



**Place
Tech.**

PLACETECH MIPIM 2022 OPPORTUNITIES

15 - 18 March

Be part of the Place Delegation and benefit from business development introductions, press relations, editorial coverage, social media support, event invitations, event management experience.



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JOIN THE PLACE MIPIM DELEGATION



VIDEO

VIDEO CONTENT

We can create engaging content ready to distribute online 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** Produced, recorded, edited and uploaded along with a short written overview for publication during MIPIM week on placetech.net and in the PlaceTech Weekly newsletter - **£1,400+VAT**
- **2/3 person 'Fireside Chat'-style video interview** with the PlaceTech editorial team picking up on key industry issues / announcements from MIPIM - **£2,500+VAT**

NAVIGATOR^{MPIC}



PLACE DELEGATE PACKAGE

- One week of company advertising on PlaceTech website
- Logo and link on MIPIM Page and Place MIPIM sales documents
- Two tickets to Place MIPIM closing drinks
- Social media announcement of your participation as a Place MIPIM delegate
- Receive the summary of the weeks Place MIPIM activity including all videos of roundtables and delegate list of those at the Place MIPIM Closing Drinks

£500+VAT

ONLINE OPPORTUNITIES

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

Position your brand in front of our readers during one of the busiest weeks in the property industry calendar.

Website + Newsletter Advertising

From £1,500+VAT

Use our platform to get your brand in front of engaged readers during MIPIM week, with banner advertising on the PlaceTech website and weekly newsletter, sent out to 7,000 people.

Comment Pieces

£950+VAT

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

PLACE MIPIM CLOSING DRINKS SPONSOR

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

This physical 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 delegates. 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 placetech.net
- 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 placetech.net during MIPIM week
- Advertising during March on placetech.net

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 the data capture of the delegates that attended the event
- Social media mentions in promotion of the event round-up
- Right to first refusal for the event in 2023

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.

