

The 2021 edition of the MPV show and the POPAI Awards Paris will be held from June 8 to 10, 2021

Paris, November 18, 2020 - The Events sector has to face many restrictions due to the health caused by COVID 19 epidemic. In agreement with POPAI France, we have decided, as a precautionary measure, to postpone the 2021 edition of the POPAI Marketing Point de Vente trade show and the POPAI Awards Paris contest, initially planned from 13 to 15 April 2021.

We therefore shall welcome all our customers and partners from 8 to 10 June 2021 in Pavilion 4 of Paris Expo Porte de Versailles for the 34th edition of the MPV show and the 57th edition of the POPAI Awards Paris competition.

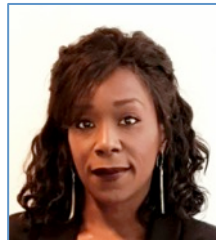
« We really wanted to hold our events during the first half of 2021, to go along with the economic recovery of our sector, and at the same time let the sanitary situation get better, in order to reassure our participants. Postponing the event in June 2021 thus seemed to be THE right decision to make. Besides,



keeping the show in Pavilion 4 will allow exhibitors to postpone their participation without any major impact. The MPV show and the POPAI Awards Paris contest will be the first major retail event in 2021, the real place to be for the whole marketing and retail sector »

Nathalie Niel,

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



« 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 ourselves, felt it was essential

to show our support to our members, exhibitors and partners, by maintaining our events in 2021: the MPV show as well as the POPAI Awards Paris. Our goal is to offer them the best way to show their creativity and know-how, and help them re-launching their business »

Sandrine Jean

Director of POPAI France.

About the Marketing Point de Vente (MPV) trade show: Retail brands and retailers in search of inspiration and new trends meet every two years at the Marketing Point de Vente trade show. Each edition of the show showcases manufacturers, designers, agencies, retailtech players, trade associations, etc. In 2021, more than 300 professionals and participants in the prestigious POPAI Awards Paris competition will present retail trends in POS, layout, digital, brand activation and design. MPV and the POPAI Awards Paris are POPAI France events. More information on www.mpv-paris.com and www.popaiawards.com.

About REED EXPOSITIONS FRANCE - www.reedexpo.fr : 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.

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

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