

MAPIC & LEISURUP 2020 LIVE DIGITAL EDITION DATA JOURNEY

THE WHOLE RETAIL REAL ESTATE AND LEISURE COMMUNITY GATHER IN 1 DIGITAL PLATFORM



2300

e-participants



60

countries



1037

companies



130

virtual
corporate pages

SPLIT PER COMPANIES



11%

PROPERTY DEVELOPERS
& CITIES



25%

SERVICES
PROVIDERS



45%

RETAILERS &
LEISURE OPERATORS



12%

BROKERS



3%

INVESTORS



5%

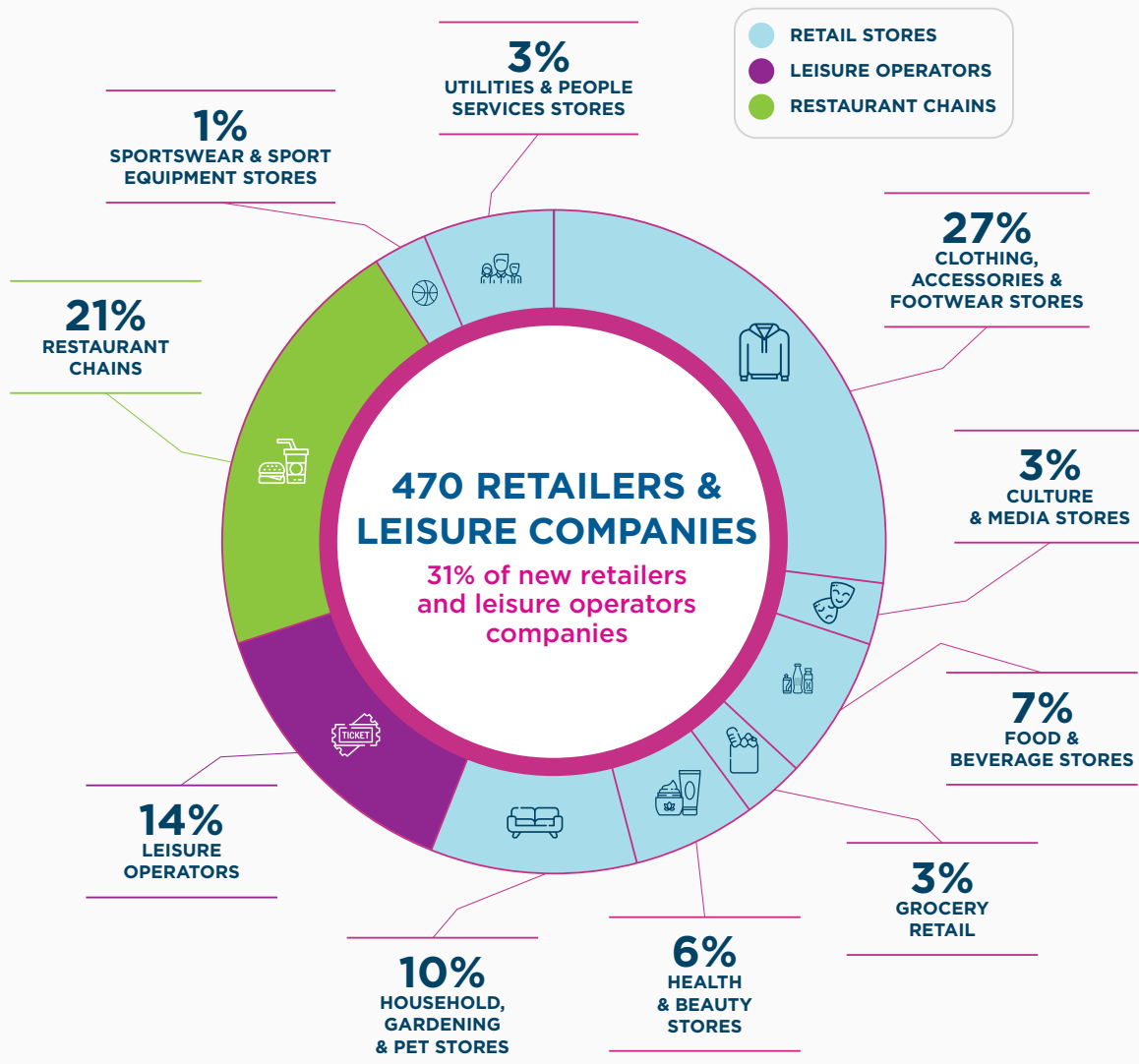
MEDIAS



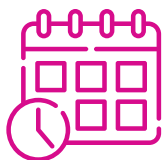
7%

SUPPLIERS

THE NEW RETAIL MIX PER COMPANIES IN 2020



LEISURE PARTICIPATION



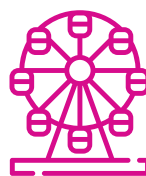
9

Leisure Sessions



35

Leisure Speakers



82

Leisure Companies



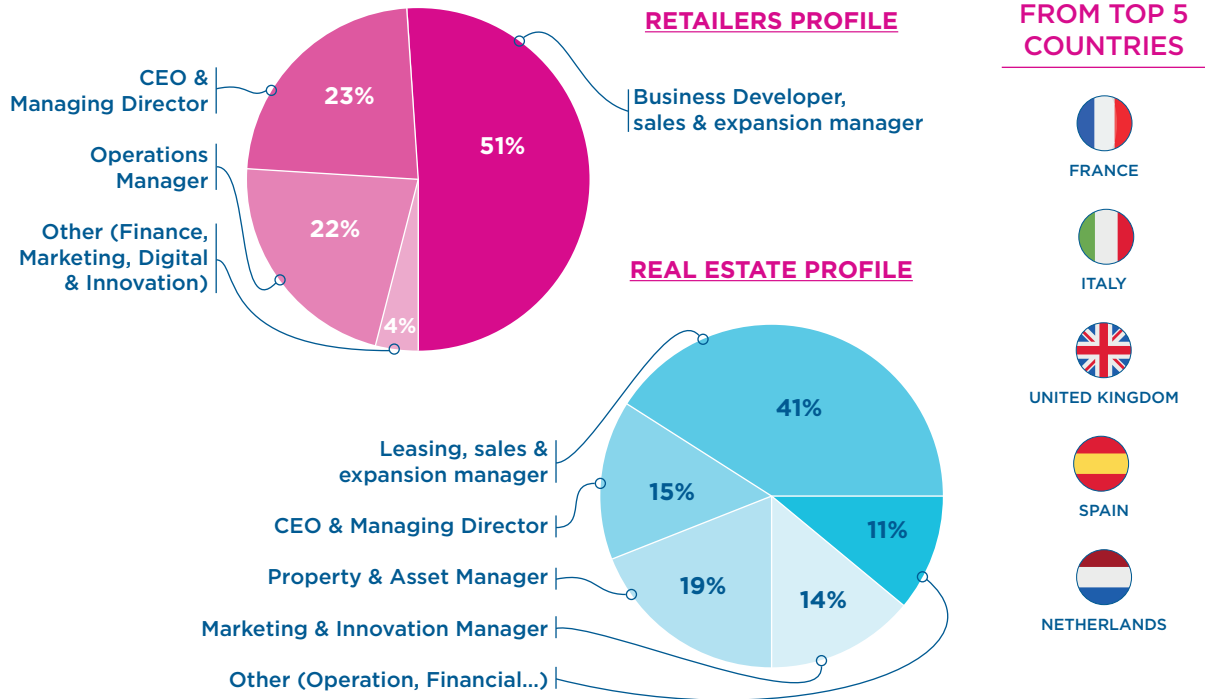
130

Leisure Participants

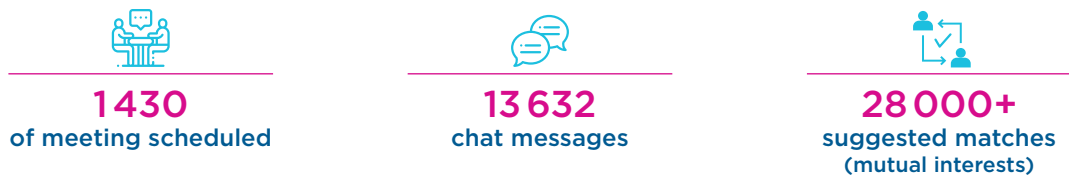
A POWERFUL PLATFORM TO EXTEND YOUR NETWORK

1561 ACTIVE USERS

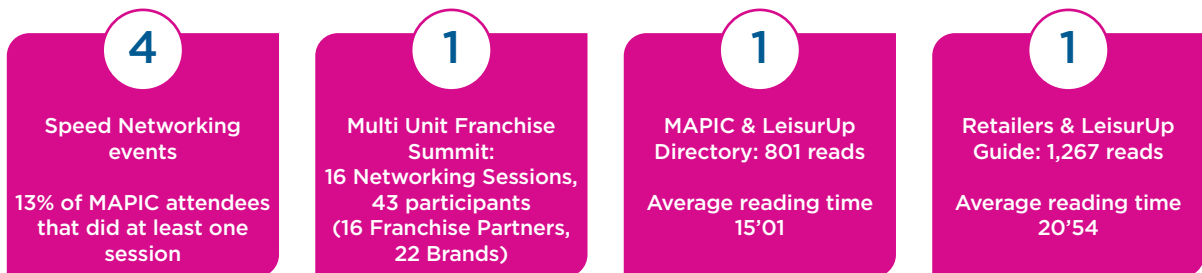
70% of e-participants connected at least once to the platform
5000+ of virtual meetings



Matchmaking & Networking events



Networking events & Participants Directories



AN INDUSTRY HUB TO LEARN AND SHARE INSIGHTS

Session & Content



24+
SESSIONS



110
INTERNATIONAL
SPEAKERS



1900
VIEWS



725
UNIQUE
PARTICIPANTS

+30% ATTENDEES AT CONFERENCES (VERSUS LAST YEAR)



TOP 5 SESSIONS



- Reinventing retail with entertainment
- Collaborative retail: ready to change the rules
- Best time ever to invest in mixed-use projects
- (Re)building the next retail generation - part 1
- Think physical retail, think different



MAPIC & LeisurUp INDUSTRY CONTENT



ONE BOOK, 801 reads, average reading time 9 minutes

Top readers:

French, English, American, Italian and Spanish

40 Industry content articles and Market research

AN INTERNATIONAL AND HEAVY VOICE

Media & Online reach

14 SPONSORS

30 MEDIAS
PARTNERS

73
JOURNALISTS

37 MEDIAS
FROM
8 COUNTRIES

10 622 UNIQUE VISITORS ON MAPIC & LEISURUP WEBSITE*

FROM TOP 5 COUNTRIES: FRANCE/UNITED KINGDOM/ITALY/UNITED STATES/SPAIN



2788134
OF REACH*

(# OF USERS THAT COME
ACROSS OUR POSTS)

425
POSTS*

LINKEDIN
FACEBOOK
TWITTER



2 LIVE EMAILS¹ SENT TO 25 100 CONTACTS



OPEN RATE: 31 %²



¹ 2 emails were sent during the Live events to customers and prospects database

² The average B2B email open rate is 15.1% from "Data & Marketing Association - Email benchmarking report 2018"

mapic[®]
LeisurUp™ **digital**

*Mapic & LeisurUp from 1st of October until 20th of November

“ [MAPIC & LeisurUp Digital] allows
direct access to decision makers
in the property developer sector ”

Rios Salvador, Senior Business Development Manager,
Scheidt & Bachmann GmbH

“ This was my first time at Mapic
LeisurUp and I've been surprised
of the quality of attendees,
both exhibitors and visitors.
Also, the system worked super well! ”

Jorge Canela, Licensing Department,
Dorna Sports,S.L

“ Good content in the presentations
but the real value was the online
networking and the extended access
to the participants. There is never
enough time to get around old and
new clients at the 'real' MAPIC. ”

Director,
Coverpoint Foodservice Consulting