

LeisurUp by MAPIC is the global BtoB leisure event dedicated to accelerating the integration of location-based attractions into lifestyle destinations including retail sites, urban areas, transport hubs and travel destinations.

LeisurUp is hosted by MAPIC, the leading international retail property event.

As a Leisure player, LeisurUp is your chance to shine among the whole retail property industry, and to find the partners who will help you develop your business.

3 KEY REASONS TO JOIN

- 1** Find new retail and leisure destinations to expand "your business" into.
- 2** Create synergies with new partners (other innovative leisure concepts, retailers, master franchises, F&B, leisure destinations, etc.).
- 3** Stay on top of international leisure industry trends and co-create new business models built around location-based entertainment and living.



**3
DAYS**



**6,000
RETAIL PROPERTY
PLAYERS FROM
MAPIC SHOW
LOOKING FOR YOU!**



**300
LEISURE PLAYERS**



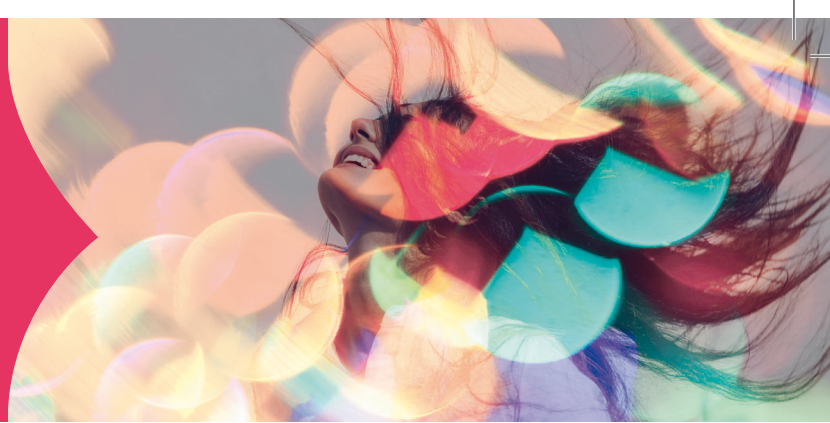
**50
LEISURE EXHIBITORS**

THE FORMAT

- › EXHIBITION AREA
- › NETWORKING EVENTS
- › CONFERENCES
- › LEISURE WORKSHOP
- › LEISURE PITCHING CONTEST



Join LeisurUp and shine among the whole retail property industry!



WHAT'S YOUR PROFILE?



Leisure Operators

- Expand into new retail, urban and leisure destinations.
- Find investors and franchise partners to help develop and grow your concept internationally.
- Identify and set up new business models with new partners.



Retail, urban and leisure destinations

- Scout out the most dynamic leisure concepts and solutions worldwide.
- Create unique experiences with leisure operators, IP Owners and service providers.
- Find innovative leisure equipment to set up in your spaces.



Leisure equipment manufacturers & service providers

- Showcase your products to key international leisure operators.
- Connect, collaborate and sign deals with leading retail, property, urban and F&B decision-makers.



IP Owners & Media

- Create new partnerships with leisure operators, leisure service providers, leisure destination owners and retail property players.
- Activate your brand through a new kind of experience.

KEY NETWORKING OPPORTUNITIES



Join the LeisurUp workshop

An exclusive, by invitation only networking event bringing together major decision-makers from the leisure, retail and property industries.

In this workshop, you will get insights on the latest trends in leisure, discover some key projects integrating leisure into lifestyle destinations and network with a targeted audience.



Meet key experts from the leisure and retail property markets

All these companies were at the show last year: FREY, CARMILA, PRADERA, KLEPIERRE, UNIBAIL RODAMCO, NHOOD... Download the full list on the website.

They spoke at LeisurUp: Marie Marks, Senior Vice President, **PARAMOUNT GLOBAL** / Nicolas De Villiers, President, **PUY DU FOU** / Fri Forjindam, Chief Development Officer, **MYCOTOO** / Philippe Sauze, Head of **LA TÊTE DANS LES NUAGES** / Julien Schmaus, Director **SPEEDPARK**

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