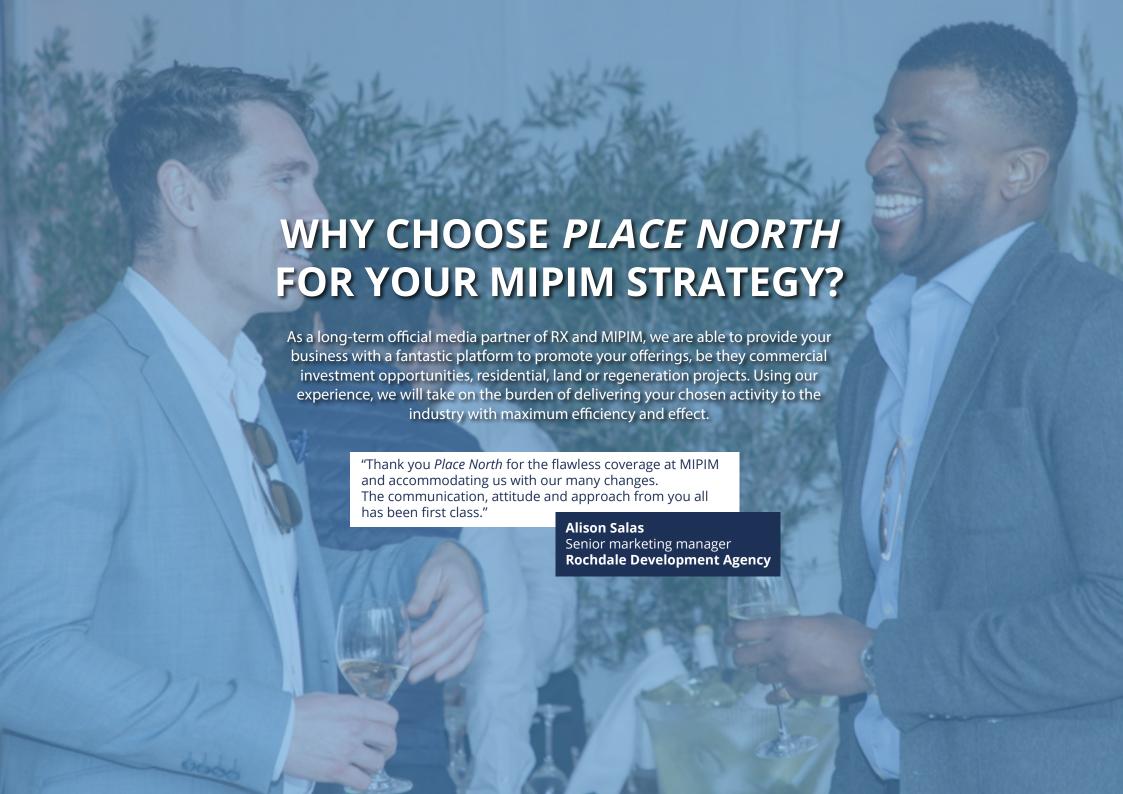


mipim

placenorth.co.uk





Previous MIPIM clients include





































CAVENDISH













DUAL Asset





























MIPIM Arrival Reception sponsor - Monday 10 March

Kickstart MIPIM week at our Arrival Reception on the Monday, attended by more than 200 highlevel property professionals.

Pre-event

- Listing and branding on *Place* events calendar across *Place North's* three websites
- Branded listing in the events bulletin, emailed to 15,000+ subscribers fortnightly
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and mailshots
- Ongoing social media promotion carrying your logo
- Access to the guestlist and introductions

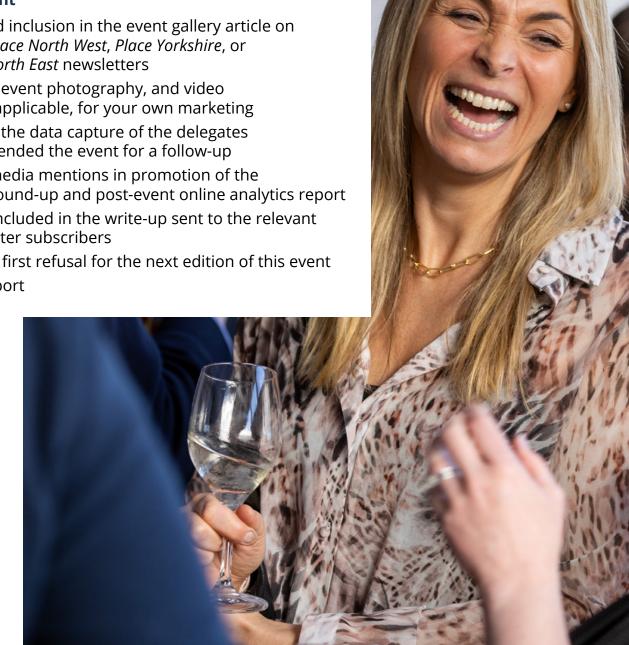
Post-event

- Branded inclusion in the event gallery article on either Place North West, Place Yorkshire, or Place North East newsletters
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up sent to the relevant newsletter subscribers
- Right to first refusal for the next edition of this event
- Intel report

At the event

- 10 tickets per sponsor
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

Arrival Reception sponsor: £4,000+VAT



Breakfast Event sponsor - Wednesday 12 March

Align your brand with our breakfast event on Wednesday morning and receive select introductions to key guests, branding at the event, and follow-up email correspondence with all guests.

Pre-event

- Listing and branding on Place events calendar across Place North's three websites
- Branded listing in the events bulletin, emailed to 15,000+ subscribers fortnightly
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and mailshots
- Ongoing social media promotion carrying your logo
- Access to the guestlist and introductions

Post-event

- Branded inclusion in the event gallery article on either Place North West, Place Yorkshire, or Place North East newsletters
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up sent to the relevant newsletter subscribers
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At the event

- 10 tickets per sponsor
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

Breakfast Event sponsor: £4,000+VAT



Film Services

We take on the responsibility of the entire production process, from briefing meetings and scouting filming locations in Cannes, to recording, editing and promotion via our newsletters, websites, social media channels and YouTube.

Filmed Roundtable

- With our market understanding and strong network, we will curate the entire content, making your video as engaging as possible
- Source the participants
- Chair the debate
- Produce, film and edit the entire piece, with your branding included
- Promote the video via *Place North West, Place Yorkshire*, or *Place North East* newsletters, websites, social media and YouTube channels

£7,000+VAT

Video fireside chat

- We will source a guest or client of your choice to join discussion upon request
- Host a briefing meeting to discuss themes
- Filmed on location in Cannes
- Chair the discussion
- Send directly to our 15,000+ combined Northern newsletter subscribers
- Promote across LinkedIn, Twitter and YouTube

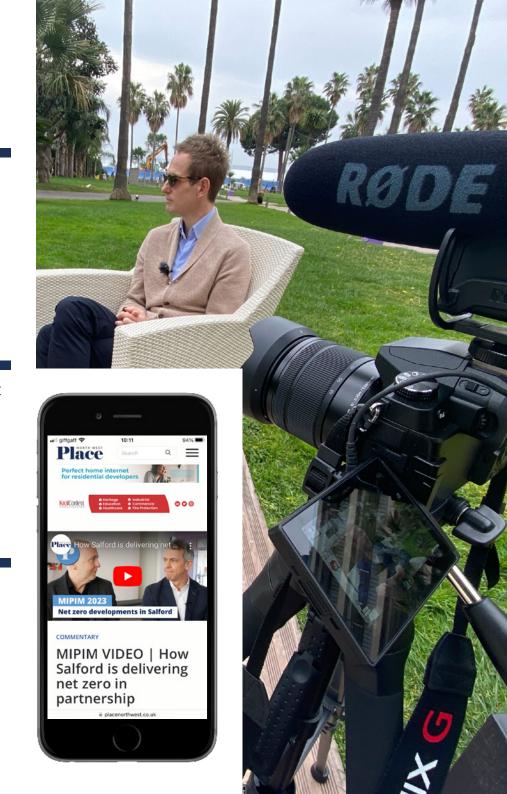
£2,750+VAT

Video commentary

- We will work collaboratively with you to produce questions
- Film, edit and promote with your branding included
- Source a filming location in Cannes
- Feature your video in the *Place North West, Place Yorkshire*, or *Place North East* newsletter sent directly to our subscribers
- Promote widely across our social media channels

£1,950+VAT

Videos can also be filmed in advance of MIPIM week in the UK



MIPIM Week Editorial Sponsorship

Position your brand in front of our readers, 70% of which are manager level or above, during the busy MIPIM period, and land directly in the inboxes of our combined 15,000+ Northern subscribers.

What you get

A unique opportunity for **one** business to promote its brand and opinion throughout MIPIM week via a number of different channels.

Before MIPIM

- A branded advertorial piece on *Place North West*, *Place Yorkshire*, or *Place North East* websites, including links and images sent out via a newsletter to our loyal subscribers
- A month of website banner advertising on *Place North West, Place Yorkshire*, or *Place North East* during March
- Social media announcements of your sponsorship across Twitter and LinkedIn

During MIPIM

- Branded 'In association with' alignment to every editorial report on the relevant *Place North* 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 the *Place North West, Place Yorkshire*, or *Place North East* website, linked to the contents page of your branded MIPIM articles
- Regular promotion of your brand on social media during MIPIM week
- Introductions to pre-selected *Place North* contacts

After MIPIM

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

£5,500+VAT



MIPIM Partner Package

Maximise your MIPIM presence by taking advantage of both our engaged readership and the large attendance of those that are at MIPIM in person.

What you get

- Website banner advertising on Place North West, Place Yorkshire, or Place North East during either February, March or April
- Social media announcement of your partnership across our Twitter and LinkedIn
- Your brand on our dedicated MIPIM hub page
- Logo inclusion in editorial updates on our MIPIM partners page
- Social media post about your team or company during MIPIM week
- Mention in our post-MIPIM mailer sent to 15,000+ combined subscribers
- Your own graphic for social media to promote yourselves as a Place MIPIM partner
- News article about joining us as a MIPIM partner
- 2 x ticket to our opening MIPIM Monday social
- 2 x ticket to our Breakfast Event on Wednesday
- Post-MIPIM intelligence report a round-up of the news and content published throughout the week
- Invitation to our pre-MIPIM meet-up in Manchester
- Invitation to our 'How to do MIPIM well' preperation event

£2,150+VAT



Local Authority Packages

Promote your messages, launches, investment opportunities, and plans using *Place North's* access and reach into the international property market.

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

EDITORIAL SUPPORT FOR ANNOUNCEMENTS
FILMED INTERVIEWS / ROUNDTABLES
EMAIL MARKETING CAMPAIGN
WEBSITE BANNER ADVERTISING
VIDEO SHOWCASE

An example campaign might include

Before MIPIM

- Direct email campaign to our subscribers, to promote your MIPIM packages to our property readers and widen your delegation
- Filmed roundtable of a discussion capturing the message and plans you want to promote for MIPIM
- Banner advertising on *Place North West*, *Place Yorkshire* or *Place North East*
- Social media amplification via *Place North* channels

During MIPIM

- Editorial coverage of your major news, announcements and events
- Video fireside chat at Cannes with your partners and hosted by a member of our editorial team
- Invitations to high-profile events
- Banner advertising during MIPIM week on *Place North West*, *Place Yorkshire*, or *Place North East*

After MIPIM

- · Social media promotion of your activity
- Filmed roundtable archived on the relevant Place North website



Online Opportunities

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

Comment Piece

One-off branded article with author details, photograph and logo on the website

- Feature in the Place North West, Place Yorkshire, or Place North East newsletter
- Promote a particular message
- Raise the profile of a specific team member
- Can include links, video, and imagery

£1,250+VAT

Website + Newsletter Banner Advertising

Use our platform to get your brand in front of engaged readers during MIPIM week, with banner advertising across any of our three websites and newsletters.

- Place North adverts featured in newsletters sent directly to 15,000+ combined subscribers
- Combined website views of more than 300,000 professionals each month

£5,000+VAT for the month of March

- Ads across the website and all bulletins including news briefings, The Subplot, Insight and Jobs
- Four social media promotions throughout the month



Place MIPIM Boat - Corporate Hospitality

Enjoy a relaxing cruise with the industry's biggest decision-makers as the *Place* MIPIM boat anchors up in the Mediterranean for you to enjoy undisturbed networking, drinks and canapes.

What you get

- Dedicated experienced events team to ensure the smooth running of your trip
- Two hour cruise around the Iles de Lerins
- Room to host up to 10 clients on board
- Food and drink included

Additional opportunity

 Filmed highlight video of your trip which is promoted across our social channels and YouTube

£7,000+VAT with video







