

PR Guide



MAPIC IS THE PERFECT PLACE TO
GET YOUR MESSAGE TO THE MEDIA
WHO MATTER

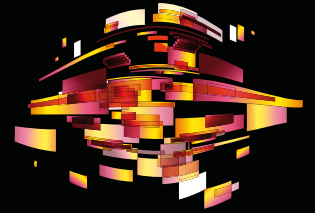
let's talk shop
mapic 

16-17-18
NOVEMBER
2011

Palais des Festivals
Cannes
France

www.mapic.com

WHY CHOOSE TO COMMUNICATE AT MAPIC ?



MAPIC isn't only a place where professionals buy, sell and do business, it is also an international platform which offers the unique opportunity to strengthen your visibility among the leading companies and professionals from the retail real estate sector and the many international media attending.

- Stand out from the crowd
- Reach highly qualified international media at one place
- Get the best return on investment

Our press service is available **to help** you optimise your outreach to the hundred of media attending and the hundreds more that cover the event from their offices.

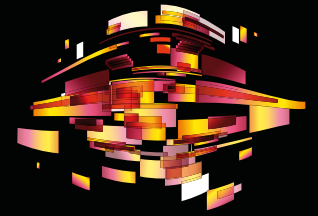
This guide has been designed to help you make the most of MAPIC and maximise on your communication plans.



They were present at MAPIC 2010 :

AFP, Business Immo, LSA, Sites Commerciaux, Immobilien Zeitung, Textil Wirtschaft, AZ Franchising, Economia Immobiliare, Il Sole 24 Ore, Property EU, Centros Comerciales, Estates Gazette, Property Week, La Libre Belgique, RTBF...

HOW WE CAN SUPPORT YOUR IN HOUSE/PR COMMUNICATIONS ?



You want to submit your company's news to the tradeshow:

Post your **press kit and 3 show-related press releases** on the **press section** of the MAPIC website. This free service has been specifically designed to help you in your media outreach and to broaden your visibility at the event.

Once you are registered for MAPIC:

Send an e-mail to files@vpoinc.com specifying the contact details of your public relations department and with your press materials (press releases, company backgrounders, images, product information, white papers, etc.) attached. The formats that work best are: WORD, PDF, HTML and JPEG. Please keep each file under 1MB.

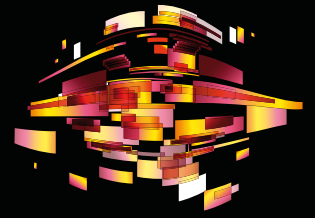
If you have any questions regarding your posting on the MAPIC website, you can contact this number : (1) 973 783 7787.

You want your company and/or your projects to be mentioned in the MAPIC Print and Online Publications:

To submit news for our news magazines: MAPIC Preview, MAPIC Review, please contact Editor-in-chief, Mark Faithfull, at mark.ffaithfull@btinternet.com

To find out about advertising opportunities, click [here](#).

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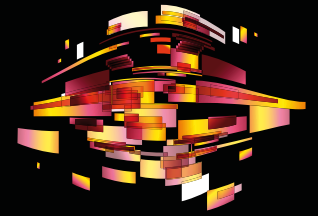
You want to contact journalists attending the show:

The **MAPIC Online Database** is the best way to make these connections. All accredited journalists and photographers are listed in the MAPIC Online Database. This simple tool allows your communications or PR department to contact them by email or phone. When you register for the show, you receive an email to get connected to the MAPIC Online Database and benefit from the online services. Once you have chosen a password, you can:

- Go to the **MAPIC Online Database**
- Access the Online Database by selecting 'MAPIC' among the different shows on offer and enter your personal login and password
- Click on press section
- Click on the media you want to contact
- Click on the name of the journalist to consult his profile (telephone, email, ...) and add to your favourites. Send a message through your individual box or by email.

Please bear in mind that the journalists often request accreditation during the last four weeks before the show.

HOW TO ORGANISE A PRESS EVENT AT MAPIC ?



Your media event will depend on:

The nature of your message: Are you launching a new retail real estate project? Are you promoting a development which will be exhibited in Cannes? Are you announcing corporate news or releasing the CEO's statement? As an exhibitor, if you're planning on making an announcement at the show, please contact us in advance of the event. You will improve your chances of getting your news in front of the thousands of attendees by acting early.

Your target: Are you targeting the trade, business or consumer press? Which territories are you aiming for?

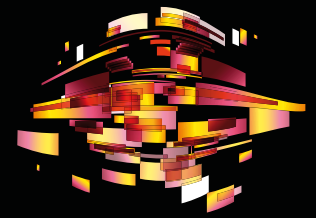
Your schedule: When will your top executives be available? We will advise you what media events are scheduled and when so you can avoid competition.



They organised press events at MAPIC in the past:

- Jones Lang LaSalle (United Kingdom) disclosed his report titled 'Retail 2020, winning in the face of change'.
- Cleopatra Group (Egypt) unveiled its shopping centre project 'Cleopatra Mall'.
- CB Richard Ellis (United Kingdom) presented his annual study 'How active are retailers in EMEA' .
- Caisse des Dépôts, Carrefour Property, Financière Duval group and the city of Cherbourg (France) celebrated the development of the shopping centre Eléis in Cherbourg.

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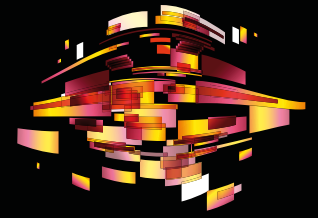
Our press department can advise you:

You can consult the press department with your questions prior and during MAPIC to get the most from your communication at the event.

We will help you to:

- identify the best format to convey your message (one-to-one interviews, round table, press cocktail, press conference...)
- define the best timing to schedule your event (depending on the show agenda and competing events such as MAPIC conferences)
- identify the journalists attending MAPIC who are the most relevant for your communication
- use MAPIC tools made available to promote your event :
 - to post your communications on the MAPIC website
 - to inform the journalists of your event at MAPIC
 - to contact the journalists coming to MAPIC

**YOUR PRESS
CONTACTS ARE...**



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