRANCHISE SUMMIT

14.30 - 15.30

FRENCH CITIES: MEET THE
REPRESENTATIVES

16.30 - 17.30

PEOPLE & OUTLET DESTINATIONS:
A NEW CHAPTER

THURSDAY 2nd DECEMBER 2021

10.30 - 11.00

THE NEW CHAPTER FOR
RESTAURANT PLAYERS

11.00 - 11.30

REBOOT THE RESTAURANT INDUSTRY:
KEY FIGURES & SUCCESSFUL TRENDS

11.30 - 12.00

INTEGRATING RESTAURANTS
IN LIFESTYLE DESTINATIONS:
NEW MODELS, NEW NEEDS

12.00 - 12.30

FOOD & TECH: THE NEW STANDARDS
TO DRIVE YOUR BUSINESS

12.30 - 13.30

PEOPLE, PLANET, PROFIT
How to pursue sustainable &
profitable growth

14.30 - 15.30

CLOSING REMARKS

SPECIAL EVENTS
by invitation only

12.00 - 13.00

HOW TO FINANCE THE
GROWTH OF YOUR CHAIN WITH
PRIVATE EQUITY PARTNERS

Networking



COME AND MEET ALL THE PARTNERS TO DEVELOP YOUR ATTRACTIVENESS
& BUILD THE LIVING SPACES OF TOMORROW

LIVE

PLAY

SHOP



LeisurUp
by mapic

THE
HAPPETITE
by mapic

mapic
digital

Our exhibition solutions

BUSINESS CORNER



A FULLY FITTED SPACE

Carpet, lighting, electrical power point, signposting, WiFi basic pack, TV 40", low storage, A4 flyers displays, 1 visual on fabric (no light)



EXHIBITION HALL

Palais -1 – Cities pavilion



3 BADGES GIVING ACCESS TO

Exhibition halls, conference sessions & events.
Additional badge @ 585€



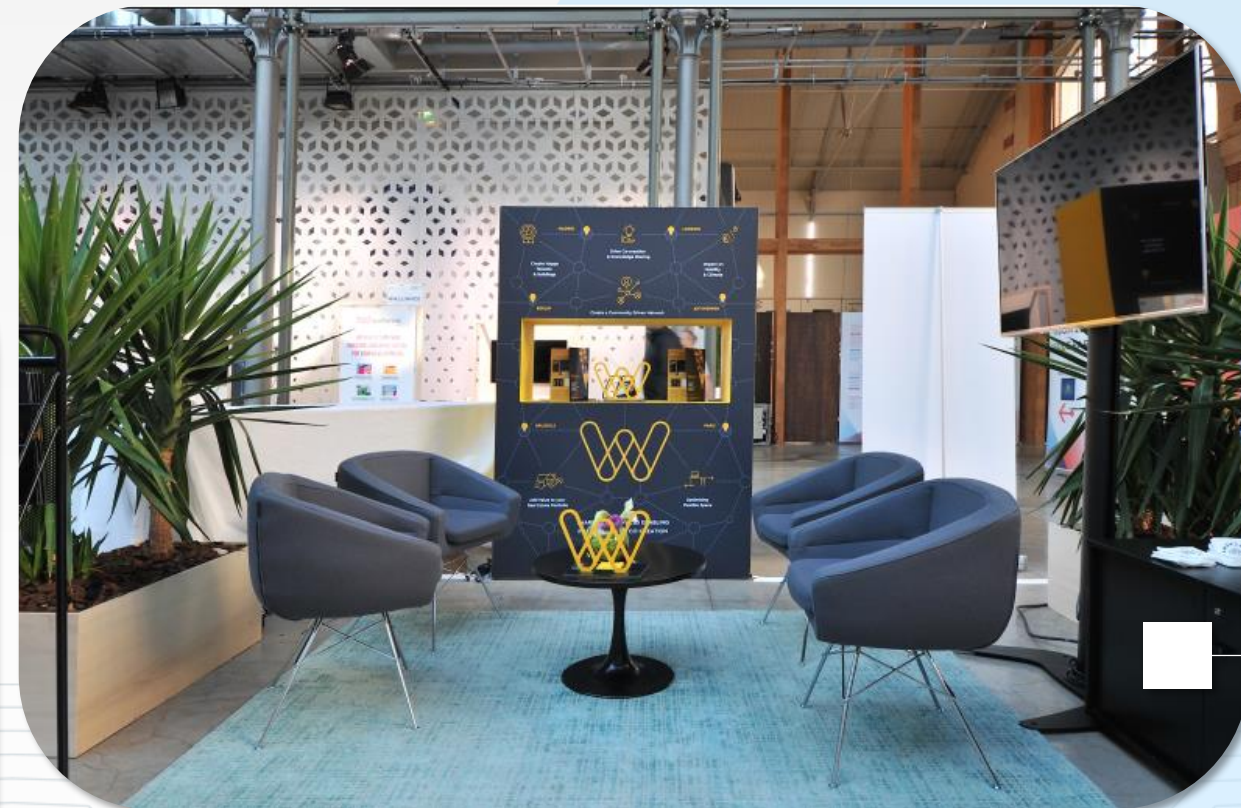
VISIBILITY

Listing of your company and employees as exhibitors



MAPIC DIGITAL

Free Corporate page and access for your team



7,260 €

VAT Excluded

BASIC STAND



BASIC STAND FROM 13,2 sqm

Registration fee: 1980€ - Price/sqm : 567 €



EXHIBITION HALL

Palais -1 – Cities pavilion



5 BADGES GIVING ACCESS TO

Exhibition halls, conference sessions & events.
Additional badge @ 585 €



VISIBILITY

Listing of your company and employees as exhibitors



MAPIC DIGITAL

Free Corporate page and access for your team



DECORATION PACKAGE *in option*

Package Opal, price/sqm : 285 €

More details on the next slide



EXACT PRICE ON DEMAND (*depend on the size of the stand*)

For example:

13,2 sqm (without decoration) = 9 464,40 € (VAT Excl.)

13,2 sqm including Opal decoration = 13 226,40 € (VAT Excl.)

OPAL DECORATION

IN YOUR PACKAGE:

From 9m²

- 1 table + 3 chairs
- 1 lockable cupboard
- A Welcome desk
- A magazine rack
- 1 TV 40" Full HD LED
- Coffee machine + 150 capsules
- Small floral arrangement
- Lighting and power supply
- 1m² of printing (artwork)

From 18m²

- 2 tables + 6 chairs
- 1 lockable cupboard
- A Welcome desk
- A magazine rack
- 1 TV 40" Full HD LED
- Coffee machine + 150 capsules
- A water fountain + a bottle 18L
- Small floral arrangement
- Lighting and power supply
- 2m² of printing (artwork)

MORE OPTIONS:

- **You can customize:** Carpet color, Colour of the pole stripes, Artwork printing, Your name or logo on the fascia board
- **Good quality price ratio**
- **Fully equipped**
- **Possibility to upgrade your decoration package :** Emerald, Sapphire, Ruby (Price on demand)



LIVE

PLAY

SHOP



LeisurUp
by mapic

THE
HAPPETITE
by mapic

mapic
digital

**Our advertising
solutions**

TRACK SPONSOR

Be associated to a track content

1. CONTENT

- Speaking opportunity for the Track session
- OR Being associated/ provide your own content on Mapic digital library.

2. INVITATION & BADGES

- 1 guest/speaker ticket and digital access

3. BRAND VISIBILITY (all channels, onsite & digital)

- Your logo visibility when it promotes the conference programme
- Your logo on 3 social media posts which will promote the track
- Your logo on the programme planner track section on mapicity.com
- Onsite: Your logo on the conference programme
- Your logo on the introduction slide of the content track.
- Digital platform: conference page banner / or news page banner according to availability
- Emailing banner : display on one emailing dedicated to Mapic content.

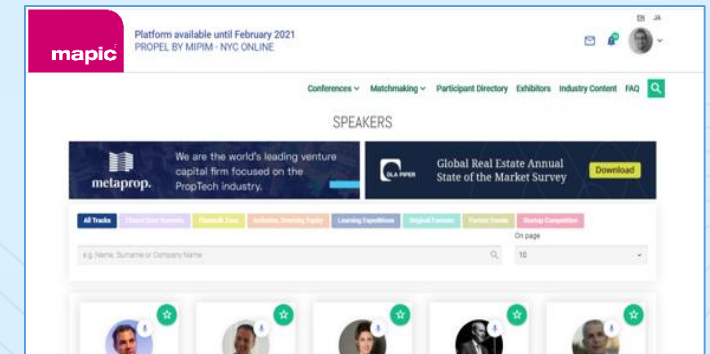
4. POST MAPIC

- Get the participants list of all attendees at the main conferences (physical and online)

Speaking opportunity



Platform Digital Banner



5,000 €

VAT Excluded
Limited to 2 companies / track

VIRTUAL CORPORATE PAGE

Included with your stand

SHOWCASE YOUR PRODUCTS, SOLUTIONS & PROJECTS

MARKET YOUR OWN COMPANY PROFILE, PRESENT YOUR PROJECT TO GENERATE NEW LEADS.

- ▶ Showcase landing page with company information and pre-recorded video content.
- ▶ Upload up to 5 products (video, sales presentation, whitepaper...) Listing of your digital delegates.
- ▶ Preferences updates & ranking.

INCREASE YOUR DATA AND CONVERT THROUGH LIVE NETWORKING

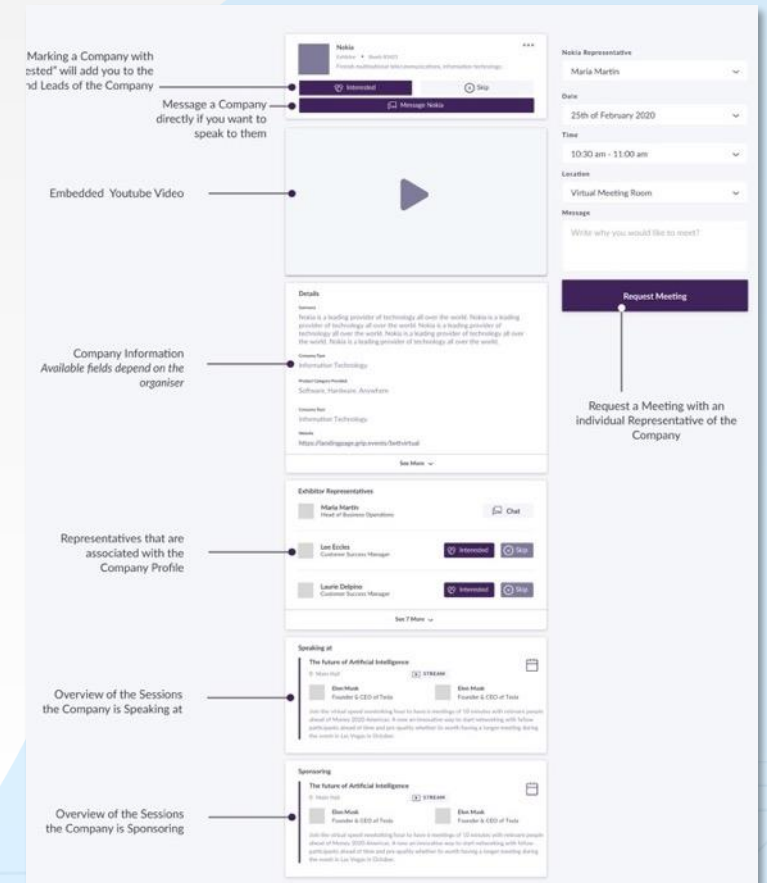
Hold 1 to 1 meetings and demos, booked in advance or on demand

- ▶ Private chat
- ▶ Meetings : On-Demand and in Advance meetings to organize video conferences, demos

Access to the online database and the ability to connect, message or video conference with all attendees.

Receive recommendations for individuals to meet, content to watch. Algorithm is based upon your profile which matches you with similar interest individuals.

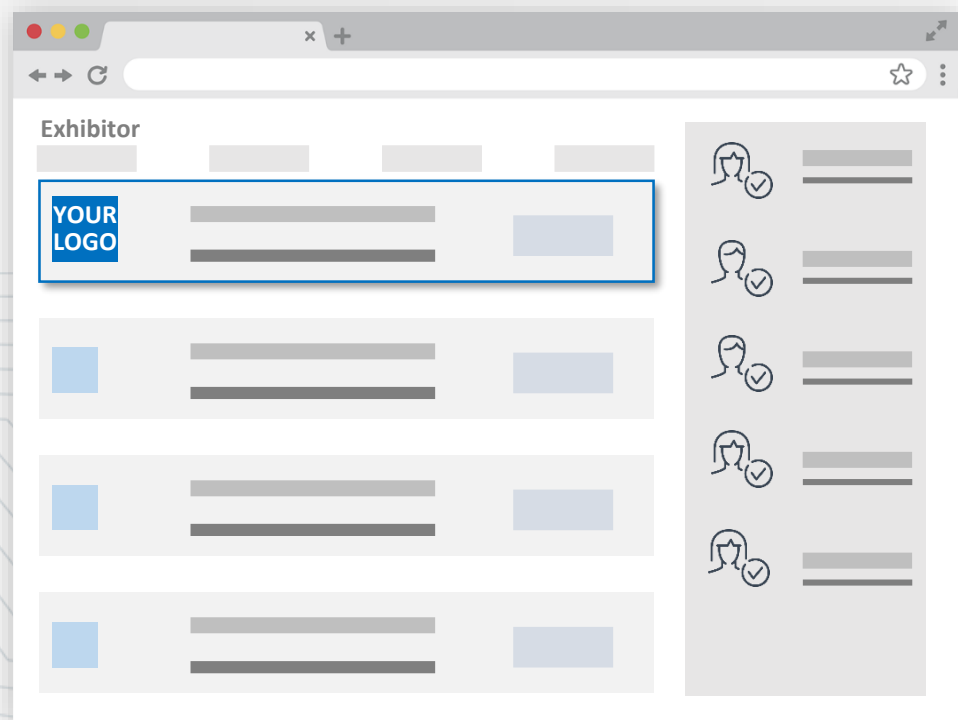
- ▶ Inbound leads available within the platform



1,490 € Included 1 digital pass
2,360 € Special offer 4 digital passes
VAT Excluded

SEARCH HIGHLIGHT EXHIBITOR

Upgrade your presence in the exhibitors list




10 000
PARTICIPANTS

BENEFITS:

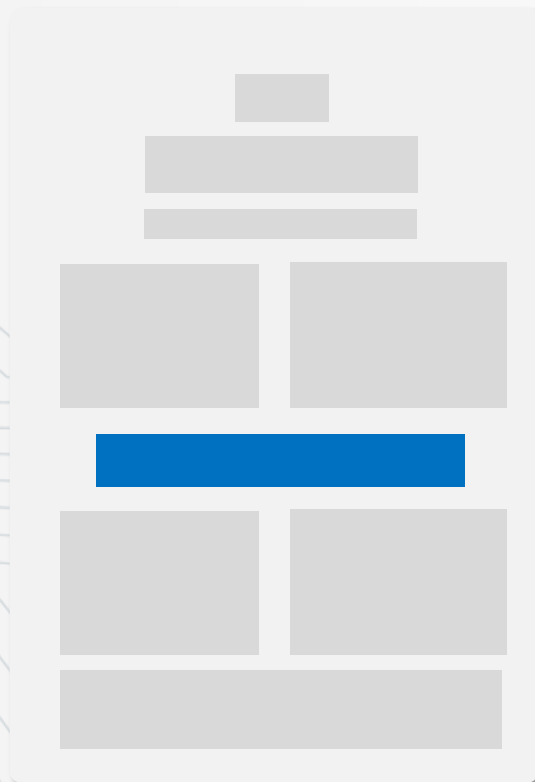
Your company **profile appear** at the **top of the exhibitor's list** on the online platform

You also become a **featured exhibitor**, making sure you stand out from the crowd.

INVENTORY
10 advertisers

€ 1,500
VAT Excluded

SHOW NEWS FULL BANNER




27 000
SUBSCRIBERS

BENEFITS:

Your banner in our newsletter sent to all our registered participants

TECH SPECS:

- 468x60 px
- Static JPG, GIF

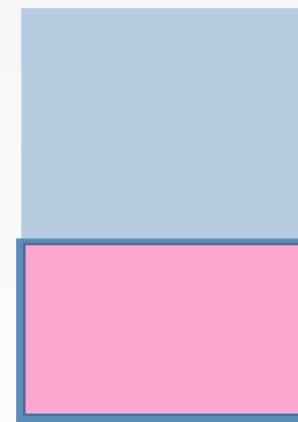
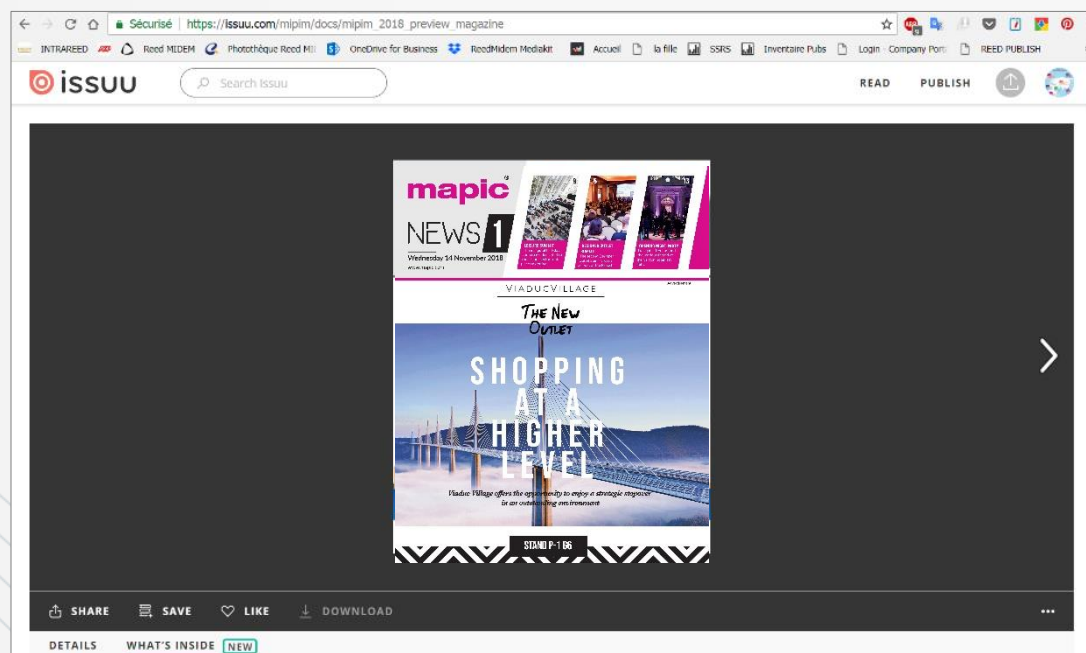
INVENTORY

1 advertiser per show news

€ 1,250
VAT Excluded

NEWS DIGITAL MAGAZINE

Half page



TECH SPECS:

- 198 x 123 mm
- Advertorial made made by our graphic team for you

ARTWORK DEADLINE

12 November 2021

DEMO

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

2,059
Reads

24,036
Impressions

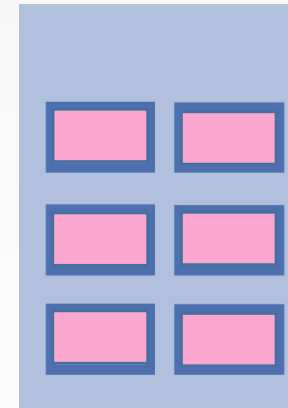
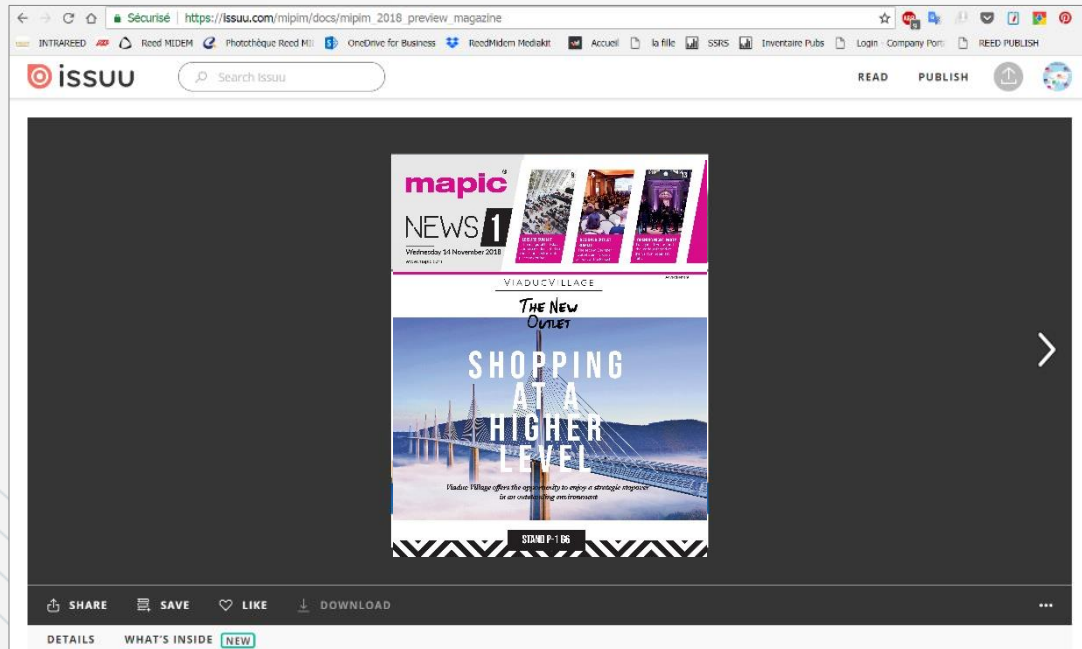
0:05:20
Average time
spent

2.6 days
Read time

€ 2,400
VAT Excluded

NEWS DIGITAL MAGAZINE

Regional focus full page



TECH SPECS:

- Advertorial are made by our graphic team for you
- 3 models available

ARTWORK DEADLINE

12 November 2021

DEMO

https://issuu.com/mipim/docs/mapiC_2019_news_1

2,059
Reads

24,036
Impressions

0:05:20
Average time
spent

2.6 days
Read time

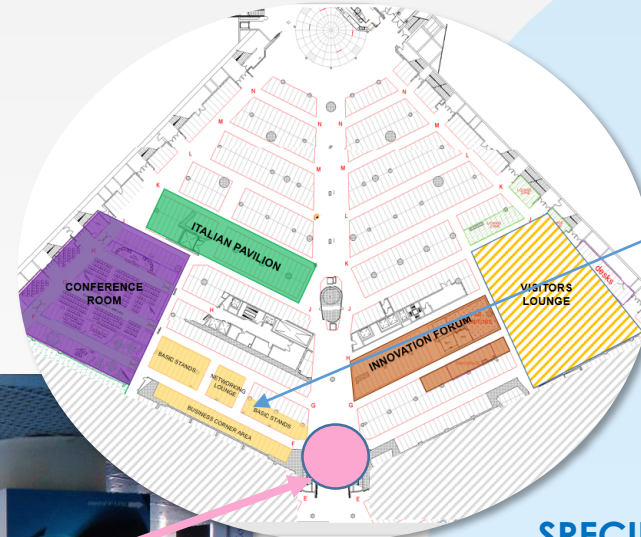
€ 6,180

VAT Excluded

To be shared between 3 cities minimum (2 060€ each) or 6 cities maximum (1 030€ each)

PANEL PFALSE12

4 faces



On the main aisle with direct access to the cities pavilion

SPECIFICATIONS:

- Location: Palais -1, Main aisle
- Type: Pillar (4sides) – panel
- Dimensions: 1,00m L x 2,40m H

PRODUCTION & INSTALLATION:

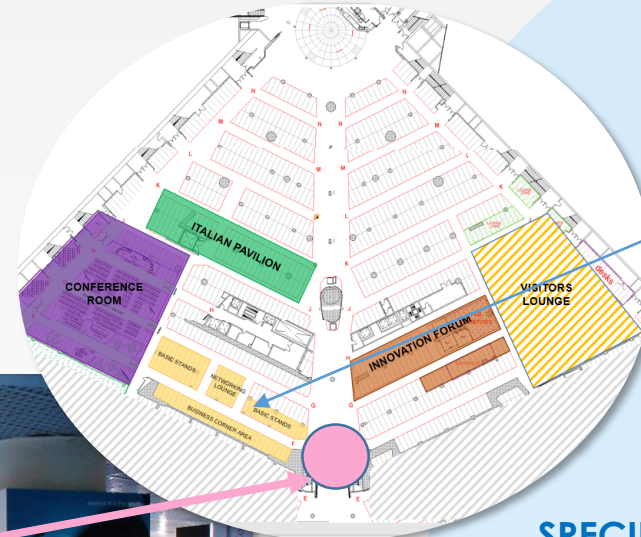
- By the client or his supplier with double sided tape, velcro, nails



€ 10,700
VAT Excluded

PANEL P11

4 faces



On the main aisle with direct access to the cities pavilion

SPECIFICATIONS:

- Location: Palais -1, Main aisle
- Type: Pillar (4sides) – existing wooden panel
- Dimensions: 1,00m L x 2,40m H

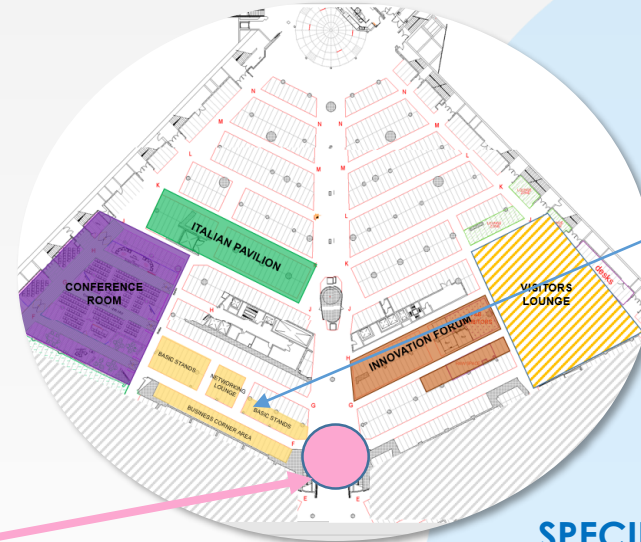
PRODUCTION & INSTALLATION:

- By the client or his supplier with double sided tape, velcro, nails



€ 11,420
€ 2,855 per face
VAT Excluded

PANEL W11-02



On the main aisle with direct access to the cities pavilion

SPECIFICATIONS:

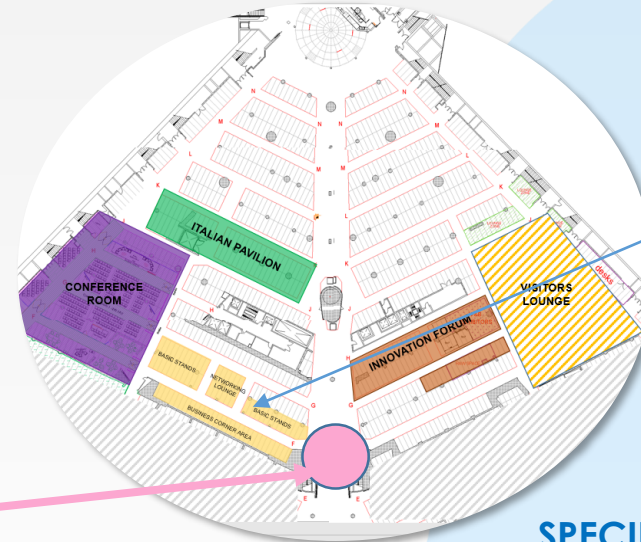
- Location: Palais -1, Main aisle
- Type: panel
- Dimensions: 1,20m L x 2,40m H

PRODUCTION & INSTALLATION:

- By the client or his supplier with double sided tape, velcro, nails

€ 2,200
VAT Excluded

PANEL W11-03



On the aisle F with direct access to the cities pavilion

SPECIFICATIONS:

- Location: Palais -1, aisle F
- Type: panel
- Dimensions: 2,00m L x 2,40m H

PRODUCTION & INSTALLATION:

- By the client or his supplier with double sided tape, velcro, nails

€ 1,280
VAT Excluded



LeisurUp
by mapic

THE
HAPPETITE
by mapic

mapic
digital

Thank you!

