



Lancashire at MIPIM 2020  
Delegation & Sponsorship  
Presentation

# MIPIM Cannes is...

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- The world's leading real estate market event
- A gathering of the most influential players from all sectors of the international property industry
- Four full on days of networking, events, conference sessions and meetings
- A total bun fight...
- A major opportunity – you will get out of it what you put in to it



# MIPIM 2019 // Feedback

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“I thought the food was absolutely brilliant and a fine example of what Lancashire has to offer. If I was able to I would score it 15 out of 10.”

“Lovely touch bringing Oli from Hipping Hall, it really added to the sense of occasion”

“I can honestly say it was the best food at MIPIM in my 4 years. Plus, you had an amazing turnout and a very strong guest list”



# MIPIM 2019 // Feedback

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“The event was well structured to allow for both serious and relaxed conversations.”

“The cities of Lancaster and Preston stand out from the discussions I had.”

“Well thought out, first class and made everyone think of the potential within Lancashire”



## THING OF THE WEEK

15 Mar 2019, 11:35

# MIPIM 2020

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- Building on the success of 2019, we have secured a larger apartment within the same Grand Hotel complex
- For the first time ever we have also taken a presence within the exhibition itself, allowing us to build a Lancashire delegation
- We will be working with sponsors to deliver a series of events within the Lancashire Apartment
- We will be linking with Northern Powerhouse partners to showcase the county and access key events
- We will be growing and supporting a Lancashire delegation



# Lancashire apartment

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# Lancashire apartment

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# Lancashire at MIPIM Delegation

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- Choosing to become part of the Lancashire delegation will provide you with a full MIPIM delegate pass worth €1,845
- You will be listed as part of the Lancashire delegation on the Lancashire at MIPIM website and on the exhibition stand at the event
- You will receive a 'plus one' invitation to the Lancashire ambassador networking event on Thursday
- You will be invited to a pre-MIPIM get together in February to network with and learn from other delegates
- Cost: £1,400 + VAT

# Lancashire at MIPIM Event Sponsor

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- There are limited opportunities to sponsor an event within the Lancashire Apartment at MIPIM
- Opportunities include breakfast presentations, private lunches or dinners, a group Lancashire lunch and the Thursday networking event
- Event sponsors receive branding within the apartment as well as on the website and the stand, inclusion in publicity and bespoke social media support (twitter reach in 2019 exceeded 2.7m impressions)
- Co-branded invitations to the sponsored event and the opportunity to provide collateral/gifts for goody bags

# Lancashire events // sponsorship fees

Event	Cost	Notes
Exclusive Dinner	£5,000	Including all F&B for 30 guests, plus a place at all other events*
Exclusive Lunch	£3,000	Including all F&B for 30 guests, plus a place at all other events*
Breakfast presentation	£2,000	Including F&B for 50-60 guests and all AV requirements
Dinner sponsor	£1,500	Maximum of 4 relevant sponsors for a themed dinner
Lunch sponsor	£1,000	Maximum of 4 relevant sponsors for a themed lunch
Networking event	£750	Maximum of 6 sponsors

\*places at other exclusive events would be at the sponsors discretion



For further information please contact:  
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