

mapic[®]

International Retail Leasing Hub

3-4
NOV.
2026

PALAIS DES FESTIVALS

CANNES
FRANCE



RETAIL IN THE CITY

Sponsor the new initiative dedicated to
high street across Europe

For brokers & owners leasing high-street retail space

MAPIC 2026 launches a new destination for high-street retail real estate.

Retail growth is increasingly being driven by city-centre opportunities.

In response, MAPIC is launching a new initiative that brings local players to the forefront and helps small and medium-sized brokers connect with retailers, build visibility and drive business.

- ✓ **A dedicated zone**
- ✓ **Live content sessions & opportunity to pitch opportunities for retailers in your city**
- ✓ **A comprehensive guide of high street in Europe**



Who is coming

This offer is for you if you are:

- A local broker
- A private owner & family office

And you are looking for:

- Retailers looking to expand in your city
- Local brokers in charge of commercial spaces
- Local owners of commercial spaces

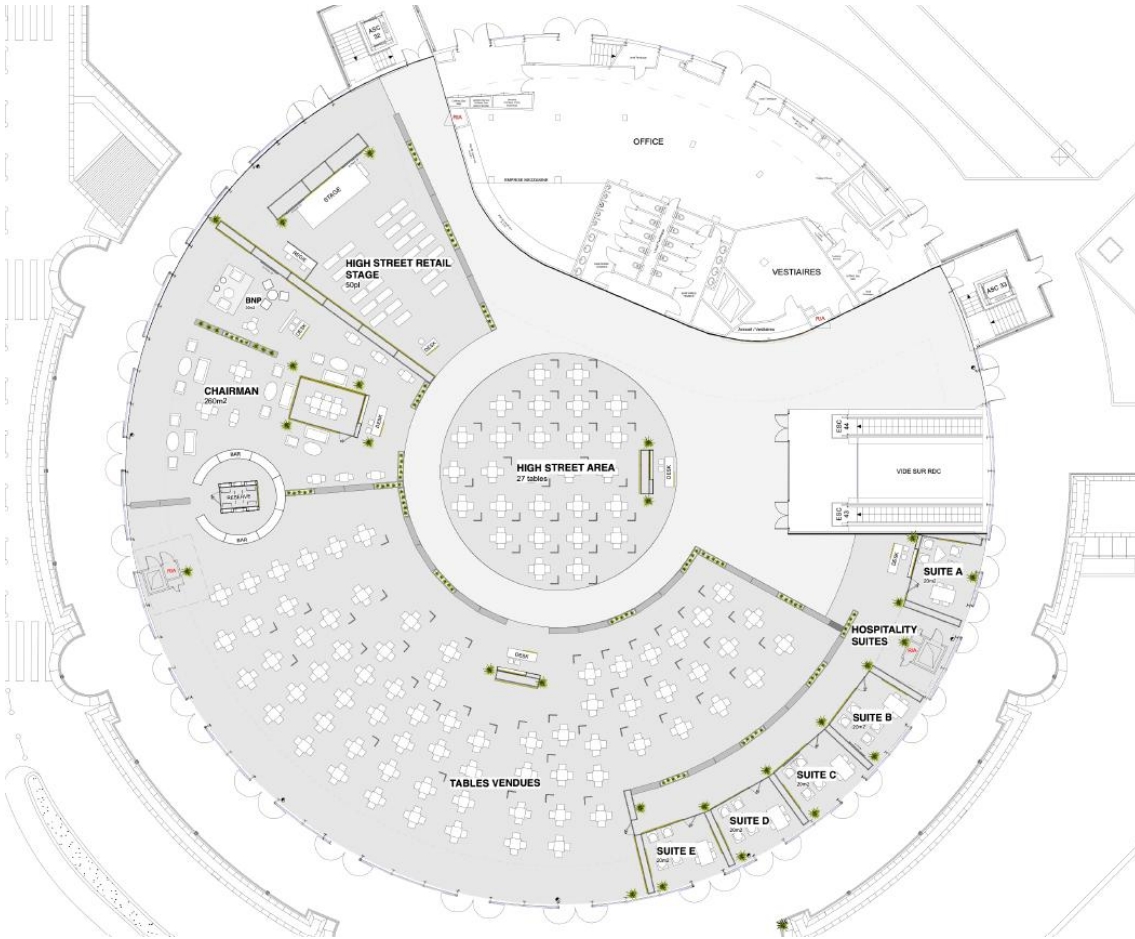
Examples of retailers you can meet



Full list of MAPIC 2025 Retailers here: <https://www.mapic.com/en-gb/retailers-2025/thank-you.html>

How Retailers discover you onsite

A country-led layout makes the zone easy to navigate



Illustrative Riviera 7 zoning

Retailer journey on the zone

- Spot your country or city
- Join a pitch or content session
- Book and attend a meeting at your table

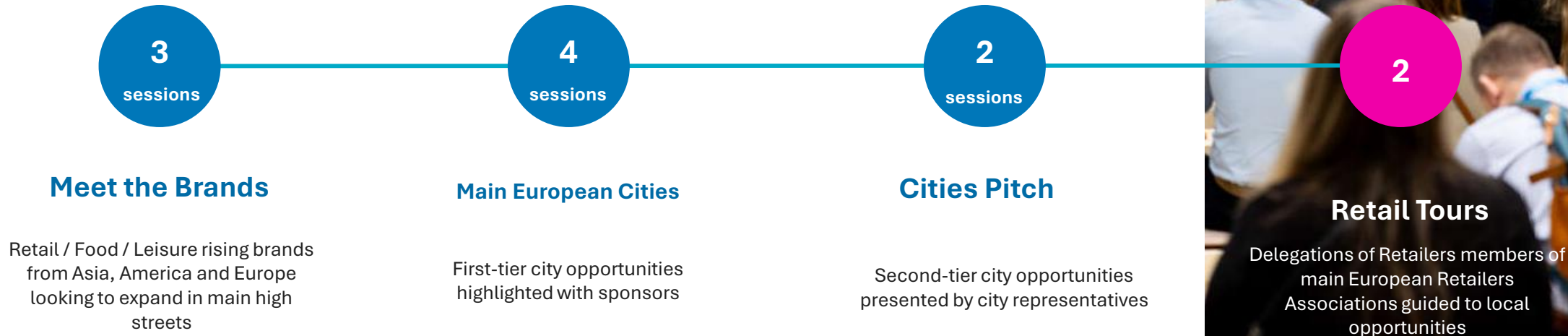


Retailers are drawn in by content

Conference sessions create traffic and open conversations around your city

A programme built to bring qualified demand to the zone

Instead of waiting for Retailers to pass by, you benefit from a schedule that pulls retailers into high-street conversations all day.



Why sponsor Retail in the City at MAPIC 2026 ?

Main European Cities

Your brand is attached to the conversations retailers come to explore.

12 city spotlights to fuel the Retail in the City content

The content programme and social media series turn European high-street opportunities into visible stories for retailers before and during MAPIC.

1 Programme content

High street opportunities are brought into live sessions and pitch moments.

2 Social media content series

12 city stories build attention before the show.



Programme Content

Conference opportunity: become part of the programme

A credible way to move from visibility to influence

Sponsorship connects your brand to the sessions that create traffic for the Retail in the City zone and frame the market conversation.

- Content partner of selected Retail in the City sessions
- Logo visibility on the conference backdrop
- Opportunity to be linked to first-tier city opportunities
- A stronger reason for retailers to discover your city or portfolio



Social media content series

You can help shape the story around the city or cities you support

A weekly social media series builds momentum before MAPIC and gives sponsors repeated visibility around concrete city-center opportunities.

Planned communication rhythm

- First announcement of the initiative in June
- 12+ posts planned across months before MAPIC
- Each post highlights opportunities for retailers inside in high street
- Sponsor featured in the posts linked to the city or topic

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3 584 abonnés
1 j • Modifié •

Venezia, tra le destinazioni turistiche più visitate al mondo con un patrimonio universale di arte e architettura, si conferma oggi uno dei mercati ... plus

Afficher la traduction

Venezia Retail Market
Patrimonio di arte e architettura

850.000 residenti
10,5 Mln turisti annuali
800 punti vendita retail
nel solo distretto di San Marco

Sponsored by
CUSHMAN & WAKEFIELD

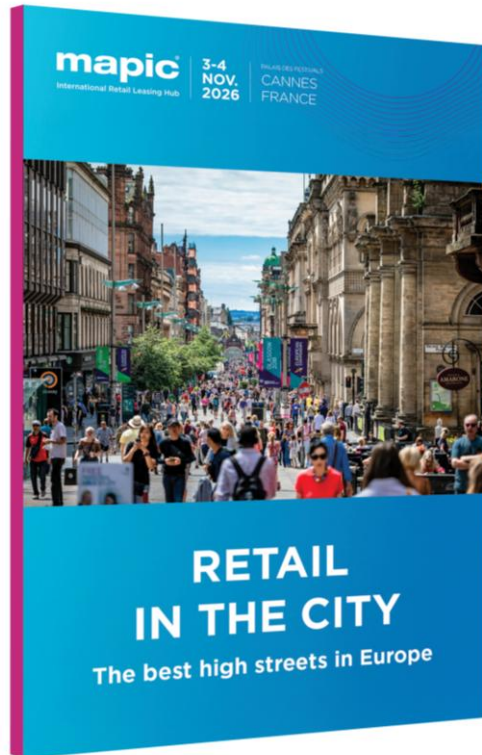
Fonte: Cushman & Wakefield

HIGH STREET VENEZIA
Retail Leasing Hub

mapic ITALY
Retail Leasing Hub

Comprehensive guide of high street in Europe

A tangible asset for retailers to explore available locations, city opportunities and the players behind them.



Sponsor of the booklet

Your brand is directly associated with the guide that retailers use to explore high-street opportunities.

Dedicated sponsor page

A dedicated space to present your positioning, city focus, available locations or market expertise.

Amplified distribution

Published before the show and promoted via MAPIC website, newsletter and LinkedIn channels.

Why it matters

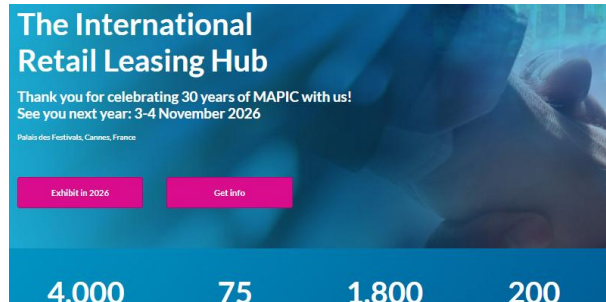
The booklet turns the initiative into a take-away tool: it helps retailers remember, compare and re-engage with the opportunities they discover onsite.

Your brand stays visible after the meeting ends.

Marketing visibility across MAPIC channels

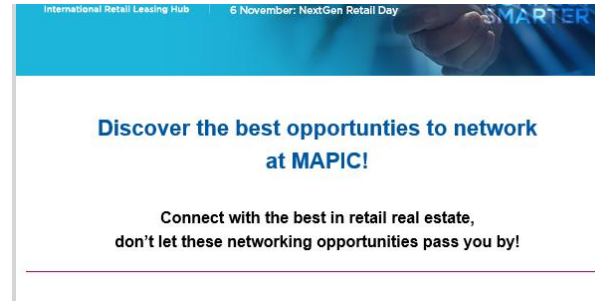
You benefit from a multi-channel communication plan that gives the initiative visibility and repeatedly associates your brand with the topic.

WEBSITE



Sponsor visibility on the Retail in the City page, sponsors page, banner placement and online database category.

NEWSLETTERS



Dedicated emails, plus logo visibility inside email communications sent to participants.

SOCIAL MEDIA

Votre enseigne au cœur de la Capitale du Sud du Luxembourg, dans une destination shopping dynamique et transfrontalière ! ... plus



In addition to the high-street content series, mentions across all social communications related to the high street topic.

Also included: press release highlight and the sponsor page in the high-street booklet.

Pricing options

FULL SPONSORSHIP

€15,000

Sponsor all 12 cities

Be mentioned in all
communication linked to the topic

PARTIAL SPONSORSHIP

€10,000

Sponsor up to 3 cities

Be mentioned in all
communication regarding
the cities you chose

CITY-FOCUSED SPONSORSHIP

€5,000

Sponsor one city

Be mentioned in all
communication regarding
the city you chose

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Thank you