

**mipim<sup>®</sup>**

# THE MIPIM TECH & AI HUB

Driving Innovation. Building value.

**16-19 March 2027**

Gray d'Albion Hotel, Cannes, France | MIPIM in the City

Built by  
**RX** In the business of  
building businesses

# THE TECH & AI HUB DRIVING INNOVATION. BUILDING VALUE.

## Real Estate's Innovation Imperative

Smart buildings, AI-driven asset management, and decarbonisation are no longer optional initiatives, they are becoming key drivers of investment decisions and asset value. Investors now assess innovation alongside returns when evaluating opportunities.





AI  
THE NEXT FRONTIER IN  
REAL ESTATE

mipim  
TECH & AI HUB  
Connecting  
Real Estate  
AI  
Innovation  
Capital

TECH & AI HUB  
WHERE TECHNOLOGY MEETS  
THE FUTURE OF REAL ESTATE

mipim  
TECH & AI HUB  
Connecting  
Real Estate  
AI  
Innovation  
Capital

A new destination connecting the global real estate industry with the technologies and innovators shaping the future of investment, asset management and occupier experience.

# WHY MIPIM IS THE RIGHT STAGE ?

## Technology & Innovation Belong at MIPIM

MIPIM Tech & AI Hub area **gives direct access to the world's leading real estate investors, developers, and city leaders** creating a **unique opportunity** to showcase solutions, build strategic partnerships, and connect with the decision makers who can drive adoption at scale.

Key figures:



**20,000**  
**ATTENDEES**



**5K+**  
**INVESTORS**



**90**  
**COUNTRIES**



**€4T+**  
**CAPITAL**  
**UNDER MANAGEMENT**

# TECH & AI HUB – DRIVING GROWTH, EFFICIENCY & INNOVATION

The TECH & AI HUB is a core event feature, part of the MIPIM experience, that amplifies visibility, engagement and connections across the technology community.

## Answer the industry's needs



Built around industry feedback and insight, with collaboration at the heart of the experience.

## Highly Visible Destination



Maximising visibility and accessibility through prominent map placement, digital wayfinding, clear onsite signage, pre-event communications and enhanced venue presence.

## Must-Attend Tech Experience



A compelling destination for attendees, combining engaging content, inspiring speakers, standout design, accessible partner opportunities, dedicated networking spaces

## Compelling Partner Proposition



Combining a clear sales proposition, strategic partnerships, high impact promotion and early commitment incentives.

# TECH & AI HUB – A COMPLETE MIPIM EXPERIENCE

Bringing together decision makers, innovators and investors.

## WHO YOU WILL MEET

- Technology Leaders
- AI & PropTech Companies
- Investors & Venture Capital
- Developers & Asset Owners
- Corporate Occupiers



## WHAT YOU WILL EXPLORE

- Artificial Intelligence
- Smart Buildings
- Digital Infrastructure
- Data & Analytics
- Workplace Innovation



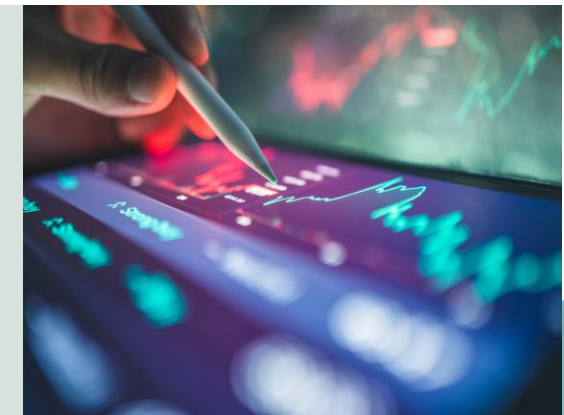
## EXPERIENCE HIGHLIGHTS

- AI Summit
- 20+ Exhibition Pods
- 10+ Conference Sessions
- Live Demos & Showcases
- Networking and Business Meetings



## WHY IT MATTERS

- Technology is transforming the way capital is invested, assets are managed and buildings are operated.



# High-level communication and footfall plan

|                                                    |                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>How are we promoting the zone?</b>              | <ul style="list-style-type: none"><li>• Dedicated presence on the MIPIM website and digital platform</li><li>• Promotion through newsletters, social media and editorial content</li><li>• Speaker, programme and partner announcements before the event</li><li>• Regular highlights of talks, demonstrations and networking opportunities</li></ul>          |
| <b>How are we driving footfall?</b>                | <ul style="list-style-type: none"><li>• A strong programme of talks, product showcases and live demonstrations</li><li>• Dedicated networking moments and partner activations</li><li>• Calls to action encouraging participants to add sessions to their agenda</li><li>• Promotion of the Hub across the main MIPIM communication channels</li></ul>         |
| <b>How will the zone be signposted?</b>            | <ul style="list-style-type: none"><li>• Directional signage from street level and key MIPIM locations</li><li>• Strong branding at the entrance and throughout the venue</li><li>• Clear identification on official maps and digital tools</li><li>• Coordination between the Marketing and Operations teams</li></ul>                                         |
| <b>How are we making it a major part of MIPIM?</b> | <ul style="list-style-type: none"><li>• Positioning Technology and AI as a key theme of MIPIM</li><li>• Full integration into the official programme and visitor journey</li><li>• Connections with the wider conversations shaping the future of real estate</li><li>• Cross-promotion through MIPIM content, communications and onsite activations</li></ul> |

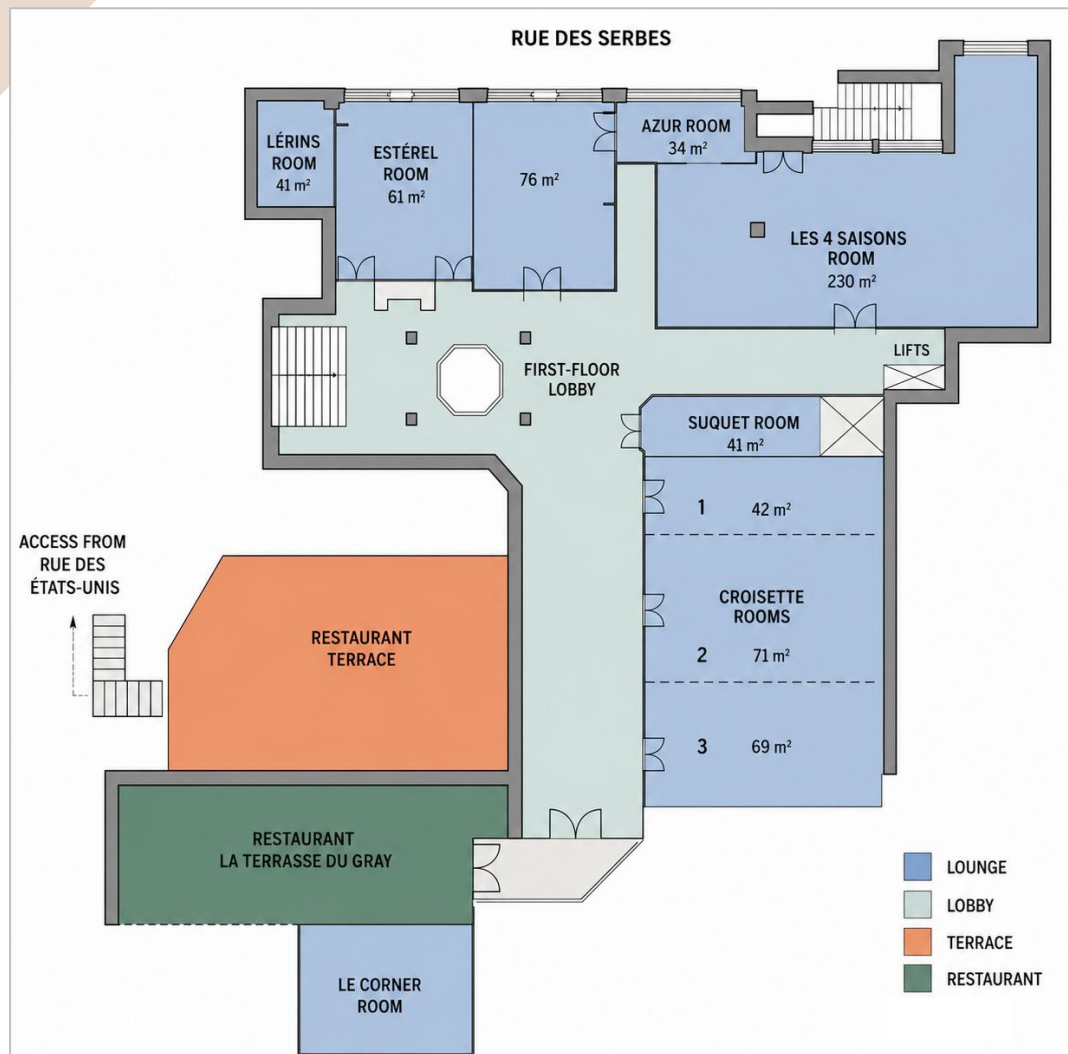
# **THE RIGHT VENUE FOR A PREMIUM EVENT**

# A PRIME LOCATION AT THE HEART OF MIPIM

Hosted at the **Hôtel Barrière Le Gray d'Albion**, in the heart of Cannes and just moments from the Palais des Festivals, the **MIPIM Tech & AI Hub** will offer an **exclusive setting** where **technology, innovation and real estate converge**.

Its central location will make the Hub a natural extension of the **MIPIM experience**, an accessible and premium destination designed to encourage **meaningful conversations, high-level networking, immersive brand experiences** and **business opportunities** throughout the event.





Plan of the 1st floor

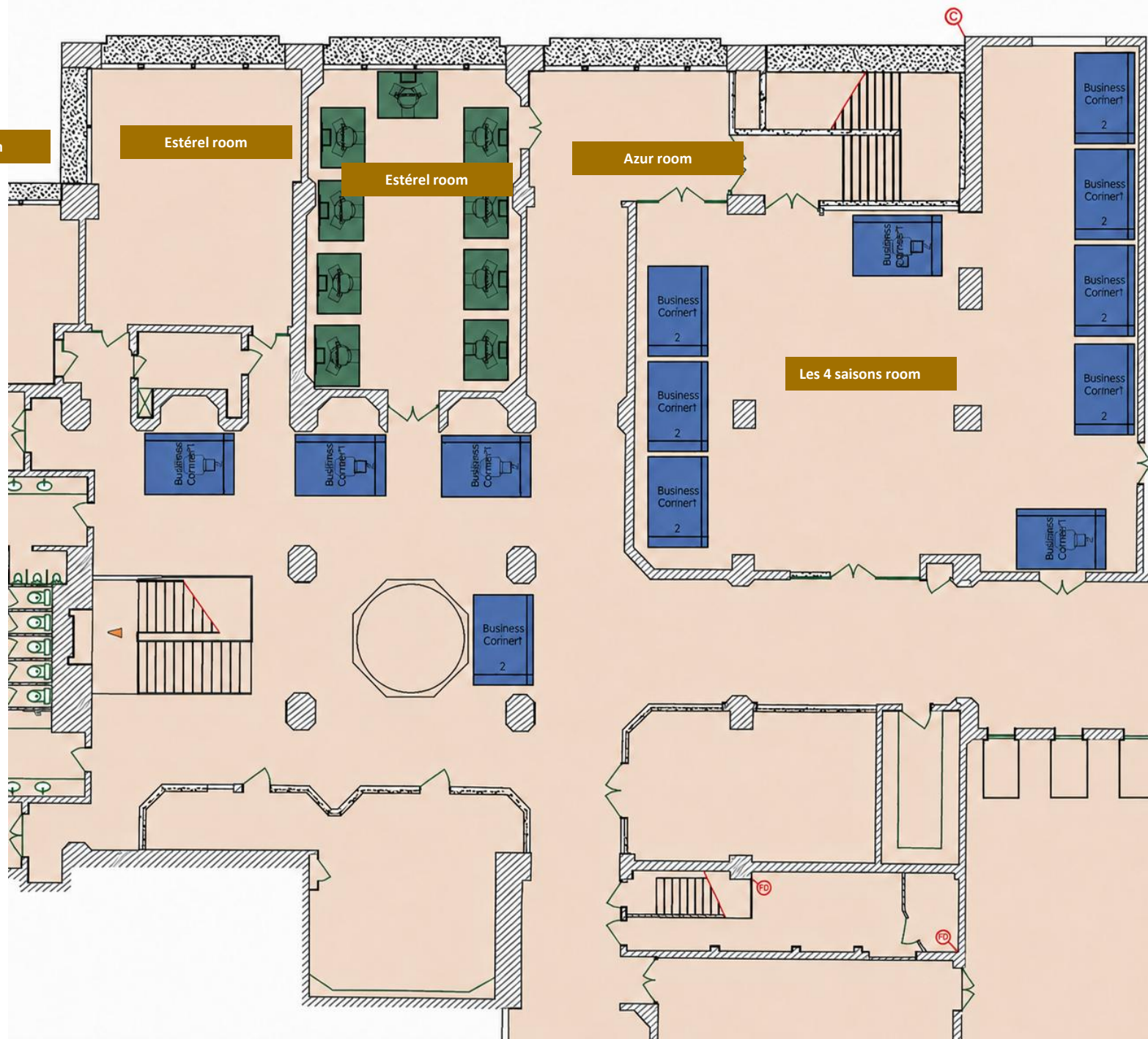
Lérins room

Estérel room

Estérel room

Azur room

Les 4 saisons room



**BE SEEN.  
BE HEARD.  
BUILD RELATIONSHIPS.  
ACCELERATE GROWTH.**

# YOU HAVE A GOAL. WE HAVE THE RIGHT OFFER

| OFFER                                      | THOUGHT LEADERSHIP | BRAND VISIBILITY | NETWORKING | PRODUCT EXPERIENCE |
|--------------------------------------------|--------------------|------------------|------------|--------------------|
| Gold Sponsorship – 1 Available             | ●                  | ●                |            |                    |
| Silver Sponsorship – 3 Available           | ●                  | ●                |            |                    |
| Networking Event                           |                    |                  | ●          |                    |
| Partner Conference Sponsorship (1h)        | ●                  |                  |            |                    |
| Official Session Sponsorship – 1 available | ●                  |                  |            |                    |
| MIPIM Innovation Reception Sponsorship     |                    | ●                | ●          |                    |
| Business Corner                            |                    | ●                |            | ●                  |
| Showcase Desk                              |                    |                  |            | ●                  |

ONE OFFER.  
MULTIPLE WAYS  
TO CREATE VALUE.

Use the matrix to  
identify the formats  
aligned with your  
primary  
participation  
objective.



# BRAND VISIBILITY

# Conference Programme

|               | Tuesday                                                                                                                                                                                                                           | Wednesday                                                                                                                                                                                                                                               | Thursday                                                                                                                                                                                                                                          |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8am - 9am     | BREAKFAST SLOT                                                                                                                                                                                                                    | BREAKFAST SLOT                                                                                                                                                                                                                                          | BREAKFAST SLOT                                                                                                                                                                                                                                    |
| 10am - 11am   | <b>LECTURE</b><br>Josh Panknin<br>Columbia University lecture                                                                                                                                                                     | <b>KEYNOTE fireside chat</b><br>1 Chair and one V Senior Real Estate speaker<br><i>Suggest: Christian Ulbrich</i>                                                                                                                                       | <b>KEYNOTE fireside chat</b><br>1 Chair and one V Senior Tech speaker<br><i>Suggest: Tim Berners Lee or Yann LeCun</i>                                                                                                                            |
| 10am - 11am   | <b>PARTNER SESSION</b>                                                                                                                                                                                                            | <b>PITCHING SESSION</b><br>MIPIM Pitching session - arranged by third party for exhibitors only.<br><i>Suggest asking UK PropTech Association</i>                                                                                                       | <b>PARTNER SESSION</b><br>Arranged by a partner - possibly CREtech<br><i>(Michael Beckerman and Big name speaker</i>                                                                                                                              |
| 12.30pm – 1pm | LUNCH                                                                                                                                                                                                                             | LUNCH                                                                                                                                                                                                                                                   | LUNCH                                                                                                                                                                                                                                             |
| 2pm – 3pm     | <b>PARTNER SESSION</b>                                                                                                                                                                                                            | <b>PANEL SESSION</b> - Use of AI in Real Estate Investment today<br>Arranged by Anna and Dan<br><i>Suggested speakers / Chair - Jennifer Allard - HOOPP and REDi, Marcelo Cajias - Patrizia, Lorcaín Egan - Starwood, Alex Uy - Microsoft + SPONSOR</i> | <b>PANEL SESSION</b> - How AI is changing investment decisions<br>Arranged by Anna and Dan<br><i>Suggested speakers / Chair - Rich Corbridge - SEGRO, Sabina Reeves - CBRE, Adam Burstow - AWS, MetaProp Labs Ahead of AI. + Region + Sponsor</i> |
| 4pm – 5pm     | <b>PANEL SESSION - residential</b><br>Arranged by Anna and Dan<br><i>Suggested speakers / Chair - Alex Bailes - Lloyds Living, Lars von Lackum - LEG Immobilien, Sam Kempe - IMMO, James Ma - Google, Public Sector + Sponsor</i> | <b>PANEL SESSION</b>                                                                                                                                                                                                                                    | <b>PANEL SESSION</b>                                                                                                                                                                                                                              |
| 5pm – 8pm     | COCKTAIL                                                                                                                                                                                                                          | INNOVATION RECEPTION                                                                                                                                                                                                                                    | COCKTAIL                                                                                                                                                                                                                                          |

# ► Gold Sponsorship - **EXCLUSIVE !**

€ 50,000

Secure your position as a Key Partner of MIPIM's Tech & AI Hub, the ultimate opportunity to lead the conversation, showcase your innovation, connect with the most influential real estate and technology leaders, and create a defining brand presence with lasting impact.



Non-contractual image

## BEFORE MIPIM

- **Company logo in MIPIM Conference promotional tools:** At-a-Glance, online programme, MIPIM website sponsor's page.
- **Company logo / name in all Technology & AI Hub related marketing communications** (email, web, social media) and 2 dedicated LinkedIn posts and **inclusion in MIPIM Preview** (half page).
- **Distribution rights:** white paper or company report through official event channels.
- Access to the **MIPIM Online database with a company profile.**
- **6 Badges to the show and one VIP invite including accommodation for senior leader.**
- **Up to 5 invitations for your clients.**

## DURING MIPIM

- **Your logo visible onsite** (Gray d'Albion).
- **Co-branding of the area.**
- **Exclusive use of a premium meeting suite, offering enhanced visibility and a private space** for executive meetings, roundtables, client hospitality, brand activations, or branded lounge (Salon Azur).
- **Partner conference OR your hosted breakfast** on the day previously agreed.

## AFTER MIPIM

- **Access to the list of all attendees of your partner conference** (in compliance with personal data protection law).
- Access to the MIPIM Online database.
- **Inclusion in the 'thank you' email.**
- **Access session recordings:** extend your visibility and promote your brand beyond the event.

# ► Silver Sponsorship – 3 AVAILABLE !

€ 30,000

Establish your brand as a leading partner of MIPIM's Tech & AI Hub through a strong combination of brand visibility, networking opportunities, and on-site presence.



Non-contractual image

## BEFORE MIPIM

- **Company logo in MIPIM Conference promotional tools:** At-a-Glance, online programme, MIPIM website sponsor's page.
- **Company logo / name in all Technology & AI Hub related marketing communications** (email, web, social media).
- **4 MIPIM Badges**
- **Access to the MIPIM Online database with a company profile.**

## DURING MIPIM

- **Your logo visible onsite** (Gray d'Albion).
- **Your logo in MIPIM conference tools:** onsite programme
- **Exhibit with a business corner**
- **Partner session**
- **Sponsoring of the Technology & AI Hub networking breaks for one day.**  
(Roll-up banners, promotional videos on the screens, logos on the catering tables).

## AFTER MIPIM

- **Access to the list of session attendees** (in compliance with personal data protection law).
- **Access to the MIPIM Online database**
- **Access session recordings:** extend your visibility and promote your brand beyond the event.



# THOUGHT LEADERSHIP

# ► Official Session Sponsorship – 3 available

€ 16,400

**1 speaking opportunity on a MIPIM official conference session** to share your view on stage with senior industry leaders

- includes **1 registration badge for the speaker** (with access to the VIP lounge).
- C-suite level speaker to be submitted by the **sponsor and to be validated by the MIPIM Conference Team**
- **Topic and other speakers defined by the MIPIM Conference Team**



Non-contractual image

## BEFORE MIPIM

- **Company logo in MIPIM conference promotion tools\***: At-a-Glance, Preview, programme, MIPIM website sponsor's page.
- Possibility to write an **article in our MIPIM World blog** that will be promoted on **MIPIM social networks**.
- **Limited preparation time** as topic and other speakers are defined by MIPIM – the speaker only needs to align with the moderator and other speakers.
- Access to the online database.

## DURING MIPIM

- Company logo in **MIPIM conference tools\***: onsite programme, holding slides.
- Speak in front of a senior audience (MIPIM 2025, official conferences **93 attendees** on average).
- **Opportunity to network with other speakers**
- Possibility to distribute brochures before and/or after the session.
- Possibility to showcase a presentation video before the session (max 2').
- **1 registration badge** for the speaker (with access to the VIP lounge).

## AFTER MIPIM

- Access to the **list of your session attendees** (in compliance with personal data protection law).
- **Extended visibility of your session** with the conference video available online (for MIPIM delegates only)
- **Get the video** of the session for post-show promotion.

NEW!

*\*Provided logo and speaker's information is sent on time:  
January 9<sup>th</sup> for Preview, February 13<sup>th</sup> for Programme,  
March 2<sup>nd</sup> for MIPIM online programme*

# ► Partner Conference Sponsorship (1h)

€ 13,500

**Easily create your own conference session and have it promoted in the MIPIM programme\***

- **Define your topic and choose your speakers**, in a room ready to be used, with a technical team to help before and during the session and recording (new!)
- **Includes 2 registration badges** (with access to the VIP lounge)
- MIPIM provides with a guidelines brief with best practices and diversity requirements (**all sessions with 3 speakers or more should include a female speaker**)
- **On top of being easy to organize**, partner sessions benefit from **MIPIM traffic: at MIPIM 2026, partner conferences attracted 79 attendees on average**

**OPTIONS (extra cost):**

- Simultaneous translation
- Food & Beverage

## BEFORE MIPIM

- **Company logo in MIPIM conference promotion tools\***: At-a-Glance, Preview, programme, MIPIM website sponsors page...
- Possibility to write an article in our MIPIM World blog that will be promoted on MIPIM social networks
- Access to the online database

## DURING MIPIM

- **Company logo in MIPIM conference tools\***: onsite programme, news magazine.
- Possibility to **distribute brochures** before and/or after the session
- Possibility to **showcase a presentation video**
- **2 hostesses per conference room to scan the attendees**
- **2 speaker badges** (with access to the VIP lounge)

## AFTER MIPIM

- Access to the **list of your session attendees** (in compliance with personal data protection law).
- **Get the video** of the session for post-show promotion.

NEW!



Non-contractual image

*\*Provided logo and speaker's information is sent on time: January 9<sup>th</sup> for Preview, February 13<sup>th</sup> for Programme, March 2<sup>nd</sup> for MIPIM online programme*



# NETWORKING

# ► MIPIM Innovation Reception Sponsorship

€ 23,500

**Sponsor the exclusive MIPIM Innovation Reception** and position your brand at the centre of an evening where the industry's most influential leaders connect, network and shape the future of real estate.



Non-contractual image

## BEFORE MIPIM

- **Company logo / name in Technology & AI Hub related marketing communications.**
- **Access to the MIPIM Online database with a company profile.**
- **3 MIPIM passes.**
- **Inclusion in MIPIM Preview magazine (1 page).**

## DURING MIPIM

- **Your logo visible onsite** (Gray d'Albion).
- **Opportunity to give the opening remarks** along MIPIM representatives.
- **Interview onsite.**

## AFTER MIPIM

- **Access to the MIPIM Online database and the list of all attendees** (in compliance with personal data protection law).

# ► Hosted Breakfast

€ 4,000

**Start the day by bringing clients and prospects together.**

Host a focused morning moment that gives your guests the time and space to connect before the pace of MIPIM accelerates.



*Non-contractual image*



## **Dedicated Brand Presence**

- Dedicated onsite and digital visibility across your hosted space.



## **Client Hospitality**

- Welcome up to 50 clients, prospects and partners in a premium environment,



## **Relationship Building**

- Create an unhurried setting for introductions and meaningful morning conversations.

# ► Hosted Lunch

€ 7,000

Turn lunchtime into a curated business moment for your most important relationships.

Bring selected clients and prospects together around a shared table, creating the right conditions for stronger relationships and more valuable conversations.



Non-contractual image



## Dedicated Brand Presence

- Dedicated onsite and digital visibility across your hosted space.



## Client Hospitality

- Welcome up to 50 clients, prospects and partners in a premium environment, catering, signage, security and cleaning included.



## Strategic Hospitality

- Use a shared dining experience to deepen relationships and advance conversations.

# ► Hosted Cocktail

€ 12,000

**Turn lunchtime into a curated business moment for your most important relationships.**

Bring selected clients and prospects together around a shared table, creating the right conditions for stronger relationships and more valuable conversations.



Non-contractual image



## Dedicated Brand Presence

- Dedicated onsite and digital visibility across your hosted space.



## Client Hospitality

- Welcome up to 50 clients, prospects and partners in a sunset premium environment, , catering, signage, security and cleaning included.



## Memorable Impact

- Create an energetic branded moment designed for introductions and informal networking.



# EXHIBITING EXPERIENCE

# ► Business corner

€ 12,000

Elevate your presence with a premium branded space in Les 4 Saisons room.

Exhibit with our own space designed to showcase your solutions, attract high-value decision makers and create immersive experiences that maximise visibility, meaningful conversations and lasting commercial impact.



Non-contractual image

mipim®

| TURNKEY BUSINESS CORNER – 6 sqm |                                                                                                                                                                                                      |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STAND FITTINGS                  | <ul style="list-style-type: none"> <li>▪ Carpeting</li> <li>▪ Power supply</li> <li>▪ Free Wi-Fi</li> <li>▪ Daily cleaning</li> </ul>                                                                |
| SIGNAGE                         | <ul style="list-style-type: none"> <li>▪ 1 graphic 1sqm</li> </ul>                                                                                                                                   |
| FURNITURE                       | <ul style="list-style-type: none"> <li>▪ 1 table &amp; 3 chairs</li> <li>▪ 1 welcome desk</li> <li>▪ 1 lockable cupboard</li> <li>▪ 1 magazine rack</li> <li>▪ 1 x 43" Full HD LED screen</li> </ul> |
| PROMOTION                       | <ul style="list-style-type: none"> <li>▪ Promote your solution during our pitching session</li> </ul>                                                                                                |
| BUSINESS PACKAGE                | <ul style="list-style-type: none"> <li>▪ 4 badges</li> <li>▪ Digital suite</li> <li>▪ Badge Scanning app</li> <li>▪ Exhibitor dashboard Database visibility</li> </ul>                               |
| OPTIONS<br>(extra cost)         | <ul style="list-style-type: none"> <li>▪ <b>Extra Badges : 805€ per badge <u>until 27th of February</u></b></li> <li>▪ Hospitality : Coffee &amp; Drinks</li> </ul>                                  |

# ► Showcase Desk

€ 5,000

**Position your brand at the centre of the technology conversation** with a dedicated space in Les 4 Saisons room.

**Exhibit with our own space** designed to demonstrate your solutions, engage decision makers and create an interactive experience that drives visibility, conversations and long-term impact.



Non-contractual image

**mipim**

| TURNKEY DESK*           |                                                                                                                                                                  |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STAND FITTINGS          | <ul style="list-style-type: none"><li>▪ Power supply</li><li>▪ Free Wi-Fi</li><li>▪ Daily cleaning</li></ul>                                                     |
| SIGNAGE                 | <ul style="list-style-type: none"><li>▪ 1 graphic panel</li></ul>                                                                                                |
| FURNITURE               | <ul style="list-style-type: none"><li>▪ 2 high chairs</li><li>▪ 1 high table</li><li>▪ 1 x 43" Full HD LED screen</li></ul>                                      |
| PROMOTION               | <ul style="list-style-type: none"><li>▪ Promote your solution during our pitching session</li></ul>                                                              |
| BUSINESS PACKAGE        | <ul style="list-style-type: none"><li>▪ 2 badges</li></ul>                                                                                                       |
| OPTIONS<br>(extra cost) | <ul style="list-style-type: none"><li>▪ <b>Extra Badges : 805€ per badge <u>until 27th of February</u></b></li><li>▪ Hospitality : Coffee &amp; Drinks</li></ul> |

\* Eligibility criteria

- Being a technology-based product / service
- being independent
- under 5 years old
- under 3M€ revenue

# HOSPITALITY SUITES

*Gray d'Albion Hotel*

As demand for premium meeting environments continues to grow, rooms inside the tech area will be transformed into a private MIPIM business environment.

More premium spaces. More productive meetings. More business opportunities.

Perfect for :

- Executive meetings
- Client entertaining
- Hosted discussions
- Relationship building
- Deal-making conversations



NEW FOR  
2027



## mipim<sup>®</sup> LIMITED AVAILABILITY

A limited number of suites available during MIPIM 2027



## TAILORED FOR YOU

Packages and services customised to your needs



## EXPERIENCE THE DIFFERENCE

Where timeless elegance meets modern business needs

29

mipim<sup>®</sup>

# ► Book your private premium space

€ 13,300

**A dedicated space to turn conversations into opportunities.**

Host clients, prospects and partners in a private setting at the heart of the Tech & AI Hub. The meeting room provides the ideal environment for focused discussions, confidential exchanges and high-value business meetings throughout MIPIM.



*Non-contractual image*

## Salon LERINS



**Surface:** 41 sqm  
**Location:** Gray d'Albion – first floor  
**Setups:** meetings  
**Equipment:** 55' television screen, Clickshare  
**Capacity :** up to 18 people (in U shape)  
**Duration:** 3 days  
**Badges:** 2 badges included

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**Thank you !**

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**RX** In the business of  
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