

# SCOTLAND AT MIPTM

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POWERED BY **Place**

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by mipim<sup>®</sup>





# SCOTLAND ON THE WORLD STAGE

In 2025, *Place Media Group* led the largest 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 to meet 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**

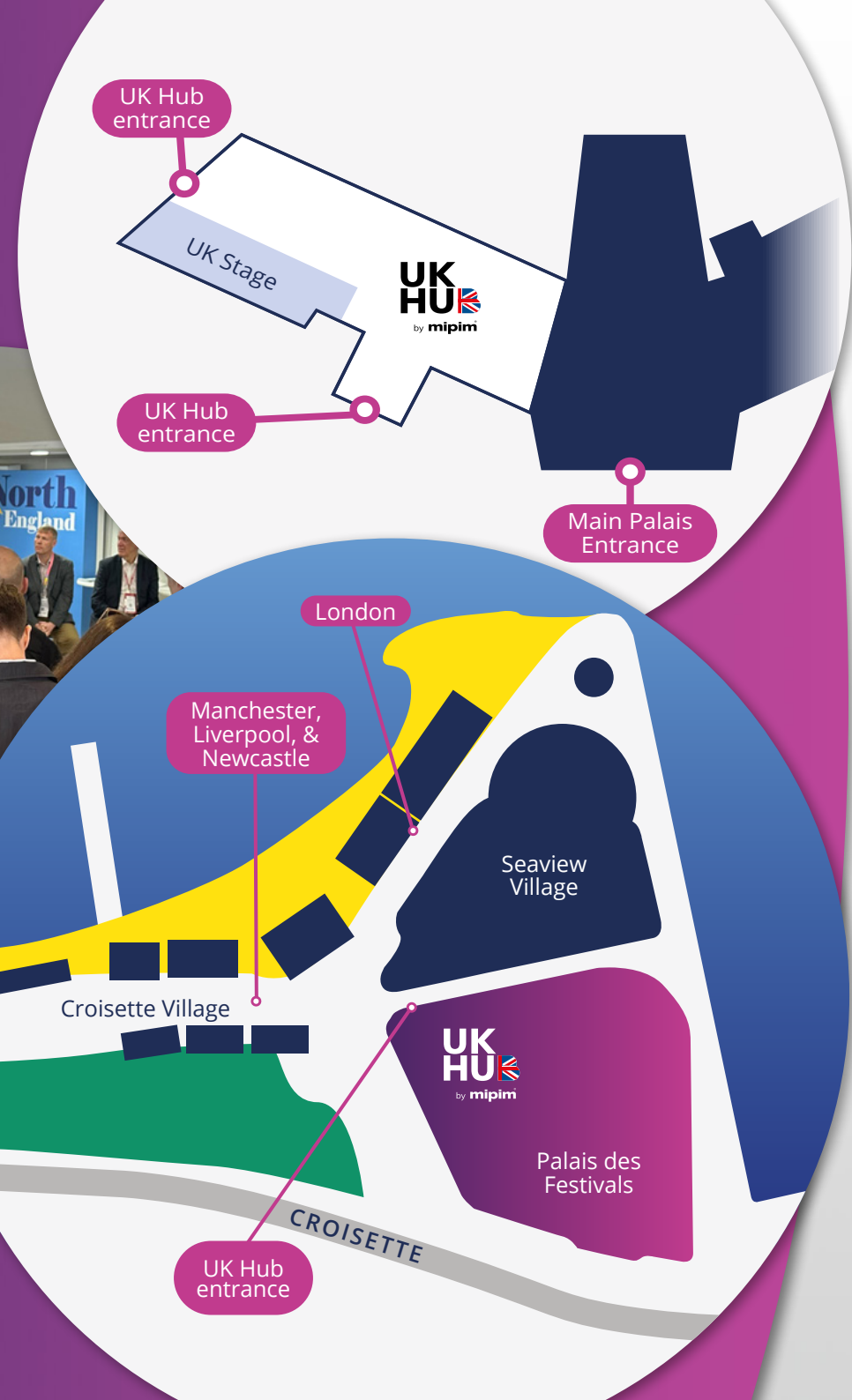
Managing partner, *Place Media Group*



# SHOWCASE TO THE WORLD

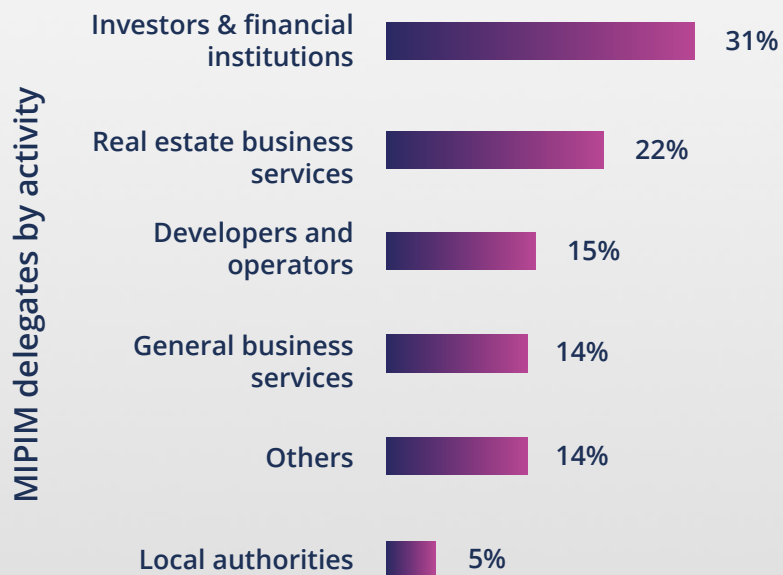
For more than 30 years, MIPIM has been the must-attend conference for the world's property and development industry. The annual exhibition, which takes place in Cannes, brings together the public and private sectors to showcase transformative regeneration projects and deals. It is a place to share best 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 of managed assets in attendance
- UK makes up the second biggest audience after France with 19% of the overall delegation



### PLACE MEDIA GROUP AT MIPIM IN 2025

**58**

Partners

**950**

Event/session attendees

**46K**

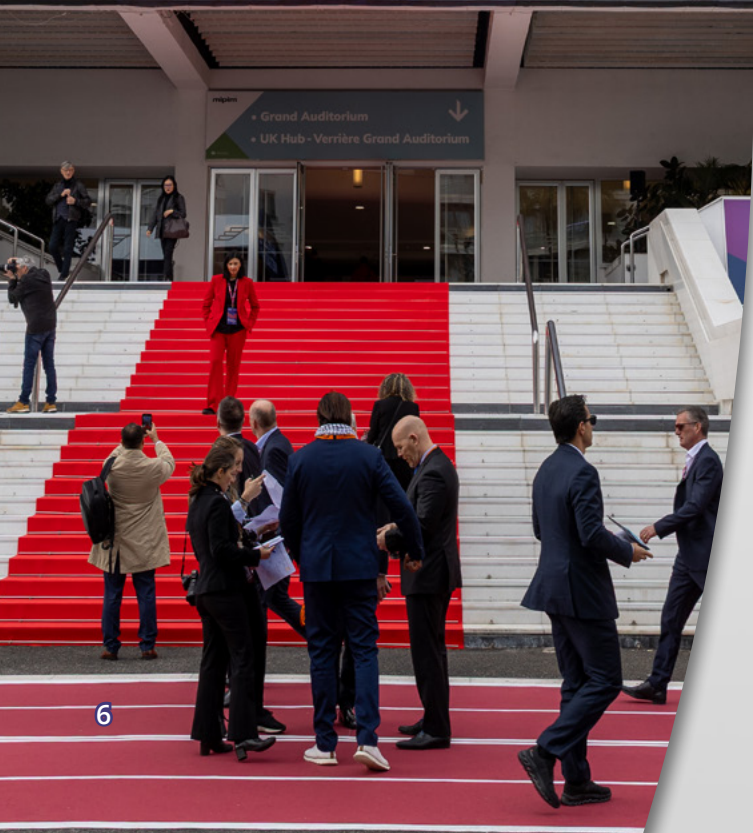
Reads of our MIPIM content

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



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# 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 MIPIIM Awards, 12 March
- Access to HTL Connection, MIPIIM's hotel and leisure events



## OUR FOUNDING SPONSORS



'It's vital we have a presence at MIPIM which enables us to showcase Scotland's incredible investment opportunities to an international audience.

We are well aware of *Place Media Group's* connections, their credibility, and their ability to build partnerships.'

- ISLA JACKSON, CIVIC

'With robust fundamentals and untapped potential, Scotland is perfectly placed to attract global investment, development and occupier interest.'

- JOHANE MURRAY, BRODIES

'Having attended over the last few years, OOBIE has experienced the exciting opportunities MIPIM creates, and the immense platform that *Place Media Group* delivers.'

- EMMA McNICHOLAS, OOBIE



# OUR FOUNDING SPONSORS

This initiative offers a powerful platform to showcase Scotland's opportunities to a global audience, and our team of tax and business advisers are excited to support meaningful collaboration between public and private sector leaders, and inbound investors, to help shape the future of Scottish real estate

**Sean McGinness**  
Saffery



Leveraging Scotland's reputation for innovation and rich architectural heritage, we can maximise this opportunity to attract further investment.

It's evident that investing in architecture and the built environment has the potential to stimulate long-term economic growth in Scotland. Let's harness the power we have when we work together

**Hazel Pearson**  
MLA







Drum Property Group has delivered transformational real estate projects across the country and is proud to sponsor Scotland's presence alongside *Place Media Group*, highlighting the nation's core strengths and showcasing its outstanding regeneration and investment opportunities to an international audience.

**Adam Russell**  
Drum Property Group



PMP joined forces with our property sector colleagues to tap into a global audience of investors and occupiers at MIPIM.

As a founding sponsor of Scotland at MIPIM, we are financially backing Scotland's place on this world stage. It is critical that investment opportunities are showcased and given the platform that Scotland deserves.

**Stewart Rutherford**  
PMP



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

### Access

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

'How to Do MIPIM Well' training session invitation

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

Access to additional specially discounted MIPIM passes - best price guaranteed

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

Access to Scotland at MIPIM Drinks Reception in Cannes

Invitation to the Tuesday Scotland at MIPIM panel session on the MIPIM UK Stage

Invitation to the Thursday Scotland at MIPIM panel session on the MIPIM UK Stage

Access to the Scotland at MIPIM 'Great Minds' session in the Place Media Group Suite

Your brand showcased at the 'Great Minds' session in the Place Media Group Suite

Invitation to our invite-only MIPIM preview event in Edinburgh

### Marketing

Your brand showcased on Scotland at MIPIM website

Your brand showcased in MIPIM news updates

Your brand highlighted in a Scotland at MIPIM social media partnership announcement

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

Inclusion in pre-MIPIM emails sent to Scotland at MIPIM delegation

Access to professional photography at MIPIM for marketing purposes

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

Your brand showcased in Scotland at MIPIM wrap-up video

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

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

Partner  
£4,950

Partner Pro  
£9,950

Partner Prestige  
£25,000

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		Partner £4,950	Partner Pro £9,950	Partner Prestige £25,000
Marketing	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	✗	✗	✓
	Your brand showcased at our Scotland at MIPIM 'Great Minds' session	✓	✓	✓
Business development	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	✓	✓	✓
	Logo inclusion in post-MIPIM Partner Intelligence Report	✓	✓	✓
	Full list of the final Scotland at MIPIM 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 Media Group</i> MIPIM event</li> <li>Opportunity to deliver an activation session in the MIPIM UK Hub</li> <li>Roundtable filmed at or before MIPIM</li> </ul>		<ul style="list-style-type: none"> <li>Sponsor a MIPIM Investor Breakfast</li> <li>Half-day hospitality package on the <i>Place Media Group</i> boat</li> <li>Opportunity to support a Scottish town or city's attendance at MIPIM</li> </ul>	

## 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

All subject to approval from RX Global/ MIPIM

#### Access and engagement

- One ticket to our 'How to do MIPIM Well' preperation event in Manchester
- 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
- Complementary 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 and 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 specifically 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 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

# SCOTLAND AT MIPIM

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## POWERED BY **Place**

To discuss MIPIM opportunities please contact:

**DINO MOUTSOPOULOS**

Managing partner and head of commercial  
sales@placemediagroup.co.uk • 07803 988 112



### **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.