



Press release
Puteaux, 10th April 2014

Marketing Point de Vente 2014 : Visitors impressed by an edition rich in content and quality!

To reflect the issues for the point of sale and provide the tools to boost and support the purchasing act by shoppers: this is the mission of the Marketing Point de Vente (MPV) event. Following three days of business exchanges, time to report on the latest edition that closed on the 3rd of April. The Trend Book, a key new feature introduced this year, massively attracted the attention of the visitors and amply demonstrated the ability of the event to give a long term vision to the challenges of marketing at retail.

Key figures for 2014

220 exhibitors showing their expertise

Nearly 14,000 industry professionals welcomed

2,291 attended 27 conferences and workshops

34 POPAI coaching sessions organised

Among the highlights of the event...

- A **Store Tour** was organised the day before the event aimed at retailers and brand managers, in partnership with MMM. During the course of the day 28 participants visited 6 new or recently introduced points of sale across Paris and its region, directed and commented on by retail specialists. Beyond seeing the different point of sale implementations, one-to-one meetings were arranged with store directors.
- The **Trend Book**, a white paper unveiled exclusively at MPV, met with great success. Aimed at providing an overview of the latest innovations in retailing and looking at issues arising from social evolutions, its findings were presented to more than 200 attendees at a conference on the first day of the event.
- The **conferences and thematic workshops** were in heavy demand as evidenced by the significant increase in attendance: 2,291 participants versus 1,500 in 2012. Visitors appreciated the quality and relevance of the content provided by the experts.
- Launched this year, the **POPAI Coaching sessions** also attracted the appreciation of industry professionals by providing expert advice from well known specialists. These themed coaching sessions allowed participants to benefit from made-to-measure analysis of their projects.
- At the heart of the event, the **POPAI Awards Paris**, brought together the best creations and designs in POS, digital marketing and commercial architecture. The [list of nominees](#) was unveiled at MPV and the winners will be announced at a Gala event on the 19th of June in Paris.
- Following “experiential” trends, MPV developed a strategy of sensory marketing. Visitors were able to discover an **olfactory and musical atmosphere** with the creation of a “fragrance by MPV”, with spring notes and a specially playlist

About MPV 2014:

Organised every 2 years in Paris by Reed Expositions on behalf of POPAI France (French Institute for Communication and Promotion at the Point of Sale), the MPV Marketing Point de Vente exhibition covers all the professional operations whose objective is to analyse, facilitate and support the buying process for the shopper. After 31 years, the event anticipates the major market trends and works with businesses as they evolve. The 1st, 2nd and 3rd April will be dedicated to marketing at retail and the best current innovations at the point of sale across all sectors in France and internationally. With more than 250 exhibitors and 15,000 professionals expected to attend, the Marketing Point de Vente exhibition is an event established in its market which is essential for the experts of the sector.

Website and Social Networks :

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