

PlaceTech.

PLACETECH ANNUAL PARTNERSHIPS

PlaceTech is the leading proptech news and events platform, delivering essential information and reviews of technology products for the built environment sector.

PlaceTech engages with businesses in the tech community and the built environment sector to provide grassroots intelligence and highlight how developments relate to all sectors of property, placemaking and the general built environment.

PlaceTech strives to educate, inform and champion all things proptech, be part of it and be a PlaceTech Annual Partner.

The big numbers you need to know

PlaceTech

- 9,000 subscribers
- 700 delegates in 2018 over 5 events
- 11,000 website visitors per month
- 17,000 pages read every month

Proptech industry

- £5bn invested since 2011 in proptech
- £68bn size of the UK proptech industry (if it was worth just 1% of property assets)
- £17bn estimated investment into proptech by 2020

Some of our current clients include:

OBi



bruntwood ●

MILLS & REEVE
Achieve more. Together.

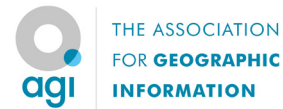


BUSINESS

EQUIEM

DATSCHA

A selection of exhibitions and organisations that PlaceTech has partnered with in the past year:



New for 2019

The key to growing profile and reaching new audiences is to constantly evolve, listen to readers and offer the market what it is asking for.

Here are 3 new offerings PlaceTech will be launching in 2019:

MONTHLY SPONSORED WEBINARS

High-quality informative online events, allowing access for readers from all over the globe to exchange ideas and access the PlaceTech network.

Hosted through PlaceTech and emailed to our full database of 9,000 readers, shared through all our social media platforms and then held on our website.

MONTHLY SPONSORED PODCASTS

Regular podcasts on various themes and issues affecting the proptech market today. Branded association on the intro stings and a guaranteed company name check. Opportunity to participate in podcasts also available to partners.

COUNTRY INSIGHT EXPERTS

A unique opportunity for one company to align itself to the proptech market in a particular country.

Includes logo association, unlimited upload of content, images, video, documents, links, research reports.

In addition all country-related news published by the PlaceTech editorial team will be "in association with" the Country Insight Expert's brand.

Annual Partnership - educate, inform, champion

This is not your standard marketing offering.

Annual Partnerships are for organisations that have a strategic vision of tech in property and want to be at the forefront of digital transformation.

This is for organisations keen on the long term growth of the sector and who are interested in influencing and contributing to bridging the gap between real estate and the tech sector.

PlaceTech is run by a committed team of dedicated journalists and event managers. We operate a strict transparent editorial code that we feel is needed to grow the proptech market.

The below highlights the way an Annual Partner can capitalise on our position in the market and work with us to raise their profile whilst helping advance the proptech sector.

THE PACKAGE

- A place for a senior individual on the PlaceTech Editorial Board – enabling you to be part of the strategic growth of PlaceTech whilst helping to shape content and event format

- Sponsorship of all PlaceTech Trend Talk events

JANUARY - STOCKHOLM, SWEDEN
MARCH - BIRMINGHAM, UK
JUNE - WARSAW, POLAND
SEPTEMBER - LONDON, UK
NOVEMBER - DUBLIN, IRELAND

- Sponsorship of the PlaceTech Big Night Out

NOVEMBER - LONDON, UK

Our exclusive networking evening celebrating the best innovative project or product of the year, including a table of 10 (full details available separately)

- Event database access for event follow-up
- Branding on our dedicated event app
- Company profile in event material
- Five complimentary tickets for staff
- Five complimentary tickets for clients

- 2 branded Comment Pieces, with links, images, video, author's image and contact details
- 12 months of website banner advertising on placetech.net
- 12 months of newsletter advertising on the PlaceTech weekly newsletter, which is sent to our full 9,000 database
- 2 sponsored podcasts - see details on page 3
- 2 sponsored webinars - see details on page 3
- Sponsorship on one Country Insight Expert Slot - see details on page 3
- 2 direct emails per year to the full PlaceTech database with tech related content, for example, investment call outs, invitations to an event, commentary, job role
- Sponsorship of the PlaceTech TRENDS Report showing needs and trends within the tech and property markets
- Unlimited jobs advertising – for any tech or property innovation orientated role
- Unlimited event listings – Promote your own property or tech events on placetech.net
- Logo with link and 100 word company synopsis, and links on our dedicated partners page
- Regular branded mentions on the PlaceTech social media (Twitter, LinkedIn, Pinterest, Snapchat, Facebook, YouTube and Instagram) throughout the 12 months
- 'In partnership with' branding in every weekly newsletter (51 newsletters per year)
- 24/7 exposure of your company logo on our website footer
- Full analytical review of your activity as and when requested
- Analytics breakdown of key stories for your business development and marketing purposes as and when requested
- Ad hoc inclusion in various video/vox pop work undertaken by PlaceTech at exhibitions, shows and conferences
- Representation through PlaceTech attending at various proptech and real estate shows - e.g. MIPIM, FUTURE: Proptech, MIPIM Proptech Europe and MIPIM Proptech New York and more
- Exclusive first refusal for 2020 opportunities

Additional USPs of working with PlaceTech

- As an Annual Partner of PlaceTech, you will be working closely with the editorial team as well as the commercial team. As such we welcome your news input, and your availability to comment on any related topics
- Introductions - Benefit from our trusted international networks of property and tech contacts. We will happily make personal introductions where possible
- PlaceTech will also be holding a number of private dining networking evenings during the year which you would be invited to attend
- You will receive new and upcoming opportunities first, before they are launched to the open market, offering you and your clients opportunities to get involved before your competition can
- All Partners are guaranteed profile of any additional activity/events above and beyond the agreed package should PlaceTech agree additional activity within the 12-month period
- Free access to our analytics - help inform your team on what readers are interested

The above 12-month package carries a market value of £90,000+

In recognition of the strategic nature and level of commitment, we are offering just seven sector exclusive partners the opportunity to invest at a reduced rate of £45,000.

Partnership opportunities are sold on a first come, first served basis.

Should you be interested in being part of this opportunity, please contact:

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