NORTH OF ENGLAND AT MIPIM

POWERED BY Place

mipim®





FROM STRONG FOUNDATIONS

In 2027, the North of England returns to MIPIM with real momentum - building on the success of our dedicated suite in the Palais to showcase opportunity, attract investment, and deliver greater impact together for our partners and the North of England.

THE NORTH'S MOMENT IS NOW

The North of England has earned global attention.

Place Media Group brought the region to the forefront of the international property community at MIPIM 2026.

This coming year, we aim to go even further - with new events, increased branding opportunities, and enhanced networking receptions.

The North of England Suite provided a centralised hub for those who work - and want to work - in the North. It was where the world came together to learn about why towns and cities from Blackpool to East Riding of Yorkshire were worthy of investment.

We hosted Leaders, Mayors, and chief executives from Liverpool, Manchester, Salford, Newcastle, and more at our events, bringing in more than 600 attendees across the week.

The North has plenty to shout about - a £476bn economy, 16m residents, and an undisputed expertise in defence, artificial intelligence, life sciences, green energy, and advanced manufacturing.

Our message is simple: The North is the future.

Join us in being part of that Northern growth story.

In the following pages, you will find a range of services and packages to meet your needs. Opportunities for speaking, exhibiting, and positioning your brand at the show are all provided.

What's more, partnering with Place Media Group makes MIPIM easy. We give structure to a busy week, guaranteeing touchpoints with senior figures from the public and private sector.

We look forward to helping you make the most out of your MIPIM 2027.

DINO MOUTSOPOULOS
Managing partner, Place Media Group



MIPIM'S

NORTH OF ENGLAND SUITE

The North of England Suite at MIPIM is a multi-use indoor and outdoor space, for partners to host panel sessions, roundtables, and networking events at the centre of the expo. Designed for flexibility, it offers the perfect setting to showcase the region's ambition and innovation on a global stage.





AVAILABLE FOR

- **PANEL SESSIONS**
- **DRINKS RECEPTIONS**
- **ROUNDTABLE DISCUSSIONS**
- **BREAKFAST BRIEFINGS**
- **PROJECT SHOWCASES**
- **LAUNCH EVENTS**
- **CITY TAKEOVERS**
- **WORKSHOPS & MASTERCLASSES**


NORTH OF ENGLAND
POWERED BY Place
NEWMARK
theleisureway
TRAFFORD COUNCIL
BROOKBANKS
hodder+partners
StudioHoodless
Blackpool
Chambers Capital
THE NORTHERN POWERHOUSE PARTNERSHIP
kuits
CADENCE
WW+P
BEYOND
WHITBREAD
allsop
TRITAX BIG BOX
GORVINS SOLICITORS
C/T GROUP



WHAT'S INCLUDED IN A MIPIM PASS?

A pass grants you more than access to the expo. It gets you in the room with the people that matter most.

A MIPIM pass, through Place Media Group, includes access to:

- MIPIM's online delegate database
- Housing Matters! 9 March (tickets cost €400)
- Full conference programme
- MIPIM Awards, 12 March
- HTL Connection, MIPIM's hotel and leisure events
- Place Media Group's MIPIM events

2027 Cannes events

Monday 15 March
North of England Cannes Arrival Reception

Tuesday 16 March
North of England Investor Breakfast

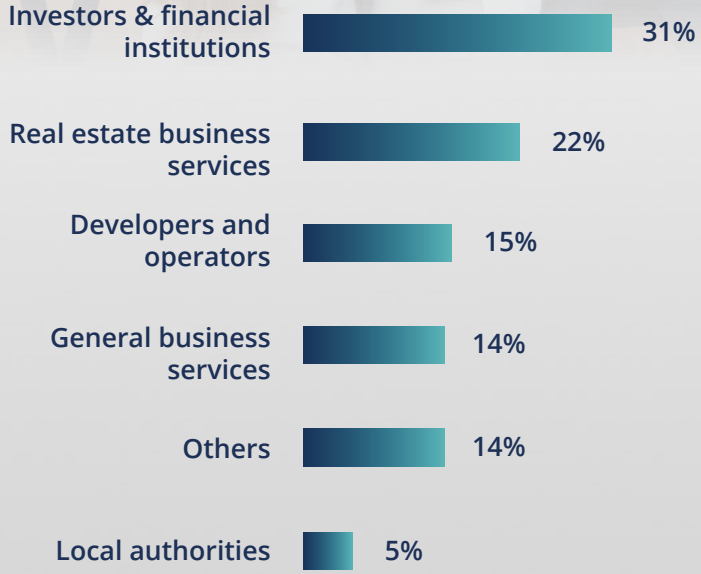
Wednesday 17 March
North of England Breakfast Briefing

Wednesday 17 March
UK Regions Lunch by Place Media Group

Thursday 18 March
North of England Breakfast Briefing



MIPIM delegates by activity



OUR 2026 DELEGATION

Partner Prestige

WSP

Partner Pro

Mountain Earth · Morgan Sindall Construction · Drees & Sommer · AXIS-RE · Marco Living · Newmark · theleisureway · enevo

Partner

CIVIC · Whitbread · Cavendish · Regeneration Brainery · Homes England · Brookbanks · hodder+partners · StudioHoodless · Beyond Corporate Law · Mansell Building Solutions · Chambers Capital · The Northern Powerhouse Partnership · kuits solicitors · WW+P · S.I.Sealy · iceni · Whitley+ Partners Engineering a Sustainable Future · Purcell · PL · Close Brothers Property Finance · Tritax Big Box · gia · RSM · Gorvins Solicitors · jmw · C|T Group · Layer.studio · MLA · ab engineering · overbury · cpw Where buildings come alive · Cadence · Sheet Anchor Evolve part of M Core · Cundall · Hope Architects · Gallagher Insurance | Risk Management | Consulting · ocasa · Castle Green · VM Finance · allsop · 5plus · HATCH · Caddick. · Whisky Makers Woven Leith Scotland · INDEV · Ryder · th trowers & hamlins · University of Sheffield | Runway Park University of Sheffield Innovation District

Local Authority

Blackpool businessinblackpool.com · Salford City Council · Rochdale Development Agency · HEY INVEST Hull & East Yorkshire · Trafford Council

Event Sponsors

Caddick. · Tritax Big Box · dla · Drees & Sommer · Whisky Makers Woven Leith Scotland

DON'T JUST TAKE IT FROM US

I left MIPIM with so many contacts and follow-ups that Place Media Group have helped me make.



Cllr. Anne Handley
Leader, East Riding of Yorkshire Council

Even if we had unlimited funds, Blackpool would still return to MIPIM with Place Media Group.



Nick Gerrard
Blackpool Council

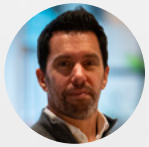


Place North has a strong understanding of our region's real estate priorities.



Paul Dodsworth
Caddick

The offering feels more like a genuine working conversation and the quality of the discussion reflects that.



Nick Mullins
Axis-RE

The North of England offering led to follow-ups with key organisations I wanted to connect with.



Michael Wedderburn
Chambers Capital

The access we received through the events curated by Place Media Group was unrivalled.



Jill Anderson
Whitbread



BE PART OF A UNITED NORTH

Take control of your MIPIM - curating your schedule, building relationships, and making every interaction count.



ANNOUNCING THE UK REGIONS LUNCH BY PLACE MEDIA GROUP

A new event for 2027, created in response to requests for more structured, high-quality networking during the week. Meet with investors, developers, and senior figures from local government and the private sector at this closed-door gathering at Canopy by Hilton.

The UK Regions Lunch will allow our delegation to get more value from their investment, and it will also give the wider UK and global community access to North.

Guests at the UK Regions Lunch will hear from senior figures in the global property world while enjoying first-rate, quality hospitality on the doorstep of the Palais.

A curated lunch, managed by Place Media Group, allows guests to relax, knowing that their hospitality needs are being met away from the stress of the smaller restaurants and bars of Cannes.

Guest lists will be made available to all lunch attendees. Tables of 10 will be available for purchase, allowing interested parties to see for themselves the quality of the North of England partnership.

NEW FOR 2027 EXEC PARTNER PACKAGE

Expanded offering, improved value. Welcome to the Place North Partner Exec Package.

For those businesses that know what they want at MIPIM and are bringing the people to deliver it.

A package focused entirely on access. More MIPIM passes, more tickets to more events, including:

- **Four UK-based MIPIM events: two dinners, one reception, and one advice insight session**
- **North of England Breakfast in Cannes**
- **UK Regions Lunch in Cannes**
- **Drinks Receptions in Cannes**



MAIN PACKAGES

	Partner £4,995	Partner Pro £9,995	Partner Exec £14,995	Partner Prestige £24,995
Full access MIPIM passes (value c. £2,000 each)	1	2	3	4
Four pre-MIPIM events: NEW Partnership update reception, How to do MIPIM Well, Pre-MIPIM delegation dinner, 2028 MIPIM launch dinner	1	2	3	4
NEW Two receptions during MIPIM: Monday arrivals reception, Thursday closing reception	1	2	3	4
NEW **Invite to North of England welcome breakfast**	1	2	3	4
Invite to the UK Regions Lunch	✗	2	4	6
Company logo on Place North pre-MIPIM email briefing, sent to 14,000+ subscribers	✓	✓	✓	✓
Company logo on North of England at MIPIM stand	✓	✓	✓	✓
Company logo in Place North MIPIM wrap-up video	✓	✓	✓	✓
Company logo, events, and activity in printed session pamphlet circulated in Cannes	✓	✓	✓	✓
Company logo in a global social media push by MIPIM	✓	✓	✓	✓
Company logo in each of MIPIM's daily news magazines, distributed to worldwide delegates	✓	✓	✓	✓
Inter-delegation introductions	✓	✓	✓	✓
Post-MIPIM partner report with your company logo included	✓	✓	✓	✓
Access to the full MIPIM database c. 20,000 contacts	✓	✓	✓	✓
NEW Full delegate list of North of England at MIPIM delegation	✓	✓	✓	✓
Regular emails on MIPIM, the delegation, practical advice, and opportunities	✓	✓	✓	✓
Access to Housing Matters! conference	✓	✓	✓	✓
Access to North of England sessions on the MIPIM UK Stage	✓	✓	✓	✓
Access to North of England sessions in the North of England Suite	✓	✓	✓	✓
Use of the North of England at MIPIM suite for networking, quiet time, or meetings	✓	✓	✓	✓

MAIN PACKAGES

	Partner £4,995	Partner Pro £9,995	Partner Exec £14,995	Partner Prestige £24,995
Additional specially negotiated discounted MIPIM passes - best price guaranteed	✓	✓	✓	✓
Access to limited hotel accommodation via trusted Place partners	✓	✓	✓	✓
Company logo on North of England at MIPIM website	✓	✓	✓	✓
Company logo on all Place North MIPIM editorial updates sent to 300,000 property professionals	✓	✓	✓	✓
Place North social media partnership announcement	✓	✓	✓	✓
Ongoing social media coverage as part of the North of England at MIPIM delegation	✓	✓	✓	✓
Company logo inclusion in pre-MIPIM email commmunications sent to entire delegation	✓	✓	✓	✓
Company logo in branding touchpoints throughout MIPIM: Totem signage, North of England suite, Arrival Reception	✓	✓	✓	✓
Access to Place North professional photography for marketing purposes before and after	✓	✓	✓	✓
Dedicated Place North article about your partnership	✗	✓	✓	✓
Written expert comment piece published across all Place North sites and newsletters	✗	✓	✓	✓
In-Focus interview with your leading director on strategic aims published before MIPIM	✗	✗	✓	✓
Sponsorship of a North of England reception during MIPIM	✗	✗	✓	✓
Video 'fireside chat' with guest	✗	✗	✗	✓
Website advertising on one Place North website during 2027	1 month	2 months	3 months	4 months

Prestige partnership includes selection from three of the below

- Sponsorship of a North of England at MIPIM event
- Opportunity to deliver an activation session on North of England Suite
- Roundtable filmed at or before MIPIM
- Opportunity to support a Northern town or city's attendance at MIPIM
- Branding on walkway panels leading into the North of England Suite

LOCAL AUTHORITY PACKAGES

£6,950

Full access MIPIM pass for Leader provided through RX/MIPIM	1
Full access MIPIM pass for chief executive provided through RX/MIPIM	1
Full access MIPIM pass for Mayor provided through RX/MIPIM	1
Additional specially negotiated discounted MIPIM passes - best price guaranteed	✓
Accommodation for your Leader, chief executive, Mayor - Mon-Thurs provided through RX/MIPIM	✓
Speaking opportunity on a North of England UK Stage or suite session	✓
Potential for speaking opportunities across wider MIPIM conference	✓
FOUR PRE-MIPIM EVENTS 2027 MIPIM launch dinner, **NEW** Partnership update reception, How to do MIPIM Well, Pre-MIPIM delegation dinner	✓
NEW TWO RECEPTIONS IN CANNES Monday Arrivals Reception, Thursday Closing Reception	✓
NEW Invite to Place Media Group's UK Regions Lunch	2
Housing Matters! conference	✓
North of England sessions on the MIPIM UK Stage	✓
Sessions in the North of England Suite	✓
Use of the North of England suite for networking, quiet time, or meetings	✓
Logo on North of England at MIPIM website	✓
Logo on all Place North MIPIM editorial updates to up to 300,000 professionals	✓

LOCAL AUTHORITY PACKAGES

£6,950

Place North social media partnership announcement	✓
Continued social media coverage as part of the North of England at MIPIM delegation	✓
Inclusion in pre-MIPIM email commmunications sent to entire delegation	✓
LOGO IN DIGITAL BRANDING TOUCHPOINTS THROUGHOUT MIPIM Totem signage, North of England Suite, Arrivals reception	✓
Place Media Group professional photography for marketing purposes	✓
Logo on Place Media Group pre-MIPIM email briefing, sent to 14,000+ subscribers	✓
Logo in North of England at MIPIM Suite	✓
Logo in Place Media Group MIPIM wrap-up video	✓
Logo in a global social media push by MIPIM	✓
Website advertising on one Place Media Group website during 2027	1 month
Logo in MIPIM's daily news magazine, distributed to worldwide delegates	✓
Inter-delegation introductions	✓
Post-MIPIM partner report with your company, council, or combined authority logo	✓
Full MIPIM database c. 20,000 contacts	✓
Full list of North of England at MIPIM delegation	✓
Regular emails about MIPIM, the delegation, practical advice, and opportunities	✓

Additional opportunity

- Bespoke city/town takeover session in the North of England Suite

To enquire, contact sales@placemediagroup.co.uk

EVENT SPONSORSHIP

Respected across the industry, sponsorship of a North of England at MIPIM event positions your brand at the forefront of activity in Cannes



EVENTS FOR 2027

INVESTOR BREAKFAST

The breakfast will offer a relaxed and informal setting for senior investors to connect with peers and with a carefully curated group of developers and senior local authority representatives from across the UK.

INDUSTRIAL & LOGISTICS BREAKFAST CONFERENCE

Data centres, defence, advanced manufacturing, and last-mile logistics will all be on the agenda at this networking breakfast. Hear why the North of England is ripe for investment while connecting with local authority leaders, developers, investors, and more.

HOW TO BUILD A NEW TOWN

Join regeneration, housing, leisure, and commercial experts as we craft a community from scratch. At this placemaking workshop, we'll explore what works and what doesn't when it comes to town and city centres – while also delving into the role property plays in bringing people together.

THE UK REGIONS LUNCH BY PLACE MEDIA GROUP

A new event for 2027, created in response to requests for more structured high-quality networking during the week. Meet with investors, developers, and senior figures from local government and the private sector at this closed-door gathering at Canopy by Hilton.



EVENT SPONSORSHIP PACKAGE DETAILS

Breakfast Conferences, Lunch, & Reception: £5,000 | Investor Breakfast: £7,500
A MIPIM pass is required for access

Pre-event

- Your company logo on Place Media Group events listing displayed across our websites, visited by 300,000+ professionals a month
- Your company logo on Place Media Group promotional articles
- Your company logo in pre-MIPIM email campaigns to 14,000+ subscribers
- Social media announcement plus ongoing promotion, carrying your logo
- Access to guestlist and introductions

At event

- 10 places
- Your branding throughout the venue
- Social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

Post-event

- Company logo in the event gallery article
- Event photography, and video where applicable, for your own marketing
- Data capture of delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Company logo included in the write-up sent to the relevant newsletter subscribers
- Right to first refusal for the next edition of event
- Receive a Post-MIPIM intelligence report

Headline sponsorship — Includes all of the above, plus

£10,000 total

- Opportunity to address the audience/be part of a panel
- Additional five tickets (15 total)
- Dedicated front row seating for you and guests
- Extra prominent branding thoughout the venue
- Showcase your organisation with a dedicated exhibition area
- Post-event direct email to all guests with your message, branding, and sales and marketing information

STANDALONE MARKETING OPPORTUNITIES

These opportunities can be booked separately from the partnership packages in order to get the exact profile and business development opportunities you want.



This offering gives you all the benefits of a North of England at MIPIM partner package

Place Media Group editorial sponsorship

A unique opportunity for one business to promote its brand and opinion throughout MIPIM week via a number of different channels.

Editorial content published throughout MIPIM week in 2026 saw 48,000 online views.

£20,000

Before MIPIM

- Branded advertorial piece on Northern Place Media Group websites, including links and images sent out via a newsletter to 14,000+ subscribers
- A month of website banner advertising on Northern Place Media Group websites during March. Combined unique monthly visitor count of 300,000+
- One invitation to our North of England at MIPIM Delegation Dinner in Manchester
- Social media announcements of your sponsorship
- Your logo on our North of England at MIPIM website
- Your logo showcased on Place Media Group MIPIM news updates
- Inclusion in pre-MIPIM email commmunications sent to Northern Place Media Group readership

During MIPIM

- Your logo on every MIPIM news story on Northern Place Media Group websites for the duration of the convention
- Branded special report, acting as a contents page for all your branded MIPIM articles
- Unique branded mid-page advert on Northern Place Media Group websites, linked to the contents page of your branded MIPIM articles
- Regular promotion of your brand on social media during MIPIM week
- Introductions to pre-selected Place Media Group contacts
- One invitation to the North of England at MIPIM Arrival Reception
- One invitation to Place Media Group Breakfast Briefings (excluding Investor Breakfast)
- Two places to UK Regions Lunch

After MIPIM

- One invitation to our post-MIPIM Delegation Dinner in Manchester
- ‘In association with’ alignment on every MIPIM-related follow-up editorial content
- Analytics report of engagement with your branded content



Additional opportunities

UK Stage session: £15,000
Curated, managed, and promoted by Place Media Group

Activation session: £3,000
Held on the North of England at MIPIM Suite

North of England Suite walkway branding: £5,000
Your logo on walkway panels leading into the suite

Table at a MIPIM Breakfast Briefing: £1,250
For 10 guests

Place Media Group lunch sponsor £5,000
Curated specifically to your needs

Your own dedicated stand: £10,000
Within the MIPIM UK Hub

Sponsored drinks reception: £10,000
In the North of England Suite

International VIP/investor evening party: From £40,000
Curated specific to your needs

Table of 10 at the UK Regions Lunch: £1,750

Video services

- We will host pre-production meetings to discuss themes and ensure we capture your desired product
- Using our market understanding and strong network, we will curate your video's content, ensuring that it is as engaging as possible
- We will source participants and filming locations where required
- We will produce, film, and edit the entire piece, with your branding included
- We will promote the video via *Place North West, Place Yorkshire*, or *Place North East* newsletters, websites, social media, and YouTube channels
- Sent directly to our 14,000+ combined Northern newsletter subscribers

Filmed roundtable: £7,500
A documented exchange with a panel of your choosing where possible. Chaired by a Place Media Group journalist, we facilitate conversation and networking opportunities while reinforcing your brand's position of authority

Video fireside chat: £4,500
A relaxed conversation with a Place journalist, delving into important topics with one or two guests

Video commentary: £3,250
Micro-documentary to position you as one of the industry's best thinkers and doers

NORTH OF ENGLAND AT MIPIM | Place

INTERESTED IN DISCUSSING MIPIM ACTIVITY?

sales@placemediagroup.co.uk

Prices shown throughout are excluding VAT



ETHICS AND ISSUES STATEMENT

At Place Media Group, our mission is to champion the property industry by providing reliable news coverage and safe and inclusive events.

We celebrate growing commitments to equality, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a safe and respectful environment.

We recognise the crucial role the built environment plays in combatting climate change. We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories.