

## NEW MAPIC badges



We have introduced new badges to improve MAPIC clients' experience. In addition, due to French data protection laws, we have been required to delete from our files any badge photos that we have held for more than 6 years. This will unfortunately prevent us from pre-sending badges to certain clients who normally benefit from this service.

- **New look:**
  - Credit card shaped, made of biodegradable plastic.
  - Photos are no longer on the badge (but visible on a PDA at the entrance security check).
- **Delivery:**
  - Registered\* participants who have paid in full, and for whom we have a photo at the time of delivery, will receive their badges by post before the show.
  - Others will receive an e-ticket by email a few days before MAPIC (replacing the former 'ID card' email).
- **Onsite collection:**
  - Badges can be collected at a self-service badge delivery point by scanning the e-ticket barcode, or at a registration desk (where an e-ticket is not required but will speed up collection).
  - Corrections to name and photos can be made at self-service delivery points (ID must be shown).
- **Control at the entrance of all MAPIC facilities:**
  - Security staff are equipped with PDAs to scan the badges and verify the participant's colour photo.
  - A badge must be activated to allow entry. Any badges that have been lost or stolen will be deactivated.
- **New benefits:**
  - The badge is also a CannesPlus card, which allows the holder to benefit from advantages in the city of Cannes out of show periods.

Need more information? Please contact:  
[customerhelpdesk@reedmidem.com](mailto:customerhelpdesk@reedmidem.com)



*\*Registered participants before Sept.26 2011 may receive their badge per post, depending on country.*