

# NORTH Place

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# AT MIPIIM

Partnership  
opportunities

mipim®





# The showcase the North of England has been asking for.

We have been official Media Partners of MIPIM organiser RX for 10 years.

This year, we are going one step further – highlighting the North in a way that hasn't been done before.

# Support the North

*Place North* offers you the chance to power up your local development partnerships on the biggest stage in the property world.

MIPIM's new UK Pavilion will feature a **dedicated North of England stand**, with Northern events on the UK Stage.

*Place North* is offering a variety of Northern delegation packages dependant on your needs, with speaking, branding, and exhibition packages available.

The North is home to more than one million businesses, 15 million people, and has a **regional economy worth more than £340bn**, according to the Department for Business & Trade. Our population and economy are growing but a gap persists with the UK average productivity per head.

With a robust readership, reputation for editorial excellence, and 17 years of experience in delivering high-quality events, *Place North* is perfectly positioned to champion our region on a global stage.

Join us as we curate the North of England's presence at MIPIM 2025, connecting the largest investors, developers, and local government executives to accelerate inclusive and transformational growth.

Sponsors will gain national and international exposure and position themselves at the **forefront of the pro-development era for the UK**.

By working together, we can ensure the North's voice is heard and the success that lies ahead for the places and people of this dynamic set of regions is shared by all parts of society.

**Dino Moutsoupolos**  
Managing partner and head  
of commercial



**Bigger and  
*better* for  
2025**

## Complementing our extensive programme of events and news coverage, *Place North* offers the following exceptional opportunities:

- A dedicated stand for the North of England, offering a showcase for partners to promote investment opportunities, development plans, and client services
- Reduced-rate MIPIM passes as part of our partner packages
- Events on the UK Stage as part of a new UK Pavilion that allow your organisation to be at the very heart of the conversation
- Exclusive, invitation-only events in Cannes during the week
- Expert guidance on how to prepare for MIPIM through our How To Do MIPIM Well event
- Access to comprehensive, exclusive data insight from our MIPIM content

## Who is this for?

Ambition shouldn't be limited by budget or time constraints.

*Place North* is here to make a successful MIPIM experience as easy as possible.

That is why we have created bespoke, compelling packages geared specifically towards local authorities, their JV partners, and the wider Northern property community.

### What you get from working with *Place North*

All partners will receive the following promotion, influence, and access package known as the *Place North* MIPIM Partner package

**Promotion** - Utilising our three titles, we are costing these packages to enable best value for all, regardless of budget

**Influence** - We are offering partners exclusive opportunities to network with other key stakeholders at our exclusive, invitation-only events

**Access** - Our events are curated in order to generate business. We have created a *Place North at MIPIM* stand - the first time the whole of the North of England has a home. Here is where you will be able to influence the people that make decisions

## Where will you be seen? The numbers

**30K** unique site visitors per month

**14K** daily newsletter subscribers

**50K** reach on social media

# NORTH Place

## AT MIPIIM

# Looking back at 2024

# 28K

reads of MIPIIM 2024  
news and commentary

# 24K

views of MIPIIM 2024 videos

# 1.45K

average watches for each  
MIPIIM 2024 video

# 39

MIPIIM 2024 partners  
Listed below



A photograph of two women sitting on a stage during a panel discussion. The woman on the left is wearing a black and white patterned dress and has a red lanyard with a badge around her neck. The woman on the right is wearing a black and white patterned dress and is holding a microphone. They are both smiling and looking towards each other. The background shows a large tree and a white wall.


# What's included in a ticket?

## *A Place North* ticket for MIPIM 2025 includes:

- Access to the exhibition
- Access to the full conference programme
- Access to Housing Matters! on Monday 10 March (tickets cost €400)
- Access to the MIPIM Awards on Thursday 13 March
- Access to the year-long online networking platform and directory

Tickets are included in our packages outlined in the forthcoming pages. Additional tickets are available at a discounted rate.

Join *Place North* and be at the forefront of investment, development, and regeneration discussions at MIPIM.



**As a *Place North* MIPIM Partner, you will be able to access key people, showcase your work, and influence the market.**

**All Partner levels include the following comprehensive media offering:**

- Announcement of your partnership across *Place North* social media channels
- Your brand on our dedicated MIPIM hub pages
- Invitation to our pre-MIPIM meet-up in Manchester
- Invitation to our How To Do MIPIM Well preparation event
- Logo inclusion in editorial updates on *Place North's* MIPIM partners page
- Social media post about your team or company during MIPIM week
- Mention in *Place North* post-MIPIM mailer sent to 14,000+ combined subscribers
- Website banner advertising on *Place North West*, *Place Yorkshire*, or *Place North East* during either February, March, or April 2025
- A *Place North* graphic to promote yourselves as a *Place* MIPIM partner
- 2 x tickets to *Place North's* exclusive MIPIM Arrivals Reception on Monday 10 March
- 2 x tickets to *Place North's* invitation-only Breakfast Conference on Wednesday 12 March. This is an opportunity to hear from key movers and shakers shaping the landscape of the North
- An exclusive post-MIPIM intelligence report – a round-up of the news and content published throughout the week.

Investment level: £2,150



# HOW TO UPGRADE

## **PARTNER EXTRA - £4,250**

- One ticket to MIPIM
- Access to official MIPIM UK Stage events, breakfast, and evening networking sessions
- Delegation logo on *Place North* stand in UK Pavilion
- Delegation logo on *Place North* MIPIM 2025 wrap video

## **PARTNER PLUS - £9,950**

- Two tickets to MIPIM
- Article about joining us as a MIPIM partner across all *Place* websites
- Access to the official MIPIM UK Stage events, breakfast, and evening networking sessions
- Delegation logo on *Place North* stand in the UK Pavilion
- Delegation logo on *Place North* MIPIM 2025 wrap video
- Written comment piece published on *Place North* (title of choice)
- Filmed interview (pre-MIPIM, published during MIPIM Week)

## **PARTNER PRO - £18,000 (LIMITED TO FOUR SLOTS ONLY)**

- Three tickets to MIPIM
- Article about joining us as a MIPIM partner across all *Place* websites
- Access to the official MIPIM UK Stage events, breakfast, and evening networking sessions
- Filmed interview or Fireside Chat (filmed at MIPIM or beforehand)
- Delegation logo on *Place North* stand in the UK Pavilion
- Delegation logo on *Place North* MIPIM 2025 wrap video
- A pod stand on the *Place North* stand with meeting table and screen
- Opportunity to participate in a *Place North* curated and promoted panel session on the UK Stage. Includes editorial write-up, photography, and vox pops

## **PARTNER PRESTIGE - £25,000 - IDEAL FOR PRIVATE SECTOR / JV PARTNERS TO SUPPORT LOCAL AUTHORITIES (LIMITED TO THREE SLOTS ONLY)**

- Four tickets to MIPIM
- Article about joining us as a MIPIM partner across all *Place* websites
- Access to the official MIPIM UK Stage events, breakfast, and evening networking sessions
- Delegation logo on *Place North* stand in the UK Pavilion
- Delegation logo on *Place North* MIPIM 2025 wrap video
- Filmed interview or Fireside Chat (filmed at MIPIM or beforehand)
- In-focus interview published across *Place North* of key stakeholders or directors on their priorities, ideas, or opportunities
- Sponsorship of a *Place North* MIPIM event – Arrivals Reception (Monday PM) or MIPIM Breakfast Conference (Wednesday AM)
- A dedicated stand in the UK Pavilion at MIPIM with branding, meeting table, and screen
- Opportunity to participate in a *Place North* curated and promoted panel session on the UK Stage. Includes editorial write-up, photography, and vox pops

# Don't just take *our* word for it

*"Place North has such a good reputation. From sponsoring events to being a MIPIM partner, we have been very impressed with the team."*

**Ajay Nayyar**

Managing director and owner  
Hearthstone Finance

*"Thank you Place North for a flawless MIPIM. The communication, attitude and approach from you all has been first class."*

**Alison Salas**

Senior marketing manager  
Rochdale Development Agency



*“Place offers an unparalleled network in the North, and their MIPIM activity provided a great framework round which to build own MIPIM diary.”*

**Phil Cooper**

Director

Hope Architects

*“Place North events are always really successful for profile and business development because property professionals want to be there, so you are always hitting the right market.”*

**Dan Burn**

Head of development for North West & Yorkshire

Panattoni



# Arrival Reception sponsor

## Monday 10 March

Kickstart MIPIM week at our Arrival Reception on the Monday, attended by more than 200 high-level 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 14,000+ 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

### At the event

- 10 tickets per sponsor
- Branding throughout the venue

### 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
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

Investment level: £4,000

# Place North MIPIM Breakfast Conference 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 14,000+ 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

## At the event

- 10 tickets per sponsor
- Branding throughout the venue

## 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
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

Investment level: £4,000



## 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

Investment level: £7,000

### 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
- Senior *Place North* journalist to chair the discussion
- Sent directly to our 14,000+ combined Northern newsletter subscribers
- Promote the video via *Place North West*, *Place Yorkshire*, or *Place North East* newsletters, websites, social media, and YouTube channels

Investment level: £2,750

### 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 the video via *Place North West*, *Place Yorkshire*, or *Place North East* newsletters, websites, social media, and YouTube channels

Investment level: £1,950

## 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. Land directly in the inboxes of our combined 14,000+ 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

Investment level: £5,500 per regional title



# NORTH Place

NORTH WEST YORKSHIRE NORTH EAST

To discuss MIPIM  
opportunities please contact:

**Dino Moutsopoulos**  
Managing partner and head  
of commercial

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07803 988 112

Prices shown throughout are excluding VAT



## **Ethics and Issues Statement**

*At Place North, our mission is to champion the property industry by providing reliable news coverage and safe and inclusive events.*

*We celebrate growing commitments to equity, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a safe and respectful environment.*

*We recognise the crucial role the built environment plays in combatting climate change. We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories.*