

# NORTH OF ENGLAND AT MIPIM

POWERED BY **NORTH  
Place**

**mipim**<sup>®</sup>

**UK  
HU**   
by **mipim**<sup>®</sup>





# BUILDING ON A SUCCESSFUL DEBUT

In 2025, our *North of England* delegation set the record as the biggest first-year MIPIM partnership ever

This year, we're refining and creating more opportunities for our partners and going even bigger



# WE ARE THE NORTH

The North of England is back.

Powered by *Place North*, the first *North of England at MIPIM* stand in 2025 was a great success enjoyed by around 60 partner organisations.

The North is home to more than one million businesses, 15 million people, and has a regional economy worth more than £340bn, according to the Department for Business & Trade.

For 2026, *Place North* and RX have agreed an enhanced presence for the North in recognition of the momentum generated in year one.

Expect the volume to be turned up on stands, events, and visibility at MIPIM 2026.

You will find in the following pages a range of packages that we hope meets every one of your needs. Opportunities for speaking, exhibiting, and positioning yourselves at the show are all provided.

Partnering with *Place North* will add a reassuring structure to your week, enabling regular guaranteed touch points with investors, councils, and fellow development professionals.

The *North of England at MIPIM* stand in the UK Hub is a dedicated shared space for our delegates and their associates to arrange meetings, showcase projects, and base themselves during the week.

The UK Stage will return for more high-calibre debate with influential figures from finance and government sharing their insights. *Place North* will be there, leading the best events on the UK Stage as we did in 2025.

*Place North* has nearly 20 years of experience in property media and events. We care passionately about making sure the North's voice is heard and the future is more prosperous than the past for the places and people we serve.

We believe MIPIM can play a vital role in achieving that goal and we look forward to working with you.

**DINO MOUTSOPOULOS**

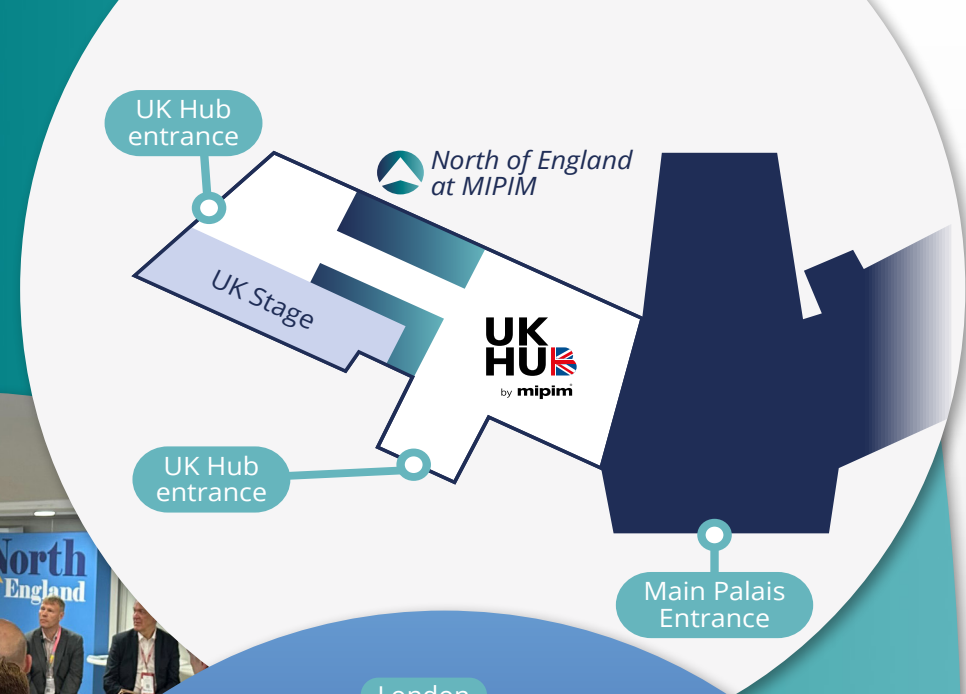
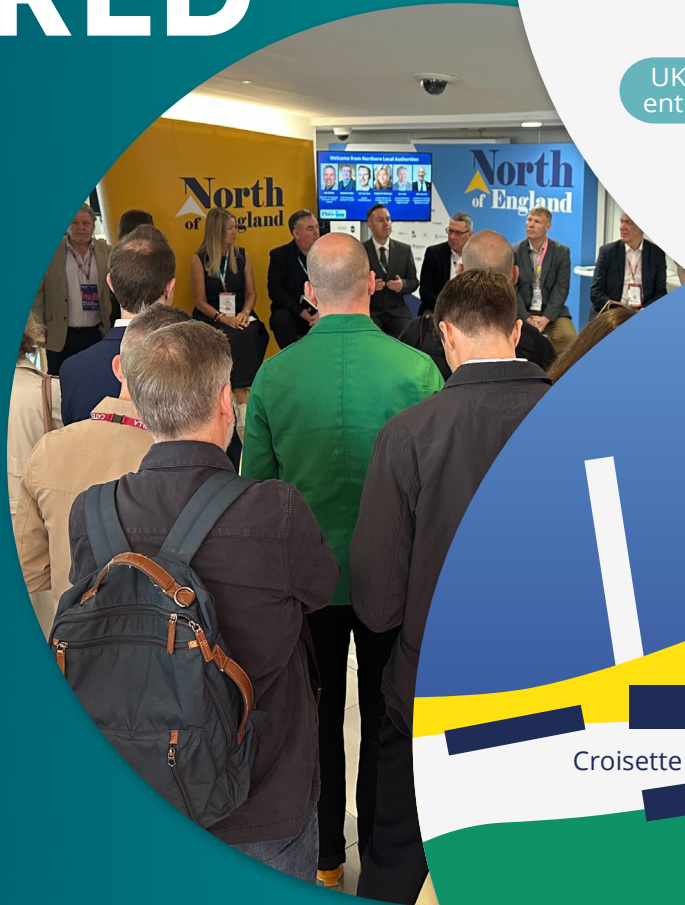
Managing partner, *Place North*



# SHOWCASE TO THE WORLD

For more than 30 years, MIPIM has been the must-attend conference for the world's property and development industry. The annual exhibition, which takes place in Cannes, brings together the public and private sectors to showcase transformative regeneration projects and do deals. It is a place to share best practice and learn what good looks like from all corners of the globe.

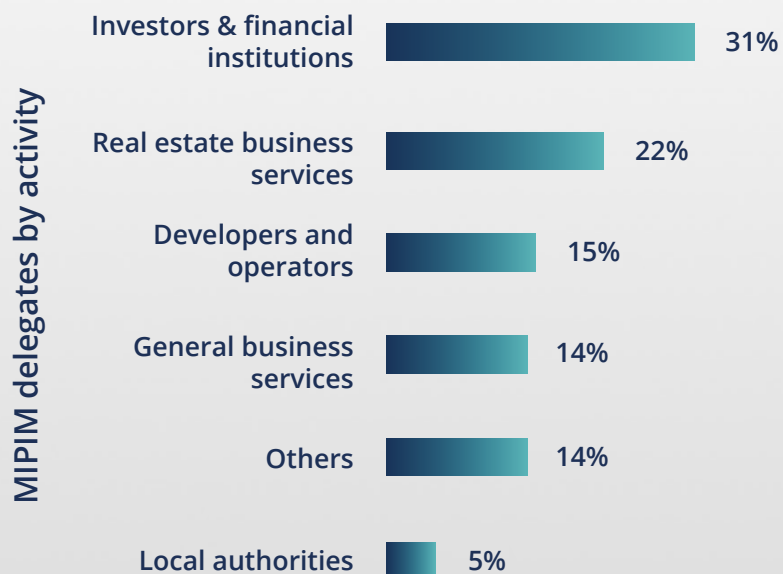
MIPIM provides delegates with a unique opportunity to strengthen and grow their networks, affording them the opportunity for crucial facetime with multiple key decision-makers all in the same place over an action-packed week.





## MIPIM AT A GLANCE

- 20,000+ participants from 90 countries
- Investors managing a total of €4 trillion worth of managed assets in attendance
- UK makes up the second biggest audience after France with 19% of the overall delegation
- UK events that can be accessed through *Place North* include the Housing Matters! conference



### NORTH OF ENGLAND AT MIPIM IN 2025

**58**

Partners

**950**

Event/session attendees

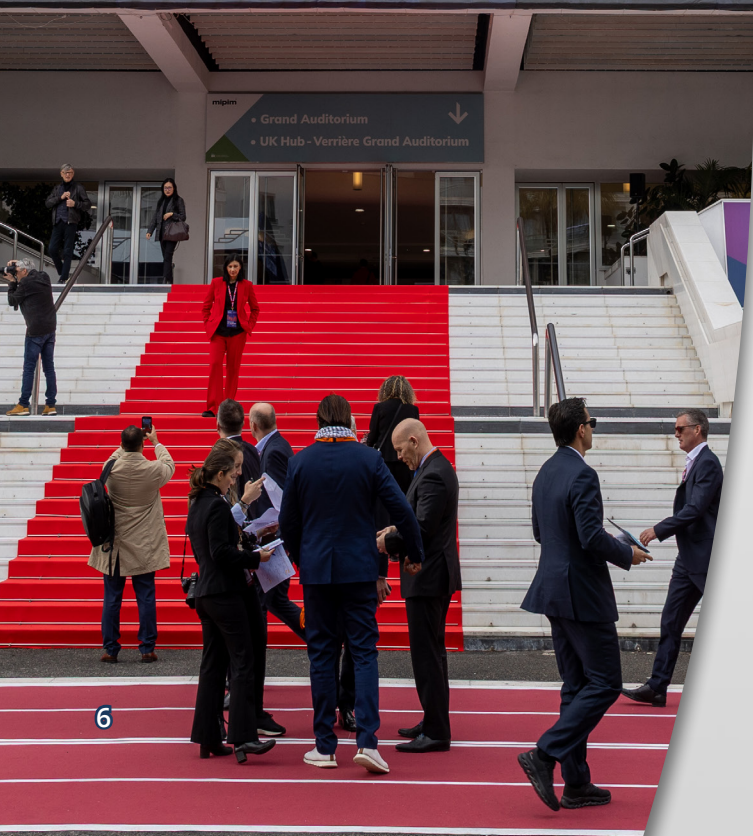
**46K**

Reads of our MIPIM content

In 2025, the  
*North of England*  
was the largest  
delegation  
outside of London



mipimi



# WHAT'S INCLUDED IN A MIPIIM PASS?

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

A MIPIIM pass, through *Place North*, includes:

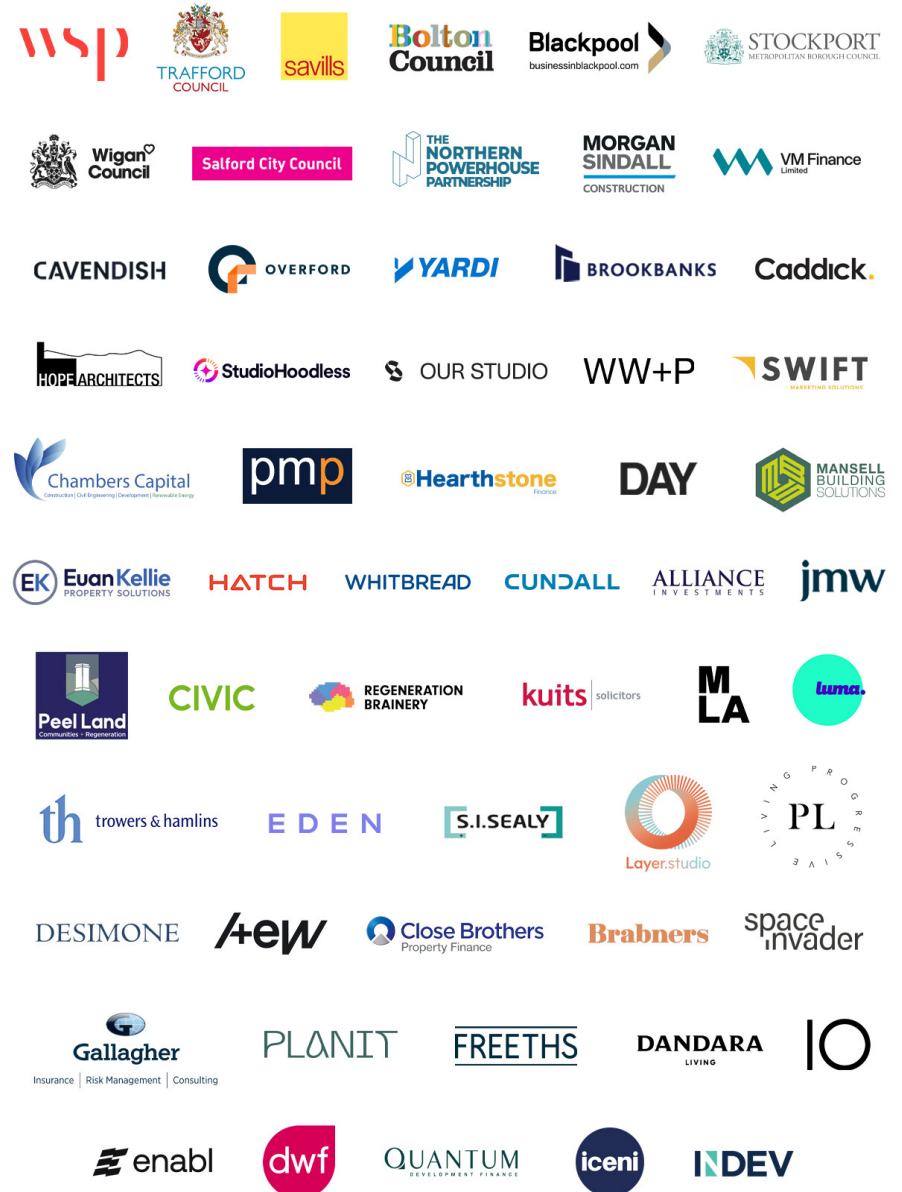
- Access to MIPIIM's online delegate database
- Access to the year-long online networking platform and directory
- Access to Housing Matters!, 9 March (tickets cost €400)
- Access to MIPIIM 2026, 10-12 March
- Access to the full conference programme
- Access to the MIPIIM Awards, 12 March
- Access to HTL Connection, MIPIIM's hotel and leisure events



# North England



## OUR 2025 DELEGATION





# OUR PARTNERS SAY IT BEST

Blackpool's MIPIM debut was made possible by *Place North's* creative package.

We were thrilled with the outcome both in terms of the exposure this enabled us to have not only in opportunities to showcase, but also in the wide variety of contacts we made, and to whom we were introduced. This made for a very intensive but rewarding time.

We'll be back.

**Nick Gerrard**  
Blackpool Council



Attending MIPIM with *Place North* was a fantastic choice. The access we received through the events *Place North* curated was unrivalled.

We met several key organisations we feel we have the potential to do business with as we expand the Premier Inn estate.

We will be returning in 2026 and look forward to continuing to support the *North of England at MIPIM* and other *Place* events.

**Jill Anderson**  
Whitbread







We're very grateful for the way *Place* helped showcase all the opportunities we have in Trafford.

MIPIM was a week dominated by the exciting Old Trafford regeneration plans, and *Place* was brilliant covering that project as well as many others - all showing how important the North will be in supporting the government's growth agenda.

**Tom Ross**  
Trafford Council



I really enjoyed attending MIPIM with *Place North* and definitely felt the benefits of being part of the *North of England at MIPIM* delegation.

The *North of England* partner package led to me having a very productive and successful week in Cannes, resulting in follow-up meetings with key organisations I wanted to connect with. We are now exploring how we can work together. It's a great offering for Northern organisations.

**Michael Wedderburn**  
Chambers Capital



As part of our 2025 delegation, we took 58 partners to MIPIM, including six towns and cities



# BE PART OF A UNITED NORTH

We have a wide range of packages and products that can be shaped to provide you with exactly what you need to get the most out of MIPIM. Whether you're a MIPIM veteran or a first timer, we can help





How to do MIPIM with *Place North*  
Our new 2026 packages offer...

**MORE PROFILE,  
MORE CHOICE,  
MORE EVENTS,  
& EVEN BETTER ACCESS**

Be part of the *North of England at MIPIM* and promote your organisation at the very highest level, with *Place North*

## OUR PACKAGES

Partner  
£4,950

Partner Pro  
£9,950

Partner Prestige  
£25,000

### Access

Full access MIPIM passes (value c. £2,000 each)

Place North 'How to Do MIPIM Well' training session invitation

*North of England at MIPIM* Delegation Dinner invitation

*North of England at MIPIM* follow-up Delegation Dinner invitation  
(plus one guest, not already a *North of England at MIPIM* partner)

Partner Premium access to several *North of England* sessions on the MIPIM UK Stage

Access to three activation sessions on the *North of England at MIPIM* stand

Use of the *North of England at MIPIM* stand for networking, quiet time, or meetings

*North of England at MIPIM* Cannes Arrival Reception invitation

**NEW** *Place North* Residential/Investment Breakfast Conference invitation

**NEW** *Place North* Industrial & Logistics Breakfast Conference invitation

Access to additional specially negotiated discounted MIPIM passes - best price guaranteed

### Marketing

Your brand showcased on *North of England at MIPIM* website

Your brand showcased to 300,000+ professionals on *Place North* MIPIM news updates

Your brand spotlighted in *Place North* social media partnership announcement

Continued social media coverage as part of the *North of England at MIPIM* delegation

**NEW** Inclusion in pre-MIPIM email communications sent to entire *Place North* readership

**NEW** Access to *Place North* professional photography at MIPIM for marketing purposes

**NEW** Your brand showcased in *Place North* pre-MIPIM email briefing, sent to 14,000+ subscribers

Website advertising on one *Place North* website during 2026 (usual cost £1,400)

Your brand showcased on *North of England at MIPIM* stand

Your brand showcased in *Place North* MIPIM wrap-up video

**NEW** Your brand showcased in an official global social media push by MIPIM

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		Partner £4,950	Partner Pro £9,950	Partner Prestige £25,000
Marketing	<b>NEW</b> Logo inclusion in MIPIM's daily news magazine, distributed to worldwide delegates	✓	✓	✓
	A bespoke graphic to promote yourselves as a <i>North of England at MIPIM</i> partner	✓	✓	✓
	Mention in <i>Place North</i> post-MIPIM mailer sent to 14,000+ subscribers	✓	✓	✓
	Dedicated article on your partnership - incl. quotes, images and contact details of your MIPIM team	✗	✓	✓
	Written expert comment piece published across all <i>Place North</i> sites and newsletters	✗	✓	✓
	Dedicated social media push during MIPIM week highlighting your team	✗	✓	✓
	Video vox-pop published on <i>Place North</i> social media	✗	✓	✓
	Video 'fireside chat' with a client/partner of your choice, filmed at or before MIPIM	✗	✗	✓
	In-Focus' interview with your leading director on strategic aims at MIPIM	✗	✗	✓
Business development	<b>NEW</b> Inter-delegation introductions	✓	✓	✓
	Comprehensive post-MIPIM intelligence report	✓	✓	✓
	Full access to the MIPIM delegate database	✓	✓	✓
	Regular email updates on MIPIM, the delegation, practical advice, and opportunities	✓	✓	✓
	<b>NEW</b> Logo inclusion in <i>North of England</i> post-MIPIM Partner Intelligence Report	✓	✓	✓
	Full list of the final <i>North of England at MIPIM</i> delegation by name and company	✓	✓	✓
	+ Prestige Partnership affords selection from three of the below <ul style="list-style-type: none"> <li>• Sponsorship of a <i>Place North</i> MIPIM event</li> <li>• Opportunity to deliver an activation session on the <i>North of England at MIPIM</i> stand</li> <li>• Roundtable filmed at or before MIPIM</li> </ul>	✗	✗	✓
	<ul style="list-style-type: none"> <li>• <b>NEW</b> Sponsor of the <i>North of England at MIPIM</i> Investor Breakfast</li> <li>• <b>NEW</b> Half-day hospitality package on the <i>Place North</i> boat</li> <li>• Opportunity to support a Northern town or city's attendance at MIPIM</li> </ul>			

## Local authority?

See further ahead for further information about our packages for towns and cities

## OUR LOCAL AUTHORITY OFFERING

Elevate your authority's presence at MIPIM 2026

Showcase your town or city to a global investment audience. Become a *North of England at MIPIM* local authority partner and unlock a powerful package designed for maximum impact

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

### YOU GET ALL OF THIS

#### Key MIPIM access

- MIPIM passes for your leader or Mayor
- Accommodation and local transfers for your leader or mayor
- MIPIM passes for your chief executive and head of place

#### Event access

- One ticket to our 'How to do MIPIM Well' preparation event in Manchester
- One ticket to our *North of England at MIPIM* Delegation Dinner in Manchester
- One ticket to our *North of England at MIPIM* Cannes Arrival Reception
- One ticket to each of our two *Place North* MIPIM Breakfast Conferences in Cannes
- One ticket to our post-MIPIM follow-up Delegation Dinner in Manchester
- **NEW** Two tickets to our *North of England at MIPIM* Investor Breakfast

#### Direct engagement

- Inter-delegation introductions to foster valuable connections
- Introductions, literature dissemination, and key site promotion via the *North of England at MIPIM* stand
- **NEW** Complimentary use of private meeting space at the *North of England at MIPIM* stand

#### Speaking opportunities

- Speaking opportunity on a *North of England at MIPIM* session on MIPIM's UK Stage
- Potential for speaking opportunities across the wider MIPIM conference





## ...AND THIS

### Enhanced visibility & branding

- Entry-level partner package, as outlined on page 12
- Announcement of your partnership to *Place North's* 50,000+ social media following
- Your brand featured on our dedicated *North of England at MIPIM* website
- Regular delegation newsletters to keep you informed
- A personalised *North of England at MIPIM* graphic to promote your partnership
- **NEW** Brand inclusion in the printed Tuesday MIPIM news magazine, distributed to worldwide delegates
- Logo inclusion in editorial updates on *Place North's MIPIM pages*
- Multiple social media posts highlighting your presence at MIPIM
- Your brand showcased on *North of England at MIPIM* stand
- Logo included in the *Place North* MIPIM wrap-up video
- **NEW** Your brand showcased in an official global social media push by MIPIM
- **NEW** Your brand showcased in the official *North of England at MIPIM* post-event report
- Mention in *Place North* post-MIPIM mailer sent to 14,000+ combined subscribers
- One month of website banner advertising on *Place North West, Place Yorkshire, or Place North East* in 2026
- Inclusion in a pre-MIPIM email bulletin to *Place North's* 14,000+ subscribers

### Valuable intelligence & support

- **NEW** Access to *Place North* professional photography for marketing purposes
- Heavily discounted MIPIM passes to bring support staff to activate your stand/MIPIM experience
- A comprehensive post-MIPIM intelligence report – a round-up of the events, content news, including analytics, published throughout the week

#### OPTIONAL UPGRADE

Put a spotlight on your town or city with a dedicated stand inside MIPIM's UK Hub

All the above for just **£6,950**

## EVENT SPONSORSHIP

We're doubling the number of events we're hosting at MIPIM for 2026

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

## NEW EVENTS FOR 2026

### NEW NORTH OF ENGLAND AT MIPIM INVESTOR BREAKFAST

The *North of England at MIPIM* Investor Breakfast will bring new faces to the room. We know the power of networking and the desire to meet new people at MIPIM.

Working in conjunction with MIPIM, *Place North* will facilitate a private breakfast event for key national and international investors to meet our town and city leaders and UK developers operating in the North of England.

This invitation-only, closed-door event will see select organisations discuss live opportunities available across the North.

This event is only open to REITS, investors, *Place North* local authority partners, developers, and sponsors.

### NEW NORTHERN INDUSTRIAL & LOGISTICS BREAKFAST CONFERENCE

Harnessing the power of one of our hottest sectors, *Place North* brings a taste of its successful regional I&L conferences to Cannes.

This expert briefing takes the pulse of a long-underrated sector that has become arguably the strongest-performing in commercial property this century. Can logistics fortunes keep rising?

What are its prospects into the second half of this decade? Developers, agents, advisers, and architects assess the state of the market and share advice for staying ahead of the competition.

2026 Cannes events



Monday 9 March

*North of England at MIPIM* Cannes Arrival Reception



Tuesday 10 March

*North of England at MIPIM* Investor Breakfast



Wednesday 11 March

*Place North* MIPIM Breakfast Conference: Residential



Thursday 12 March

*Place North* MIPIM Breakfast Conference: Industrial & Logistics





## EVENT SPONSORSHIP PACKAGE DETAILS

### Pre-event

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

### At event

- 10 tickets per sponsor
- Your branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

### Post-event

- Branded inclusion in the event gallery article on *Place North West*, *Place Yorkshire*, and *Place North East* newsletters
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the 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
- Brand included in the write-up sent to the relevant newsletter subscribers
- Right to first refusal for the next edition of this event
- Receive a post-MIPIM intelligence report including a round-up of the news and content published throughout the week, with analytics to show you what topics, developments, and news chimed the most with readers

£5,000 | Investor Breakfast: £7,500

### Headline sponsorship

Includes all of the above, plus

- Opportunity to address the audience / be part of a panel
- Additional five tickets (15 total)
- Dedicated front row seating for you + guests
- Extra prominent branding throughout 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

£10,000 total

# 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.

**NEW**

*Place North* 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 2025 saw an average of 46,000 individual reads.

## Before MIPIM

- A branded advertorial piece on *Place North West*, *Place Yorkshire*, and *Place North East* websites, including links and images sent out via a newsletter to our loyal subscribers
- A month of website banner advertising on *Place North West*, *Place Yorkshire*, and *Place North East* during March. Our sites have a 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 on social media
- Your brand on our *North of England at MIPIM* website
- Your brand showcased on *Place North* MIPIM news updates
- Inclusion in pre-MIPIM email communications sent to entire *Place North* readership

## During MIPIM

- Your brand logo on every MIPIM news story on all *Place North* 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 the *Place North West*, *Place Yorkshire*, and *Place North East* 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 North* contacts
- One invitation to the *North of England at MIPIM* Cannes Arrival Reception
- One invitation to the *Place North* Residential Breakfast Conference
- One invitation to the *Place North* Industrial & Logistics Breakfast Conference

## After MIPIM

- One invitation to our *North of England at MIPIM* follow-up Delegation Dinner in Manchester
- 'In association with' alignment to every MIPIM-related follow-up editorial
- Analytics report of engagement with your branded content

**£20,000**

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





### Additional opportunities

**UK Stage session: £10,000**

Curated, managed, and promoted by *Place North*

**Activation session: £3,000**

Held on the *North of England at MIPIM* stand, **£3,000**

**VIP hospitality boat: £5,000 half-day, £8,000 full-day**

Private hire for your party

**Private meeting room access: £100**

Behind *North of England at MIPIM* stand

**Table at a *Place North* MIPIM Breakfast Conference: £1,500**

For 10 guests

**Your own dedicated stand: £10,000**

Within the MIPIM UK Hub

**Sponsored drinks reception: £10,000**

On the *North of England at MIPIM* stand

**Sponsored lunch: From £25,000**

For 50 people

**International VIP/investor evening party: From £40,000**

Curated specific for your needs

### 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 videos 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. Chaired by a *Place North* journalist, we facilitate conversation and networking opportunities whilst 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, averages 760 views

**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<sup>NORTH</sup>

To discuss MIPIM opportunities please contact:

### **DINO MOUTSOPOULOS**

Managing partner and head of commercial  
dino@placenorth.co.uk • 07803 988 112

### **SEAN O'CONNOR**

Commercial director  
sean@placenorth.co.uk • 07951 561 234

Prices shown throughout are excluding VAT



### **ETHICS AND ISSUES STATEMENT**

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

We celebrate growing commitments to equity, 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.