



# **MIPIM 2012**

## ***Partner opportunities***

[businessbirmingham.com/mipim](http://businessbirmingham.com/mipim)

**BIRMINGHAM**  
GLOBALCITYLOCALHEART

# INTRODUCTION

Birmingham's presence at MIPIM 2011 was our most ambitious to date. Using events, targeted research and a dedicated media strategy, Business Birmingham and our partners promoted the city to the world's largest property and development conference, reinforcing the message that Birmingham is a leading business location and an attractive investment partner.

At MIPIM 2012 (6-9 March, Palais des Festivals, Cannes), Birmingham will continue to build on this growing reputation by engaging with potential investors and highlighting the wealth of opportunities available in the city. Birmingham's ability to deliver major infrastructure projects, our strong talent pool and welcoming business community, allied with our ability to work in partnership with investors and developers will be central themes to the city's presence at MIPIM 2012.

As a key stakeholder, you have an important part to play in telling Birmingham's story. You also have an opportunity to align your own business development strategy with that of the city, giving you the chance to showcase your own brand on a global stage. Working in partnership with Birmingham at MIPIM 2012 will give you access to our key assets, our industry knowledge, our experience and of course our global network of potential investors and partners. Joining us as a partner at MIPIM 2012 is an extremely cost effective partnership, opening up marketing opportunities, media coverage and the chance to be part of the Birmingham story.

'Birmingham was at the heart of the action at MIPIM 2011 and must continue to compete long term in the international property market. MIPIM 2012 presents a unique opportunity to benefit from a target market of serious investors as well as the ability to capitalise on immediate development plans to grow the local economy. Our presence at MIPIM will be a partnership project which will support the bottom lines of public and private sector partners.'

**Mike Whitby, Leader  
Birmingham City Council**



To view this document online, please visit [www.businessbirmingham.com/mipim](http://www.businessbirmingham.com/mipim)



# BUSINESS BIRMINGHAM AT MIPIM

Business Birmingham is the city's official inward investment programme, part of Marketing Birmingham's destination marketing strategy.

Business Birmingham aims to position the city and wider region as a leading inward investment location.

The programme aims to create a sustainable pipeline of projects from national and international markets that will convert enquiries into real investment and be responsible for attracting 12,000 new employment opportunities to Birmingham.

Our specialist inward investment team helps potential investors put together a convincing case for setting up business in Birmingham. We aim to help investors benefit from the city's strong enterprise culture, provide a link to establishing or growing a presence in the city and act as the access point to Birmingham's business networks.

**Why MIPIM?** MIPIM is the world's leading real estate event. It brings together influential decision makers and investors, presenting exciting development and investment opportunities.

MIPIM is not only an indicator of global market trends, but also an international marketplace creating dialogue between a variety of real estate professionals, generating new ideas and sealing contracts and partnerships. MIPIM plays an essential part in developing cross-border deals and facilitating investment projects.

MIPIM 2011 demonstrated that the industry is building on the foundations of economic recovery. Market research released during MIPIM from CBRE, Cushman & Wakefield, DTZ and Jones Lang LaSalle, indicated investment growth and diversification in 2011. The 18,000m<sup>2</sup> exhibition showcased major development projects from around the world to an impressive delegate profile:

- over **18,600+** real estate decision-makers (+8% from 2010), representing **6,400** companies and **90** countries (+11% from 2010)
- **4,000** key investors (+6% from 2010), major developers, local authorities and property professionals



# ATTENDANCE AIMS

Business Birmingham works in partnership with the city's business community to firmly communicate the investment effort – demonstrating determination and energy.

## 2012 attendance aims

### Showcase Birmingham's credentials as a city of change

- Manage the city's reputation and influence perceptions
- Increase regional, national and international media coverage of Birmingham
- Profile Birmingham case studies as exemplars of successful regeneration and investment
- Use existing projects and planned projects to demonstrate delivery capability

### Demonstrate Business Birmingham's support network

- Target wider media beyond trade press to enhance the city's credentials as the place to do business
- Demonstrate a team approach to delivery and build business networks

### Generate business enquiries

- Emphasise Birmingham's ability to provide a soft landing for investors
- Generate potential inward investment prospects
- Develop relationships into tangible enquiries that will lead to private sector job creation
- Enhance footfall and engage with delegates through a targeted events programme

'The Marketing Birmingham team was professional and organised throughout the planning and event stages and it was clear in what it wanted to achieve for the city as well as its MIPIM sponsors. Rider Levett Bucknall is reaping the rewards and secured its position on a number of projects. We have already signed up to be in Cannes for 2012.'

**Lance Taylor, Chief Executive  
Rider Levett Bucknall**



# OUR STAND

The Birmingham stand will be positioned in a prominent position in the Palais des Festivals, enabling good visibility and delivery of delegate footfall, as well as acting as a destination point for organised meetings and events.

## MIPIM 2012

The key objective of the stand will be to build on our profile as a global city and to showcase the city's strong investment opportunities.

Presentations, business and media briefings with delegates will take place in a dedicated area which allows face to face meetings in an informal atmosphere. Each day will see a programme of activity designed to showcase Birmingham's exciting plans for the future and the strength of our partnership programme in delivering them.

Partners can use the stand for their own networking activities and events, making the most of its function as a meeting hub. They will be involved in the development of the programme, providing a unique opportunity for engagement and benefits from the outset.

## Marketing and logistics

The service provided by Business Birmingham is one of the reasons to become a partner. From pre-event to post-event planning, the Business Birmingham team manages the stand, co-ordinates activities and ensures that opportunities are maximised. The overall event management and strategies to generate positive coverage for the city will enhance the attendance of all partners.

'Good communication takes thought, careful planning, creativity and attention to detail. The PR co-ordination before, during and after the MIPIM event for Birmingham's partners was energetic and professional throughout.'

**Conrad Jones, Head of Marketing & Communications, Centro**



# MIPIM PARTNERSHIP OPPORTUNITIES

We have two partnership opportunities, each offering a different level of participation and benefits. This will ensure that you gain maximum results from your budget.

## Principal Partner – £15,000

- Enhanced logo representation on the Birmingham stand and digital wall
- Enhanced digital exposure package and brand profile on Birmingham digital wall
- Distribution of your own company literature on stand

### Birmingham events

- Dinner with key stakeholders and partners (one Birmingham delegate + two guests)
- Opportunity to deliver on stand briefings and to engage in off-site breakfasts

### Additional benefits

- Enhanced logo representation on the dedicated MIPIM section on the Business Birmingham website to include editorial and company contact details
- Enhanced logo representation with sponsor comment in post-MIPIM review document
- Two months' online advertising on Business Birmingham website post event
- Targeted E-DM prior to the event with enhanced logo
- Transfer of one A4 box of literature to Cannes
- Delegate registration to include two passes

## Associate Partner – £7,500

- Logo representation on Birmingham stand and digital wall
- Distribution of your own company literature on stand

### Birmingham events

- Dinner with key stakeholders and partners (one Birmingham delegate + one guest)
- Opportunity to attend on stand briefings and off-site breakfasts

### Additional benefits

- Logo representation and company contact details on the dedicated MIPIM section on the Business Birmingham website
- Logo representation in post-MIPIM review document
- One months' online advertising on Business Birmingham website post event
- Targeted E-DM prior to the event with logo
- Transfer of one A4 box of literature to Cannes
- Delegate registration to include one pass



# REGISTRATION FORM

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Social media links: \_\_\_\_\_

Please tick as appropriate.  Principal partner  Associate partner

Please refer to page 6 for a breakdown of the benefits of the partnership level of your choice.

Marketing Birmingham uses your personal information for the following purposes: dealing with enquiries, administration, record keeping and statistical/research purposes.

Personal information may be shared with partnership organisations working on our behalf. We may wish to contact you by telephone or send information by post, fax or email about Marketing Birmingham services that we think may interest you.

I wish to be contacted by Marketing Birmingham with information about services by:  Telephone  Post  Email

Client Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return this form to: **Partnership Sales, Marketing Birmingham, Level 4, Millennium Point, Birmingham B4 7XG** or fax back to **0121 202 5116** for the attention of Richard Poole.



**TERMS AND CONDITIONS**

**1. Terms and Conditions.** 1.1 The following Terms and Conditions govern the basis upon which Marketing Birmingham Limited ("Marketing Birmingham" or "we") make available the "Marketing Opportunities" referred to in this Brochure. 1.2 You hereby agree to be bound by these Terms and Conditions and acknowledge that failure to comply with them could lead to your being excluded from the Marketing Opportunities. **2. Content of Brochure.** We take all reasonable steps to ensure the contents of the Brochure are correct at the time of publishing, but we can make no guarantee as to the contents. In particular stated dates relating to Marketing Opportunities may or be altered or events cancelled. **3. Booking.** Marketing Opportunities will be granted on a "first come, first served" basis. Where a Marketing Opportunity is available we will write to you confirming your successful application (our "Letter of Confirmation"). If fully booked, or otherwise unavailable, we will endeavour to suggest an alternative event or, a different type of entry, or participation for that Marketing Opportunity. However we cannot guarantee such availability. We reserve the right to reject your application at our sole discretion. **4. Payment.** Fees for each Marketing Opportunity are set out in the Brochure. These may be subject to variation in exceptional circumstances. All fees are exclusive of VAT. Applicants will be invoiced for the full fee of the Marketing Opportunity within 30 days of receipt by us of the organisers of the Marketing Opportunity's invoice or 14 days before the Marketing Opportunity is held, whichever is the earlier. **5. Promotional Materials.** Any literature, publicity, advertising copy or other materials promoting or otherwise relating to the Marketing Opportunity for which you are applying (the "Promotional Materials") must be provided to us in suitable formats by the date set out in the Letter of Confirmation. If you fail to meet this deadline, you forfeit the right for these to be incorporated in any publicity. No refund or credit against the fees will be available. Applicants warrant that the Promotional Materials (a) represent a true and fair statement of the services or facilities provided by them; (b) do not breach applicable advertising regulations or codes; (c) are not defamatory; and (d) do not infringe the intellectual property rights of any third party. **6. Changes to Marketing Opportunities and Cancellation.** Any change to change your participation in a Marketing Opportunity must be made in writing. We may, at our sole discretion accommodate such request, subject to you agreeing to meet all associated costs. If you wish to cancel your participation in a Marketing Opportunity at any time, you must inform us in writing. The full price for participation will be payable unless we are able to reallocate the place you have selected. **7. Obligations and Liability.** 7.1 Marketing Birmingham make no warranty as to the suitability of any Marketing Opportunity for any particular purpose or otherwise. We exclude all liability to the extent permitted by law for any cost, claims or losses howsoever caused that arise by reason of your application. Nothing in these terms and conditions excludes or limits our liability for death or personal injury caused by our negligence or for fraudulent misrepresentation. 7.2 For the avoidance of doubt, you acknowledge you are responsible for all other costs incurred as a result of your attendance or participation in a Marketing Opportunity, including transportation, staff costs, meeting relevant health and safety provisions and for the safe keeping of any property associated with such participation. You shall maintain adequate insurance in all such respects. **8. Indemnity.** Applicants indemnify us against: (i) injury to any persons and any loss of or damage to any property caused by your negligence or that of your employees, agents, subcontractors and/or guests or arising out of or in connection with your participation in the Marketing Opportunities; (ii) all costs, expenses, liabilities, damages incurred as a result of a claim of infringement of the intellectual property rights of a third party in respect of the Promotional Materials. **9. Intellectual Property.** All intellectual property rights owned by or licensed to Marketing Birmingham or the organiser of a Marketing Opportunity shall remain the property of that party and nothing in these Terms and Conditions shall grant or be deemed to grant any license of such intellectual property rights to an applicant. **10. Severance.** If at any time one or more provisions contained in these Terms and Conditions is or becomes invalid, illegal or unenforceable in any respect this shall not affect the validity, legality or enforceability of the remaining provisions which shall remain in force and effect. **11. Jurisdiction.** These Terms and Conditions are governed by the Laws of England and Wales and any disputes arising under or in connection with them will be subject to the exclusive jurisdiction of the English Courts.

“The Marketing Birmingham team provided clear and enthusiastic leadership for Birmingham’s presence at MIPIM and, as one of the supporters, helped ensure we felt our involvement was a success.”

**Andrew Geldard, Head of Communications at Willmott Dixon**



To discuss partnership opportunities and your specific requirements, please contact:

**Richard Poole** Head of Business Development on 0121 202 5025 email: [richard.poole@marketingbirmingham.com](mailto:richard.poole@marketingbirmingham.com)

**Anthony Bisseker** Business Development Manager on 0121 202 5074 email: [anthony.bisseker@marketingbirmingham.com](mailto:anthony.bisseker@marketingbirmingham.com)

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