

LIVERPOOL MIPIM 2018-19

ADVANCING THE CITY REGION



INTRODUCTION

The MIPIM steering group, chaired by Deloitte's Sean Beech, has been leading the property sector to MIPIM Cannes and MIPIM UK for five years. It has been instrumental in building relationships between the public and private sector.

MIPIM Cannes is the premier event in the European Real Estate calendar that takes place over 4 days in France in March. MIPIM UK is its domestic counterpart which has been running for 5 years and takes place six months later in October.

2018 sees an opportunity to formalise the involvement of the private sector in MIPIM Cannes and MIPIM UK and build alongside this an ongoing programme of support and engagement. The MIPIM approach doesn't need to be just one week, but instead ongoing activity and communication over 12 months.

This prospectus outlines how we work and how you can work with us to support the sector and develop your business.



THE MIPIM STEERING GROUP

Liverpool at MIPIM is delivered by a private sector steering group which comprises of:

- Sean Beech, Deloitte (Chair)
- Garry Banks, ARUP
- Chris Brown, Marketing Liverpool
- Stephen Cowperthwaite, GVA
- Mark Davies, K2
- Sue Patterson, Kier
- Ian Pollitt, Peel Land and Property (Ports) Ltd
- Colin Sinclair,
Knowledge Quarter Liverpool

The steering group shapes the orientation of Liverpool across MIPIM Cannes and MIPIM UK and directs the key components of the programme. It also offers ongoing support to those organisations that have thoughts or questions throughout the year around property and investment. Project management support is provided by Marketing Liverpool.



WHAT IS MIPIM CANNES ?

CANNES, 12 - 19 MARCH 2019

MIPIM Cannes has become Europe's showcase for major cities, property developments, investment opportunities and international networking.

It has over 2,000 exhibiting companies covering 80 countries with 20,000 individual participants. Over 4,000 of these are investors and 3,000 Chief Executive or Chairman level.

MIPIM Cannes is split into four key areas:

- Exhibition
- Conference
- Networking
- Events

The events that surround MIPIM are the key routes to investment and development opportunities and range from conference sessions to government events, multi European city panels to private showcases and receptions.

LIVERPOOL AT MIPIM CANNES

Liverpool will be attending MIPIM Cannes for the sixth time in 2019. Liverpool's approach focuses on having a tight delegation that forms close relationships with each other and the city region leadership.

THE STAND:

We create a stand that represents both innovation and collaborative working, whilst showcasing the city's key investment opportunities. In 2019 K2 will be working as creative advisers on the design and delivery in association with Marketing Liverpool.

PARTNERSHIP:

Everything we do we do in partnership. We work with our sponsors, partners and key city region partners to deliver a full programme for our delegation and for the city. We also work hard with international cities, the British Property Federation and the Department of International Trade to raise the profile of the city region.

EVENTS:

We deliver a comprehensive programme of events on and off stand to raise the profile of the Liverpool City Region nationally and internationally and provide a full itinerary for our partners. This ranges from Metro Mayor think tank events to on stand "in conversations" and national and international panel sessions across the week. We also encourage and support our partners delivering their own events.



WHAT IS MIPIM UK ?

LONDON OLYMPIA, 17 - 18 OCTOBER 2018

MIPIM UK is the largest and most insightful property event providing the most comprehensive conference programme in the industry. It is the leading property summit for all key stakeholders in UK real estate. It is attended by:

- 3,000 participants
- 300 UK and international investors
- 150 developers
- There are 84 stands representing over 400 exhibitors

LIVERPOOL AT MIPIM UK

Liverpool City Region will be attending MIPIM UK with its own stand in in 2018 building on its presence over the last four years.

Metro Mayor Steve Rotheram and Combined Authority acting Chief Executive Frank Rogers will be in attendance.

We will be delivering a dinner on the 17 October and a breakfast session on the 18 October.

THE MIPIM 12 MONTH APPROACH

The steering group lead the private and public sector to these two events over a 12-month period as well as holding a number of partner events throughout the year and associated events with Downtown. In light of this a more formal consideration to a 12-month programme has been developed.

Whilst companies can still just join the delegation for either MIPIM Cannes or MIPIM UK, greater returns are expected from the 12-month approach.

The steering group are limiting participation of the MIPIM annual approach to 45 partners.

This will provide:

Businesses which sign up for the 12 month programme will be invoiced on a quarterly basis and may pay by monthly standing order.

- An incentive based 12-month joint MIPIM UK / Cannes package
- A full 12-month programme of development, mentoring and support for the private sector
- A full events programme including 3 x partner sessions, a summer social event and a spring breakfast event
- It is hoped that this approach will offer better value for participating businesses who then get to engage with the leadership and private sector regularly over a 12-month period.

PACKAGES

EVENT PACKAGES

MIPIM UK SPONSOR: £3,500

- 1 x delegate pass
- 1 x logo presence on stand
- 1 x place at the Liverpool MIPIM dinner

MIPIM CANNES SPONSOR: £8,500

- 1 x delegate pass
- 1 x logo on stand
- 1 x ticket for all MIPIM Cannes
Liverpool partner events

12 MONTH PACKAGES

MIPIM ASSOCIATE:

£10,000 (Introductory offer)

- Membership of high end networking programme
- Access to steering group for introductions when needed
- Access to MIPIM Project Manager for advice and guidance
- Logo presence for MIPIM UK and Cannes
- 1 x delegate pass for MIPIM UK and Cannes
- Discounted additional passes for both events
- 1 place at all events associated with the above

MIPIM PARTNER: £15,000

- Membership of high end networking programme
- Ongoing liaison with the MIPIM Steering group
- Ongoing liaison with the MIPIM Project Manager
- Partner level logo presence for MIPIM UK and Cannes
- 2 x delegate passes for MIPIM UK and Cannes
- Discounted additional passes for both events
- 2 x places at all events associated with the above

MIPIM SPONSOR: £20,000

- Membership of high end networking programme
- Opportunity to present in at least one of the partner sessions
- Opportunity to have additional logo presence at one of the events in Cannes
- Opportunity to have logo presence at the MIPIM UK Dinner
- Sponsor level logo presence for MIPIM UK and Cannes
- Ongoing liaison with the MIPIM Project Manager
- 3 x delegate passes for MIPIM UK and Cannes
- Discounted additional passes for both events
- 3 x places at all events associated with the above

MIPIM HEADLINE SPONSOR: £30,000

- Leading member of high end networking programme
- Headline sponsor logo on all marketing materials
- Headline sponsor logo on all events at MIPIM UK and Cannes
- Press announcement as headline sponsor
- Dedicated social media activity plan
- Invitation to attend 2 x steering group meetings to offer direct contributions
- Ongoing liaison with the MIPIM Project Manager
- 4 x delegate passes for MIPIM UK and Cannes
- Discounted additional passes for both events
- Places at all events associated with the above as needed

BOOKING FORM

Contact
Name:

Name of
organisation:

Address:

Postcode:

Email:

Website:

Twitter:

Telephone:

Mobile:

Delegate Name:
(If different from above)

Invoice Address:

Postcode:

Vat Registration
Number:

Purchase Order
Number:

Invoice Quarterly Invoice Full Amount

I confirm I am participating in the 'Team Liverpool' approach to MIPIM as outlined in the packages presented. I understand I am responsible for my own travel and accommodation. (Please tick)

MIPIM UK SPONSOR: £3,500 MIPIM CANNES SPONSOR: £8,500

12 MONTH PACKAGES

MIPIM ASSOCIATE: £10,000 MIPIM PARTNER: £15,000

MIPIM SPONSOR: £20,000 MIPIM HEADLINE SPONSOR: £30,000

Print Name

Date:

Signature:

On completion of this form please email it back to: rbamptonaiken@marketingliverpool.co.uk



FOR FURTHER INFORMATION CONTACT:

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