



ADVERTISING & SPONSORSHIP OPPORTUNITIES

16-17-18
NOVEMBER
2011

let's talk shop
mapic® 

Palais des Festivals
Cannes
France
www.mapic.com

MAPIC 2010 HIGHLIGHTS

7,400

Participants

Main attending participants:

Developers, retailers, investors, public & local authorities, investors, consultants, brokers, architects, operators...

750

Investors

2,000

Retailers

646

Exhibiting companies

+10% exhibiting companies

100

Local Authorities

+10% of new brands (197)

67

Countries

ADVERTISING AND SPONSORSHIP OPPORTUNITIES



- EXHIBITORS' PACKAGES
- PUBLICATIONS
- WEBSITE SOLUTIONS
- ONSITE PANELS
- PREMIUM MEDIA
- SPONSORING

ADVERTISING PACKAGES

25% savings

2,280€

3,040€



- 1 banner in a MAPIC 2011 E-Shownews
- 1/2 page in the Preview

3,395€

4,530€



- 1 rotating banner on one section
- 1 page in the publication of your choice:
 - Guide
 - or Preview

5,715€

7,620€



- 1 rotating banner on one section
- 2 pages in the publication of your choice:
 - Guide
 - and/or Preview

MAPIC PUBLICATIONS



MAPIC Magazine

Preview

- Sent before the show to all participants (>7,400)
- Available online
- News, projects and industry trends



MAPIC Guide & Handbook

Guide: Available onsite

SECTIONS:

- List of Companies
- List of Companies by country
- Retail Directory
- List of participants

Handbook: Inserted in delegate's bag

SECTIONS:

- List of exhibitors,
- Programme of conferences
- Guide to MAPIC
- Guide to Cannes & City map

1 FULL PAGE = 3,090€ (CONSULT US FOR PREMIUM SPACES)

MAPIC online audience

(1 sept. to 30 Nov. 2010)



mipim world Connecting property professionals

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WHY MAPIC | COUNTRY INSIGHTS | REGISTER | PEOPLE & COMPANIES | PROGRAMME | PREPARE | PROMOTE | PRESS | PARTNERS

Home > MAPIC

mapic® 
The international market for retail real estate

November 16-18, 2011
Cannes, France

Visit us on our stand
R32-11

WEBSITE

LEAD GENERATION AUDIENCE

High number of visits made by new visitors + clients

34,747 unique visitors

158,000 pagesviews

3 pages per visit

136 countries

ONLINE COMMUNITY

HIGH TARGETED CLIENT AUDIENCE

High number of pages views made only by clients

15,600 unique visitors

700,000 pagesviews

20 pages per visit

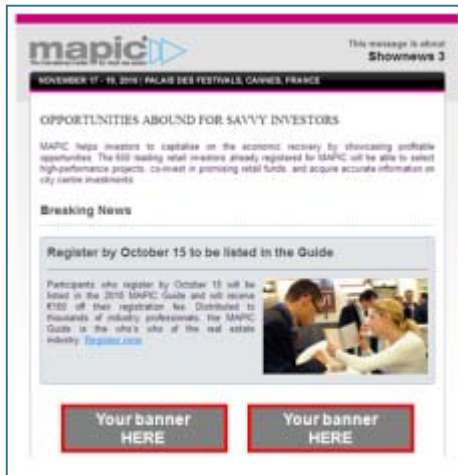
103 countries



WEBSITE SOLUTIONS

MAPIC E-SHONNEWS

Qualitative newsletter sent to all MAPIC participants (>7,400)



1 medium rectangle (234x60) in one E-shownews

Price : 1,185€

HOMEPAGE MAPIC



Banner Large Rectangle (300x250)
Duration from 15 April 2011 to 15 April 2012
Expand available with no extra charge

Price : 2,990€

ONLINE COMMUNITY



Top Categories banner (3 categories of your choice) + keywords banner (5 keywords of your choice) 728x90
Duration: from the 2011 community launch to the 2011 community end

Price : 3,900€

ONSITE PANELS



OUTSIDE BANNERS
from 3,000€ to 40,000€
(+production costs non incl.)



INSIDE BANNERS
from 1,500€ to 15,000€
(+production costs non incl.)



FLOOR CARPETS
from 9,595€ to 11,530€
(+production costs non incl.)



STAIRS
6,400€
(+production costs non incl.)



PILLARS
from 2,680€ 1face to 10,780€
(+production costs non incl.)



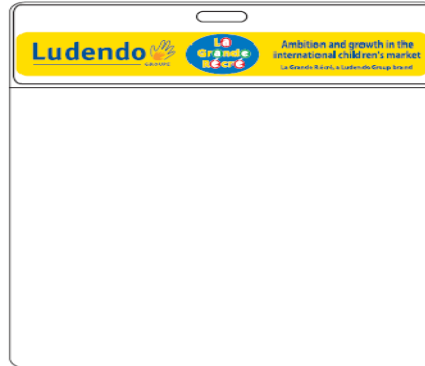
CARPET STICKERS
6180€
(+production costs non incl.)

CONSULT US FOR AVAILABILITY & FULL RANGE OF PRICES

PREMIUM MEDIA



LANYARDS
15,000€
(+production costs non
incl.)



BADGE HOLDER
15,000€



DELEGATES BAGS
25,000€
(+production costs non
incl.)



REGISTRATION AREA
15,000€



INFO DESKS
8,000€ per desk



MEETING ROOMS
from 1,120€ to 8,950€

CONSULT US FOR AVAILABILITY & FULL RANGE OF PRICES

SPONSORSHIP OPPORTUNITIES

EVENTS

- Opening Cocktail
 - Awards Ceremony
 - MAPIC Party
 - City Summit Lunch
-
- Conferences
 - Speed matching / Matchmaking sessions

CLUBS & SERVICES

- Business Lounge
- Press Club
- Chairman's Club
- Email Points
- VIP Cars, Shuttles...

SPONSORSHIP OPPORTUNITIES



OPENING COCKTAIL
Optioned for Italy, Country of Honour



AWARDS CEREMONY
from 20,000€



CLUBS
from 12,000€ to 25,000€
(Press, Business Lounge & Chairman's)



CONFERENCES
from 5,000€ to 20,000€



« RETAIL IN THE CITY » SUMMIT
15,000€



E-MAIL POINTS
6,200€

CONSULT US FOR AVAILABILITY & FULL RANGE OF PRICES

YOUR DEDICATED CONTACT

Contact your sales representative for more details or:

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