

mapic[®]
International Retail Leasing Hub

**3-4
NOV.
2026**

PALAIS DES FESTIVALS
**CANNES
FRANCE**

2026
Attend MAPIC to accelerate your
retail business

WHAT IS MAPIC?

mapic[®]
International Retail Leasing Hub

Represented by:



A powerful Leasing platform



A transactional show for retail & real estate players to network and close deals

- The largest selection of retailers looking for spaces to grow their brand, from across the world and in all categories
- Top property players offering a wide range of locations, from high street prime locations to the newest shopping malls

November 2026
Cannes, FRANCE

Represented by: **ASAP**
COMMUNICATIONS

mapic
International Retail Leasing Hub

Summary



- 01 WRAP UP 2025
- 02 WHAT'S NEW 2026
- 03 EXHIBITING & NETWORKING SOLUTIONS

Wrap up MAPIC 2025



NEW FORMAT



2 DAYS

NEW LAYOUT



Natural-Light
Networking Area with
new participation
options

**FOCUS ON
BUSINESS**



A powerful leasing
platform to network
and accelerate the
deal flow

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Cannes, FRANCE

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Key Figures

4,000

Attendees

200

Exhibitors & Sponsors

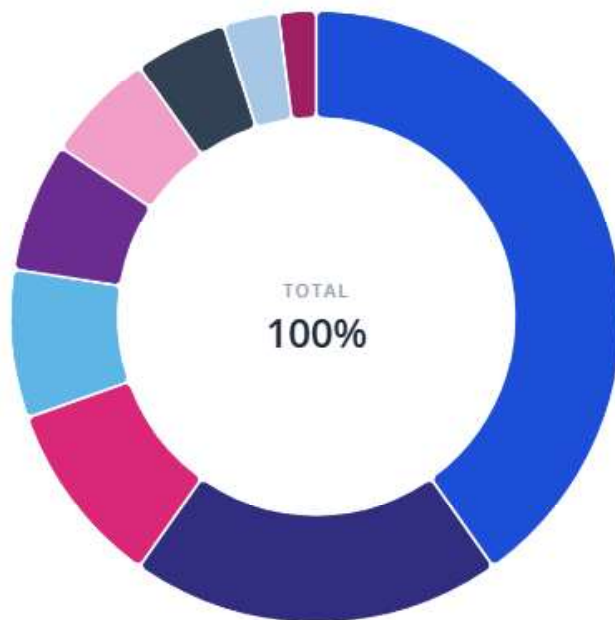
50

Conferences & Networking events

1,700

Retailers, F&B chains and leisure operators

The Ecosystem



41%

Retail, Food & Leisure Brands

20%

Developers & Property Managers

10%

Brokers

8% Business Services

7% Investors & Owners

6% Tech & Sustainability

5% Autres (Presse, Assoc.)

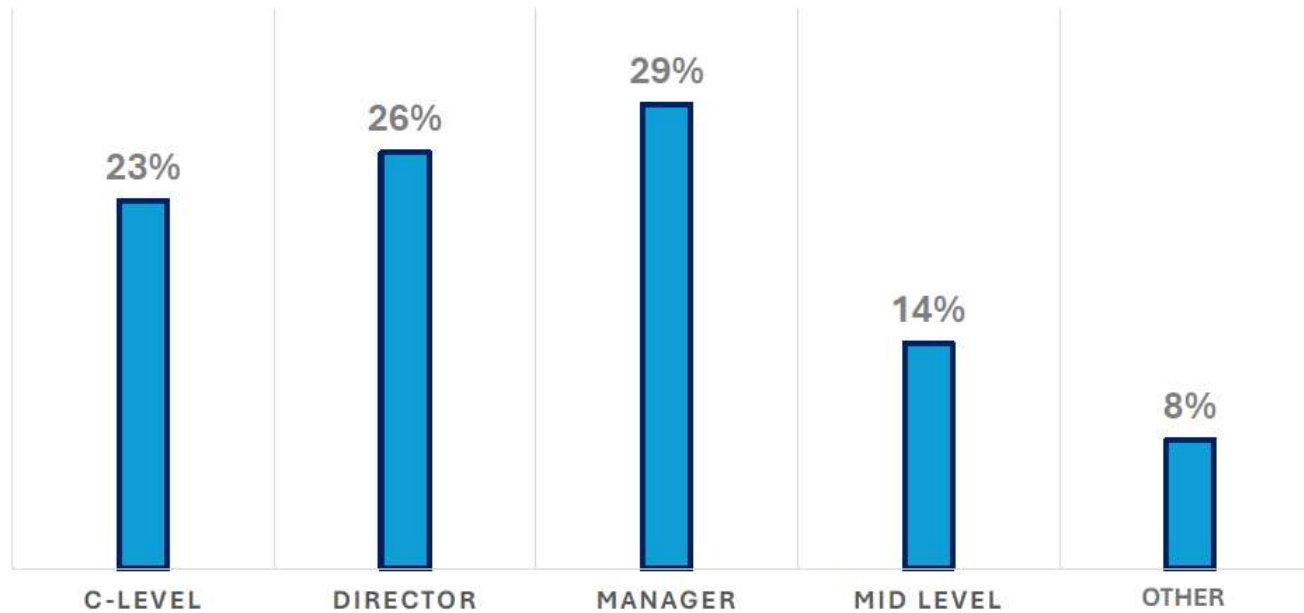
3% Leisure Suppliers

2% Villes

Données basées sur l'analyse de l'écosystème 2025

The Ecosystem

OUR ATTENDEES: SENIORITY



Who you can meet:

- Retail Expansion Director
- Leasing Director
- Asset Management Director
- President / CEO / Chairman
- Sales Director
- Business Development Director

A worldwide reach to grow your business



Over 75 countries represented, from Europe to Asia to the Americas.

A unique opportunity to meet the right partner to accelerate your global expansion

TOP 10 Countries at MAPIC

Country	Delegates
France UK	1189
Italy	589
Germany	427
Spain	172
Belgium	167
Turkey	146
Netherlands	135
United States	130
Poland	110
	62



Key Initiatives 2025

Our Thematic Events:

- *The International Retail Executive Programme*
- *The Retail Leaders' Cocktail*
- *The Retail & Urban Regeneration Summit*
- *The Outlet Networking Lunch*
- *The French Summit*
- *The Leisure Networking Lunch*

The International Retail Executive Programme

20 companies from 9 countries across Asia, North & South America, and Central & Eastern Europe.

The Programme:

Pitch Sessions & Networking Cocktails with International Landlords



Sponsored by



The Retail Leaders' Cocktail

An exclusive cocktail gathering the global heads of development of the **top 50 global brands** in the market with 50 Senior executives from **top property companies** in an informal and inspiring environment surrounded by art and creativity.



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The Retail & Urban Regeneration Summit



This premium event is a must-attend event for **urban, retail-led destinations**. This summit looks at how retail can be the catalyst for regeneration of cities and create vibrant economies

Who's coming?

Landlords, retailers, international cities and investors

The Speakers



Ilana Sarner
Retail Leasing Director
The Elephant



Magnus Lundgren
Partner & Director Retail,
TAM Group



Sarah McLaren
Leasing Director
The Crown Estate



Ricardo Awad
Expansion Manager
Mallplaza



Cécile Pouzadoux
Head of Asset Management
France, Redevo

90 Participants in 2025

Last year's participants include:

- The North Face
- WE Fashion
- Groupe ETAM
- Monoprix
- Twinset Milano
- Hunkemöller
- Kigili Menswear
- AXA IM
- Colliers
- Trinity Capital
- Carrefour
- SBM
- Nhood
- Villeroy & Boch
- Ville de Reims
- Ville de Namur
- Big Mamma



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The Outlet Networking Lunch

This premium event is our annual focus on the dynamic and expanding designer outlet sector

Who's coming? Outlet Developers & Landlords, Retailers, Investors

The Speakers



Mayte Legeay-Astudillo
Présidente Amaloris Asset Management



Luca Nasi
General Manager
Arcus Real Estate



Sponsored by



114 Participants in 2025

Last year's participants include:

- Arcus Real Estate
- Essilor Luxottica
- The North Face VF International
- Tesco
- Flying Tiger Copenhagen
- Triumph International
- VIA Outlets
- ROS Retail Outlet Shopping
- Frey
- Neinver
- McArthur Glen
- GROUPE SEB
- Landmark Arabia
- Cenomi Centers
- Bestseller
- Palais des Thés
- Twinset Milano
- Parfois
- Fashion House Group

Co-organised with



The Leisure Networking Lunch

100 Participants in 2025

Last year's participants include:

- Unibail-Rodamco-Westfield
- Ingka Centres
- JLL
- Cushman & Wakefield
- Eurocommercial Properties
- Multi Corporation
- FIVE GUYS FRANCE
- Pradera Limited
- SIERRA Portugal
- Newmark
- Valreal Capital
- SCC
- Trinity Capital
- TF1 Business Solutions
- My Dreamland
- Flight Club
- F1 Arcade

Key topics: Latest trends in leisure, new leisure concepts, key projects integrating leisure in lifestyle destinations.

Who's coming? Leisure operators, Landlords, Investors, Manufacturers



WHAT'S NEW 2026

November 2026
Cannes, FRANCE



FOCUS ON RETAILERS

- A reinforced dedicated **retail team** to identify and look after new retailers at MAPIC
- 2nd edition of **Retail Leaders' Cocktail**
- 2nd edition of **International Retail Executive Programme** dedicated to American & Asian brands developing into EMEA area
 - Pitching sessions for the brands
 - Private networking event for retailers and property professionals

1800+ retailers expected (including **40 new brands** from America, Asia and Eastern Europe)



Retail Park Focus

A **dedicated study** highlighting the top retail parks in Europe

Retail Park Summit in Cannes: a private networking event for landlords, investors and retailers looking for opportunities in Retail Parks





High Street Focus

A dedicated show area and programme to highlight retail real estate players & opportunities in main European cities

- High Street in Europe **guide**
- Dedicated programme of **pitching sessions (1st tier cities in Europe and 2nd tier cities in France)**
- **Networking zone** with tables and desks dedicated to retail high-street specialists and cities

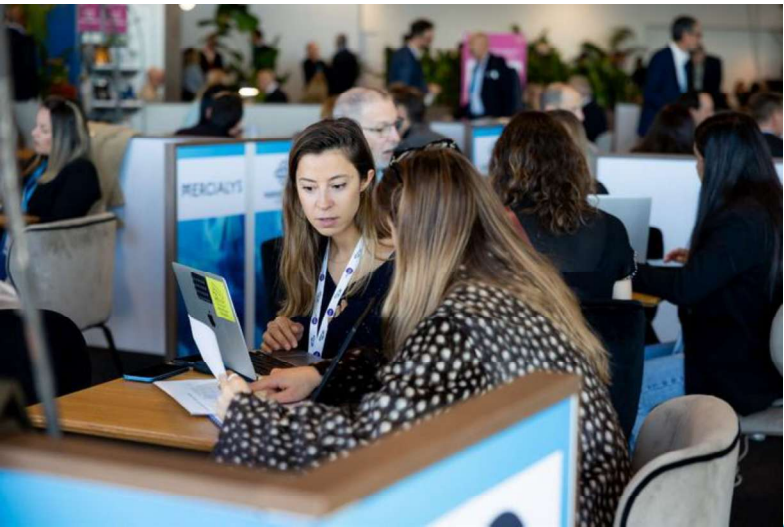


DealMaker Solution

A brand-new digital tool helping retailers and property players pre-schedule meetings.

- Be matched according to your needs (country of interest, type of assets, store size, retail segment...)
- Send, receive and schedule meetings
- Only for **retailers** and **property players**

Capacity Up to 20 meetings across the 2-day event per delegate
30 minutes slots, 5 in the morning –5 in the afternoon



How to participate?



Choose your participation

EXHIBITORS



EXHIBITION AREA –RIVIERA 7

NETWORKING SOLUTIONS



NETWORKING AREA -RIVIERA 8

VISITORS



MAPIC FULL ACCESS PASS

SPONSORING OFFERS



TAILOR-MADE SPONSORSHIP

Exhibiting & Networking Solutions

EXHIBITING SOLUTIONS



NETWORKING SOLUTIONS



A wide range of solutions to match your budgets & your goals in terms of:



Visibility



Personalization



Dealmaking

Floorplan layout



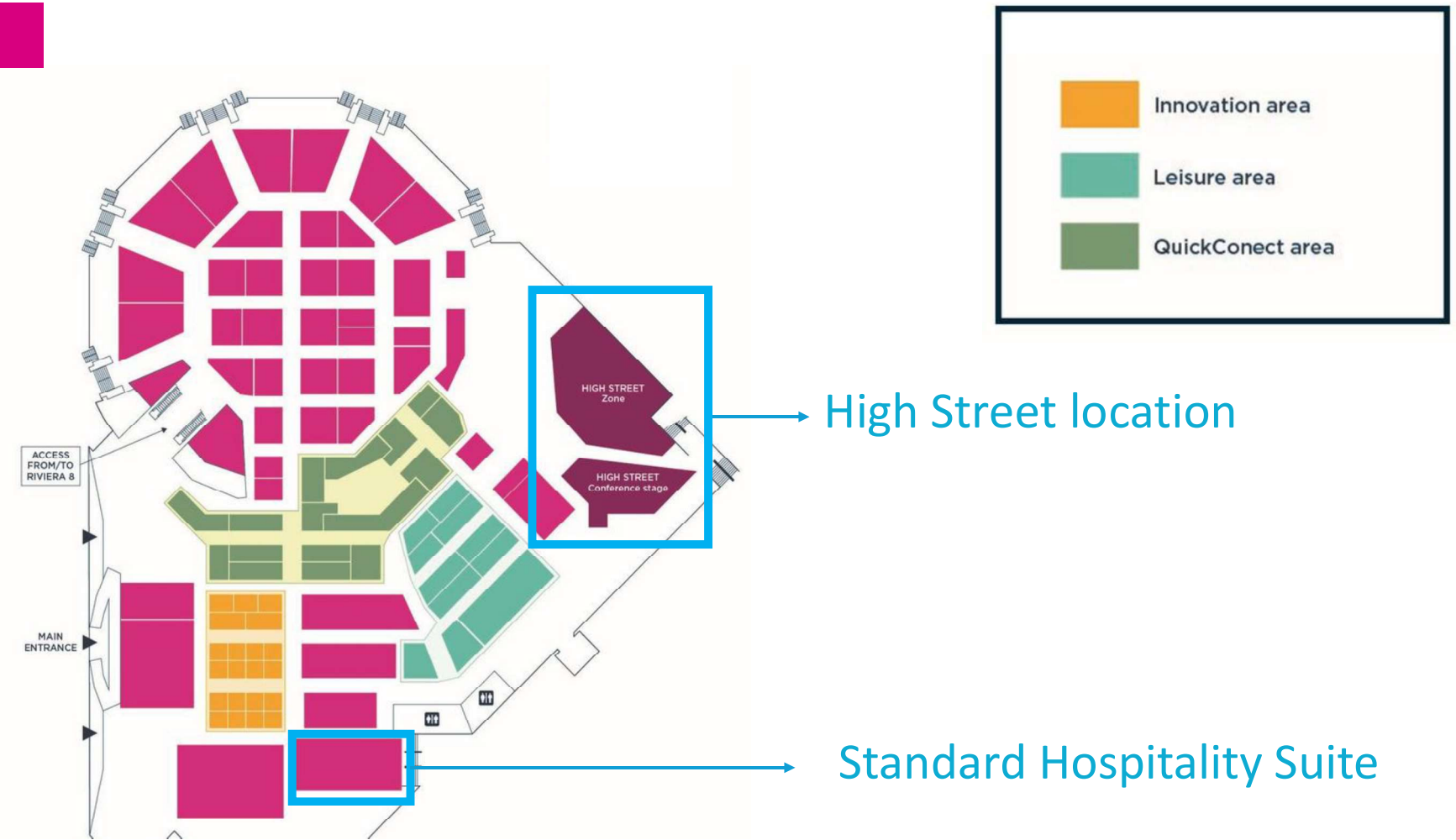
Riviera 7

Exhibition area (Stands and Hospitality suites)

Riviera 8

Networking area with sea view and Food & Beverage services (Private tables, Premium Hospitality Suites)

Riviera 7



NETWORKING SOLUTIONS

PRIVATE TABLE

Book now your private meeting table inside Riviera 8 – dedicated to networking – to make the most of your participation.

Starting price RETAILERS

➤ 1 Table & 2 Badges (4 chairs): €3,700

Starting price NON-RETAILERS

➤ 1 Table & 2 Badges (4 chairs): €5,490

Including 5 private meeting with retailers with our DealMaker solution

- ✓ Your logo on the table & listing on floorplan
- ✓ Includes our new networking meetings tool DealMaker
- ✓ Free coffee & orange juice. Catering available (additional cost)



Visibility



Personalization



Dealmaking

Perfect for those attending with their delegation and needing a simple yet comfortable private space to organize meetings.

NETWORKING OFFERS

PRIVATE TABLES- PROPERTY PLAYERS

RIVIERA 8 : A dedicated lounge for networking with sea view, food & beverage services.

- 1 Table & 2 Badges (4 chairs): €5,490
- 2 Tables & 6 Badges (8 chairs): €10,670
- 4 Tables & 10 Badges (16 chairs) €17,950

- ✓ DealMaker solution *pack of 20 private meetings with retailers per badge*
- ✓ Your logo on the table & listing on floorplan
- ✓ Free coffee & orange juice!
- ✓ Food & Catering Service *available near your table to enhance your meetings and allow you to stay in the palais. Not included in the above prices.*



Visibility



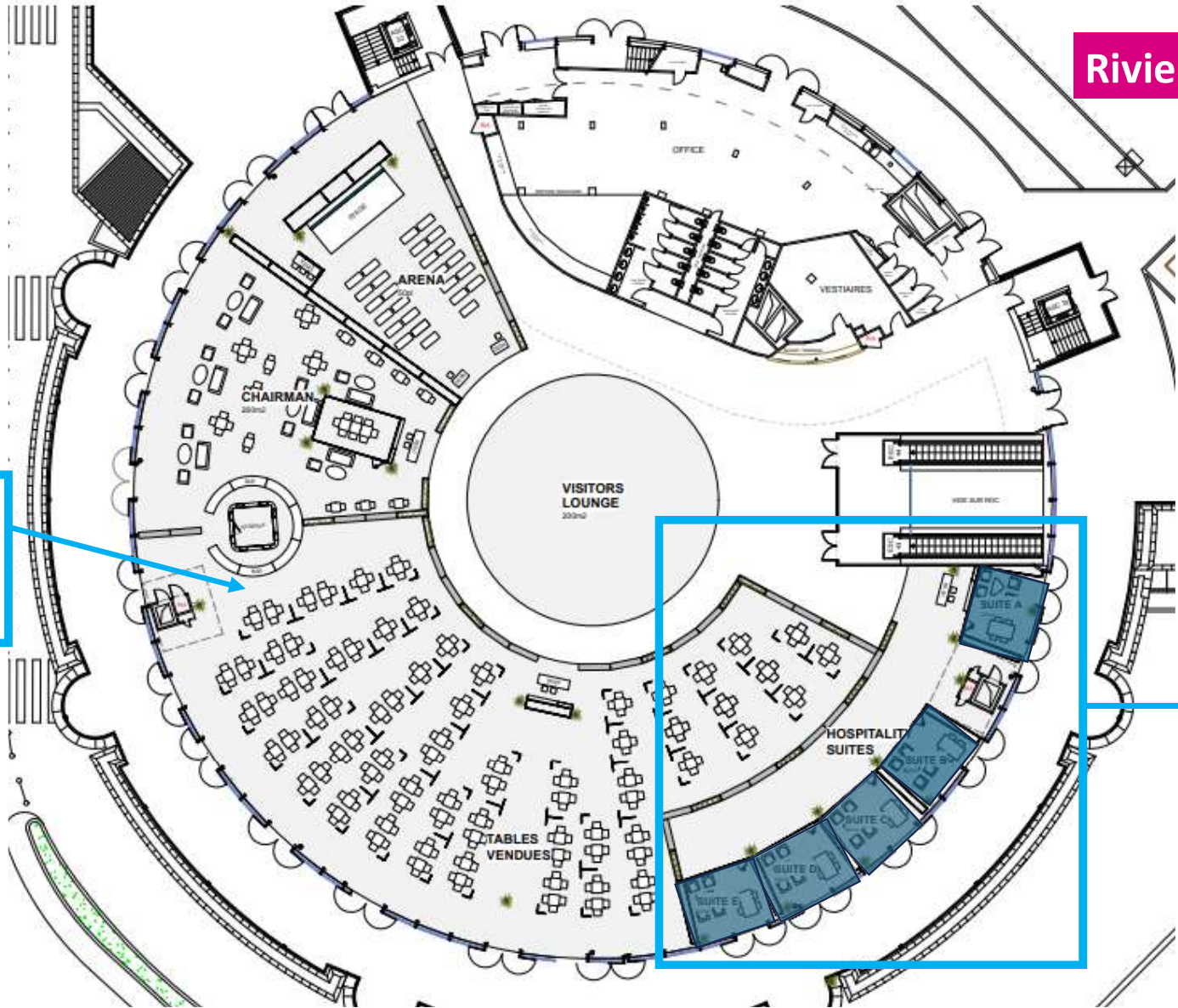
Personalization



Dealmaking

Perfect for those attending with their delegation and needing a simple yet comfortable private space to organize meetings.

Riviera 8



Networking Tables area

Premium Hospitality Suites

EXHIBIT

Riviera 7

Your stand



RIVIERA 7 -RAW SPACE from **€ 1075/sqm** by
30 August (Regular rate)

- ✓ # of registrations according to sqm
- ✓ # of Deal Maker packs according to sqm

Price for 27 sqm: €34,600 decoration not included*

Price for 36 sqm: €44,275 decoration not included*

**Price in Premium area at Regular rate **Decoration pack from €370 upto €6è0/sqm*



Visibility



Personalization



Dealmaking

Perfect if you need high personalization, if you have projects or product to exhibit, and if you are coming with an important delegation

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NETWORKING
SOLUTIONS

Riviera 7

Standard Hospitality Suite



FROM 12SQM

from **€11.500**

No badge included

An all-inclusive suite for 2 days, with dedicated services. Book your hospitality suite to conduct your meetings in a comfortable & nicely equipped meeting room.

Equipment & Furniture: 2 tables + 8 chairs, fridge (unfilled), WIFI

Including 5 packs of 20 private meetings with retailers with our DealMakersolution



Visibility



Personalization



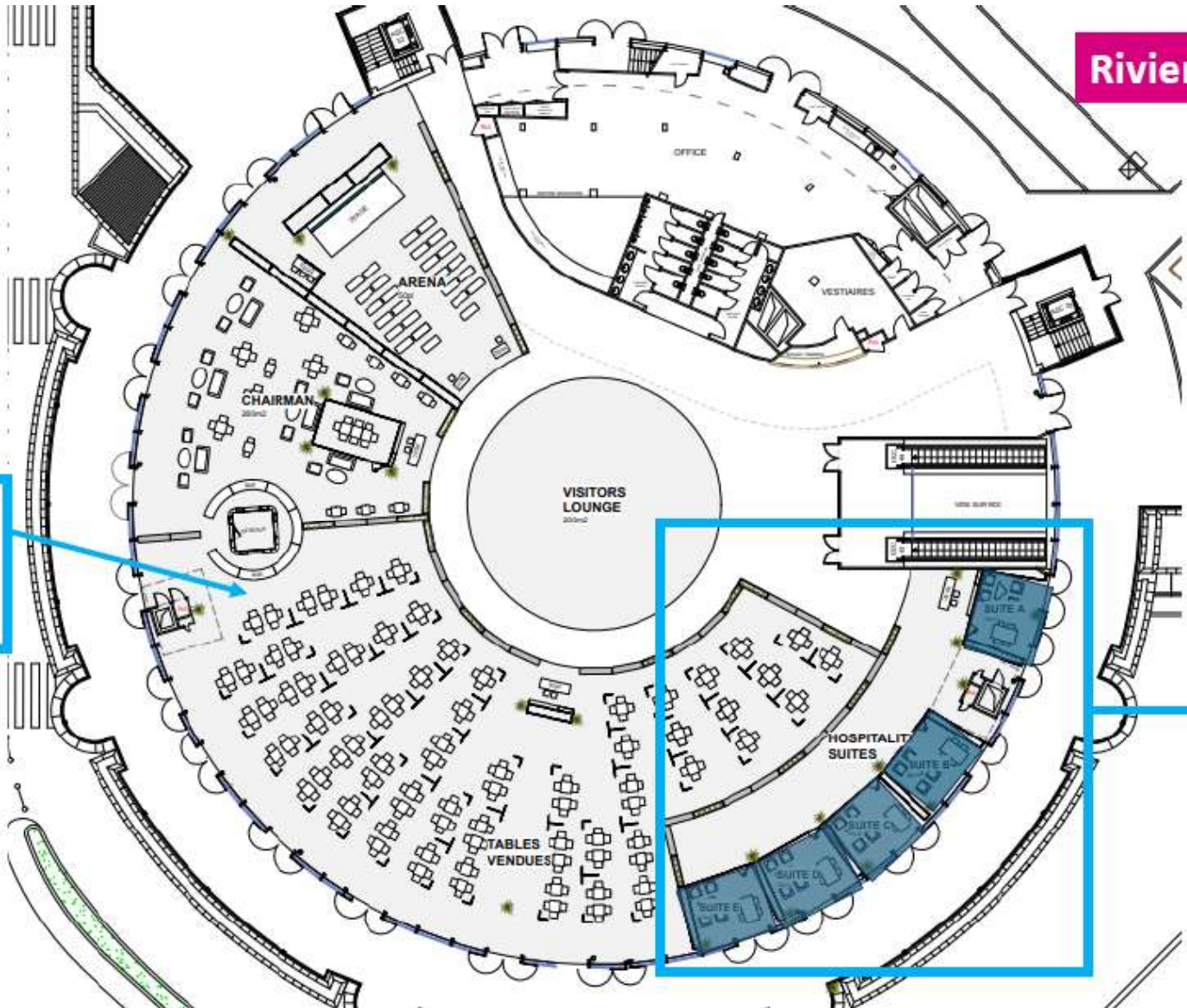
Dealmaking

Perfect for the clients needing a private space for confidentiality on a limited budget

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Riviera 8



Networking Tables area

Premium Hospitality Suites

NETWORKING SOLUTIONS

PREMIUM HOSPITALITY SUITE

From €27,500

(from 17sqm, no badge included)

- **Staff:** 1 Hostess at the entrance to guide your guests to your suite, from 9am to 6pm
- **Equipment & Furniture,** sea view & terrace, 1 desk + 4/5 chairs, 1 low table + 3 armchair, 1 coffee maker + refill, 1 fridge well stocked with soft drinks refilled one a day, 20 Viennoiseries per day WIFI
- *Including 5 packs of 20 private meetings with retailers with our DealMaker solution*



Visibility



Personalization



Dealmaking

Perfect for the clients needing a premium space and high confidentiality

EXHIBIT

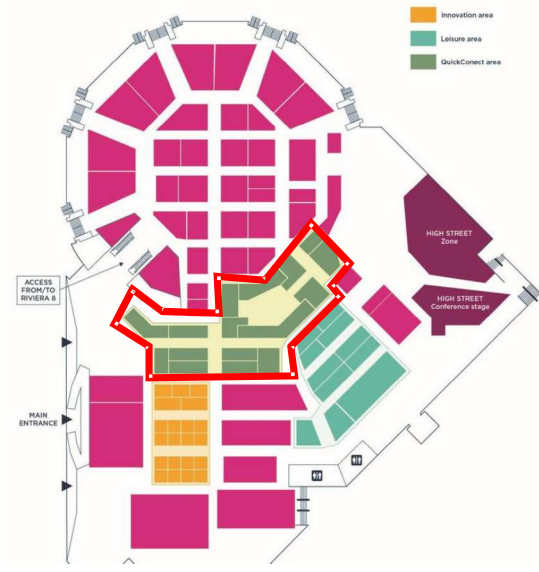
Quick Connect Booth



27 SQM BOOTH 3 table, 12 chairs, a reception desk
Wall display to personalize
At the heart of R7 hall

€ 33,232 by 30 August (Regular)

- 9 MAPIC registrations
- 9 Deal Maker packs



Visibility



Personalization



Dealmaking

Perfect value-for-money, with space and wall display to present you available locations

VISIT

MAPIC Pass

Attend the show to meet prospect and partners with perfect flexibility
Perfect for small budgets, or small teams with clear goals

Included: Access to the show & the conferences, access the online database

Price for retailers, leisure & food players

EB-1 **€225** (until July 2nd)

EB-2 **€330** (July 3rd – October 1st)

EB-3 **€435** (October 2nd – November 2nd)

Onsite **€540** (November 3rd)

Price for startups

Startups Pass **€355**

Price for retail property players

EB-1 **€1,035** (until July 2nd)

EB-2 **€1,530** (July 3rd – October 1st)

EB-3 **€1,630** (October 2nd – November 2nd)

Onsite **€2,100** (November 3rd)



Sponsorship



THE RETAIL PARK SUMMIT

This premium event (by invitation only) is a **new focus** on the dynamic and expanding retail park sector. **The selection of participants creates a tailored mix, making of this event an incredible booster for business.** **Key topics:** Overview of retail park market trends **Who's coming?** Retail park developers, retailers & investors.

Key topics:

Overview of retail park market trends

Who's coming?

Retail park developers, retailers & investors.

Format & Programme:

- Sponsors' video (30'')
- Panel & Presentation
- Networking



WHY SPONSOR THE RETAIL PARK SUMMIT?

The **Retail Park Summit** sponsorship offer is a tailor-made offer created to give visibility to:

- **Retail Park Developers, Landlords, Property Managers, Investors** looking to reach retail players or investors by showcasing their assets or new project
- **Retail players** interested in Retail Parks opportunities

This offer is reserved to a restricted number of key industry players that will play the role of **strategic partner of this summit**. This offer is jointly created with the sponsor in order to match the client strategy and needs with the show key topics.



CONTENT VISIBILITY

The booklet

Appear as the sponsor of the Retail Park Booklet

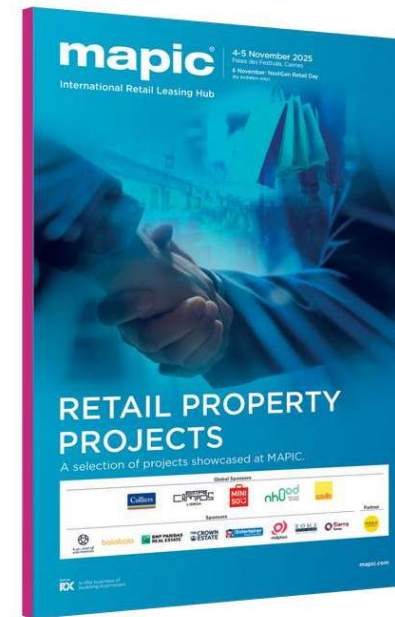
Brand new market analysis by MAPIC:

- Snapshot of the Retail Parks landscape in Europe
- Case studies of key retail parks

Get your dedicated page in the booklet to highlight your available locations and the opportunity to be associated with the content of the study

To be published 2 weeks before the show on

- MAPIC website MAPIC
- LinkedIn account MAPIC
- newsletter



Example 2025

SONAE SIERRA

Galashopping

TYPE OF PROJECT
Extension and Refurbishment

TYPE OF ASSET
Retail

PRESENTED BY
Sonae Sierra
www.sonae-sierra.com

WHERE / WHEN?

- City: Vila Nova de Gaia
- Region: Greater
- Country: Portugal
- Developer(s): Realty
- Developer(s) Investor(s): Sonae Portugal Fund and Sonae Retail Ventures
- Architect(s): Realty
- Opening date: Q4 2025
- Total G.A. 10,000 m²
- No. of Brands/Stores: Free zone anchors
- Catchment area: 0.5 million

PROJECT DESCRIPTION

SonaeSierra is implementing a €35 million strategic project in a hot to urban, Galashopping's full potential and competitive as leading anchor in the catchment area. Gal's image is to be forged aligned with market and customer expectations, and therefore the project will address that by delivering a full transformation and modernization. It will enhance Gal's appeal, improve the customer experience, attract key anchors, and strengthen the brand. It was designed with sustainability at its core, applying the circular economy principles, and will contribute to the urban renewal of a key area in Vila Nova de Gaia.

LOOKING FOR

Fashion & Lifestyle retailers • Restaurant and F&B chains
• Leisure concepts.

PREMIUM VISIBILITY FOR YOUR BRAND

WEBSITE

4,000 Participants 75 Countries 1,800 Retailers 200 Exhibiting Companies

2023 expected figures

Get your leads on the Online Database!

Access to the Online Database to network with the whole industry. Start to browse companies and manage your leads on your dashboard.

! First login: Click on 'forgot password' and reset your password.

Photo Gallery

Relive the show with the photos taken during the event!

Login for free to access the full inventory.

See the gallery

NEWSLETTERS

mapic LesurUp

28-30 November 2023
The Crown Estate London

Join the MAPIC premium networking events
Open to all MAPIC & LesurUp registered participants

If you haven't yet confirmed, please confirm now!

The MAPIC team has created these networking events to enable attendees to do business. Find the right partners, think about new business models and to discover new industry trends.

Choose the premium networking events you wish to attend!

<p>Sustainability summit 28 Nov 2023 (9am - 1.30pm)</p> <p>A new format providing participants with essential information about the key elements that make a project sustainable, featuring successful business cases and networking with experts and specialists.</p> <p>For landlords, retailers, investors, local authorities, business owners, associations, property service providers and suppliers.</p>	<p>Workshop: Green leases Flexible agreements, new business models, what's new? 28 Nov 2023 (10.00am - 11.30am)</p> <p>How legal can support the transformation of the retail property industry?</p> <p>Discover the art of sampling deals and partnerships to create long-term value. Join a unique networking event bringing together legal experts and deal-makers in retail and real estate. Attend an insightful workshop leading industry</p>	<p>Retail in the city summit 29 Nov 2023 (9am - 4pm)</p> <p>How to shape retail in cities? This summit will look at how cities can reinvent themselves to remain attractive for retailers, featuring successful business cases and networking opportunities with experts.</p> <p>For landlords, retailers, cafes, investors, urban operators, associations.</p>
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SOCIAL MEDIA

mapic MAPIC

14 271 abonnés
2 mois • Modifié

Sponsored by The Crown Estate and Mallplaza, today's summit brought together industry leaders to explore how retail can act as a catalyst for urban transformation and economic growth. Speakers including Sarah McLaren (The Crown Estate) ... plus

Afficher la traduction

Retail and Urban Regeneration
Closed Doors Panel

DAY 1
4 Nov.
14:30h

ONSITE



RETAIL PARK SUMMIT SPONSOR

8,500 €

Get visibility from a targeted audience active in the Retail Park sector

CONTENT PROGRAMME

Speaking opportunity during the event to discuss with MAPIC Conferences Director

Video advertisement before the sponsored conference sessions

Sponsor of the **Retail Park booklet** (one page + association opportunity)

Opportunity **to hand your advertising & marketing materials** to the summit participants

2 invitations to the Retail Park Summit

EXHIBITION & BADGE

1 speaking invitation to MAPIC 2026

MARKETING VISIBILITY

ONLINE

- **One dedicated push** on MAPIC's LinkedIn page
- **Newsletter Banner** on one of MAPIC shownews email
- **Sponsor the category of your choice** of the MAPIC 2026 online database (*first come, first served*)

YOUR LOGO AS RETAIL PARK SUMMIT SPONSOR

- On the **conference programme**(print and digital)
- On the **MAPIC website** –section sponsors + Retail Park Summit presentation
- On the **email dedicated to the Private Networking Events**
- On the **“Thank you” email** sent to all participants
And on all communication linked to the Retail Park Summit (social media...)

Sponsor

SPONSORING

- Be seen as an expert by the industry by **sponsoring a dedicated conference, or a full topic** (Retail, Leisure, Food, Innovation...)
- Get additional visibility by **sponsoring a specific area** (Lounge, Registration...)
- Additional prestige by **sponsoring a premium event** (Retail leader cocktail, Awards Ceremony...)



Visibility



Personalization



Dealmaking

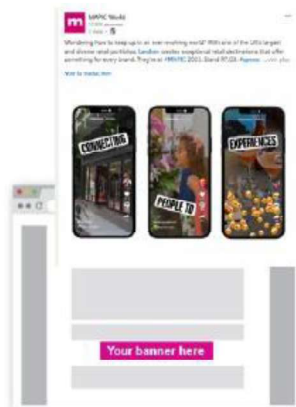
Tailor-made offer and prices upon request - Contact us

Become a Global Sponsor!

An investment of over €20,000 grants you Global Sponsor status, automatically unlocking enhanced visibility and exclusive brand exposure.

Online visibility

- Social media post
- Website banner
- Newsletter
- And more!



On site visibility

- Logo on the main banner
- Displays in the event
- Pre-roll video in conferences
- And more!



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