

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?

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 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



Key Figures

4,000

Attendees

200

Exhibitors & Sponsors

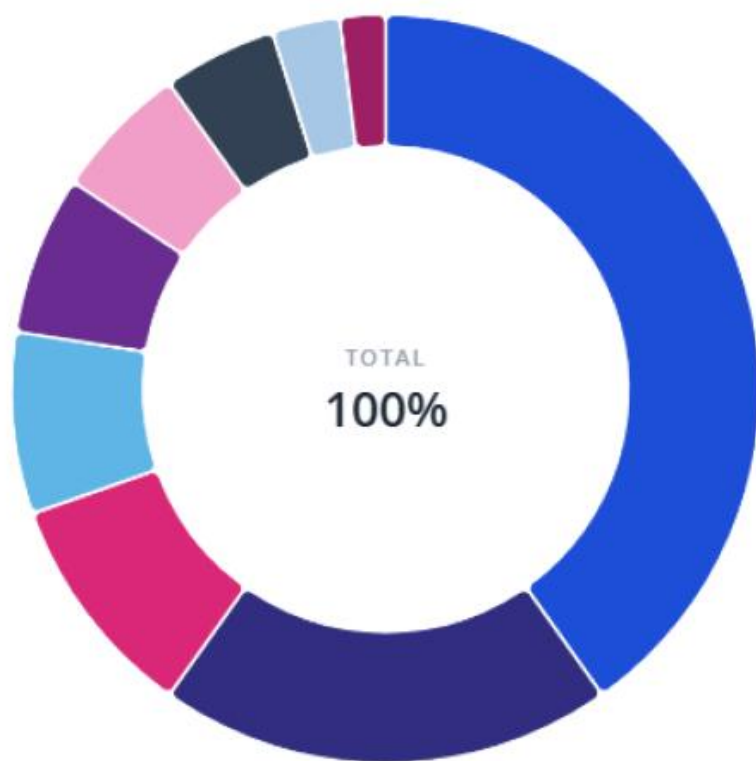
50

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.)

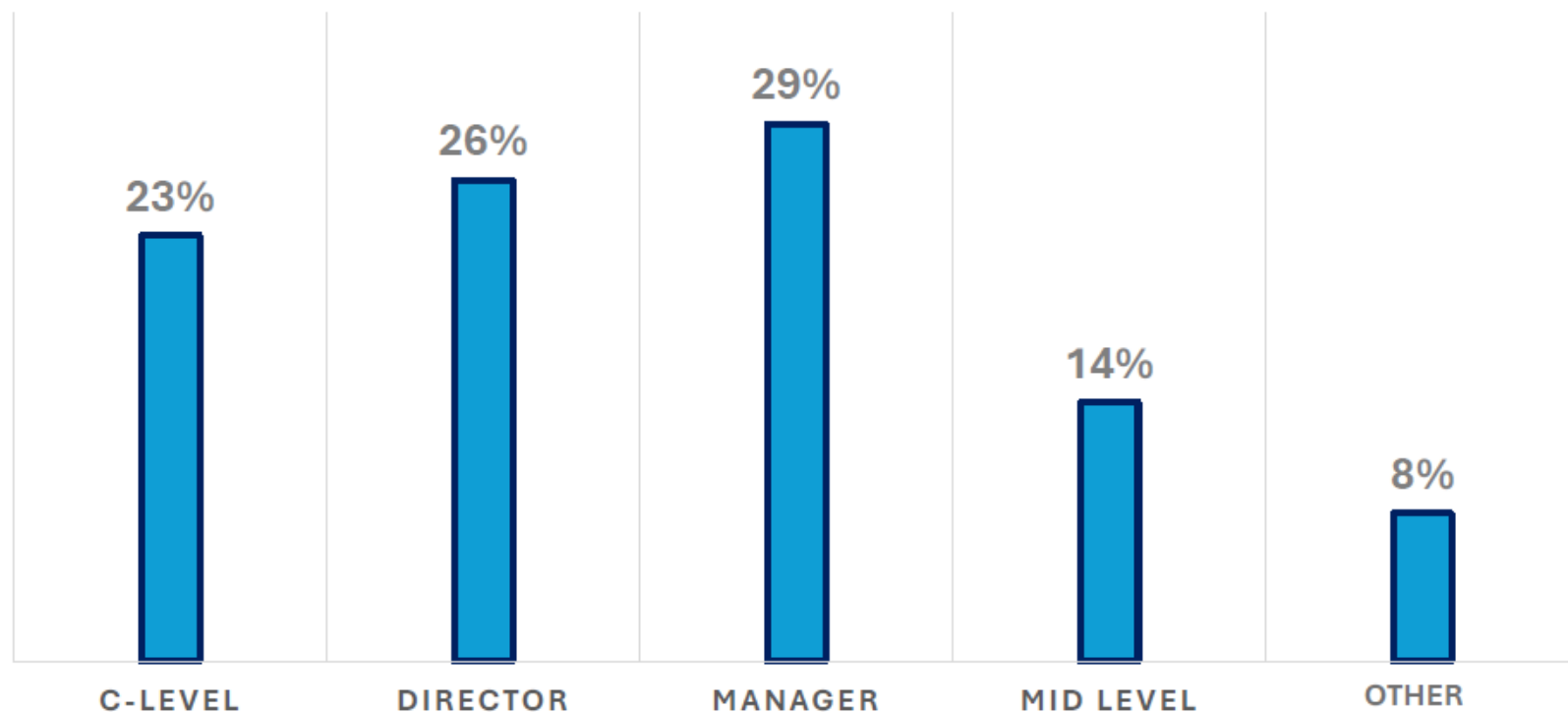
3% Leisure Suppliers

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

WHAT'S NEW IN 2026

The Thematic Areas:

To accelerate your networking, MAPIC has developed specific areas for you to meet the right people for your business

LEISURE AREA

Where property owners can meet with I.P. owners and Leisure Operators

[Learn more](#)

INNOVATION AREA

The best Retail Tech solutions for the next generation retail destinations

[Learn more](#)

RETAIL IN THE CITY

A new area dedicated to high street players (owners, brokers, cities, retailers)

[Learn more](#)



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

mapic[®]

DealMaker

Schedule meetings onsite and
connect with the right partners



DealMaker Solution

CONNECT

Identify relevant and qualified partners to
speak with.

SCHEDULE

Send requests, confirm appointments and
organise your agenda.

MEET

Arrive onsite with meetings already prepared.

What DealMaker helps users do

DealMaker goes beyond directory search by helping participants identify relevant and qualified contacts, send and receive meeting requests, confirm appointments, and manage their event agenda in one place. During registration, detailed information is collected on participants' business goals to facilitate the identification of qualified partners.

[Click here for more info](#)

Who can use DealMaker?

RETAILERS

Expected: 1,000+ retailers

PROPERTY PLAYERS

Exhibitors can connect with retailers and pre-schedule meetings in the tool.

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



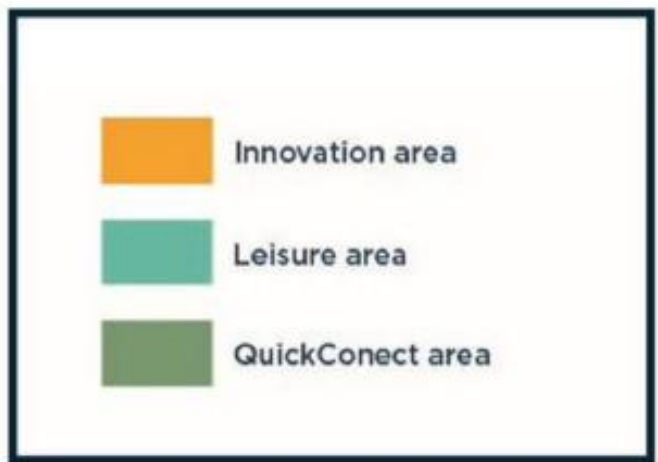
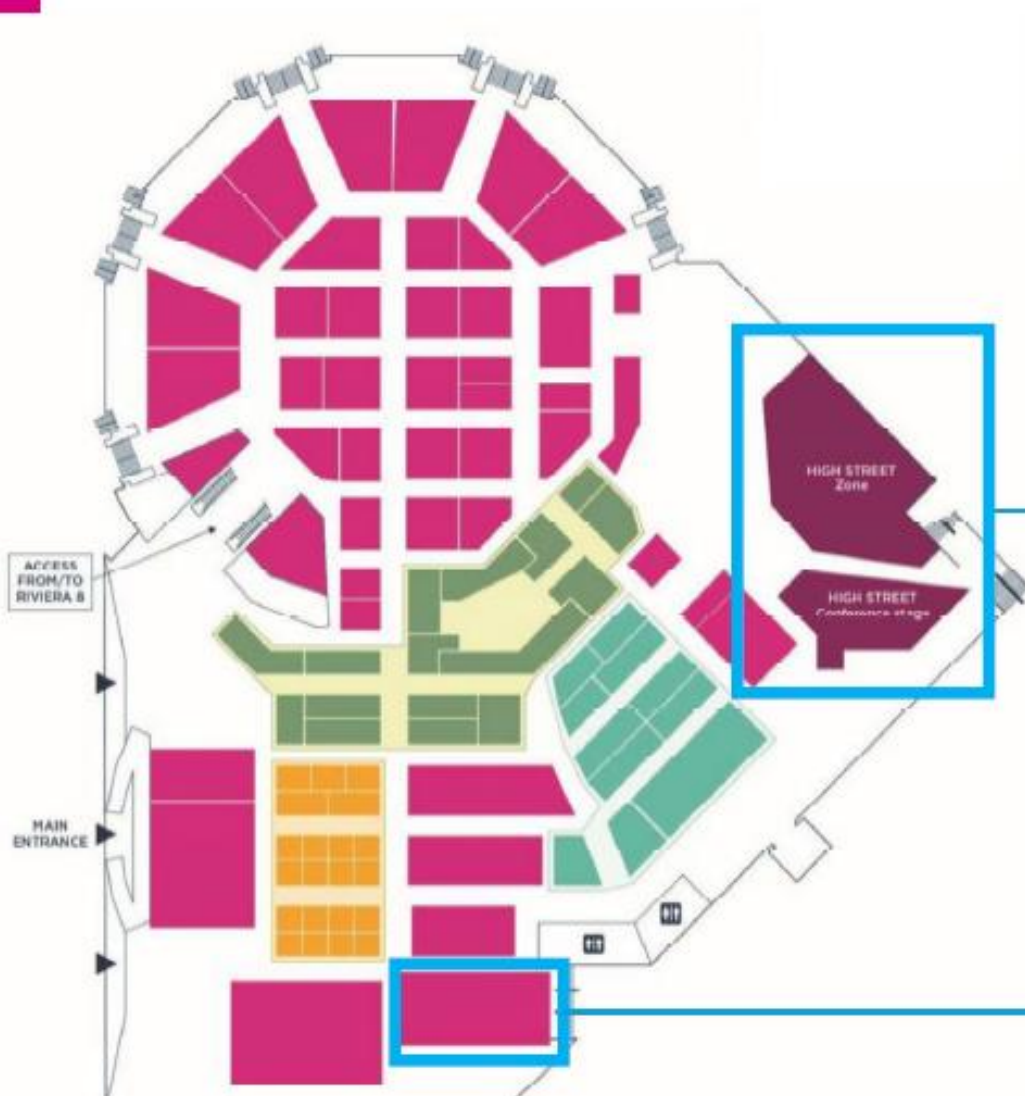
Riviera 7

Exhibition area (Stands and Hospitality suites)

Riviera 8

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

Riviera 7



High Street location

Standard Hospitality Suite



mapic[®]

International Retail Leasing Hub

NETWORKING OFFERS

NETWORKING OFFERS

A new range of networking offers with sea views

Riviera 8

PRIVATE TABLES

Inside RIVIERA 8

A new offer of networking spaces with sea views.

Organize your private meetings throughout the day without being interrupted and with a food & beverage offering



NETWORKING OFFERS

PRIVATE TABLES RETAILERS

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

- 1 Table & 2 Badges (4 chairs): **€3,450**
 - Including 20 private meetings with our DealMaker solution
- 2 Tables & 6 Badges (8 chairs): **€5,350**
 - Including 2 packs of 20 private meetings with our DealMaker solution.
- 4 Tables & 10 Badges (16 chairs) **€9,250**
 - Including 4 packs of 20 private meetings with our DealMaker solution.
- ✓ **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.



Riviera 8



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*
- ✓ 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.*



Riviera 8



Visibility



Personalization



Dealmaking

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

See Who is coming

MAPIC Networking Hub is almost fully-booked. Discover a sample of the professionals you can meet there

They booked their private table:

CARMILA

DEDEM

GIELLE
Antincendio dal 1965

INMANAGEMENT

NEINVER

DEICHMANN

NEPI
ROCKCASTLE

Kinexio

MERCIALYS

CBRE
Investment
Management

MULTI

LIEBRECHT & WOOD
A DIFFERENT VISION ON REAL ESTATE

UNIBAIL-RODAMCO-WESTFIELD

Sensormatic
by Johnson Controls

SNCF
RETAIL
& CONNEXIONS

ART Software Group

[Click here to see who is coming](#)

HOSPITALITY SUITES

CONCEPT

- ❖ Private meeting rooms suites available in **Riviera 7** and **Riviera 8** (Premium or Standard)
- ❖ Suite at your disposal for the 2 days of MAPIC
- ❖ Private area inside the Palais des Festivals

BENEFITS

- ❖ Welcome your partners and clients in a comfortable & nicely equipped meeting room
- ❖ An all inclusive suite with dedicated services: Enjoy our up-scaled range of services
- ❖ Organize your meetings with an on demand service
- ❖ Branding opportunities from our exclusive location



NETWORKING SOLUTIONS

PREMIUM HOSPITALITY SUITE PROPERTY PLAYERS

€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

NETWORKING
SOLUTIONS

PREMIUM HOSPITALITY SUITE

€26,500

(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



Visibility



Personalization

Perfect for the clients needing a premium space and high confidentiality

STANDARD HOSPITALITY SUITES PROPERTY PLAYER/ RETAILERS – RIVIERA 7

Between 13-17 SQM

STAFF

1 Hostess at the entrance to guide your guests to your suite

Hospitality Suites area during the show

Including 5 packs of 20 private meetings with retailers with our DealMaker solution

EQUIPMENT & FURNITURE

2 table + 8 chairs
1 fridge*
WIFI



Visibility



Personalization



Dealmaking

€11,500

The suites are opened from 9am to 6pm
Prices are VAT excluded
Prices for 2 days

STANDARD HOSPITALITY SUITES– RIVIERA 7

Between 13-17 SQM

STAFF

1 Hostess at the entrance to guide your guests to your suite

Hospitality Suites area during the show

EQUIPMENT & FURNITURE

2 table + 8 chairs
1 fridge*
WIFI



Visibility



Personalization

€10,500

The suites are opened from 9am to 6pm
Prices are VAT excluded
Prices for 2 days

PREMIUM HOSPITALITY SUITES PROPERTY PLAYERS/ RETAILERS – RIVIERA 7

Between 23-27 SQM

STAFF

1 Hostess at the entrance to guide your guests to your suite

Hospitality Suites area during the show

Including 5 packs of 20 private meetings with retailers with our DealMaker solution

CATERING LIST

Bar re-filled once a day during 2 days

EQUIPMENT & FURNITURE

1 table + 4 chairs, 1 low table + 4 armchairs
1 coffee maker + refill
1 fridge well stocked with soft drinks and champagne refilled once a day.
20 Viennoiseries per day
WIFI



€20,300

The suites are opened from 9am to 6pm
Prices are VAT excluded
Prices for 2 days

PREMIUM HOSPITALITY SUITES – RIVIERA 7

Between 23-27 SQM

STAFF

1 Hostess at the entrance to guide your guests to your suite

Hospitality Suites area during the show

CATERING LIST

Bar re-filled once a day during 2 days

EQUIPMENT & FURNITURE

1 table + 4 chairs, 1 low table + 4 armchairs
1 coffee maker + refill
1 fridge well stocked with soft drinks and champagne refilled once a day.
20 Viennoiseries per day
WIFI



€19,300

The suites are opened from 9am to 6pm
Prices are VAT excluded
Prices for 2 days

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 to €600/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

EXHIBIT

Quick Connect Booth

Riviera 7

NEW



27 SQM BOOTH

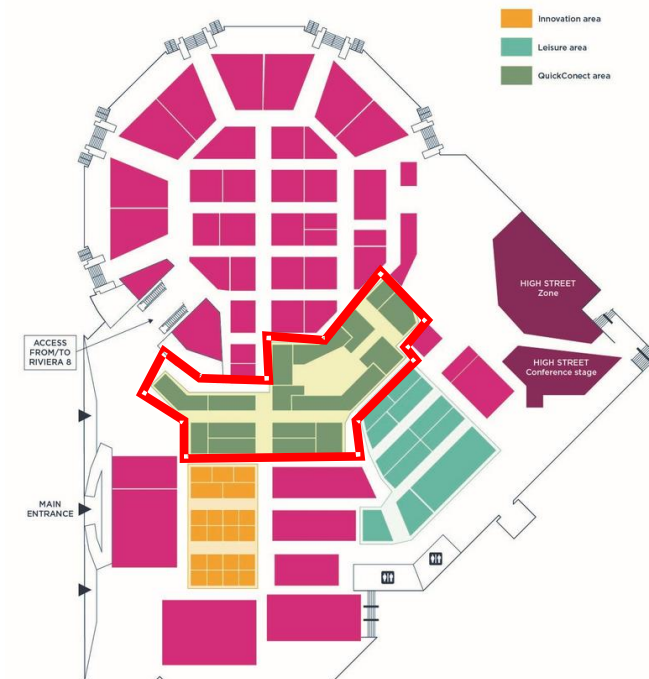
3 tables, 12 chairs, a reception desk

Wall display to personalize

At the heart of R7 hall

€ 30,000

- 9 MAPIC registrations
- 9 Deal Maker packs



Visibility



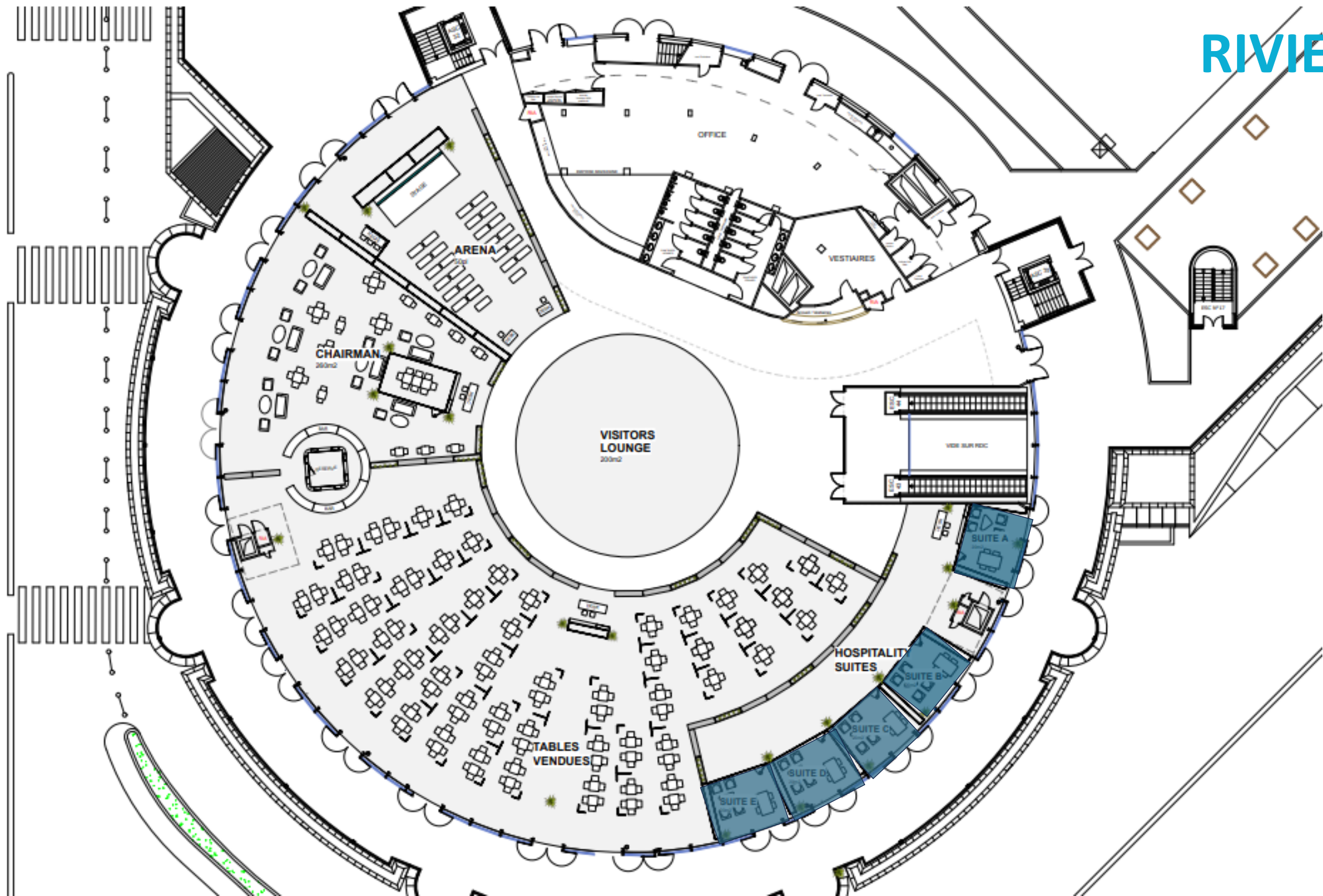
Personalization



Dealmaking

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

RIVIERA 8



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

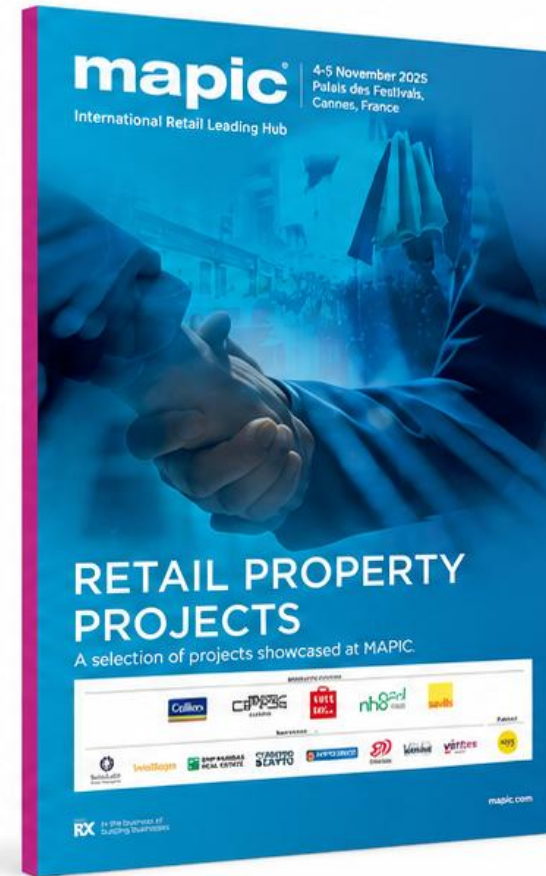
Brand new market analysis by MAPIC:

- 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



PREMIUM VISIBILITY FOR YOUR BRAND

WEBSITE

4,000
Participants

75
Countries

1,800
Retailers

200
Exhibiting Companies
Average per year



Get your leads on the Online Database!

Access to the online database to search and find online industry key to boost complete and manage your leads and contacts.

A strategic tool to get prepared and not miss anyone!

[Login](#)

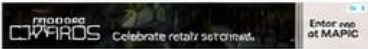


Photo Gallery

RETAIL REAL ESTATE'S MOST INFLUENTIAL EVENT IN EUROPE

Take a look at some moments from the last event.

[See all photos](#)



NEWSLETTERS



Le Partien

12-14 November 2024
Palais des Festivals, Cannes



Join the MAPIC premium networking events

Open to all MAPIC & LeisurUp registered participants

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

The MAPIC Team has created these **exclusive premium** to invite attendees to the leaders. Seize the right partners, meet decision-makers and be to discover new industry trends.

Choose the premium networking events you wish to attend:

Sustainability Lunch
12 Nov 12:00-14:00



A short break during your busy day to enjoy a premium networking lunch and discuss as key sustainable topics between cities and real estate retail experts.

Limited places, priority access will be granted to premium and higher partners and sponsors.

Workshop (Open to issue Focus on Leisure in Cities)
13 Nov 10:30-12:00



The right real estate to entertain and bring people together.

Examine the synergies that link real estate and leisure to develop cities that are increasingly attractive and in line with new leisure and working/living habits.

Networking Ice-cream
14 Nov 16:00-17:30



The perfect end to a day at MAPIC! Join us to extend the networking on the terrace and share valuable moments.

Limited places, priority access will be granted to premium.

SOCIAL MEDIA



MAPIC
14,271 followers
1mo • Modified •

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





Josef Farin Bader
Mayor
Munich

Mario Elias
Executive
for the Business

Peter Falk
CEO
Dett

Jean-Philippe
Vestermans
Pamy



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...)

NETWORKING TABLE AREA

REACHING AN INTERNATIONAL AUDIENCE

A GREAT OPPORTUNITY*

A broad international audience within a 250 m² space. Promote your company to 4,400 Retail and Real estate professional community.

DATE & LOCATION

During MAPIC

Location : Riviera 8

BENEFITS & VISIBILITY

★ Your logo on the **reception desk**, on directional signage, as well as on all communication materials promoting the Networking lounge (MAPIC website, publications, and event floor plan).

★ Advertising/logo on **the networking space bar**.

* *Technical details to be validated by the MAPIC Team*

****Artwork to be provided by the sponsor upon MAPIC Team's approval.*

Deadline : artwork to be provided one month before the event.

Sponsored by *

Logo or avertissement placement



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!

