

MPV SHOW & POPAI AWARDS PARIS POSTPONED

New dates: from October 5 to 7, 2021
Paris, Porte de Versailles Expo Center, Pavilion 1

In agreement with POPAI France, Reed Expositions France has decided to **postpone the MPV show and the POPAI Awards Paris contest, two leading events dedicated to the retail sector.** The decision was made due to the ongoing COVID-19 pandemic and the extension of the state of health emergency in France.

We therefore shall welcome all our customers and partners from 5 to 7 October 2021 in the Pavilion 1 of Paris Expo Porte de Versailles, for the 34th edition of the MPV show and the 57th edition of the POPAI Awards Paris competition.

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The decision to postpone was made to ensure that the conditions are right for delivering on our promise to our customers. Professionals in the retail sector have been heavily impacted by the crisis and we want to offer them a positive environment in which to get inspired and find new solutions and products to support in their recovery

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Nathalie Niel,

Co-Director of the MPV show and the POPAI Awards Paris contest

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POPAI France has been supporting the whole retail industry and, more specifically, the marketing and retail sector since the very beginning of the sanitary and economic crisis. Consequently, Reed Expositions and us, felt essential to show our support to our members, exhibitors and partners, by maintaining our events MPV show as well as the POPAI Awards Paris in 2021. Our goal is to offer them the best showcase to enhance their creativity and know-how, and help them relaunch their business

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Sandrine Jean,

Director of POPAI France

The show team will be in touch soon with all its customers and partners in order to prepare the upcoming 2021 edition with them.

About the Marketing Point de Vente (MPV) trade show

Retail brands and retailers in search of inspiration and new trends get to meet every two years at the Marketing Point de Vente trade show. All manufacturers, designers, agencies, retailtech players, trade associations are given a chance to show their value during this show. In 2021, more than 300 professionals and participants in the prestigious POPAI Awards Paris competition will present the new retail trends in POS, layout, digital, brand activation and design.

More information on www.mpv-paris.com and www.popaiawards.com.

About REED EXPOSITIONS FRANCE

Present in 18 industry sectors, with 40 leading events -including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, SITL, Maison & Objet*, Fiac, Paris Photo - and 45 websites and blogs, Reed Expositions delivers contacts, content and communities with the power to transform our customers' business. More than 18,600 companies and 1.08 million buyers, from France and abroad, are customers of our events. Reed Expositions is a member of the Reed Exhibitions Group, a leading global events business, operating in the French market with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

Learn more about: www.reedexpo.fr , [Facebook](#), [Twitter](#), [LinkedIn](#) and [Youtube](#).

**organised by the SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France*

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