

PLACE MIPIM 2021 OPPORTUNITIES

International property expo MIPIM attracts more than 26,000 senior property professionals from across the globe to Cannes for a week of events and exhibitions.

As an official media partner of MIPIM, we are pleased to offer multiple channels for businesses to maximise their MIPIM budget and time.

WHY CHOOSE PLACE FOR YOUR MIPIM STRATEGY?

Support more than one city

Reach regional, national and international senior property audiences

Save time and money

12 years of experience in delivering great events

Top networking opportunities

Introductions to potential clients and contacts

Benefit from Place's editorial coverage

Tailored packages to suit your needs and priorities

Cross-platform promotion of your brand, online and offline

Options include

Online editorial

Social events

Local Authority packages

Conferences + content

Corporate hospitality



EDITORIAL

Target our readers during one of our busiest weeks of readership and align your brand to this international property event.

The Place North West Daily Briefing goes out to 12,000+ subscribers. The website reaches 40,000 visitors during MIPIM week. Capitalise on this by getting your brand in front of our readers during this busy week.

MIPIM WEEK SPONSORSHIP **SOLD OUT FOR 2021**

This unique opportunity allows one business to promote its brand and opinion throughout MIPIM via a number of different channels.

This opportunity involves: **Editorial Association**
Advertising
Content Marketing

BEFORE MIPIM

- A branded advertorial piece on placenorthwest.co.uk, including links and images in March 2020. This will be sent out via the newsletter to our 12,000 subscribers
- A month of website banner advertising on placenorthwest.co.uk during March 2021
- Social media announcements of your sponsorship across our channels

DURING MIPIM

- Branded 'In association with' alignment to every editorial report on the Place North West website for the duration of MIPIM
- Branded special report, acting as a contents page for all your branded MIPIM articles
- Unique branded mid-page advert on placenorthwest.co.uk aligned with the MIPIM logo, linked to the contents page of your branded MIPIM articles
- Four invitations to Place MIPIM Closing Drinks on Thursday in Cannes, with 500 senior professionals from across property
- Regular promotion of your brand on social media during MIPIM week
- A seat on the Place North West MIPIM boat, which takes a small number of selected guests for a two-hour trip into the Mediterranean
- Introductions to pre-selected Place North West contacts

AFTER MIPIM

- 'In association with' alignment to any MIPIM-related follow-up editorial
- Analytics report of engagement with your branded content

Investment: £5,000+VAT

OTHER ONLINE OPPORTUNITIES DURING MIPIM

Website + Newsletter Advertising

From **£850+VAT**

Use our platform to get your brand in front of engaged readers during MIPIM week, with banner advertising on the Place North West website or newsletter, sent out to 12,000+ people every working day.

Comment Pieces

£900+VAT

- One-off branded article with author details, photograph and logo on the website
- Featured in the daily newsletter
- Promote a particular message
- Give profile to specific team member
- Can include links, video and imagery
- Archived on placenorthwest.co.uk

PLACE MIPIM CLOSING DRINKS

11 March | 7.30pm - 10pm | Gray D'Albion Beach Bar, La Croisette, Cannes

This networking drinks event for around 500 guests is a fantastic opportunity for businesses to meet delegates from the UK and overseas.

This event has become a MIPIM staple for the North West and beyond. With high-profile guests enjoying a relaxed beach setting, sponsoring Place MIPIM Closing Drinks is a hassle-free way to get your brand in front of significant figures at MIPIM.

WHAT YOU GET AS A SPONSOR

Pre-event

- Listing and branding on Place events calendar, on placenorthwest.co.uk which is visited by 250,000+ readers a month
- Branded listing in the events bulletin, emailed to 12,000+ subscribers fortnightly
- Branding on the Place North West events plan, downloadable from the website
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional articles and mailshots
- Ongoing social media promotion carrying your logo
- Access to the guestlist 24 hours in advance of the event
- Introductions to guests
- Comment piece on placenorthwest.co.uk during MIPIM week
- Advertising during March on placenorthwest.co.uk

At the event

- 20 tickets to the event for staff/clients
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute marketing literature
- Facilitated introductions in person to pre-selected guests
- Dedicated branded pull-up banner at the event
- €250 bar tab for your staff and guests

Post-event

- Branded inclusion in the event gallery article on the website and newsletter
- Receive event photography and/or video for your own marketing purposes
- Receive the data capture of the delegates that attended the event
- Social media mentions in promotion of the event round-up
- Brand included in the write-up sent to 12,000+ subscribers via the newsletter
- Archived gallery article in the events section on placenorthwest.co.uk
- Right to first refusal for the event in 2022

Investment: £6,000+VAT

Please note, multidisciplinary service providers are required to choose one leading service from their service lines and sectors of work for event sponsorship.



CONFERENCE + CONTENT

Do you have messages you want to promote at or ahead of MIPIM, but are in need of a platform or had your proposal knocked back? Our experience and expertise in producing and distributing content means that we can provide you with a hassle-free way of getting your messages to guests at MIPIM and to readers back in the UK during MIPIM week.

VIDEO ROUND TABLES

Round Tables are a great tool for creating marketing content. With people increasingly consuming media in different ways, it's important to make your message as accessible and engaging as possible. We have gone beyond the traditional Round Table; we provide video coverage of the discussion, promoted via our popular newsletter, website and YouTube channel.

- Curate the content, with our market understanding and strong network
- Source the participants
- Source the venue and suppliers
- Chair the debate
- Produce video and photography of the event
- Promote the video via our newsletter, website, social media channels and YouTube

£6,000+VAT



VIDEO CONTENT

We can capture your launches, announcements and events, and create engaging content distributed online and by social media during or after MIPIM. Maximise your MIPIM plan by letting us produce captivating material that you can continue to share once MIPIM is over.

- **Video Opinion Piece** shot on location in Cannes, edited and uploaded along with a short written overview for publication during MIPIM week on placenorthwest.co.uk and in one of our MIPIM daily newsletters - **£1,250**
- **2/3 person 'Fireside Chat'-style video interview** in Cannes with the Place North West editorial team picking up on key industry issues / announcements from MIPIM - **£4,000**

CONFERENCE PRODUCTION

We take pride in producing top quality conferences, with high profile speakers and drawing senior audiences. Use our expertise and reach; let us deliver your event for you at MIPIM. Contact us to discuss your requirements.

SPONSORED TWITTER CAMPAIGN

Let us promote your firm and your activity at MIPIM through regular social media posts to our engaged professional audience. This is a great way to amplify your MIPIM presence without requiring any resources or time from your staff in Cannes.

£1,000+VAT

LOCAL AUTHORITY PACKAGES

Promote your MIPIM packages, messages, launches and plans using Place North West's access and reach to the North West property community.

Packages are flexible to suit your needs, and can include:

VIDEO ROUND TABLE
DIRECT EMAIL CAMPAIGN
WEBSITE ADVERTISING
CONFERENCE CHAIRING

An example campaign might include the following:

BEFORE MIPIM

- Direct email campaign to our 12,000+ subscribers, to promote your MIPIM packages to our property readers and widen your delegation
- Video roundtable of a discussion with leaders, capturing the message and plans you want to promote for MIPIM 2021
- Banner advertising on placenorthwest.co.uk
- Social media amplification via Place North West channels

DURING MIPIM

- Editorial coverage of your major news, announcements and events
- Chairing of your panel discussions and MIPIM events by our experienced senior editorial team
- Sponsorship of the Place MIPIM Closing Drinks which draws 500 of the North West's key property players
- Invitations to other high profile events
- Vox pops from MIPIM
- Banner advertising during MIPIM week on placenorthwest.co.uk

AFTER MIPIM

- Social media promotion of your activity
- Archived branded gallery article of the Place MIPIM Closing Drinks on the website
- Video round table archived on placenorthwest.co.uk

Cost dependent on level of activity

Our partnership with Place North West for MIPIM 2019 was effective in a number of ways. Their reach helped us to engage with and convert many more potential delegates. Their social programme allowed us to offer our delegates additional events in Cannes and their journalists were on hand to help us get our messages across. They were lovely to work with and offered really good value for money.

**Cheshire + Warrington
MIPIM team**



CORPORATE HOSPITALITY

Host your top clients on a cruise into the Mediterranean Sea from Cannes harbour, in a branded boat.

In conjunction with our partners, The Life of Riley Group, Place North West is delighted to be able to offer a corporate discount on the Group's fleet in Cannes.



Book through us to receive 15% off the charter fees



thelifeofrileygroup.com

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