

mapic



MAPIC 2017

DISCOVER MAPIC

15-17 Nov 2017
Palais des Festivals
Cannes, France

OUR COMPANY

An entity of Reed Elsevier



World leading provider of information solutions for professionals
Content + Platforms



World leading event organizer
500+ events
30 countries
43 industry sectors



Global leader in international professional markets organization
Entertainment + Real Estate
67,400+ leading executives from over 138 countries



MAPIC AT A GLANCE

The leading event for the international Retail & Real Estate market

8,400+
PARTICIPANTS

12,000 M²
EXHIBITION AREA

78
COUNTRIES

1,000+
INVESTORS

2,100+
RETAILERS

2,500+
PROPERTY
DEVELOPERS

100+
CONFERENCES

700+
EXHIBITING
COMPANIES

12 AWARDS

**POP-UP
LEISURE
INNOVATION**

4 PILLARS

to CONNECT, TRANSACT, LEARN AND SHARE!

EXHIBITION



The international retail property market

12,000 m²
700 exhibiting companies
Retail project showcase from around the world
3 themed areas: F&B, Leisure and Innovation

NETWORKING



Meet the right Partners

Full range of Networking events!
Online Database to pre-arrange meetings
Potential partners recommendations to inspire you!

CONFERENCES



Top level conferences & Pitching sessions

100+ conferences & pitching sessions
200 key industry speakers
Spot the newest concepts shaping the whole industry and learn about the hot locations to expand in!

AWARDS



Prestigious industry recognition!

International Awards competition
Prestigious Gala Dinner to recognise the outstanding achievements in the industry and celebrate the winners



8,400+ Participants

Share your projects and expertise with the world's key retail & real estate decision-makers

SHOPPING CENTRE OWNERS BRANDS STARTUPS
E-TAILERS MASTER FRANCHISES
RETAILERS DEVELOPERS SUPPLIERS BROKERS
CONSULTANTS LEISURE OPERATORS PURE PLAYERS
MARKETERS/ DIGITAL EXPERTS CITIES/ LOCAL AUTHORITIES
ARCHITECTS/ DESIGNERS
BUSINESS SOLUTION PROVIDERS TRAVEL OPERATORS



2,500+ DEVELOPERS

2,100 RETAILERS

1,000+ INVESTORS

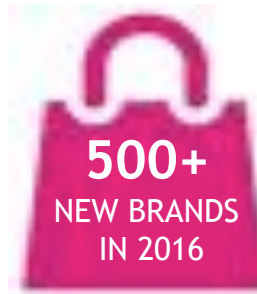


SEE WHO'S COMING



RETAILERS AT MAPIC

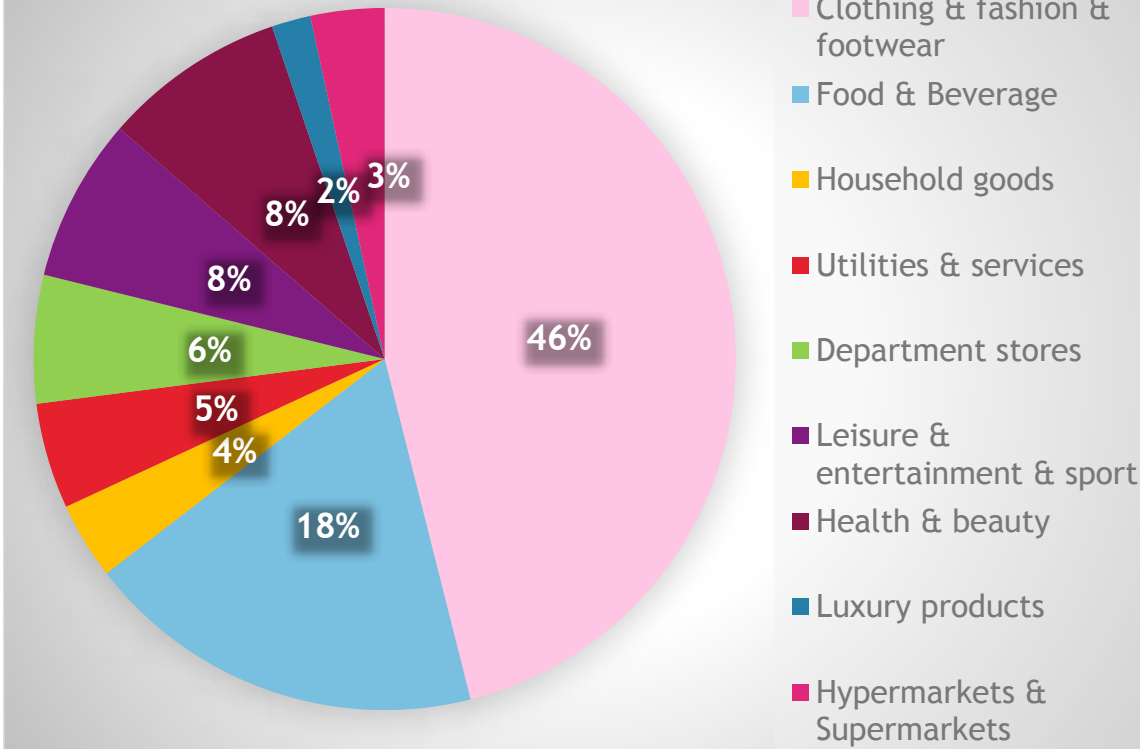
Develop your brand portfolio!



2,100+ Retailers

1,900 Brands

49 countries



They attended MAPIC in 2016 !



RETAILERS AT MAPIC

Focus on the best leisure suppliers & operators

30 stands



They attended MAPIC in 2016 !



RETAILERS AT MAPIC

Focus on the best pop-up players & brands

32 brands



They attended MAPIC in 2016 !

Pop-up players



Brands



ARE YOU A RETAILER ?

Discover the best projects, locations and partners for your expansion strategy

<p>In the Exhibition area</p>	<p>Build alliance with franchise partners to enter new territories and scout out new locations.</p>	<p>WHO WILL YOU MEET AT MAPIC?</p>
<p>With the Networking tools</p>	<p>Browse participants on the online database to network and plan meetings. Receive email recommendations to find new partners.</p>	<p>50+ Franchise Partners</p>
<p>Attend the Conferences & Pitchings</p>	<p>Shop innovative solutions to attract and satisfy customers! With the pitching sessions showcase your projects.</p>	
<p>Attend the Awards Ceremony</p>	<p>Discover the best projects in the industry ! Apply to one of the MAPIC Awards 12 categories rewarded by a jury of leading industry experts.</p>	<p>2,300 mall and high street retail space developers & owners</p>
		



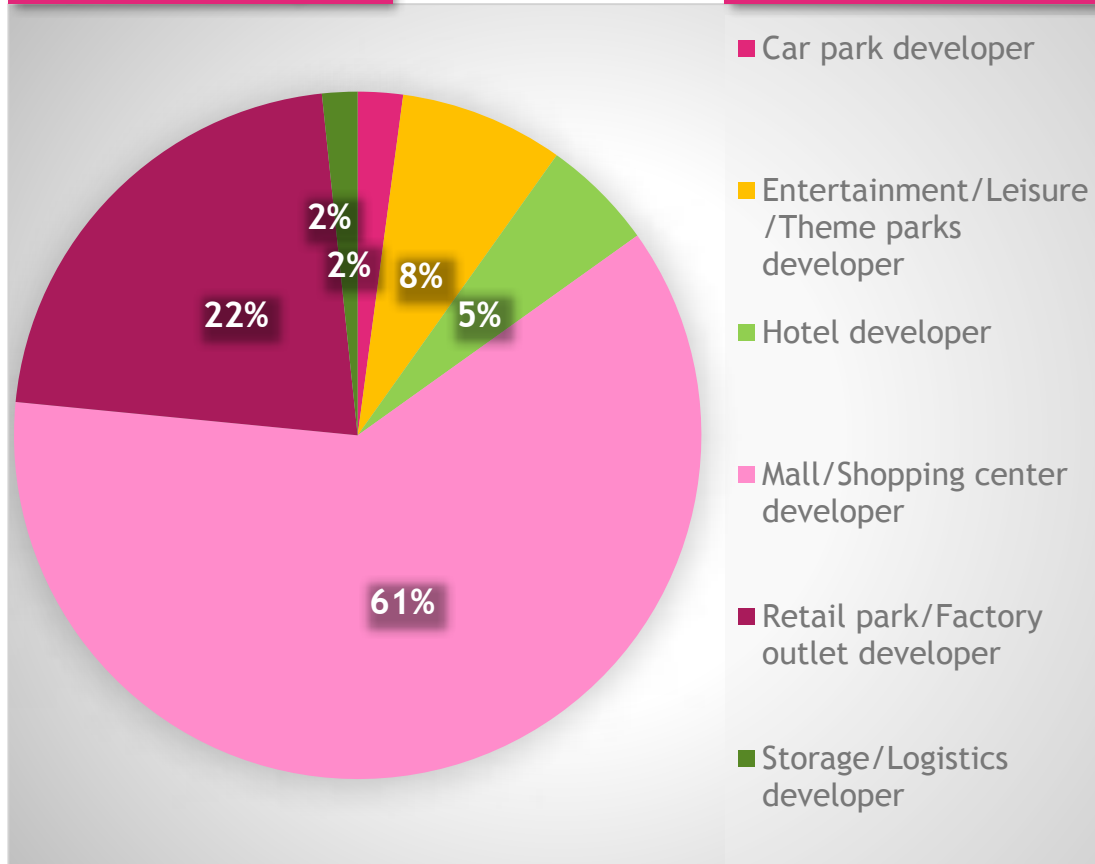
SHOPPING CENTRES DEVELOPERS & OWNERS

Find the best projects and existing locations

2,500+ Developers



73 countries

They attended MAPIC in 2016 !



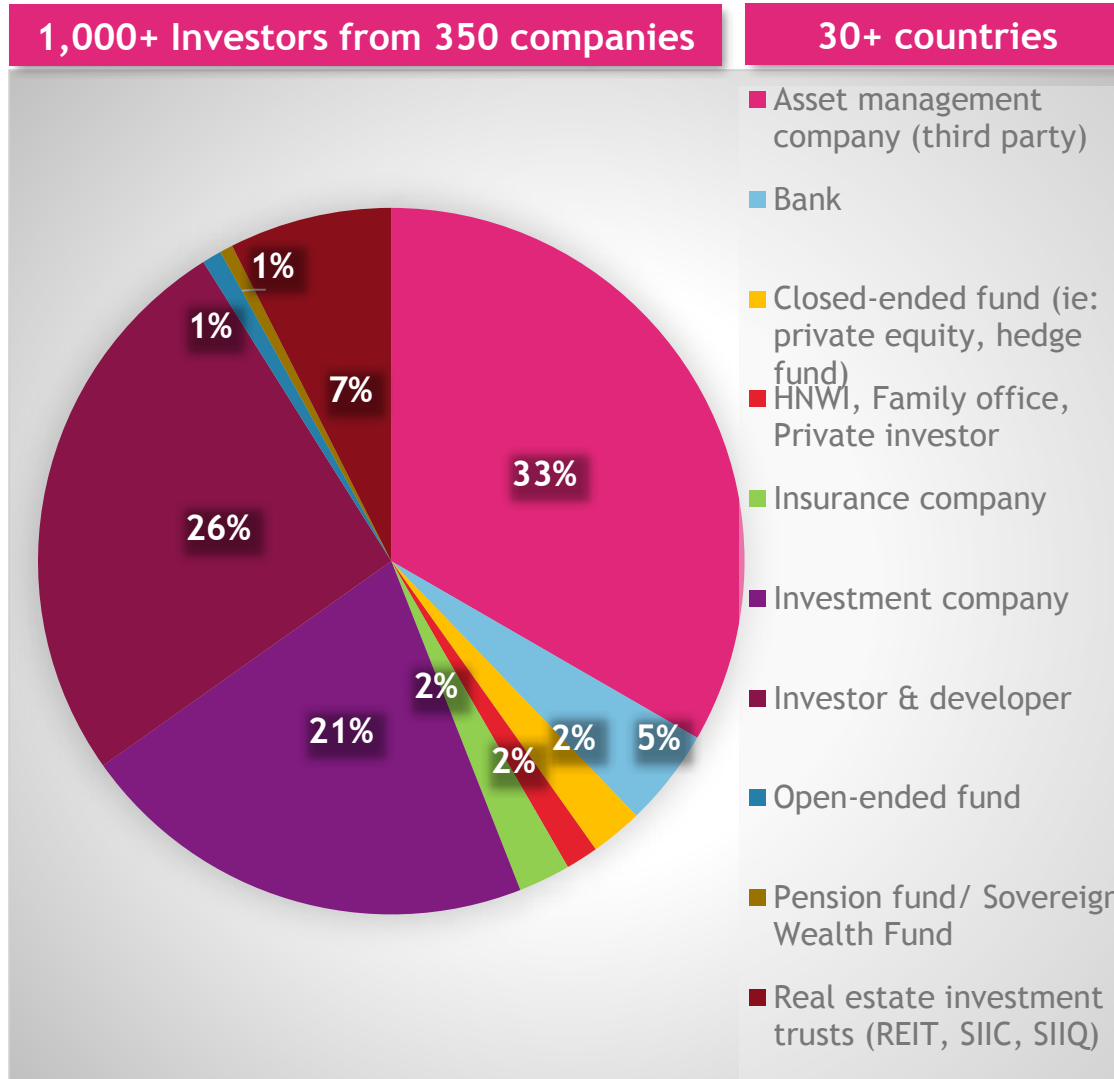
ARE YOU A SHOPPING CENTRE DEVELOPER & OWNER ?

Create an attractive retail mix with new retailers, leisure concepts and innovative solutions

In the Exhibition area	Find new retailers to create the perfect mix in your retail area Find investors to finance or support your projects	WHO WILL YOU MEET AT MAPIC?
With the Networking tools	Build strong partnerships and plan meetings with retailers, leisure operators and solution providers.	Retailers & Leisure concepts
Attend the Conferences & Pitchings	Capture what's now essential to build a great customer shopping experience	
Attend the Awards Ceremony	Discover the best retailers and the best projects in the industry! Apply to one of the MAPIC Awards 12 categories rewarded by a jury of leading industry experts.	Services providers
		

INVESTMENT COMPANIES AND FINANCIAL INSTITUTIONS

The leading investors players are at MAPIC



€ 59 bn*

Amount of retail real estate investment in Europe in 2016

WHY ATTEND ?

- ✓ Identify the most profitable acquisition opportunities
- ✓ Select from hundreds of retail assets
- ✓ Meet co-investors and interact with your peers
- ✓ Evaluate market conditions : which is the best place to invest?



INVESTMENT COMPANIES AND FINANCIAL INSTITUTIONS

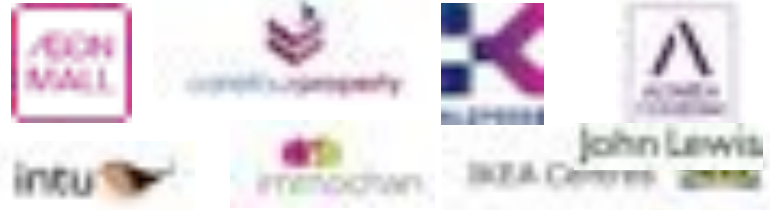


They attended MAPIC 2016

Institutional investor	
Asset&Fund manager	
Investor&Developer	
Listed Fund/ REIT	
Bank	
Other key investors	



ARE YOU AN INVESTOR?

Identify the most profitable acquisition opportunities

In the Exhibition area	With 700 Exhibiting companies, find the latest and innovative retail real estate development projects , seek retailers to be your next tenants, and discover leisure concepts to optimise your portfolio	WHO WILL YOU MEET AT MAPIC?
With the Networking tools	Browse participants on the online database to network and plan meetings. Receive email recommendations to find new partners.	2,300 mall and high street retail space developers & owners
Attend the Conferences & Pitchings	Gain insight into the latest industry trends through our conference program and discover the retail hotspots to invest in	
Attend the Awards Ceremony	Discover the best retailers and the best projects in the industry! Apply to one of the MAPIC Awards 12 categories rewarded by a jury of leading industry experts.	Strike deals with financial institutions and funds.
		
		Retailers & Leisure concepts
		



EXHIBITION AREA



PARTICIPATION OPTIONS

EXHIBITOR



You want to step in the spotlight ?

- ✓ **Showcase** your projects and your company
- ✓ **Promote** your business to more than 8,400 industry leaders
- ✓ **Accelerate** your expansion and reinforce your brand awareness

VISITOR



You want to conduct effective business without exhibiting ?

- ✓ **Meet** your future partners and do business with over 8,400 industry leaders
- ✓ **Discover** new trends and new professionals

ADVERTISING SOLUTIONS



You want to be even more visible?

- ✓ **Promote** your company, your brand and your projects
- ✓ **Enhance** your visibility with online , onsite and print exposure

EXHIBIT & SHOWCASE YOUR PROJECT

General floor plan



3 exhibition zones:

- The Palais -1
- The Riviera 7
- The Riviera 8

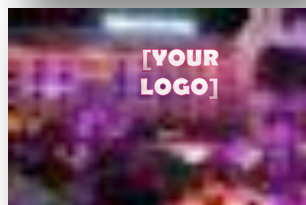
12,000m² of exhibition in the Palais des Festivals in Cannes

What can be found in those zones:

- | | |
|---------------------|------------------------------|
| ▪ Exhibitors | <i>Dedicated themed area</i> |
| ▪ Visitors | ✓ <i>Leisure</i> |
| ▪ Conferences areas | ✓ <i>Innovation</i> |
| ▪ Networking areas | ✓ <i>Pop-up</i> |
| ▪ Onsite services | ✓ <i>Food & Beverage</i> |

ADVERTISING SOLUTIONS

How to be more visible



Pre-show Solutions
At-show Solutions
All-year-long Solutions

Sponsorship Solutions

PREMIUM MEDIA

- ✓ Bags for delegates
- ✓ Lanyards
- ✓ Back of badges
- ✓ Badge holders
- ✓ Bag inserts
- ✓ MAPIC floor plan leaflet
- ✓ Shuttle buses
- ✓ VIP cars

AREAS

- ✓ Business Lounge
- ✓ Chairman's Club
- ✓ Press Club
- ✓ Registration area
- ✓ Information points

EVENTS

- ✓ Opening Cocktail
- ✓ Mapic Awards
- ✓ Mapic Party

Advertising Solutions

PRINT

- ✓ Preview
- ✓ Directory
- ✓ My Mapic Guide
- ✓ Daily News

ONLINE

- ✓ Website
- ✓ Online Database
- ✓ Social Media
- ✓ Newsletters
- ✓ Mobile

PANELS

- ✓ PALAIS -1
- ✓ RIVIERA 7
- ✓ RIVIERA 8
- ✓ OUTSIDE PANELS
- ✓ LEVEL 00





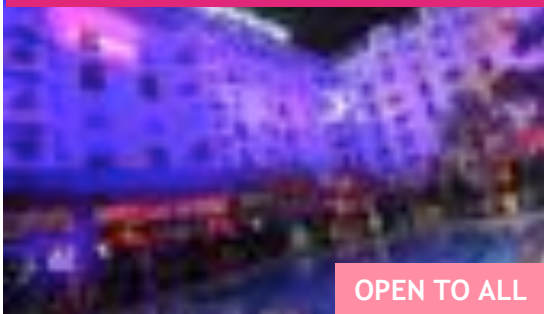
NETWORKING



NETWORKING - OFFICIAL EVENTS

Meet your peers in a casual way in sumptuous venues!

WELCOME RECEPTION



OPEN TO ALL

15th November 2017

- ✓ Celebrate MAPIC opening with more than 2000 participants. Pre-opening cocktail



MAPIC AWARDS GALA DINNER



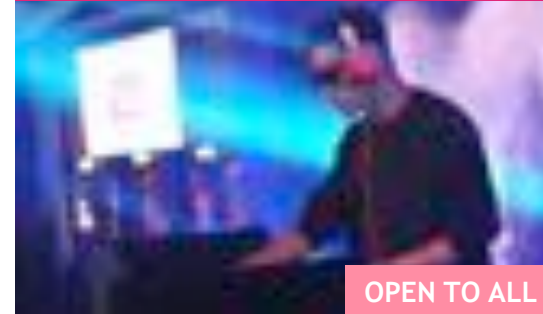
BY RESERVATION ONLY

- ✓ Choose the right category for your project and enter the competition
- ✓ Book your seat/table and participate to the prestigious Awards Gala Dinner

laurene.dureault@reedmidem.com



MAPIC PARTY



OPEN TO ALL

16th November 2017

- ✓ Following the gala dinner, keep on celebrating and networking and enjoy the MAPIC party long into the night with 2000 others people.



NETWORKING - FULL RANGE OF EVENTS

Networking has never been so easy!



NETWORKING - DEDICATED AREAS

What areas can you use to conduct meetings? —



- Visitor's lounge - (Palais-1)
- Chairman's club (Palais 1)
- Gold club (Palais-1)
- Press club (Riviera 7)
- Book your hospitality suite (Palais-1)
Contact: daniela.jakovljevic@reedmidem.com

NETWORKING - THE PROGRAMME

We help you to find your perfect business match!



1 **Fill out the form online** and give us your business objectives

One month prior to the show

2 Receive a **recommendation email** that fits your objectives (10 tailored recommendations)

3 Create your account in the **online database** and contact your matches

4 **Meet at the show!** We have designed for you dedicated areas for your meetings and transactions



Watch the VIDEO!



[Watch the video](#)



NETWORKING - THE TOOLS

Network all year long with the Online Database



Once registered, get access to the online database and start to network!



Use the **Online Database** to find participants and future clients, send them direct messages and meeting requests to meet at the show!



Use the **Conference and events search tool** to browse sessions and conferences, check speakers, **plan your agenda** and don't forget to export your meetings to your personal agenda!



Network easily at the show by downloading **the mobile app**! Contact business partners, **access the online database**, interact live during sessions...



[Watch the video!](#)



CONFERENCES & PITCHING SESSIONS



A WORLD-CLASS CONFERENCE PROGRAMME

2 Intensive days to catch business opportunities!

200+ Key industry players

100+ Conferences & Pitchings



4,300+ Participants



MAPIC 2016 TOP SPEAKERS INCLUDED



Speaker Name
Company Name



Speaker Name
Company Name



Speaker Name
Company Name



Speaker Name
Company Name



Speaker Name
Company Name



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Speaker Name
Company Name



Speaker Name
Company Name

A WORLD-CLASS CONFERENCE PROGRAMME

Discover, Share, Network

Shopping the world!

More than 17 sessions to find business opportunities to expand your business in **specific territories** all around the world.

Leisure

Find the best **technologies & solutions** to entertain your customers & increase your footfall - *Check out our leisure area dedicated programme!*

Retail real estate trends

Factory outlet, requalified city centres, mix used projects, travel retail... learn from **international experts**.

Innovation

Select new **innovative solutions** that raise the attractiveness and value of retail property - *Check out our innovation area dedicated programme!*

Pop-up stores

You're a brand or a pureplayer? Select the **best physical solutions** to open your physical store, You're a developer? Take the opportunity to **discover in vogue retailers & concepts** and build new businesses.

Main 2017 topic: Food & Beverage

->How **F&B** is transforming **retail destinations**: a global overview of the international food fashion trends
->How developers benchmark **F&B concepts** to create value and stand out from their competitors?
->Create **authentic places** and **emotional shopping experiences**.





AWARDS



The MAPIC Awards Gala Dinner

The outstanding achievements' recognition in the industry



Created in **1996**, the **MAPIC Awards** reward excellence, innovation and creativity in the **retail & real estate industry**

How to participate?

- Apply in one of the **12 MAPIC Awards categories**
- **Attend** the Gala Dinner: book your table or seat (**300 attendees** last year)
- **Sponsor** the ceremony or the Award category of your choice and get visibility **among the most influential professionals in the industry.**

Contact:

Laurene Dureault - MAPIC Awards Coordinator
mapic.awards@reedmidem.com



A jury of leading industry experts!



Download the list of winners :
<http://www.mapic.com/conferences-events/awards/>



**MAPIC SPECIFICITIES IN
2017**



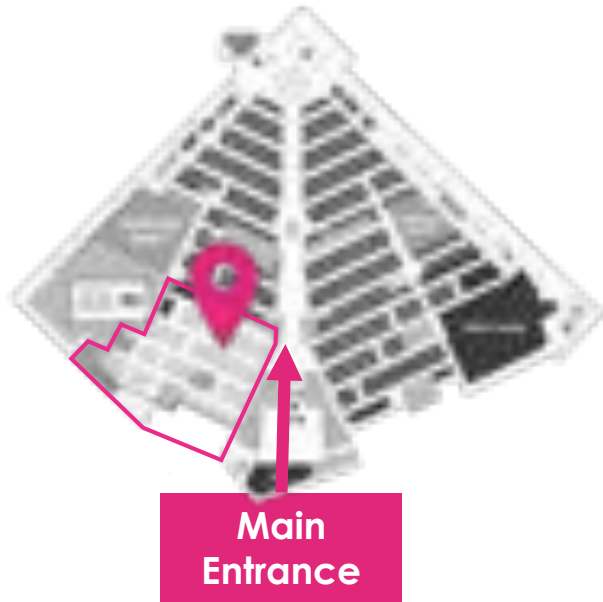
MAPIC 2017 MAIN FOCUS : FOOD & BEVERAGE

Discover the hot food concepts thanks to our dedicated programme



LEISURE | POP-UP | INNOVATION

Looking for more leisure and fun? A pop-up brand? New technology?



LEISURE

Visit the new **Fun Zone** to discover exciting experiences and leisure equipment!

exhibition area - fun zone - pitching sessions - conferences



POP-UP

Meet over **30** new **consumer brands**: food & beverage, fashion, e-tailers, concept stores

pitching sessions



INNOVATION

Discover the most **innovative technologies** to engage and attract more customers to your store or shopping center

exhibition area - pitching sessions - conferences - startup lounge

INNOVATION AT MAPIC

Meet the disrupters and innovators of the retail and real estate sector

40 stands



22 startups



ARE YOU READY FOR THE SHOW ?

A few tips to help you to organise your journey at MAPIC



See how to prepare!



<https://www.youtube.com/watch?v=YFIUQyrdSQs>

Find the latest updates about the upcoming show on: www.mapic.com

DISCOVER OUR EVENTS



Join our events to develop your business in specific territories

Raise your retail game around the world...

An event card for 'mapic (MKT)' in Milan, Italy, held from May 16-17, 2017. The card features a green header with the 'mapic (MKT)' logo, a date box, and a location pin. The background of the card shows a woman on a red scooter surrounded by floating papers.

An event card for 'FOX' in Mexico, held from April 26-27, 2017. The card has a blue header with the 'FOX' logo, a date box, and a location pin. The background shows a woman with shopping bags.

An event card for 'mapic (MKT)' in Mexico, held in Summer 2017. The card has an orange header with the 'mapic (MKT)' logo, a date box, and a location pin. The background shows a woman with shopping bags.

An event card for 'mapic' in Clermont, France, held from November 16-17, 2017. The card has a pink header with the 'mapic' logo, a date box, and a location pin. The background shows a woman with a shopping bag.

An event card for 'TRF' in Mumbai, India, held from September 19-20, 2017. The card has a red header with the 'TRF' logo, a date box, and a location pin. The background shows a woman with shopping bags.

mapic



See you at MAPIC



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