

# SCOTLAND AT MIPIM

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POWERED BY PLACE  
SCOTLAND

mipim<sup>®</sup>

UK  
HU   
by mipim<sup>®</sup>





# SCOTLAND ON THE WORLD STAGE

In 2025, *Place Media Group* lead the biggest ever first-year MIPIM partnership, putting the North of England firmly in the global spotlight

This year, we're launching Scotland's presence at the world's leading property expo, creating national and international opportunities for our Scottish partners



# A TRUSTED PAIR OF HANDS

2026 will see Scotland return to MIPIM for the first time since before the pandemic. Recognising the importance of showcasing the country's towns and cities on the global stage, a group of private sector partners has spearheaded the push for Scotland's return to MIPIM.

The Scottish economy is worth more than £240bn and the nation is home to 5.5m people. Edinburgh and Glasgow, Scotland's two biggest cities, are globally recognised brands. But the country is about much more than its two best-known cities.

Aberdeen is an industrial powerhouse, Dundee – home to the UK's first V&A museum outside London – is a cultural force, and the landscapes of western Scotland are regarded as some of the finest in the world.

It is for these reasons and many others that a decision was taken for Scotland to return to MIPIM to showcase what it has to offer, shine a light on what is still to come, and reengage with the global investment market to make it happen.

In partnership with *Place Media Group*, Scotland

at MIPIM will provide a platform for those driving the regeneration of the country's towns and cities and enhance the profiles of those places and the key decision-makers within them.

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 on offer.

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

*Place Media Group* has nearly 20 years of experience in property media and events. We care passionately about making sure Scotland'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 Media Group*



# 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 deals. It is a place to share best practice and learn what good looks like from all corners of the globe.

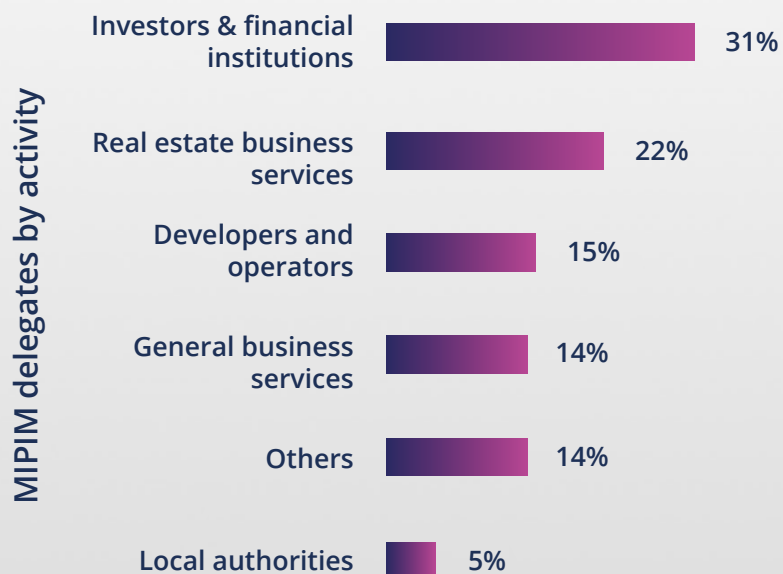
MIPIM provides delegates with a unique opportunity to strengthen and grow their networks, affording them the opportunity for crucial facetime with multiple key decision-makers all in the same place over an action-packed week.





## 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 Media Group* include the Housing Matters! conference



### PLACE MEDIA GROUP AT MIPIM IN 2025

**58**

Partners

**950**

Event/session attendees

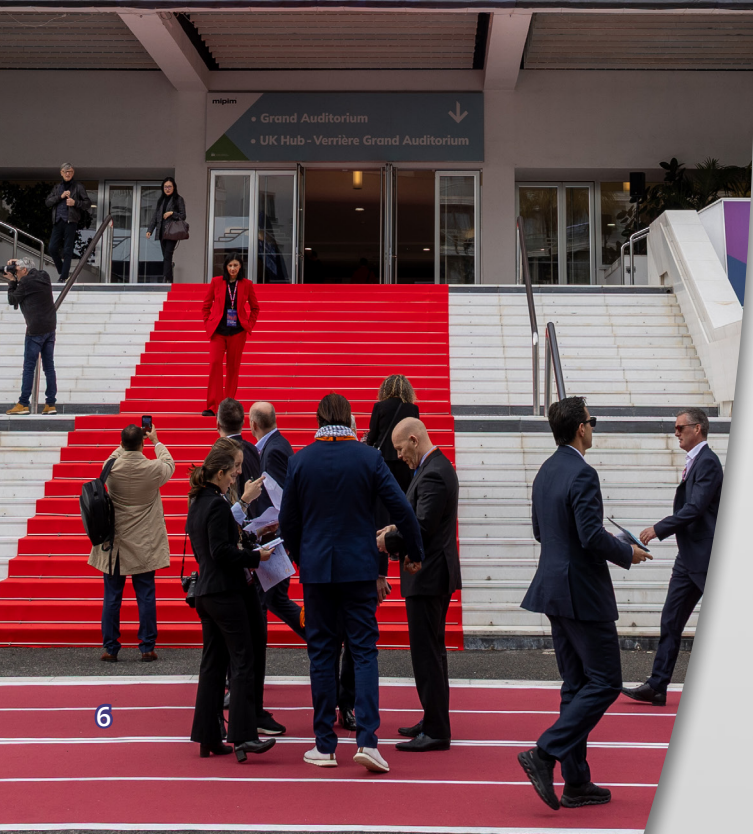
**46K**

Reads of our MIPIM content

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



mipimi



# WHAT'S INCLUDED IN A MIPIIM PASS?

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

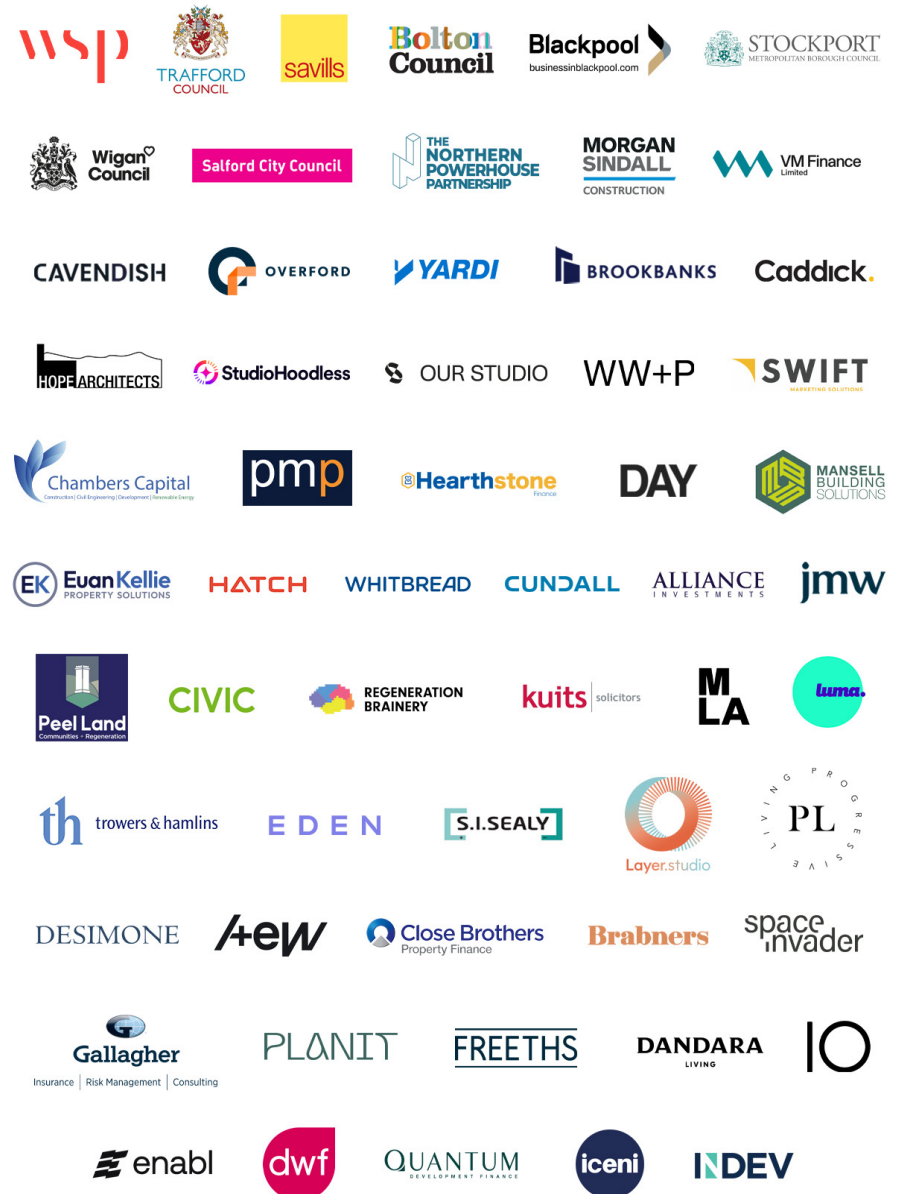
A MIPIIM pass, through *Place Media Group*, includes:

- 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





## PLACE'S 2025 DELEGATION





# OUR PARTNERS SAY IT BEST

We got lots of connections through Place with local authorities. We managed to reinforce a lot of our existing connections, so it was a really good investment.

WSP is trying to grow even further, with big plans for our next strategic cycle, and MIPIM is a part of that.

We will certainly be back as part of the delegation.

**Andy Temple**  
WSP



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

**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 our region will be in supporting the government's growth agenda.

**Tom Ross**  
Trafford Council



I really enjoyed attending MIPIM with *Place* and definitely felt the benefits of being part of the 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 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 SCOTLAND

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 Media Group*  
Our 2026 packages offer...

# UNRIVALLED PROFILE, UNRIVALLED CHOICE, & TOP-FLIGHT ACCESS

Be a part of *Scotland at MIPIM* and promote your organisation at the very highest level, with *Place Media Group*

## OUR PACKAGES

Partner  
£4,950

Partner Pro  
£9,950

Partner Prestige  
£25,000

### Access

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

1

2

4

'How to Do MIPIM Well' training session invitation

1

2

4

Access to several *Place Media Group* sessions on the MIPIM UK Stage



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



### Marketing

Your brand showcased on *Scotland at MIPIM* website



Your brand showcased in MIPIM news updates



Your brand spotlighted in *Scotland at MIPIM* social media partnership announcement



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



**NEW** Inclusion in pre-MIPIM email communications sent to entire *Scotland at MIPIM* delegation



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



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



Your brand showcased in *Scotland at MIPIM* wrap-up video



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



**NEW** Logo inclusion in MIPIM's daily news magazine, distributed to worldwide delegates



A bespoke graphic to promote yourselves as a *Scotland at MIPIM* partner



Mention in *Scotland at MIPIM* post-expo mailer



Dedicated article on your partnership - incl. quotes, images and contact details of your MIPIM team



Written expert comment piece published on *Scotland at MIPIM* website and social channels



Dedicated social media push during MIPIM week highlighting your team



Video vox-pop published on *Scotland at MIPIM* 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





Partner  
£4,950Partner Pro  
£9,950Partner Prestige  
£25,000**NEW** 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

**NEW** Logo inclusion in post-MIPIM Partner Intelligence ReportFull list of the final *Scotland at MIPIM* delegation by name and company

+ Prestige Partnership affords selection from three of the below



- Sponsorship of a *Place North* MIPIM event
- Opportunity to deliver an activation session in the MIPIM UK Hub
- Roundtable filmed at or before MIPIM

- **NEW** Sponsor a MIPIM Investor Breakfast
- **NEW** Half-day hospitality package on the *Place Media Group* boat
- Opportunity to support a Scottish town or city's attendance at MIPIM

## Local authority?

See the next page 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 *Scotland at MIPIM* local authority partner and unlock a powerful package designed for maximum impact

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

### YOU GET ALL OF THIS

#### Support for local authorities offered by MIPIM

- MIPIM passes for your council leader, chief executive, or Mayor
  - Accommodation and local transfers for your council leader or Mayor
  - MIPIM pass for your head of place, if they are your only attending delegate
- \* Subject to approval from RX Global/ MIPIM

#### Access and engagement

- One ticket to our 'How to do MIPIM Well' preparation event in Manchester
- **NEW** Two tickets to our Investor Breakfast event
- Inter-delegation introductions to foster valuable connections
- Introductions, literature dissemination, and key site promotion via the *Scotland at MIPIM* stand
- **NEW** Complimentary use of private meeting space inside the MIPIM UK Hub

#### Speaking opportunities

- Speaking opportunity on a *Scotland 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 on social media
- Your brand featured on our dedicated *Scotland at MIPIM* website
- Regular delegation newsletters to keep you informed
- A personalised *Scotland at MIPIM* graphic to promote your partnership
- Brand inclusion in the printed Wednesday MIPIM news magazine, distributed to worldwide delegates
- Multiple social media posts highlighting your presence at MIPIM
- Logo included in the *Place Media Group* MIPIM wrap-up video
- Your brand showcased in an official global social media push by MIPIM
- Your brand showcased in the official *Scotland at MIPIM* post-event report

### Valuable intelligence & support

- Access to *Place Media Group* 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**







# 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.



## Additional opportunities

### UK Stage session: £10,000

Curated, managed, and promoted by *Place Media Group*

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

Private hire for your party

### Private meeting room access: £100

Behind *Place's* stand in the UK Hub

### Your own dedicated stand: £10,000

Within the MIPIM UK Hub

### 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 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 *Scotland at MIPIM's* website and social media

### Filmed roundtable: £7,500

A documented exchange with a panel of your choosing. Chaired by a *Place Media Group* 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

# SCOTLAND AT MIPIIM

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To discuss MIPIIM opportunities please contact:

**DINO MOUTSOPOULOS**

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## **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.