SCOTLAND

Team Scotland
MIPIM 2027

Partnership & Sponsorship Opportunities

Championing Development • Boosting the Economy • Investing in our Future

In partnership with Real Estate: Scotland

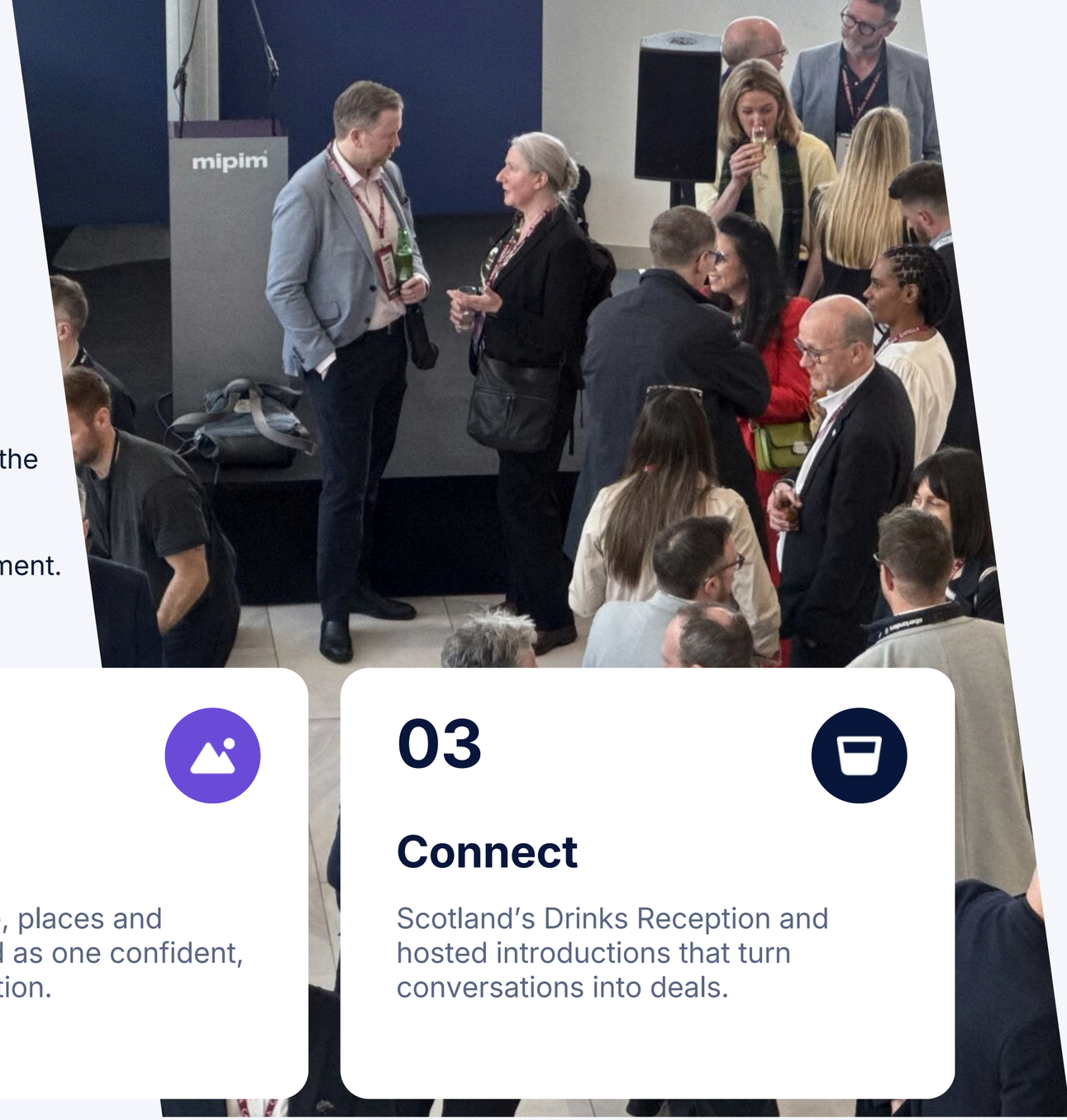
Scottish Government logo here

THE CAMPAIGN

One team. One voice.

Team Scotland brings the country’s property community to MIPIM as one delegation: one Scottish presence, one shared agenda, and a room full of the investors, developers and city leaders who decide what gets built next.

Delivered by Real Estate Scotland in partnership with the Scottish Government.



01

Convene

Team Scotland panel sessions on the UK Stage, putting Scotland’s story in front of a global audience.

02

Showcase

Scotland’s pipeline, places and partners presented as one confident, investable proposition.

03

Connect

Scotland’s Drinks Reception and hosted introductions that turn conversations into deals.

ABOUT THE PARTNERSHIP

Team Scotland

Team Scotland is a new partnership between the Scottish Government and Scotland’s real estate industry, led by Real Estate:Scotland, to present Scotland to global investors with one voice.

REAL ESTATE:SCOTLAND

The industry’s voice

The voice of Scotland’s real estate industry, which accounts for 1 in 13 jobs. Part of the Real Estate:UK group, working with policymakers and partners to shape Scotland’s built environment. Leads and delivers Team Scotland, bringing the industry together.

SCOTTISH GOVERNMENT

Backing Scotland’s pitch

Supports the partnership as part of its wider drive to attract private investment for economic growth. Brings government to the table alongside local authorities and industry.

Team Scotland carries Scotland’s national brand.

TOGETHER

What it sets out to do

- Promote Scotland as a place to invest
- Connect investors directly with government, local authorities and industry leaders
- Showcase Scotland’s investable projects
- Build relationships that last beyond MIPIM

The world’s property market, in four days

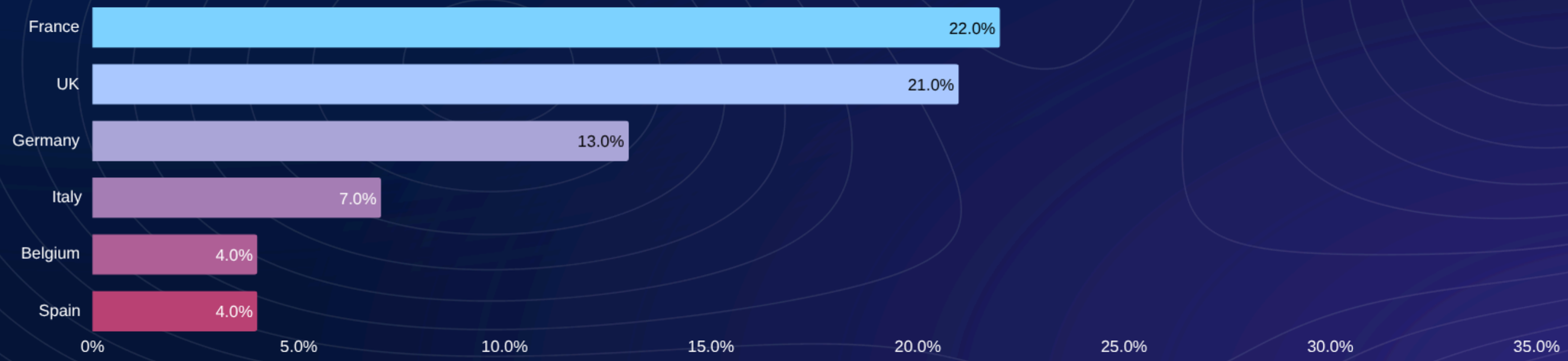
20,000+
participants from 90 countries

€4tn
in assets managed by the investors attending

21%
of delegates from the UK, the largest audience after France

Who you’ll meet

Top countries attending based on delegation size · based on recent editions



WHO IT'S FOR

Open to all of Scotland's property sector

Team Scotland is a collective of companies championing Scotland at the world's most important real estate event. The invitation is open to every Scottish property business that wants to join.

- **Developers & operators**
- **Investors & funders**
- **Architects & designers**
- **Legal, tax & advisory**
- **Agents & consultants**
- **Local authorities & public bodies**

THE OFFER

Two ways to join Team Scotland

TIER ONE

Partner

£6,000

- Two MIPIM passes included
- Your logo as a Team Scotland Partner on our website, social and print
- Opportunity to take part in Team Scotland panel sessions (subject to editorial selection)
- Invitation to Scotland's Drinks Reception and Road to MIPIM events
- Help shape the Team Scotland programme in Cannes
- Featured in Team Scotland content and media coverage

TIER TWO

Team Scotland Delegate

£1,750

per individual pass

- Full MIPIM 2027 pass
- Travel as part of the Team Scotland delegation
- Listed in the Team Scotland delegate directory on our website
- Year-round MIPIM networking platform

Want more visibility? Ask about bespoke options beyond £6,000.

All Partners and Delegates agree to take part in a short post-MIPIM evaluation.

What your partnership includes

01

Two MIPIM passes

Full delegate access for two of your team across the week in Cannes.

02

Road to MIPIM events

Invitations to Team Scotland briefings and events, so your team arrives ready.

07

Partner branding

Your logo as a Team Scotland Partner on our website, social and print.

04

UK Stage panels

Opportunity to take part in Team Scotland panel sessions, subject to editorial selection.

05

Shape the programme

Help shape Team Scotland’s agenda and activity in Cannes.

07

Scotland’s Drinks Reception

An invitation for your team to Scotland’s Drinks Reception in Cannes.

Take the stage for Scotland

- Possibility to present or sit on a panel, at the discretion of the editorial team
- Team Scotland Partner branding on session slides
- Team Scotland Partners acknowledged from the stage
- Mentions in social media posts throughout the event
- Facilitated introductions to speakers and attendees
- Team Scotland sessions promoted in MIPIM’s official programme

YOUR VISIBILITY

Before, during and after MIPIM

1

Before

Building the buzz

- Branding on promotional editorial articles and mailshots
- Branding on our events calendar, seen by 2000+ property professionals a month
- Branded listing in the events bulletin to 14,000+ members all over UK
- Social media announcements of your sponsorship

2

During

In the room in Cannes

- Possibility to present or sit on a panel (at editorial discretion)
- Branding on slides and print material at the event
- Mentions in social media posts during the event
- In-person introductions to pre-selected speakers and attendees

3

After

Keeping the momentum

- Branding in the event write-up on our LinkedIn
- Event photography and video on our LinkedIn page, and for your own marketing
- Social round-up mentions, archived write-up and online analytics

Your story, told across every channel

8

content and media touchpoints for every Partner

With our media partner (to be confirmed)

Your team on camera

A video comment piece, edited and published: one per partner

LinkedIn campaign

Branded announcements and pushes before, during and after

Launch article

Published with your quote, images and contact details

MIPIM-week coverage

Team Scotland features in MIPIM-week media, where available

Event write-up

Branding in the official write-up of the week

Official photography

A copy of the official photography for your own marketing

Session data capture

Details of the delegates who attend your sessions

Online coverage

Your brand aligned with our online Team Scotland coverage

ALREADY ON TEAM SCOTLAND

Public and private, working together

These businesses have already joined Team Scotland for MIPIM 2027, alongside Real Estate:Scotland and the Scottish Government.

ROBERTSON

MLA Architecture Interior Design Consultancy

pmp

Saffery

invest Glasgow

Invest in DUNDEE

You can have your logo on the list

Join Scotland's delegation to MIPIM 2027 as a Partner and stand alongside the businesses leading it.

Become a Partner

SCOTLAND *in partnership with* Real Estate: Scotland

Scottish Government logo here

TEAM SCOTLAND · MIPIM 2027

Join Team Scotland

Secure your place in Scotland’s delegation to MIPIM 2027.

For more information contact us on scotland@realestateuk.org