



Press release  
Paris, March, 3 2020

**Marketing at Retail Show (MPV) and POPAI Awards Paris Contest 2020  
POSTPONED  
NEW DATES: 26 TO 28 MAY 2020  
Paris Porte de Versailles – Hall 7/2**

Due to the circumstances related to the COVID-19 epidemic and in the context of the French government's decision of 29 February 2020 relating to the public gatherings in France in order to contain the spread of the COVID-19 epidemic, Reed Expositions France, organizer of Marketing a Retail Show (MPV) and the POPAI Awards Paris Contest, in agreement with POPAI France Association has announced today that the 2020 edition of the event, previously announced from 24 to 26 March 2020, are postponed to a later date: from 26 to 28 May 2020 – Porte de Versailles in Paris – France.

Michel Filzi, President of Reed Expositions France, said: « *the well-being of our clients, partners, and employees has always been our priority*».

« *We are fully aware of the inconveniences caused by this unpredictable situation for all our clients, partners and suppliers. Reed Expositions France supported by POPAI France Association, will therefore be doing all needed efforts to help all their customers members, and partners, to get ready for the upcoming edition. In this respect, on behalf of all of the Reed Expositions teams, I would like to thank everyone for the encouragement and support that they have sent us, during this challenging time* » said Michel Filzi.

The MPV show team will inform their clients and partners as soon as possible in order to get ready for the 34<sup>th</sup> Marketing at Retail Show (MPV) and the 57<sup>th</sup> POPAI Awards Paris Contest edition.

**About Marketing at Retail :** Manufacturers, designers, agencies, retailtech players, professional associations looking for inspiration and new trends are reunited every two years at Marketing at Retail. At each issue, more than 300 professionals and participants to the prestigious contest of POPAI Awards Paris present the retail trends in POS, shop fittings, digital, brand activation and design. Marketing at Retail is a POPAI France event. More information on [www.mpv-paris.com](http://www.mpv-paris.com).

**Press contact**

Géraldine Clatot - ginkgo  
06 87 81 16 11 - [geraldine.clatot@ginkgo-rp.com](mailto:geraldine.clatot@ginkgo-rp.com)

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 Reed Expositions



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 POPAI  
GLOBAL MARKETING AT RETAIL ASSOCIATION  
FRANCE