



**Better places.
Greater impact.
Stronger business.**

12-15 MARCH 2024
CANNES, FRANCE

Built by
RX In the business of
building businesses

Standout from the **CROWD**

Hotels

Street Marketing

Onsite

mipim[®]



Design Structure

Structure on Parvis: **€14,800 +VAT**

- Dimensions: Client project to be defined
- Duration: 4 days

Sales price can be revised regarding your project

When do we need your artwork:

WEDNESDAY 2ND FEBRUARY 2024



Lighting Ballon

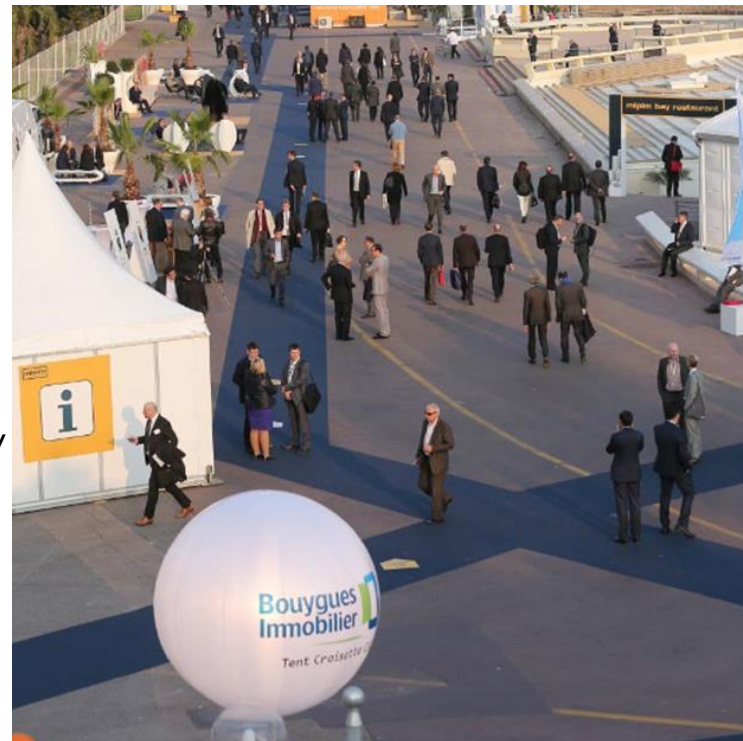
One ballon: €7,500 +VAT

- Diameter: 200 cm
- Air-inflated balloon
- Location of balloon depending of availability
- Production costs included
- Duration : 4 days

Visual must be suitable to the balloon shape

When do we need your artwork:

WEDNESDAY 2ND FEBRUARY 2024



\\ FLAGS

One flag: €2,050 +VAT

Three flags: €5,500 +VAT

Six flags: €8,600 +VAT

- Branded flags
- Dimensions: 3m x 1m
- Duration: 4 days

Location to be confirmed

When do we need your artwork:

WEDNESDAY 2ND FEBRUARY 2024



Parvis: stickers on carpet

6

8 Stickers: €3,480 +VAT

15 Stickers: €7,950 +VAT

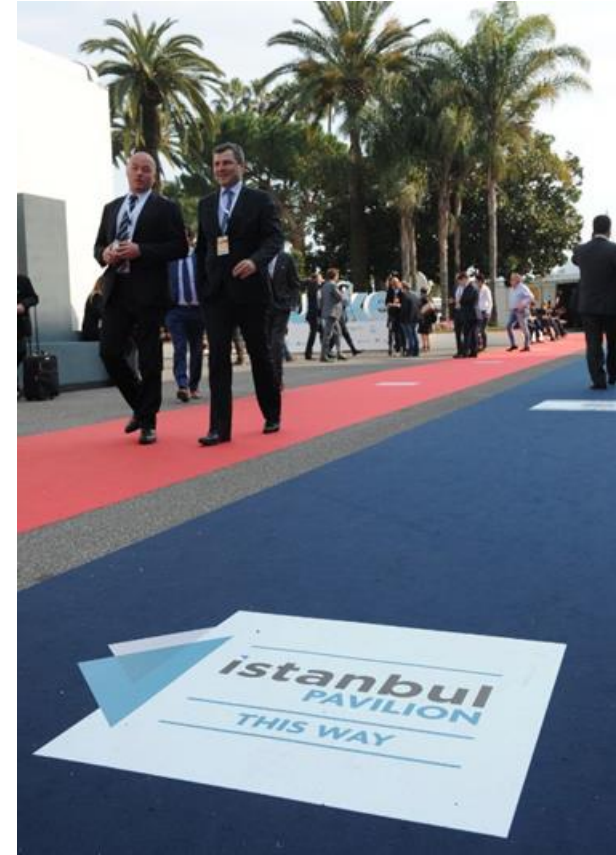
20 Stickers: €8,600 +VAT

- Stickers form's possibility: circle, square
- Diameter: 1m x 1m
- Duration: 4 days

Location to be confirmed

When do we need your artwork:

WEDNESDAY 2ND FEBRUARY 2024



\ Distribution flyers / goodies

7

TBC

ing the
colors of your company (to be provided) or a
pre-defined on catalogue with onsite staff
chief

- Flyers/ goodies recommended quantity 3K
- Duration: 6h/day

When do we need your artwork:

WEDNESDAY 8TH FEBRUARY 2023

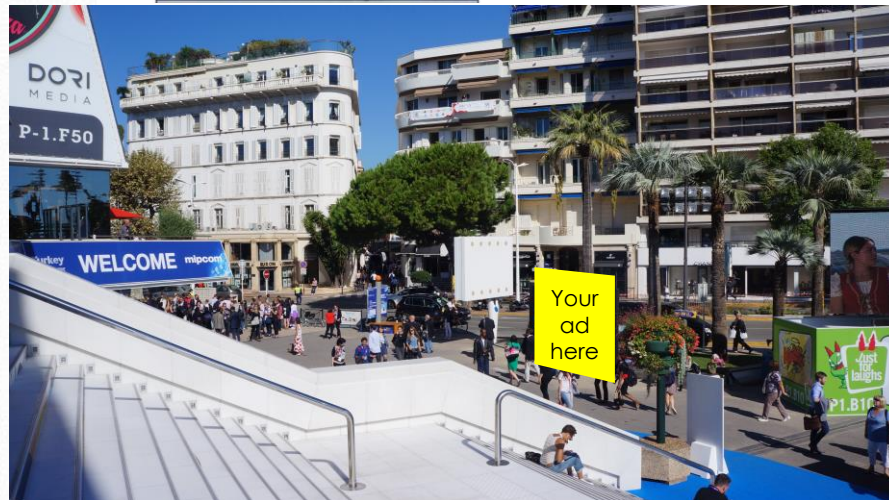


Panel Parvis 1

Major visibility at the entrance of the Palais des Festivals: **€20,500 +VAT**

- Located at the entrance of the Palais des Festivals
- Dimensions: 5m x 3m
- Duration : 4 days
- Production costs included
- Ref: Panel Parvis 1

When do we need your artwork:
WEDNESDAY 2ND FEBRUARY 2024



Screen in the main entrance of the Palais

OVW2: €17,000 +VAT

- Screen
- Dimension : 2x2.5m
- Ref: OVW2
- Video for the screen
- Format : MP4
- Dimension : 640x512pxl
- Resolution : 50 fps
- Above screen branding
- Visual formwork:
 - Format : PDF HD
 - Dimension : 250x50cm (LxH)
 - Resolution : 150dpi scale 1:1

When do we need your artwork:

WEDNESDAY 2ND FEBRUARY 2024



TBC

- LED screen dimensions: L2,88m x
- H1,73m
- Duration: 4 days

When do we need your artwork:

WEDNESDAY 2ND FEBRUARY 2024



TBC

(shirts, caps)

- Distribution of 3000 water bottles
- Distribution 2 days (6 hours per day – from 9 AM to 12/ 2PM to 5pm)

When do we need your artwork:

TBC



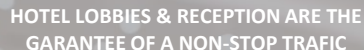
ADVERTISEMENT IN CANNES TAXIS AND HOTELS



TBC



A TAXI RIDE IS THE PERFECT TIME TO
CATCH THE ATTENTION OF THE
AUDIENCE



HOTEL LOBBIES & RECEPTION ARE THE
GARANTEE OF A NON-STOP TRAFIC



YOUR
AD HERE

15 sec / 4,000€ vat excl.
30 sec / 7,500€ vat excl.
45 sec / 10,000€ vat excl.
60 sec / 13,500€ vat excl.

AUDIENCE & VISIBILITY

Taxis

- 50 selected taxis
- 1 full-size screen with your ad broadcasted
- 840 views per day on the 50 screens
- 40 rides a day
- 2 captive customers per taxi ride
- 4 000 passengers per day
- 16 000 passengers in 4 days

1 advertising loop = 10 min

Hotels

- 22-30 hotels in Cannes
- Non-stop broadcasting in lobbies & reception
- All customers coming in and out of the selected hotels
- 4 days

THE OFFER

4 different durations :

- 15 seconds
- 30 seconds
- 45 seconds
- 60 seconds

YOUR ARTWORK

Deadline : February 8th 2023

TAXIS VISIBILITY DURING MIPIIM



TBC



23 100,00 €	X	X		X
25 050,00 €	X		X	X
25 050,00 €		X	X	X
	48 150,00 €	48 150,00 €	50 100,00 €	73 200,00 €
35 000,00 €	X	X		X
39 000,00 €	X		X	X
39 000,00 €		X	X	X
	74 000,00 €	74 000,00 €	78 000,00 €	113 000,00 €
70 Taxis				
Taxi rear glass	45 605,00 €	X	X	X
right side	50 190,00 €	X		X
Left Side	50 190,00 €		X	X
	95 795,00 €	95 795,00 €	100 380,00 €	145 985,00 €

Deadline to order : Janv. 20th 2023

Production & installation costs included



Grand Hotel **OFFERS**

mipim[®]

Grand Hotel

Garden Led Screen – espaces arrondis:

€45,000 +VAT

- 1 LED screen on the hotel's garden facing the Croisette
- Dimensions: 5,76m x2,88m
- Duration: 4 days

Not available if big LED screen sold – Please confirm with your VAS team



Grand Hotel

Garden Big Led Screen – espaces arrondis: €89,500 +VAT

- 1 big LED screen on the hotel's garden facing the Croisette
- Dimensions: 8,96m x3,84m
- Duration: 4 days

Not available if little LED screen sold – Please confirm with your VAS team



Grand Hotel

3 panels facing the Croisette:

€46,500 +VAT

- 3 lighting panels on the hotel's garden facing the Croisette
- Ref: Espaces arrondis
- Dimensions: 8,5m x 3m (1) –7m x 3m (2) –3,5m x 2,2m (3)
- Duration: 4 days

Not available if LED screen sold – Please confirm with your VAS team



Grand Hotel

1 night time lighting panel facing the Croisette: €16,000 +VAT

- Lighting panels on the hotel's garden facing the Croisette
- Dimensions: 3m x 3m
- Duration: 4 days

Not available if LED screen sold – Please confirm with your VAS team



Grand Hotel

1 night time lighting panel facing the Croisette: €26,500 +VAT

- 1 LED screen on the hotel's garden facing the Croisette
- Dimensions: 7m x 3m
- Duration: 4 days

Not available if LED screen sold – Please confirm with your VAS team





Majestic Hotel **OFFERS**

mipim[®]

Majestic Hotel

Gobos projection: €32,000 +VAT

- On 1 facade of the Majestic Hotel
- Ability to switch gobos during projection
- Duration: 4 days (from 7:30 pm –2:00am maximum)



Majestic Hotel

Led Screen facing the Croisette :
€16,500 +VAT

- LED Screen at the entrance
- Dimensions: 3,22m x 1,92m
- Duration: 4 days (from 7:30 pm –2:00am maximum)



Majestic Hotel

Panel above luxury shop on the Croisette: **€49,000 + VAT**

- 1 large lighting panel in 3 parts
- Ref: MAJ C00/A/B/C
- Dimensions: 65,91m²
- Duration: 4 days



Majestic Hotel

5 Panels above luxury shop on the Croisette: **€87,000 +VAT**

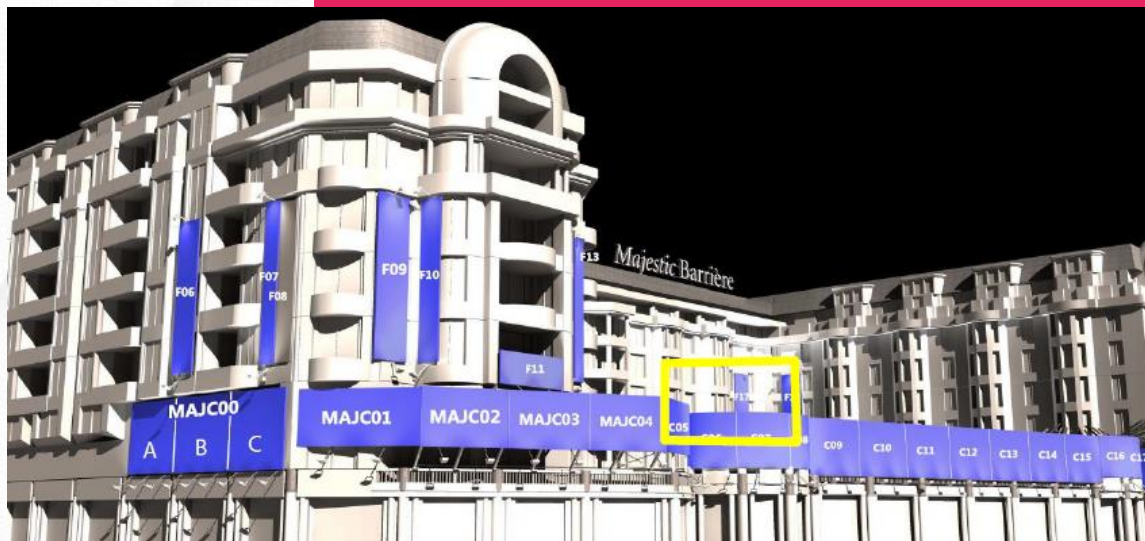
- 5 lighting panels
- Ref: MAJ C01 à C05
- Dimensions: 73,35m²
- Duration: 4 days



Majestic Hotel

3 Panels above luxury shop on the Croisette: **€30,000 +VAT**

- 5 panels along the Croisette
- Ref: MAJC 06 / 07 / 08
- Dimensions: 25,65m²
- Duration: 4 days



Majestic Hotel

3 Panels above luxury shop on the Croisette (option 1): **€35,000 +VAT**

- 3 lighting panels
- Ref: MAJC09/C10/C11
- Dimensions: 42,19m²
- Duration: 4 days



Majestic Hotel

3 Panels above luxury shop on the Croisette (option 2): **€79,000 +VAT**

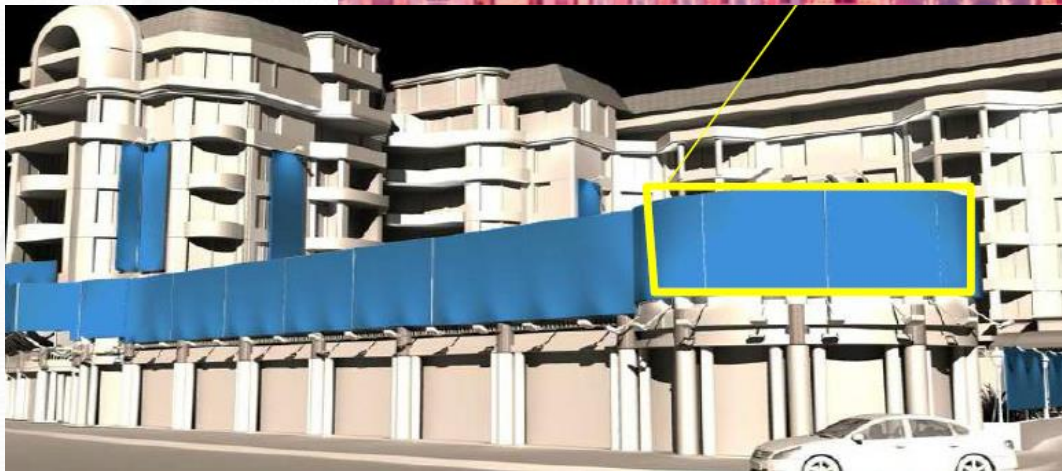
- Lighting panels package
- Ref: MAJC09 à C15
- Dimensions: 98,45m²
- Duration: 4 days



Majestic Hotel

4 Panels above luxury shop next to the
Majestic entrance : **€39,000 +VAT**

- Lighting panels package
- Ref: MAJC16 à C19
- Dimensions: 35,40m²
- Duration: 4 days



Majestic Hotel

Panel main entrance: **€7,000 +VAT**

- Panel at the entrance of the Majestic package
- Ref: MAJF01
- Dimensions: 7,05m²
- Duration: 4 days



Majestic Hotel

Panel main entrance: **€7,700 +VAT**

- Panel at the entrance of the Majestic package
- Ref: MAJF02
- Dimensions: 8,77m²
- Duration: 4 days



Majestic Hotel

1 Panel on the facade: €20,500 +VAT

- Panel on the facade
- Ref: MAJF14
- Dimensions: 23,8m²
- Duration: 4 days



Majestic Hotel

1 Panel on the facade: **€34,000 +VAT**

- Panel on the facade
- Ref: MAJF15
- Dimensions: 23,8m² (TBC)
- Duration: 4 days
- Build up by a mountain climber



Majestic Hotel

1 Panel on the facade: €14,500 +VAT

- Panel on the facade
- Ref: MAJF16
- Dimensions: 24m²
- Duration: 4 days



Majestic Hotel

1 Panel on the facade: €10,500 +VAT

- Panel on the facade
- Ref: MAJF17
- Dimensions: 16m²
- Duration: 4 days



Majestic Hotel

1 Panel on the facade: €10,000 +VAT

- Panel on the facade
- Ref: MAJF18
- Dimensions: 16m² (TBC)
- Duration: 4 days



Majestic Hotel

1 Panel in the garden: €6,000 +VAT

- 1 Garden panel
- Ref: MAJJ01
- Dimensions: 6,37m²
- Duration: 4 days



Majestic Hotel

1 Panel in the garden: **€6,000 +VAT**

- 1 Garden panel
- Ref: MAJJ02
- Dimensions: 7,28m²
- Duration: 4 days



Majestic Hotel

1 Panel in the garden: **€5,000 +VAT**

- 1 Garden panel
- Ref: MAJJ03
- Dimensions: 4,90m²
- Duration: 4 days



Majestic Hotel

1 Panel in the garden: €6,000 +VAT

- 1 Garden panel
- Ref: MAJJ05
- Dimensions: 4,90m²
- Duration: 4 days



Majestic Hotel

1 Panel in the garden: €6,500 +VAT

- 1 Garden panel
- Ref: MAJJ06
- Dimensions: 9,24m²
- Duration: 4 days



Majestic Hotel

1 Panel in the garden: **€15,000 +VAT**

- 1 Garden panel
- Ref: MAJJ07
- Dimensions: 15m²
- Duration: 4 days



Majestic Hotel

1 Panel in the garden: **€15,000 +VAT**

- 1 Garden panel
- Ref: MAJJ10
- Dimensions: 15m²
- Duration: 4 days

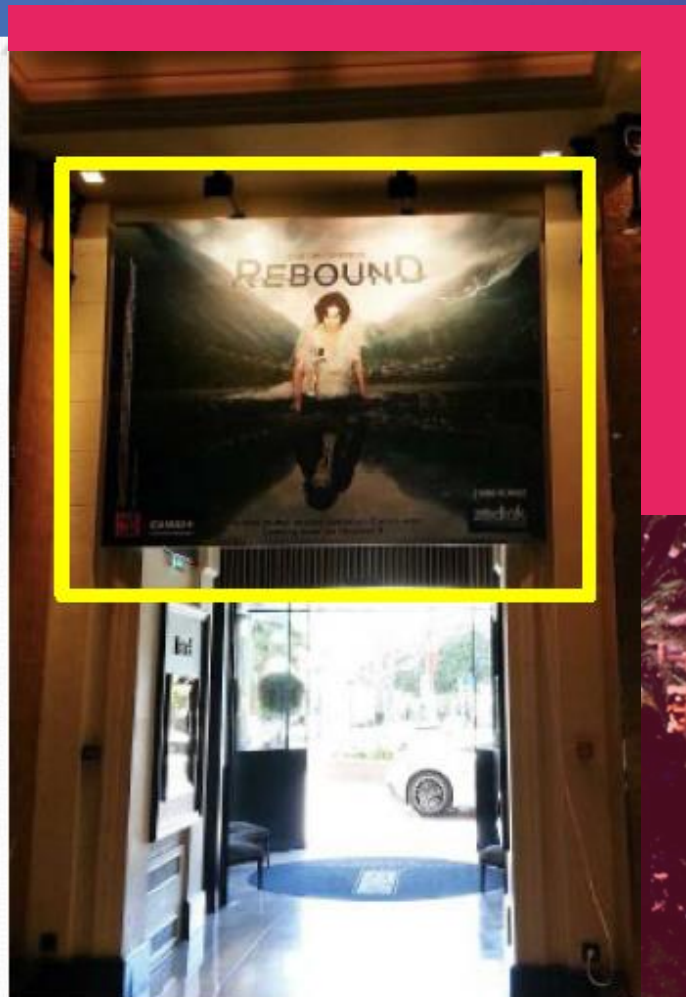
SOLD OUT !



Majestic Hotel

Lobby panel: €4,500 + VAT

- Ref: MAJH01
- Dimensions: 6,16m²
- Duration: 4 days



Majestic Hotel

Lobby panel: €4,500 +VAT

- Ref: MAJH06
- Dimensions: 5,60m²
- Duration: 4 days



Majestic Hotel

5 hotel screen - lift: **€8,800 +VAT**

- Package of 5 screens near lifts
- Dimensions: 20 inches
- Duration: 6 days
- Production cost included



Majestic Hotel

Leds screen roof top: €13,000 +VAT

- Outdoor LED screen on rooftop
- Ref: led1
- Dimensions: 5,64m x3,20m
- Pitch: 7,62 mm –led SMD
- Resolution full screen size: 1920 x1080
- Duration: 4days



Majestic Hotel

Leds screen roof top: **€24,000 +VAT**

- Outdoor LED screen on rooftop
- Ref: led2
- Dimensions: 20m x2m
- Pitch: 31mm –led RGB
- Resolution full screen size: 1920 x192
- Duration: 4days



Majestic Hotel

Porch main entrance: **€27,000 +VAT**

- Panel at the entrance of the Hotel
- Ref: MAJF03 / F04 / F05
- Dimensions: 39,09m²
- Duration: 4days





THANK YOU