

Place NORTH WEST



**Place
Tech.**

**PLACE MIPIM
2019 OPPORTUNITIES**

Thinking about your MIPIM budget?

Let Place Group take the hassle out of your strategic plan

- Don't just support one city
- Reach regional, national and international audiences
- Save time and money
- Benefit from Place's editorial coverage

Why choose Place for your MIPIM strategy?



Seen by 72,000 people



Sent to 11,000 inboxes



Save time and money



Guaranteed quality guests

There are a range of options available for promoting your brand through Place North West and PlaceTech at MIPIM.

Place NORTH WEST



MIPIM WEEK SPONSORSHIP

12 – 15 MARCH 2019

Place North West has again secured **official partnership** status with ReedMIDEM, organiser of global property events MIPIM and MIPIM UK.

Currently the only North West-based organisation with such an agreement, Place North West is keen to offer one business the opportunity to promote its brand and opinion throughout MIPIM via a number of different Place North West channels.

Place North West has more than 72,000 website readers a month, with readership peaking during the MIPIM and MIPIM UK weeks. Our daily newsletter goes out to more than 11,000 subscribers.

The below represents several opportunities for a business to target our readers during one of the busiest weeks of readership and align your brand to the world's leading property event through the North West's strongest built environment publisher.

**MIPIM Week Sponsorship
12 - 15 March 2019**



INCLUDES

Editorial Association
Advertising
Content Marketing

- 'In association with' alignment to every editorial report on placenorthwest.co.uk for the duration of MIPIM
- 'In association with' alignment to any MIPIM-related follow-up editorial
- Unique branded button advert on placenorthwest.co.uk aligned with the MIPIM logo
- A month of website banner advertising on placenorthwest.co.uk during March
- A branded advertorial piece (700 words) in the Special Reports section of placenorthwest.co.uk including links and images in March 2019. This will be sent out via the newsletter to our 11,000 subscribers

Cost: £5,000+VAT

PlaceTech.

Place NORTH WEST



PLACE MIPIM 2019 CLOSING DRINKS

THURSDAY 14 MARCH 2019
GRAY D'ALBION BEACH BAR
CANNES

This networking drinks event for around 250 guests is a fantastic opportunity for businesses to meet international and UK delegates.

Delegates will be selected based on appropriate registration and run by sponsors in advance.



Sponsorship (SOLD OUT)



The Sponsorship Package

- Sponsor to receive 15 tickets for guests and staff
- Sponsorship announcement on all Place North West and PlaceTech social media channels
- Sponsor receives the database of those registered guests
- Accreditation before and after on placenorthwest.co.uk and placetech.net event listings
- Logo and accreditation on editorial coverage sent out to 11,000 readers via Place North West and PlaceTech newsletters
- Sponsors branding throughout the venue
- Opportunity for a marketing drop at the venue
- Sponsor receives all the photography from the day
- Social media support and branded promotion before, during and after the event

Investment: £5,000 + VAT



FRIDAY 22 MARCH 2019
THE PRINCIPAL HOTEL, MANCHESTER

**Place North West's annual French-themed,
light-hearted networking lunch**

Join with more than 500 of your property peers at our fourth annual Place Cannes Do lunch on the Friday afternoon the week after MIPIM.

This is an ideal opportunity to network with clients and contacts, have fun and take stock after the biggest property convention in the world.

THE SPONSORSHIP OPPORTUNITIES

The following packages are sold on a first-come, first-served basis and will be in popular demand; we urge you to book opportunities quickly to avoid disappointment.

Headline Sponsor (One opportunity)

This exclusive, standalone opportunity affords not only increased event profile but also offers MIPIM Week Sponsorship.

INCLUDES

Place Cannes Do Sponsorship
MIPIM Week Sponsorship
Editorial Association
Advertising
Content Marketing

Exclusive opportunities for the Headline Sponsor:

- Table of 12 at Place Cannes Do
- Premium table position
- Extended premium drinks package on your table
- Opportunity to address the audience of 500 + guests
- Post-event communication with attendees via Place North West direct e-mail

Pre-event

- Accreditation on all communication about Place Cannes Do
- Logo, web link and a 50-word company synopsis on the events page on placenorthwest.co.uk
- Priority for further ticket purchases for clients/partners
- Social media promotion of your sponsorship via Place North West channels
- Branded accreditation on the event listing

At the event

- Branding throughout the event on all screens, banners and marketing material
- A premium drinks package
- Branding and 50-word company synopsis in the event brochure
- Opportunity to provide marketing material at the event
- Mentioned in the event welcome speech

Continued overleaf...

Post-event

- Mentions and accreditation on follow-up event editorial
- Logo, web link and 50-word synopsis on event page archive
- Photography from the day for your own marketing use
- The full data capture of the delegates that registered for the event
- Mentions and accreditation on follow-up email communications

MIPIM Week Sponsorship

- 'In association with' alignment to every editorial report on placenorthwest.co.uk during MIPIM
- 'In association with' alignment to any MIPIM related follow-up editorial to MIPIM
- Unique branded button advert on placenorthwest.co.uk aligned with the MIPIM logo
- A month of website banner advertising on placenorthwest.co.uk during March 2019
- A branded advertorial piece (700 words) in the Special Reports section of placenorthwest.co.uk including links, images and video in March 2019. This will be sent out via our newsletter to more than 11,000 subscribers and will be the lead Special Report for a month, remaining on the website thereafter.

Advertising

- Two months of website banner advertising on placenorthwest.co.uk

Support

- Regular mentions and accreditations via Place North West social media channels

Cost: £10,000+VAT

Drinks Reception Sponsor (One opportunity)

Additional associated benefits of Drinks Reception Sponsorship include:

- Sole branding at the drinks reception
- Exclusive branding on all event wine
- Separate accreditation on all pre-event communication as Drinks Reception Sponsor
- Table of 12 at the event

Investment: £7,000+VAT

Event Sponsor (Five opportunities)



Available
sponsorship
slot

Available
sponsorship
slot

Available
sponsorship
slot

Available
sponsorship
slot

Pre-event

- Accreditation on all communication about Place Cannes Do
- Logo, web link and a 50-word company synopsis on the event page on the website
- Priority for further ticket purchases for clients/partners
- Social media coverage of your sponsorship via Place North West channels

At the event

- Branding throughout the event on all screens, banners and marketing material
- Mentioned in the event welcome speech
- A table of 10 in a prominent position
- A premium drinks package
- Branding on tickets for the event
- Opportunity to provide marketing material at the event

Post-event

- Mentions and accreditation on follow up event editorial
- Logo, web link and a 50-word synopsis on event page archive
- Mentions and accreditation on follow up communications

Advertising

- Two months of website banner advertising on placenorthwest.co.uk

Support

- Regular mention and accreditations via Place North West social media channels

Investment: £5,000+VAT

Tickets to Place Cannes Do

Tickets are priced at £100+VAT for individual seats and tables of 10 are available for £1,100+VAT.

YOUR TICKET FOR PLACE CANNES DO INCLUDES

- Arrival drink
- Three-course meal
- Beer and wine on the table
- Live entertainment

Place Cannes Do will take place within the luxurious surroundings of The Principal Hotel in central Manchester, starting at midday and running through to 6.30pm.

Should you be interested in securing the above opportunities, please contact

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