



mipim[®]

The Global Urban Festival

**12-15 March 2024
(Pre-Opening Monday 11)**

Palais des Festivals, Cannes

Built by



In the business of
building businesses

► What is MIPIM?

In crafting a unique urban festival during 4 days in Cannes, MIPIM influences and accelerates the transformation of the built environment.

MIPIM is a catalyst for concrete solutions, combining face-to-face discussions, thought leadership, development opportunities and global capital to drive change.

We connect and inspire the international real estate community to create more sustainable, liveable and prosperous places for all.

22,500+

PARTICIPANTS

100+

CONFERENCES

>50%

DIRECTORS AND
C-LEVEL ATTENDEES

6,500

INVESTORS

2,500

EXHIBITING COMPANIES

90+

COUNTRIES

► Consolidate one year of business in one week

EXHIBITION

Bring your business into the spotlight



CONFERENCES

Get key insights to inspire and fuel your business, now and for long



NETWORKING

Making connections against the elegant backdrop of Cannes



AWARDS

Celebrate the most visionary, sustainable and useful projects in the world



► Delegate split by activity

**INVESTORS & FINANCIAL
INSTITUTIONS**

31%

**LOCAL
AUTHORITIES**
5%

**GENERAL BUSINESS
SERVICES**
(Lawyers, consultants, Accountant
& Audit, Marketing agencies)

14%



**REAL ESTATE
BUSINESS SERVICES**
(brokers, architects, facility
managers, constructors)

22%

OTHERS
(technology &
solution providers, academics,
users, journalists...)

14%

**DEVELOPERS &
OPERATORS**
15%

► MIPIM: real estate leaders, all in one place



P I M C O



SwissLife
Asset Managers

Aareal

NAI Global



GYODER
Gayrimenkul Yatırım Ortaklığı Derneği

THOR EQUITIES



gecna

Hines



VINCI
IMMOBILIER

PGIM REAL ESTATE



PATRIZIA



nuveen
REAL ESTATE



BNP PARIBAS
REAL ESTATE



SKANSKA



LEGENDRE



► A plethora of international cities and local authorities showcasing their investment opportunities



Paris, Marseille, Lyon, Dijon, Nantes, Nice, Grenoble, Montpellier, Cannes, Toulouse



Quebec – Grand Montréal



Ministry of Tourism of Panama



National Investment Agency, Ministry of Tourism, City of Marica, COFECI



Czech Cities & Regions



Invest Cyprus



Copenhagen, Aarhus



Ministry of Housing, The new urban community Authority



Tallinn



Helsinki, Oulu



Luxembourg



Vilnius



London, Manchester Liverpool, Newcastle, Cardiff, Belfast, Central South



Spain, Madrid, Barcelona, Bilbao, Castilla la Mancha, City of Malaga, Murcia Region, ICEX, SEPES



Atlanta, South Carolina Chamber of Commerce, Beverly Hills / Greater Los Angeles Association



Enterprise Greece



Stockholm



Budapest



Invest Iceland



Torino, Genoa, Emilia Romagna Region, Bologna, Lombardi Region, Piemonte Region



Riga



Brussels, Antwerp, Wallonia, Mons



Berlin, Cologne, Duesseldorf, Duisburg, Frankfurt, Hamburg, Hannover, Leipzig, Mannheim, Munich, Nuremberg, NRW.Global Business, Stuttgart, Moenchengladbach, Pro Potsdam, Rhine-Neckar Region



Polish Investment and Trade Agency, Warsaw, Katowice, Krakow, Lodz, Poznan, Pomerania, Gdansk, Gdynia, Sopot and Pruszcz Gdanski Silesia, Wroclaw, Rzeszow, Lublin, Bydgoszcz Metropolitan Area
Ministry of Economic Development and Technology



Portugal, Lisbon, Porto, Gaia, Matosinhos, Fundao



Invest Saudi, Ministry of Investment



Istanbul, Turkey Investment office of Presidency



Austria, Vienna



Slovenia public agency



Geneva

► Investment at MIPIM

“MIPIM is the **perfect place** to source investment.”

Lord Dominic Johnson - Minister for Investment

Department for Business and Trade, UK

PIMCO PRIME Real Estate, APG Asset Management, GIC Private Limited, Abu Dhabi Investment Authority, AXA Group, Temasek Holdings, CPP Investments, Caisse de dépôt et placement du Québec, Bayerische Versorgungskammer, Teacher Retirement System of Texas, MEAG, Zurich Insurance Group, CNP Assurances, Alberta Investment Management Corporation, Alecta, AustralianSuper, Korea Investment Corporation, ATP, Ilmarinen Mutual Pension Insurance Company, AG2R La Mondiale, Varma Mutual Pension Insurance Company, Aware Super, Blackstone, Brookfield Asset Management, PGIM Real Estate, Nuveen Real Estate, AXA IM Alts, CBRE Investment Management, Swiss Life Asset Managers, UBS Asset Management, GLP, Principal Real Estate Investors, Prologis, Starwood Capital Group, AEW Global, Invesco Real Estate, Hines, DWS, J.P. Morgan Asset Management, LaSalle Investment Management, BentallGreenOak, Clarion Partners, Credit Suisse Asset Management, Deka Immobilien Investment GmbH, Tishman Speyer Properties, Goldman Sachs Asset Management, Abdn, Union Investment, Patrizia AG, QuadReal Property Group, Morgan Stanley Real Estate Investing, M&G Real Estate, Greystar Asia Pacific, Amundi, Heitman, Barings, Ares Management Corp, Charter Hall, IGIS Asset Management, Harrison Street, Aviva Investors, Bridge Investment Group, BlackRock, Cerberus Capital Management, Heimstaden, BNP Paribas Real Estate Investment Management, Angelo, Gordon & Co, Lendlease, Schroder Real Estate Investment Management, EQT Exeter, CIM Group, Savills Investment Management, Square Mile Capital Management, Commerz Real, USAA Real Estate, Rockpoint Group, Northwood Investors, NREP AB, Bouwinvest Real Estate Investors, Partners Group, DTZ Investors, MEAG, Tristan Capital Partners, CenterSquare Investment Management, Edmond de Rothschild Real Estate Investment Management, DeA Capital Real Estate, Jamestown, ...

2,000+
INVESTMENT & FINANCIAL COMPANIES

76
REAL ESTATE
INVESTORS FROM THE
WORLD'S TOP 100

\$ 3,7trn
ASSETS UNDER MANAGEMENT
BY TOP 100 FUND MANAGERS

\$ 800bn+
ASSETS UNDER MANAGEMENT
BY REINVEST SUMMIT INVESTORS

► MIPIM, the high value-added BtoB Real Estate event

The world's leading real estate event bringing together the entire value chain from all real estate sectors to build enduring business relationships, showcase new developments and act as a trend setter for the Real Estate sector.

The #1 event

- Exhibition
- Conferences
- Networking
- Awards
- Summits
- with CEOs, chairmen and political leaders

All asset classes

- Residential
- Healthcare
- Hospitality
- **Logistics & Industrial**
- Infrastructure
- Retail & Leisure
- Office
- Mixed-use

The world's decision-makers

- Investors & Financial Institutions
- Developers
- Cities & local authorities
- Occupiers
- Architects
- Hotels groups
- Business services & service providers

► Logistics & Industrial at MIPIM 2023

Programs:

The Logistics Pre opening :

Keynote/debates
Networking cocktail
Knowledge Partner: Afilog



The Logistics Workshop:

Expert panels
Keynotes
Roundtable discussions
Knowledge Partner: Afilog



Sponsors in 2023:

Pre opening

Gold: Swisslife Asset Managers



Silver: P3 Logistic Parks



Workshop

Gold: Prologis, BMI



Silver: CTP Invest



► Logistics & Industrial at MIPIM 2024

A key Real Estate asset class

A dynamic and evolving segment

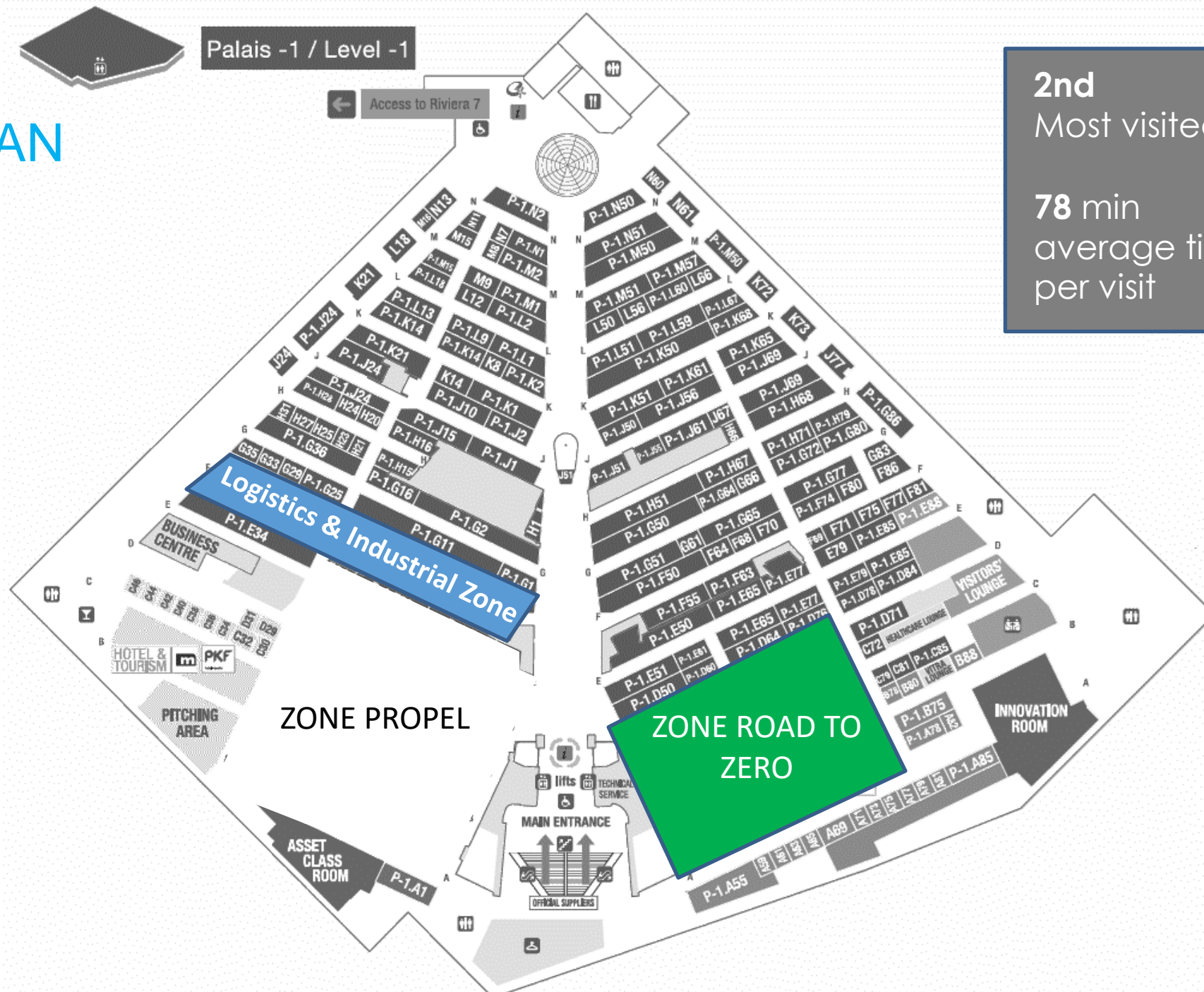
A dedicated programme

A dedicated zone in Palais-1



EXHIBITION OFFERS

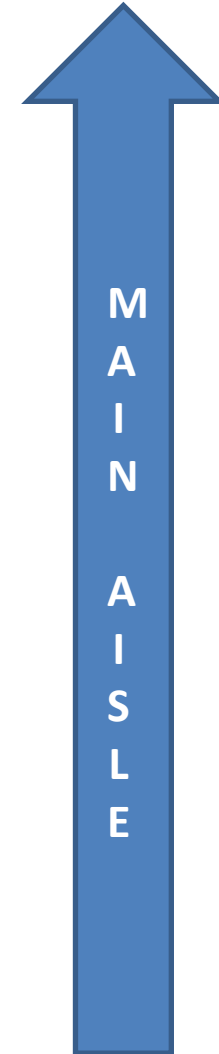
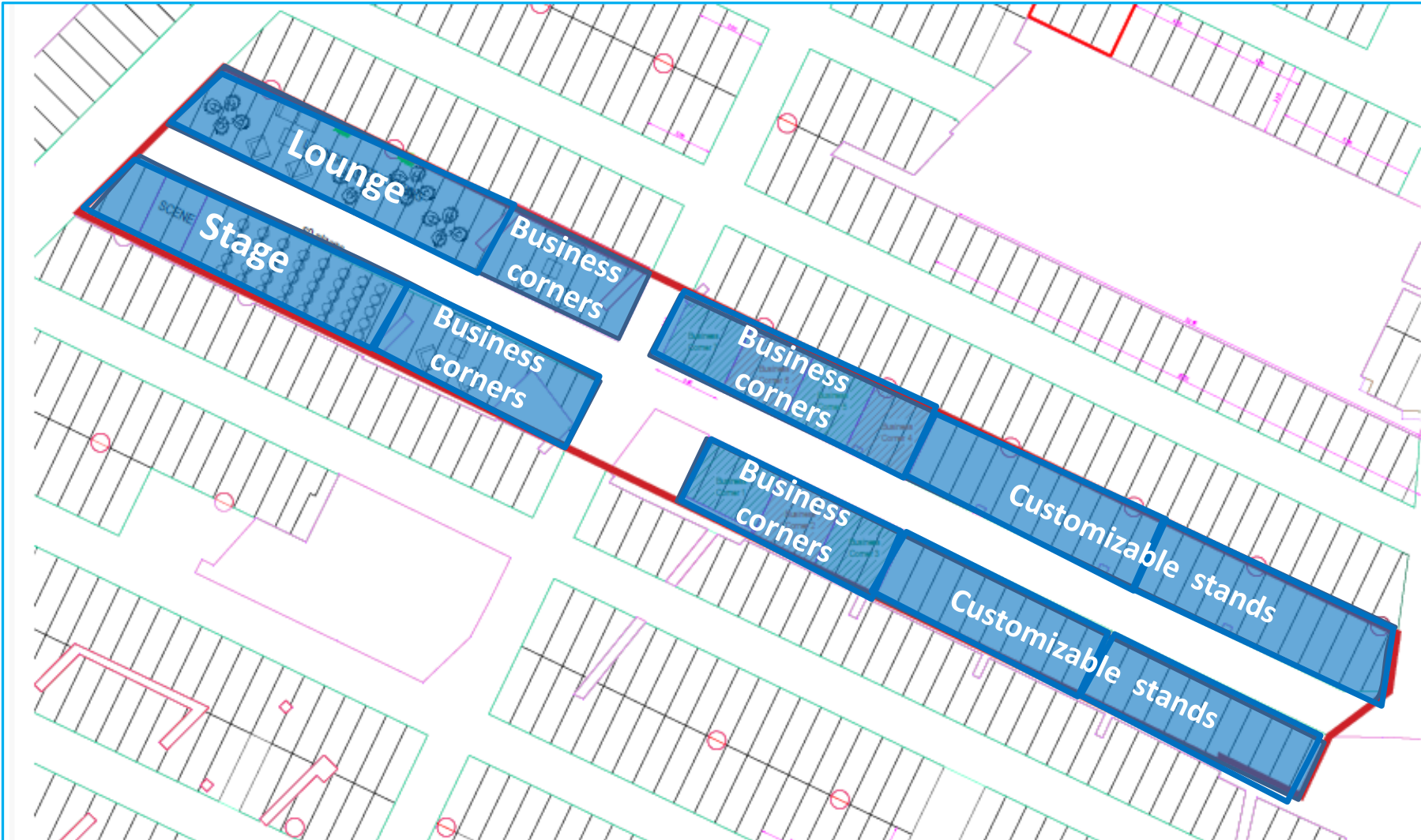
FLOORPLAN PALAIS -1



2nd
Most visited area

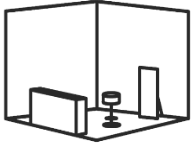
78 min
average time spent
per visit

► New Logistics & Industrial Zone



► Customizable stand

At the entrance of the Logistics & Industrial zone



From 30,92 m²

Space only

Decoration costs in addition

WiFi basic pack



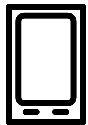
4 Badges + 1x pitching slot

Exhibition | Conferences

Networking events

Additional badges: €720

*Possibility to invite your clients**



Digital Silver Pack

1 year access to the MIPIM

Online Database

Emperia App for lead scanning
and collection



Visibility

Your logo displayed with all partners

on our media channels:

Website | Print | Onsite

mipim



From €37,481 (VAT excluded)

Decoration packages available on request

** End-user Invitations, subject to validation*

► Business corner

A 9 sqm business corner with:



4 Badges + 1x pitching slot

Exhibition | Conferences

Networking events

Additional badges: €720

Possibility to invite your clients*

- Carpeting
- Stand partitions
- Power supply
- Lighting
- 1 table + 3 chairs
- 1 lockable cupboard
- 1 magazine rack
- 1 graphic 1sqm
- 1 x 40'' Full HD LED screen
- Daily cleaning
- Free Wi-Fi

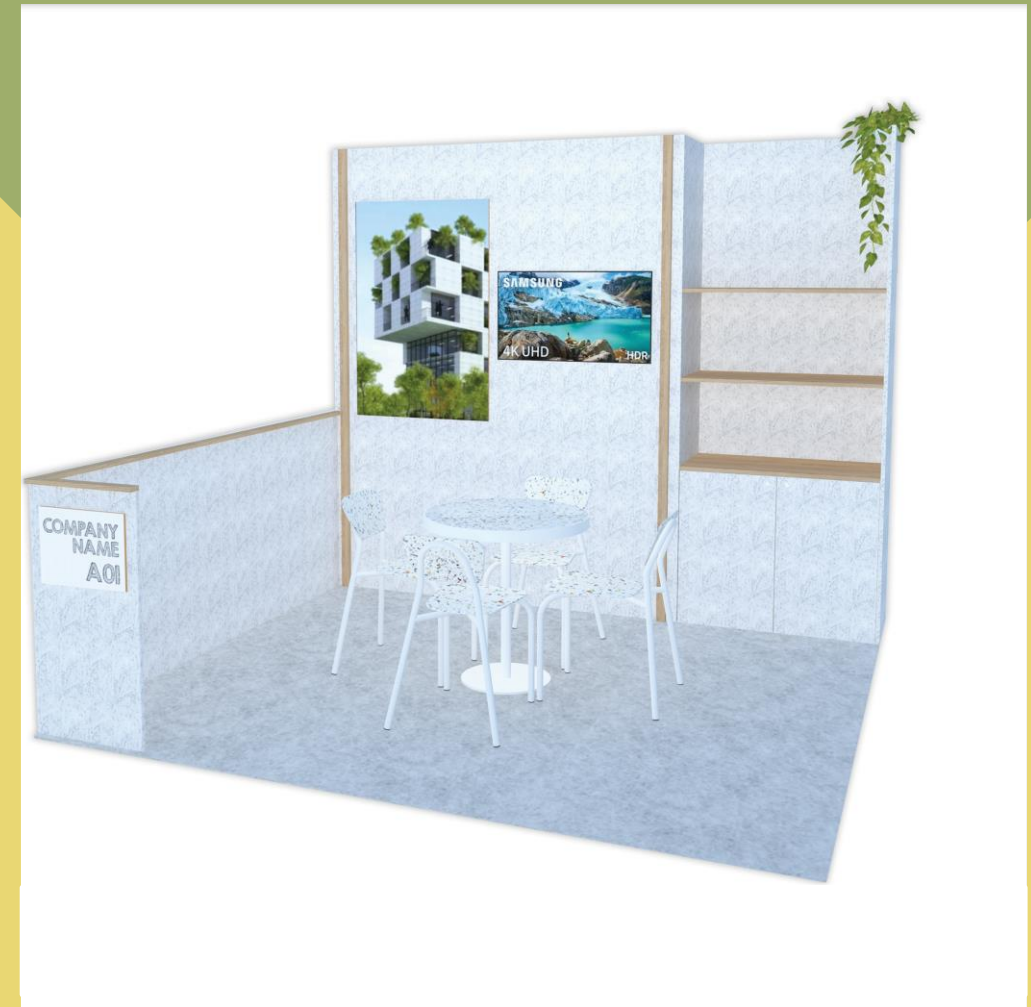


Digital Silver Pack

1 year access to the MIPIM

Online Database

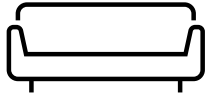
Emperia App for lead scanning
and collection



€13,500 (VAT excluded)

► Logistics Lounge

Exclusive sponsorship opportunity

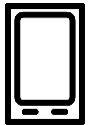


Networking Lounge

Decoration, **4 days bar service**
WiFi basic pack

4 Badges

Possibility to invite your clients*



Digital Silver Pack

1 year access to the MIPIM
Online Database
Emperia App for lead
scanning and collection

mipim[®]



Event

Possibility to organize a
networking cocktail or
breakfast**



Visibility

Your logo displayed with all partners
on our media channels:
Web | Print | Onsite **networking
lounge areas of the Palais-1**

**End-user Invitations, subject to validation*

*** Pricing on demand*



€25,000 (VAT excluded)

► Networking events

Daily breakfast and cocktail

A **unique opportunity to be visible** by hosting a networking event to meet the right people at the right times

Limited to 2 networking breakfasts*
(13.03.2024 & 14.03.2024)

Limited to 3 cocktails*
(12.03.24, 13.03.24 & 14.03.24)

Can be hosted in the Logistics Lounge at Palais-1 or in one of the event rooms.



** Pricing on demand*

SPONSORSHIP OFFERS

► Logistics & Industrial Case study

Share your Expertise - Promote your Project

- **Create your own content** (define your topic and choose your speakers) and have it promoted in the MIPIM tools.
- Promotion before MIPIM (Conference promotion tools online & offline, MIPIM website large banner)
- Onsite promotion: Company logo in MIPIM conference tools: onsite programme, news magazine.
- Possibility to showcase a presentation video.
- Possibility to distribute brochures before and/or after the session
- **2 MIPIM badges** included in the sponsoring offer

mipim

*Limited to 10 case studies
(12.03.24, 13.03.24 & 14.03.24)*



€12,300 (VAT excluded)

► Logistics and Industrial workshop

Wednesday 13 March, 15.40-18.10

The Asset Class Stage, Workshop Room, Palais des Festivals

An interactive workshop, designed for key logistic players, operators, investors, developers and political leaders, focused on the latest challenges, opportunities and solutions in the Logistics & Industrial sector.

15:40-15:50 Ice breaking networking opener question

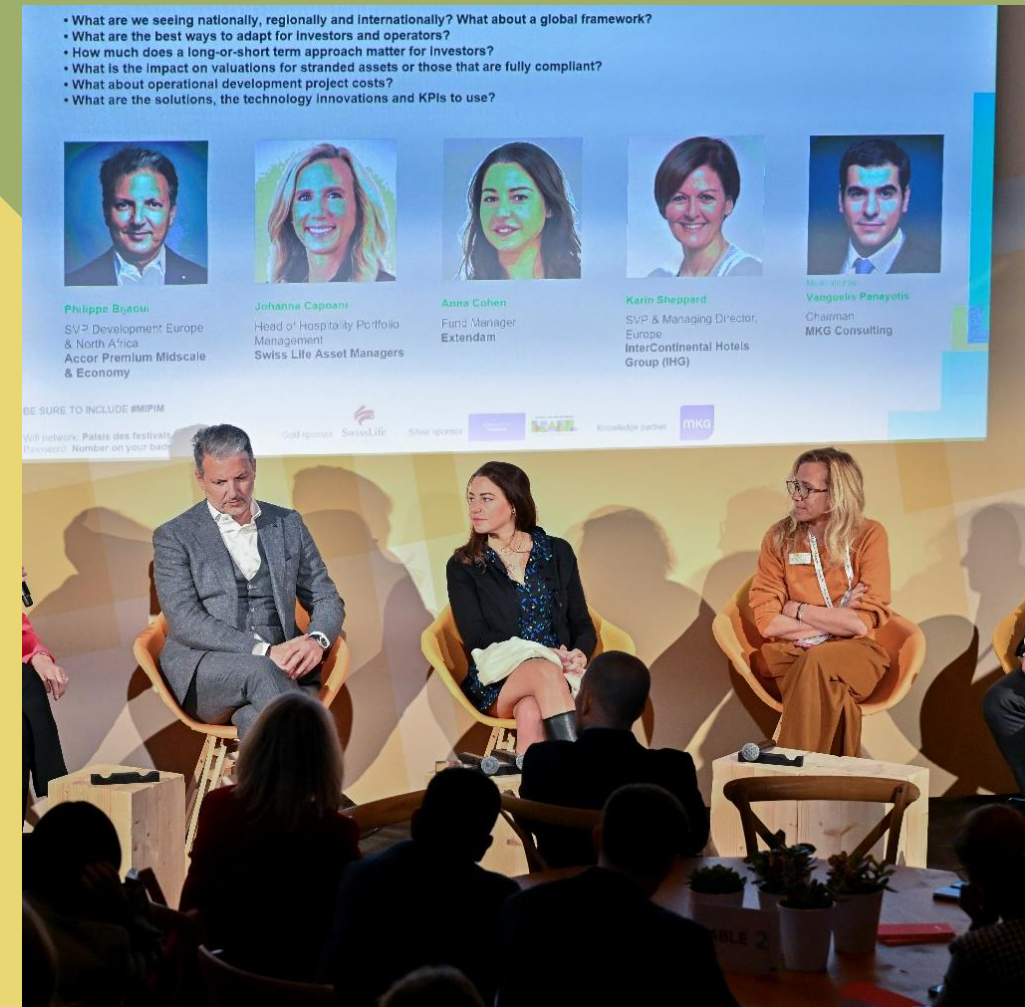
15:50-16:10 Opening keynote

16:10-16:50 Panel discussion

16:50-17:30 Panel discussion

17:30-17:40 Concluding thoughts & final question to audience

17:40-18:10 Closing drinks reception and canapés



► Logistics and Industrial workshop

Content partner

- Promotion before MIPIIM (Conference promotion tools online & offline, MIPIIM website...)
- Possibility to write an article in our MIPIIM World blog
- **1 speaking opportunity** on the panel
- **2 MIPIIM badges**
- **Full page company description** & logo placement in the White Paper
- **Access to the list of participants**
- Possibility to distribute brochures before and/or after the panel



Content partner: €17,100 (VAT excluded)

SPECIAL OFFERS

► Logistics & Industrial – Package offers

Customizable stand + Case study

- **Customizable stand** at the entrance of the Logistics & Industrial zone
 - **4 Badges** included
 - Preferential rate for additional badges.
 - Possibility to invite your clients*
 - **Digital Silver Pack** (1 year access to the MIPIM Online Database)
 - **Emperia App** for lead scanning and collection
- **Case study**
 - **Create your own content** and have it promoted in the MIPIM tools.
 - **2 badges** included in the sponsoring offer
- **Preview visibility****
 - **Your company highlighted** in the Logistics & Industrial dedicated publication

With your Customizable stand
get
Your Case Study ~~€12,300~~
at €10,000
+
MIPIM Preview advertising
~~€3,195~~
for FREE

► Logistics & Industrial – Package offers

Business Corner + Case study

- **Business corner** at heart of the Logistics & Industrial zone
 - **4 Badges** included
 - Preferential rate for additional badges.
 - Possibility to invite your clients*
 - **Digital Silver Pack** (1 year access to the MIPIM Online Database)
 - **Emperia App** for lead scanning and collection
- **Case study**
 - **Create your own content** and have it promoted in the MIPIM tools.
 - **2 badges** included in the sponsoring offer

Your Business Corner
+
Case Study

€25,800
at
€23,800

► Global Industry partner for Logistics & Industrial sector

Stand out as the Logistics & Industrial leader - Exclusive sponsorship

BEFORE MIPIM

Visibility online in all Logistics & Industrial communications :

Company logo in MIPIM conference promotion tools related to the Logistics & Industrial programme*:

- At-a-Glance MIPIM programme
- Online detailed program of conferences
- Sponsors page on the MIPIM Website
- Social Media post
- Newsletters
- A **full-page advertising** in **MIPIM Preview**
- **MIPIM daily email full banner x1**
- Possibility to write 2 articles in our MIPIM World **blog** that will be promoted then on MIPIM Social Networks

mipim

DURING MIPIM

- **4 registration badges**
- **1 speaking opportunity** on the Panel of Logistics and Industrial workshop
- **1 Case study** (create your own session) on the Logistics & Industrial stage **or Sponsorship of a MIPIM Awards category** « Best Industrial & logistics project »
- **Your logo in MIPIM conference tools**: holding slides, onsite program, panels, news magazine.
- **Your logo in the communication** panels of the Logistics & Industrial zone **or** on Awards Gallery and during presentation of your category at the Awards ceremony.
- Possibility to showcase a video (max 15') before each session.
- Possibility to distribute brochures before/or after the sessions
- **1 advertising panel P11**

AFTER MIPIM

- **Access to the list of your session attendees** (in compliance with personal data protection law).
- **Full page company description** & placement of logo in the event White Paper
- **Company logo on the sponsors page** of the MIPIM Website (for 4 months)

€45,000

Exclusive opportunity

**Provided logo and speaker's information is sent on time:*

- January 15th for Preview
- February 16th for Programme

ANNEXE

Products included in the Global Industry partner offer

► MIPIM Awards Category sponsorship

As sponsor of a MIPIM Awards category, your visibility includes **your logo** on the following communication tools:

PRIOR THE EVENT

- Social Media campaigns and emailing dedicated to the Awards (Call for entry, reminders...)
- Awards section of the MIPIM Preview magazine, sent prior to the event
- Categories page on the MIPIM Awards website
- Your category page on the voting platform
- The official list of finalists
- Press release to announce the finalists

DURING THE EVENT

- Your category page on the voting platform
- Awards section of the MIPIM Programme of conferences and events
- Awards Gallery located in the heart of the exhibition area
- Awards section in the Daily news, distributed to all attendees
- On screen when your category is presented during the Awards ceremony
- On stage: present your category and hand the trophy to the winner

AFTER THE EVENT

- Official list of winners
- Press release to announce the winners
- Your category's winners and finalists' certificates
- Your logo on Mipim awards website (for 4 months)



► Onsite visibility

Your advertising panel in the Palais-1 – Main Aisle next to Logistics & Industrial area

Location: Palais-1, Palais -1, Main Aisle

Type: Pillar x 4 sides – Existing wooden panel

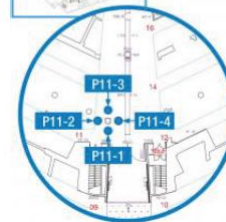
Dimensions:

- 1,00 m length x 2,40 m height

Production & installation: To be carried out by the client or his supplier with double sided tape, velcro, nails

Material to be used for production:

Flat panel only with material fire classification M1 or European equivalent standards EN13501-1.



► MIPIM preview magazine

Sent one month prior to MIPIM, the Preview delivers real estate journalism to the industry's most influential audiences. Includes news, projects and trends about the industry, and everything needed to prepare for MIPIM. This must have “all in one” publication will be available at the same time online and onsite.

Print visibility

11.400 print copies sent 5 weeks before MIPIM over 81 countries to all registered clients including

- 5.510 Exhibitors
- 5.890 Visitors
- 5.043 Devloppers
- 2.844 Investors
- 5.567 Top Management

**500 + Copies of the MIPIM Preview are available at MIPIM*

mipim®



Online visibility

Digital version available at the same time

- sent by email to the MIPIM community
- Social Media Push
- Available on the MIPIM website

Datas based on MIPIM 2019 Preview (extracted from issuu.com)

- 1.700 Online reads
- 12.900 + Impressions
- 9,05 Minutes average reading time



► Emailing full banner



EMAILING SUBSCRIBERS

115 000 Mipim subscribers receive our newsletters with an average opening rate of **30%**

(27 000 Propel subscribers receive our newsletters)

Benefit: Your banner in our emailing sent to all registered participants

Tech specs:

- 468x68x
- Static JPG, GIF

Inventory: 1 advertiser per emailing

mipim[®]

**Thank
you**

Built by
RX In the business of
building businesses