

# DISCOVER PRIME OPPORTUNITIES

## Advertising & Sponsorship Opportunities

6 – 9 Mars 2012

Palais des festivals de Cannes

[www.mipim.com](http://www.mipim.com)



**EXHIBITORS' PACKS**

**PUBLICATIONS**

**ONLINE SOLUTIONS**

**PANELS**

**PREMIUM MEDIA**

**SPONSORING**

# EXHIBITORS' PACKAGES



## VISIBILITY BEFORE THE MARKET

- 1/4 page the Daily News of your choice
- 1 Shownews content banner
- 1 full page in the MIPIM Guide



## VISIBILITY BEFORE & AFTER THE MARKET

- MIPIM Online Community advanced company profile
- 1 rotating banner on all MIPIM sections (format: 234X60)
- 1 full page in the MIPIM Magazine: Preview Edition or Review Edition
- 1 full page in the MIPIM Guide



## VISIBILITY AFTER THE MARKET

- MIPIM Online Community advanced company profile
- 1 rotating banner on all MIPIM sections (format: 234X60)
- 1 full page in the MIPIM Guide
- 1 full page in 1 edition of the MIPIM News
- 1 full page in the MIPIM Magazine: Review Edition ou Preview



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# THE OFFICIAL MIPIM PUBLICATIONS



## MIPIM PREVIEW MAGAZINE

- MIPIM Preview magazine is the most effective way to connect with your target audience before the market with its insightful and in-depth reporting from leading journalists on major real estate trends.
- Sent three weeks prior to the market to all registered delegates to let you make first contact with potential partners.



## MIPIM POCKET GUIDE

- The pocket guide that's in everyone's hands during the event
- Contains official schedule of conferences, events and exhibitor information
- Provides maximum visibility during the show
- Ensures increased brand awareness through premium advertising placement



## MIPIM GUIDE

- Distributed to all participants
- A key networking tool used by thousands of MIPIM delegates. Highlights the «who's who» of the real estate industry
- Remain a useful reference tool year-round creating a valuable visibility that reaches beyond the show



## MIPIM NEWS

- The best way to communicate to the 18,600 delegates on site. Available to all delegates at MIPIM
- 3 Daily issues are published overnight in Cannes to bring you the latest up to date coverage of the MIPIM market place
- Distributed : to all major Cannes hotels before 7am, at the Palais by hostesses, in the Cannes shuttles, as well as in MIPIM sponsored cars.



## MIPIM REVIEW MAGAZINE

- A comprehensive round up of the major events and deals at the MIPIM market place
- Highlights the best of the show and provides qualitative editorial content
- Don't miss the last opportunity to communicate to the MIPIM audience
- The Review gets mailed out by courier to all MIPIM delegates



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# ONLINE SOLUTIONS

## Why choosing online advertising?

### **Display:**

video, trailers, banners etc...

### **Update your content:**

banners can be replaced at any time

### **Interactive click through:**

people can go further and click on the banner to see your website

### **Detailed statistics:**

our Google ad-server provides many statistics to measure the performance of your campaign

### **Give your brand high exposure:**

people spend an average of 11 minutes on the Online Community

### **Adverts viewed worldwide :**

163 countries recorded by Google Analytics statistics

**150.000**

**Unique visitors on  
Mipim/Mipimworld/Online community**

## MIPIM Homepage



# ONLINE SOLUTIONS

## E-SHOWNEWS



- For one **medium rectangle** in one shownews (243x60)

**€999**

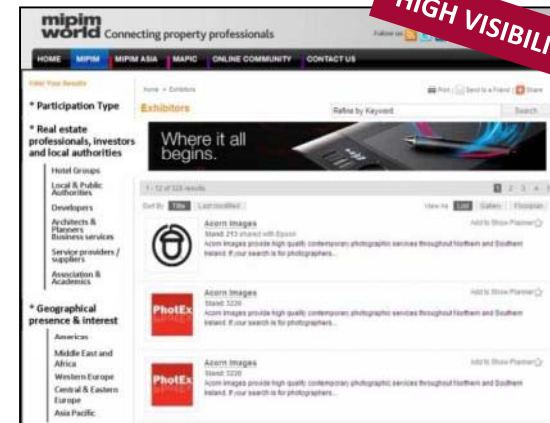
## MIPIM Homepages «Top page banner»



- Top page ad format
- 120 000** unique visitors reached\*
- Duration: **ONE Year** (Until Sept 2013)
- 7 Advertisers** max in rotation

**€1,995**

## Online Database «Targeted Banner»



- Top Page Large Ad (728x90)
- High Rate Average time spent: **11 min**
- Highest number of page impressions: **1,600 000\***
- Duration: **one year** from the Database launch
- 3 Advertisers** max by category / no rotation

**€3,900**

\* Data collection : February – March 2011

\* Data collection : Jan to March 2011

# ONLINE SOLUTIONS

Full MIPIM Website «Fullscreen» + Homepage banner

Large ad format + second ad on the homepage  
**2% to 5%** of the total visitors clicked on the fullscreen  
**100%** of the audience reached **twice : 150 000 unique visitors\***

**MAXIMUM IMPACT**  
**1300 clicks**

- **Formats** : 7 seconds - 640x480 (Fullscreen) + 234x60 – 5 advertisers max
- **Duration** : between January & March 2012

The screenshot shows the MIPIM World website interface. At the top, the logo 'mipim world' is followed by the tagline 'Connecting property professionals'. Below this is a navigation menu with links for HOME, MIPIM, MIPIM ASIA, MAPIC, ONLINE COMMUNITY, and CONTACT US. A secondary menu includes WHY MIPIM, COUNTRY INSIGHTS, REGISTER, PEOPLE & COMPANIES, PROGRAMME, PROMOTE, PREPARE, PRESS, and PARTNERS. The main content area features a large banner for 'FESTIVAL CENTRE CAIRO FESTIVAL CITY'. The banner has a dark purple background with white text. It includes an aerial photograph of the development, a list of features, and contact information. A red banner is overlaid on the top right of the screenshot, stating 'MAXIMUM IMPACT 1300 clicks'. At the bottom of the banner, there are logos for various partners and a contact email address: leasing@festivalcitycairo.com.

Sample here :  
<http://www.youtube.com/watch?v=FOBWhiPVE24>

**€4,750**

\* Data collection : Jan to March 2011



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# PANELS



**OUTSIDE BANNERS**



**INSIDE BANNERS**



**FLOOR CARPETS**



**STAIRS**



**PILLARS**



**CARPET STICKERS**

**CONSULT US FOR AVAILABILITY & FULL RANGE OF PRICES**



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# PREMIUM MEDIA



LANYARDS



BADGE HOLDERS



DELEGATES BAGS



REGISTRATION AREA



INFO DESKS



HOSPITALITY SUITES

CONSULT US FOR AVAILABILITY & FULL RANGE OF PRICES

# PREMIUM MEDIA



AWARDS CEREMONY



OPENING COCKTAIL PARTY



CLUBS



LUNCHES



E-MAIL POINTS



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## SPONSORSHIP OPPORTUNITIES

- Opening Cocktail
  - **OPTION 1:** Germany for Germany, Country of Honour
- MIPIM Awards Ceremony
- MIPIM Awards Cocktail
- Mayors' Think Tank
- Hotel and Tourism Lunch
- Asian Lunch
- Mayors & End Users' Lunch
- E-mail Points
- Participants' club
- Press Club
- Investors' Club

## OPENING COCKTAIL PARTY- March 6th

**The MIPIM Opening Cocktail Party** is THE networking event, not to be missed. Over **5,000 international high decision makers** from the real estate industry will come to enjoy, in a relaxed atmosphere, the premier networking opportunity in the global real estate market.

**Sponsor the Opening Night Party and capture a unique chance to promote your company, interacting with all MIPIM participants in one fell swoop**



# OPENING COCKTAIL PARTY- March 6th

## Before the event

- Your logo on all communications dedicated to the Opening Cocktail party (e.g., preview, newsletters etc.).
- Your logo on the invitations to the Opening Cocktail Party.
- Your company name in the article dedicated to the opening cocktail the MIPIM Preview
- A full page in the MIPIM Guide, in the MIPIM Preview and in one of the MIPIM Daily News, for advertising purposes.



## During the event

- A premium position and visibility during the Opening Cocktail Party.
- Your logo on the “Programme” section of the MIPIM website – [www.mipim.com](http://www.mipim.com) – with a direct link to your homepage
- The possibility to hand out branded communication materials and gifts to all attendees, at the beginning of the cocktail party
- A Sponsor lounge

## After the event

- Your company name and logo in the MIPIM Review
- Photos of the Opening Cocktail

## MIPIM AWARDS CEREMONY - March 8th

**The MIPIM Awards** highlight the world's most innovative real estate projects.

It is a high profile and internationally recognised award ceremony, closely bound to the real estate industry. The ceremony is followed by a cocktail party which brings together all MIPIM participants.



**The sponsorship of the MIPIM Awards brings high-value and extremely targeted visibility to your company.**

## MIPIM AWARDS CEREMONY - March 8th

### 2011 awards categories and 2010 winners:

- **Business centres:** Chèque Déjeuner Headquarters at Carré 92
- **Futura projects:** Sustainable Urban Redevelopment
- **Green building:** 3M Italy Headquarters - Malaspina Business Park
- **Hotels and tourism resorts:** The Park Hotel Hyderabad
- **Refurbished office buildings:** First Tower
- **Residential developments:** The Park Hotel Hyderabad

### 2011 special prizes:

- **Special Jury Awards**
- **Special tribute to the Guest of Honour, Germany**

## MIPIM AWARDS CEREMONY - March 8th

### 3 different sponsoring offers to meet your needs:

- **Bronze sponsoring:** sponsor a competition category
- **Silver sponsoring:** sponsor the MIPIM Awards programme and prize-giving ceremony.
- **Gold sponsoring:** sponsor the MIPIM Awards programme, prize-giving ceremony and cocktail



# MIPIM AWARDS CEREMONY – Bronze Sponsor

## Sponsor a category and benefit from:



- **Before the event**

- Mention of your logo on the Awards section of the Mipim website.
- Mention of your logo on the Awards section of the Mipim Preview Magazine
- Mention of your logo on the Awards adverts and communication tools

- **During the event**

- Presentation panels in the Awards Gallery
- Mention of your logo on the Awards section of the Pocket Guide and printed programme of conferences & events
- Your logo on screen during the prize-giving ceremony

- **After the event**

- Your logo on the diplomas for winners and finalists
- Your logo on the Awards section of the Mipim Review

**€7,500**

# MIPIM AWARDS CEREMONY – Silver Sponsor

## Sponsor the MIPIM Awards' programme and benefit from:

- **Before the event**

- Your company name in the MIPIM Awards section of our selected press partners
- Your logo in the “Awards” section of the MIPIM web site ([www.mipim.com](http://www.mipim.com)), with a direct link to your homepage
- Your company name on the MIPIM Awards pages of the MIPIM Preview
- Mention of your logo on the Awards adverts and communication tools

- **During the event**

- Your logo in the Awards section of the MIPIM Pocket Guide
- Your company logo on the panels presenting the nominated companies, located in the exhibition area
- Your logo on a screen at the beginning of the ceremony
- Seats for the Awards Ceremony
- Your company logo on the MIPIM Awards pages of one of the MIPIM News

- **After the event**

- Photos of the MIPIM Awards Ceremony
- Mention of your logo on the diplomas for winners and finalists
- Your company name on the MIPIM Awards pages of the MIPIM Review

**€12,000**

## MIPIM AWARDS' CEREMONY & COCKTAIL – GOLD SPONSOR

### As a Gold Sponsor you will benefit from:

#### Before the event

- Your logo on all communications dedicated to the MIPIM Awards and Cocktail Party (e.g., preview, newsletters etc.).
- Your logo on the invitations to the MIPIM Awards Cocktail Party.
- Your logo on the call for entry form
- Your company logo in the MIPIM Awards section of our selected press partners
- Your logo in the “Awards” section of the MIPIM web site ([www.mipim.com](http://www.mipim.com)), with a direct link to your homepage

#### During the event

- Your company logo on the panels presenting the nominated companies, located in the exhibition area
- Your logo in the Awards section of the MIPIM handbook
- Your logo on a screen at the beginning of the ceremony
- Seats for the Awards Ceremony
- Your company logo on the MIPIM Awards and Cocktail party pages of one of the MIPIM News and on the last MIPIM Daily News
- Your logo on the MIPIM Awards Ceremony and Cocktail Party invitation cards (the back cover)
- The possibility to hand out branded communication materials and gifts to all attendees, at the beginning of the cocktail party

#### After the event

- Your company logo on the MIPIM Awards pages of the MIPIM Review
- Your logo on the diplomas for winners and finalists
- Photos of the MIPIM Awards and Cocktail party

**€18,000**

## MAYORS' THINK TANK, March 7th

- MIPIM has created the Mayors' Think Tank, a closed-door event dedicated to political leaders. The event allows them to share experiences and ideas in an exclusive environment around a main theme.
- This years' debate will be on "Infrastructure" (exact topic's name coming soon)  
The Mayors' Think Tank gathers 60 mayors from large cities around the world.

**Sponsor the MIPIM Mayors' Think Tank and get a unique chance to promote your image to a particularly influential group of representatives.**



**€20,000**

# MAYORS' THINK TANK, March 7th

## Before the event

- Your logo on all the communication dedicated to this event : Website, call for entries, Publications (Preview, News), Detailed program of conferences
- Your logo on the invitations sent for the event



## During the event

- An advertising panel at the entrance of the Think Tank room
- Present a display rack with your promotional literature

## After the event

- Photos of the Mayors' Think Tank
- Your company name in the article dedicated to the Mayors' Think Tank in the MIPIM Review
- Logo on the white paper distributed to the Mayor Think Tank participants and to all our mayors' database

## HOTEL & TOURISM LUNCH: March 8th

- **The MIPIM Hotel and Tourism Lunch** gathers key-players in the industry, allowing them to exchange on their common interests and issues.
- In comfortable surroundings, attendees may discuss business opportunities and industry trends, settle new contacts and promote their image and projects.

**Sponsoring the Hotel and Tourism Lunch is the ideal opportunity for a company operating in the industry or desiring to, to reach out to the right people and make itself known by the 80 key decision-makers which will be there.**



**€22,000**

# HOTEL & TOURISM LUNCH: March 8th

## Before the event

- Your logo on all the communication materials dedicated to this event



## During the event

- An advertising panel on the lunch site
- The possibility to hand out branded communication materials and gifts to all attendees
- Present a display rack with your promotional literature and opportunity to distribute your own material afterwards

## After the event

- Photos of the Hotel and Tourism Lunch

## ASIAN LUNCH: March 6th

- **The Asian Lunch at MIPIM** is the best way for players of the Asian market to connect, network, initiate new businesses or promote their image.  
It is an informal business platform dedicated to Asia, and to those wishing to enter this market and get known by its players.
- **Focusing on a particular area**, the Asian Lunch vocation is designed to facilitate making contacts in an efficient fashion.



**Sponsoring the Asian Lunch is the ideal opportunity for a company operating in Asia or desiring to, to reach out to the right people and make itself known by some 120 key decision-makers in the area.**

**€22,000**

# ASIAN LUNCH: March 6th

## Before the event

- Your logo on all the communication materials dedicated to this event



## During the event

- An advertising panel\* on the lunch site
- The possibility to hand out branded communication materials and gifts to all attendees
- Present a display rack with your promotional literature and opportunity to distribute your own material afterwards

## After the event

- Photos of the Asian Lunch

## MAYORS & END USERS' LUNCH: March, 9th, Political leaders meet occupiers

- The Lunch gathers a selection of **120 worldwide Mayors and Corporate end-users**. This exclusive event offers them a unique chance to network in dedicated surroundings.
- **Political Leaders take advantage of this opportunity** to promote their region and to engage contact with Corporate End-Users. The lunch helps them to share experiences and find successful strategies to develop their city.
- **End-Users** make the most of the event to mingle with peers and international political leaders to find the best opportunities of development.

**Sponsor the Lunch to promote your company and projects to 120 decision makers. Catch their attention and move your business forward.**



**€22,000**

# MAYORS & END USERS' LUNCH: March, 9th, Political leaders meet occupiers

## Before the event

- Your logo on all the communication materials dedicated to this event
  - Online
  - Offline (eg: MIPIM Preview Magazine)



## During the event

- Your logo on the menu
- An advertising panel on the lunch site
- The possibility to hand out branded communication materials and gifts to all attendees
- A display rack with your promotional literature
- 4 invitations to this selective event.

## After the event

- Photos of the Lunch

## E-MAIL POINTS

MIPIM is offering your company an opportunity to host internet spots located in strategic locations throughout the Palais des Festivals. MIPIM delegates may access their e-mails during exhibition hours.

**Sponsoring E-mail points offers your company a constant visibility throughout MIPIM, in highly frequented locations.**

### You will benefit from :



#### Before the event

- Your logo on the advertisement promoting the E-Mail Services, in the Daily News and the MIPIM Guide

#### During the event

- Your logo and message on the welcome page of all PCs
- A direct link located on the welcome page will lead to your homepage
- Your logo on the posters promoting E-Mail Services throughout the MIPIM exhibition halls

**€18,000**

## PARTICIPANTS' CLUB

- Maximize your message by sponsoring **The MIPIM Business Lounge**, featuring a meeting space, business and wireless Internet services plus a complimentary bar.
- Open to all visitors, the Club allows you to communicate directly to a wide international audience. It will provide you with an important visibility and positioning throughout the event, since all participants will benefit from this area to conduct meetings with their peers.



**Sponsor the MIPIM Business Lounge and capture a unique chance to convey your corporate message to over 18 000 professionals from the real estate industry over four days.**

**€20,000**

# PARTICIPANTS' CLUB

## Before the event

- Your logo on all the communications material dedicated to the Participants' Club
- Your company name in the "your onsite services" section of the MIPIIM web site ([www.mipim.com](http://www.mipim.com)), with a direct link to your home page.



## During the event

- Your logo on MIPIIM Participants' Club signs and on the MIPIIM Participants' Club entrance sign
- The possibility to hand out branded communication materials and gifts to all attendees
- 2 panels\* in the Participants' Club
- Present a display rack with your promotional literature

## After the event

- Photos of the MIPIIM Participants' Club

## PRESS CLUB

- The media coverage of MIPIM is exceptional and totally international. We are offering your company an exclusive opportunity to host the Press Club, which welcomes more than **430 journalists**, makes the world press available for interviews, prepares articles and dispatches and ensures maximum visibility with this highly influential community.
- The Press Club offers journalists mail boxes, computer terminals and internet connections, as well as a tea, coffee and soft drinks' service.

**This sponsorship offers an exceptional visibility for projecting brand image and communicating to the journalists covering the real estate industry.**



**€15,000**

# PRESS CLUB

## Before the event

- Your logo in the “Press” section of the MIPIM web site ([www.mipim.com](http://www.mipim.com)), with a direct link to your homepage



## During the event

- An advertising panel on the Press Club bar mentioning your logo ( panel production costs at your charge)
- The opportunity to advertise through a panel in the Press room where the computers and e-mail spots at disposal of the journalists are located (panel production costs at your charge)
- A rack located at the entrance of the Press Club at disposal to present your documentation
- The possibility to include 1 page presenting your company in the online press kit

## INVESTORS' CLUB (in the Investors' village)

- **The Investors' Club** is located in the heart of The Investors' Village.
- It will provide you with the **requisite level of confidentiality** and refinement you need to hold your business meetings over the four days of MIPIM.
- This luxurious club will provide you with a **premium visibility and positioning** throughout the event, since all top level executives will benefit from this exclusive area to conduct meetings with their peers.

**Sponsor the Investors' Club and capture a unique chance to convey your corporate message to real estate investors over four days.**

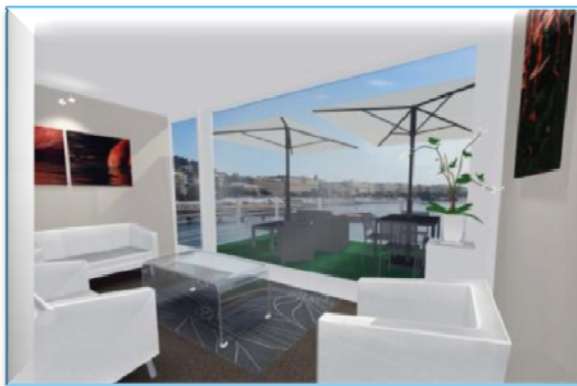


**€40,000**

# INVESTORS' CLUB (in the Investors' village)

## Before the event

- Your logo on all the practical information sections mentioning the Investors' Club (e.g., Preview etc.).
- Your company name in the "your onsite services" section of the MIPIM web site ([www.mipim.com](http://www.mipim.com)), with a direct link to your home page.



## During the event

- Your company logo printed on the members' card
- Your logo on the Investors' club signs and on the the Investors' club entrance sign
- The possibility to hand out branded communication materials and gifts to all attendees
- 2 panels in the Investors' Club
- Present a display rack with your promotional literature

## After the event

- Photos of the Investors' Club

## YOUR DEDICATED CONTACT

**Ms Laurianne DICECCA**  
**+ 33 (0) 1 41 90 45 94**  
**Laurianne.dicecca@reedmidem.com**



**MIPIM**

**6-9 Mars 2012**

**Palais des Festivals, Cannes, France**

**[www.mipim.com](http://www.mipim.com)**