



Special Paris Edition

Hippodrome ParisLongchamp

Sept. 8/9, 2021

PRODUCT CATALOG

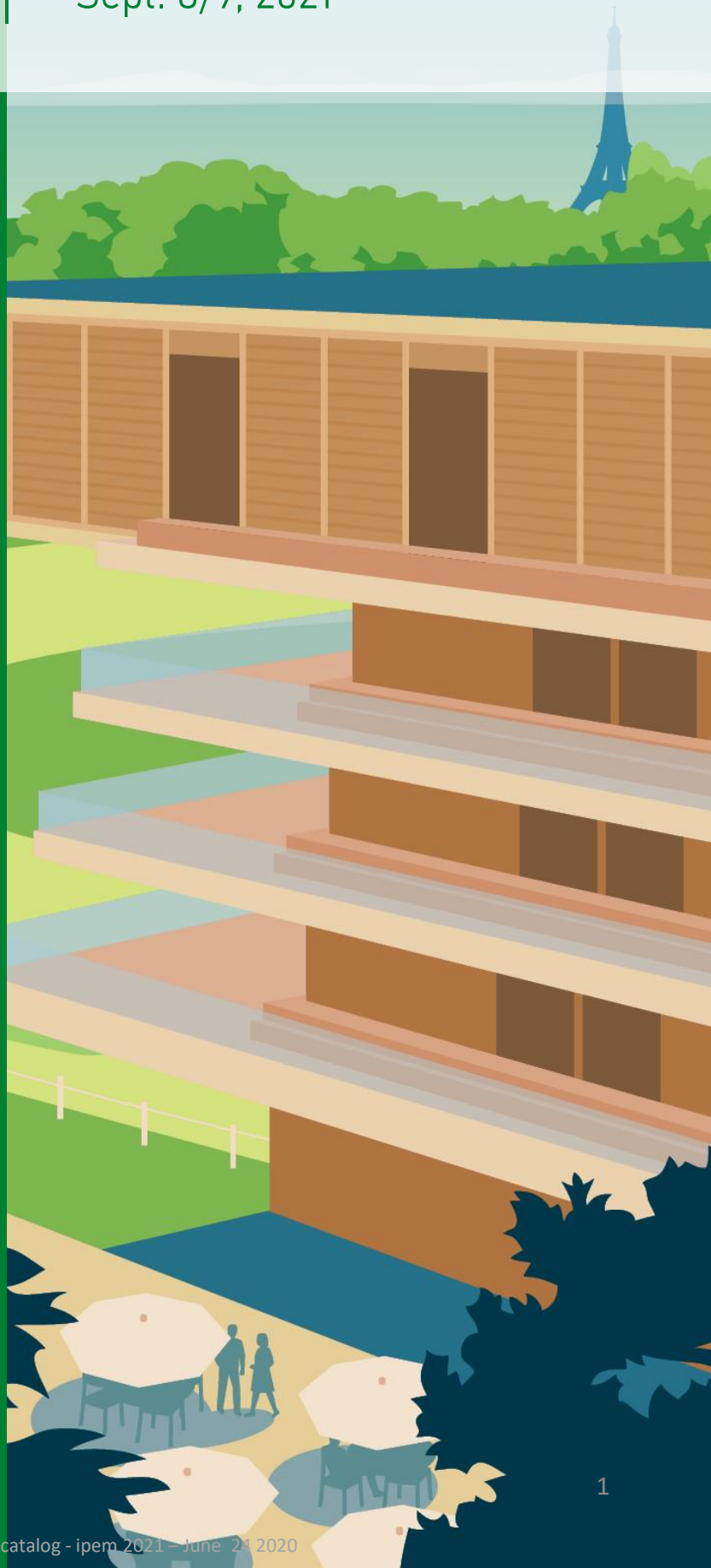


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HOME PAGE LEADERBOARD

The screenshot shows the IPEM website home page. At the top, there is a blue banner with the text "YOUR AD HERE". Below this, the IPEM logo is displayed on the left, followed by the event details: "Feb. 2/3/4 2021 PALAIS DES FESTIVALS Cannes - France - 6th edition". A navigation menu includes "Participate", "Who's coming?", "Program", "Practical info", "News", and "Contact". The main content area features a large red banner with the text "The Greatest Private Capital Event Cannes, France February 2/3/4 2021". Below this banner are two red buttons: "Participate" and "LP Package". At the bottom, a red bar displays statistics: 3,200 Delegates, 50 Countries, 480 LPs, 450 GPs, 400 Advisors, and 55 Media &.

Objectives

Place your brand top and center, on the IPEM website! Be seen more than 100,000 times by people within the industry.

Format

Dimensions : 728x90
Size of file : 25 KB
Format: jpg, jpeg, png, gif
Animation Length: Under 30 seconds

Details

- Duration: 4 months
- Rotative ad
- Maximum of 3 ads
- All pages of IPEM website, excluding MyIPEM

Audience

Total traffic : More than 100 000+ page views
The home page represents 45% of the IPEM website traffic.

Price

1,500 € excl. VAT

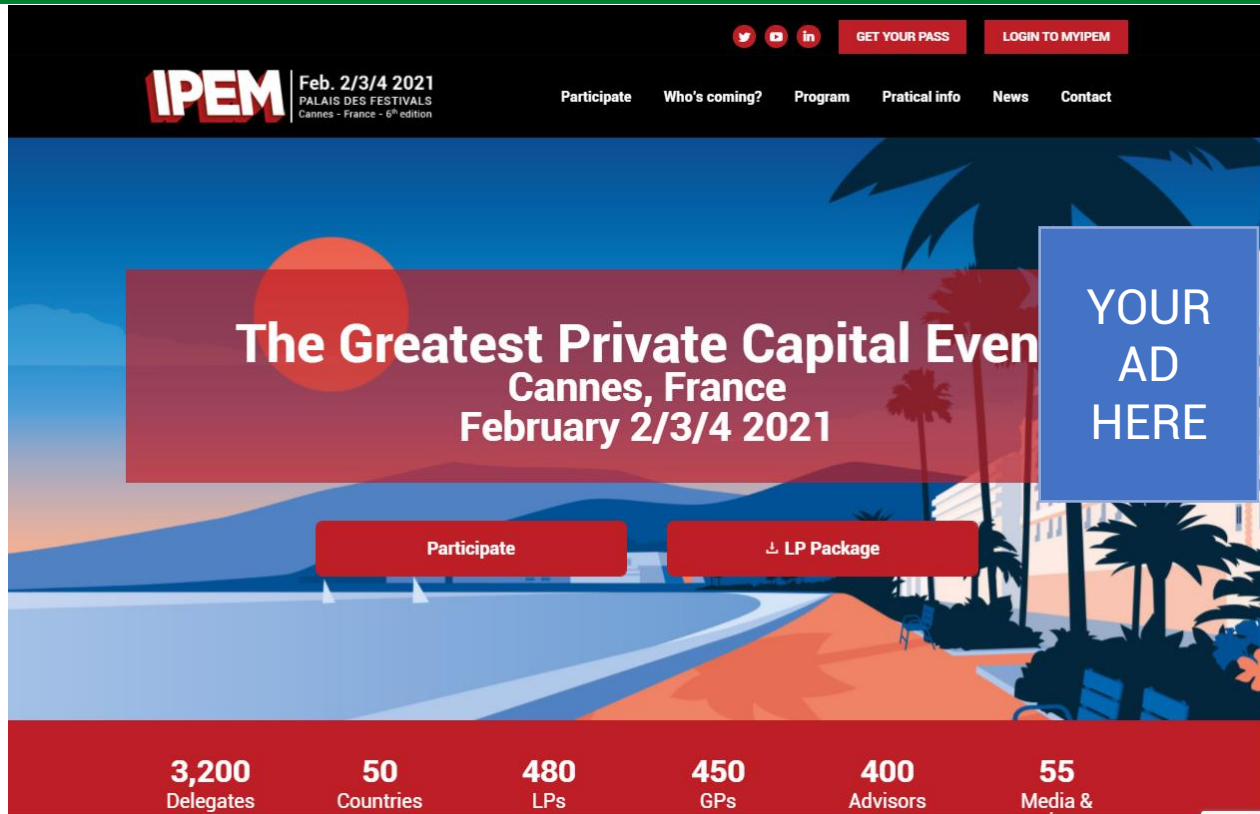
DIGITAL ADVERTISING

July 6/7/8 2021
PALAIS DES FESTIVALS
Cannes - France - 6th edition

IPEM

HOME PAGE SIDE BANNER

DIGITAL ADVERTISING



Objectives

Locate your ad centerstage on the IPEM website! Be seen more by key people from the industry. This product works great with a meeting booth, let them know where to find you on-site!

Format

Square Banner
Format: jpg, jpeg, png, gif
Animation Length: Under 30 seconds

Details

Duration: 3 months
Exclusive visibility
Max 4 ads

Audience

Total traffic : More than 100 000+ page views
The home page represents 45% of the IPEM website traffic.

Price

1,000 € excl. VAT

July 6/7/8 2021
PALAIS DES FESTIVALS
Cannes - France - 6th edition

IPEM

BANNER ON DAILY IPEM NEWSLETTER



**IPEM 2021 program is now released:
100 top speakers already confirmed!**

468x60

We are absolutely thrilled to release today the IPEM 2021 agenda ([download it here](#)) and a first lineup of 100 international speakers that will take the stage in Cannes next 2/3/4 February.

As of today, 500 companies / 180 GPs / 190 LPs are registered ([download the list of confirmed participants](#)). Please do not hesitate to reach out to us at contact@ipem-market.com if you would like to join IPEM 2021 or to learn more about it.

(Please view [our communication regarding our contingency plan](#) and our commitment to hold a physical event in 2021)

IPEM 2021 top themes :

Objectives

Spread the word to all IPEM attendees during the congress. Advertise your brand, promote your participation, and link to your website. This product is great for special offerings to participants or to showcase new products/services.

Format

Dimension : 468x60

File size : 25 KB

Format: jpg, jpeg, png, gif

Link to the website of your choice on banner

Details

Static banner

*Exclusive – Sole sponsor
(per daily newsletter – 3 total)

Sent during IPEM 2021

Audience

Sent to 42.000+ industry professionals

Including attendees

Price

Per newsletter :
2,000€ excl. VAT

DIGITAL ADVERTISING

July 6/7/8 2021
PALAIS DES FESTIVALS
Cannes - France - 6th edition

IPEM

* Sole sponsor on Newsletter

EXCLUSIVE PRE-IPEM NEWSLETTER



**IPEM 2021 program is now released:
Top speakers already confirmed!**

IPEM friends,

We are absolutely thrilled to release today the IPEM 2021 agenda ([download it here](#)) and a first lineup of 100 international speakers that will take the stage in Cannes next 2/3/4 February.

As of today, 500 companies / 180 GPs / 190 LPs are registered ([download the list of confirmed participants](#)). Please do not hesitate to reach out to us at contact@ipem-market.com if you would like to join IPEM 2021 or to learn more about it.

(Please view [our communication regarding our contingency plan](#) and our commitment to hold a physical event in 2021)

IPEM 2021 top themes

Objectives

Spread the word to all IPEM attendees before the congress. Make a special offer to participants, let them know your meeting space number or where to find you, promote your event during IPEM 2021! The possibilities are limitless.

Format

Provide content to be included within the newsletter. An image, text and link. Size and position within newsletter to be determined with the IPEM Marketing Department

Details

- *Exclusive Sole sponsor
- Sent before IPEM 2021
- Date TBD between sponsor and Marketing Department
- Content provided by Sponsor

Audience

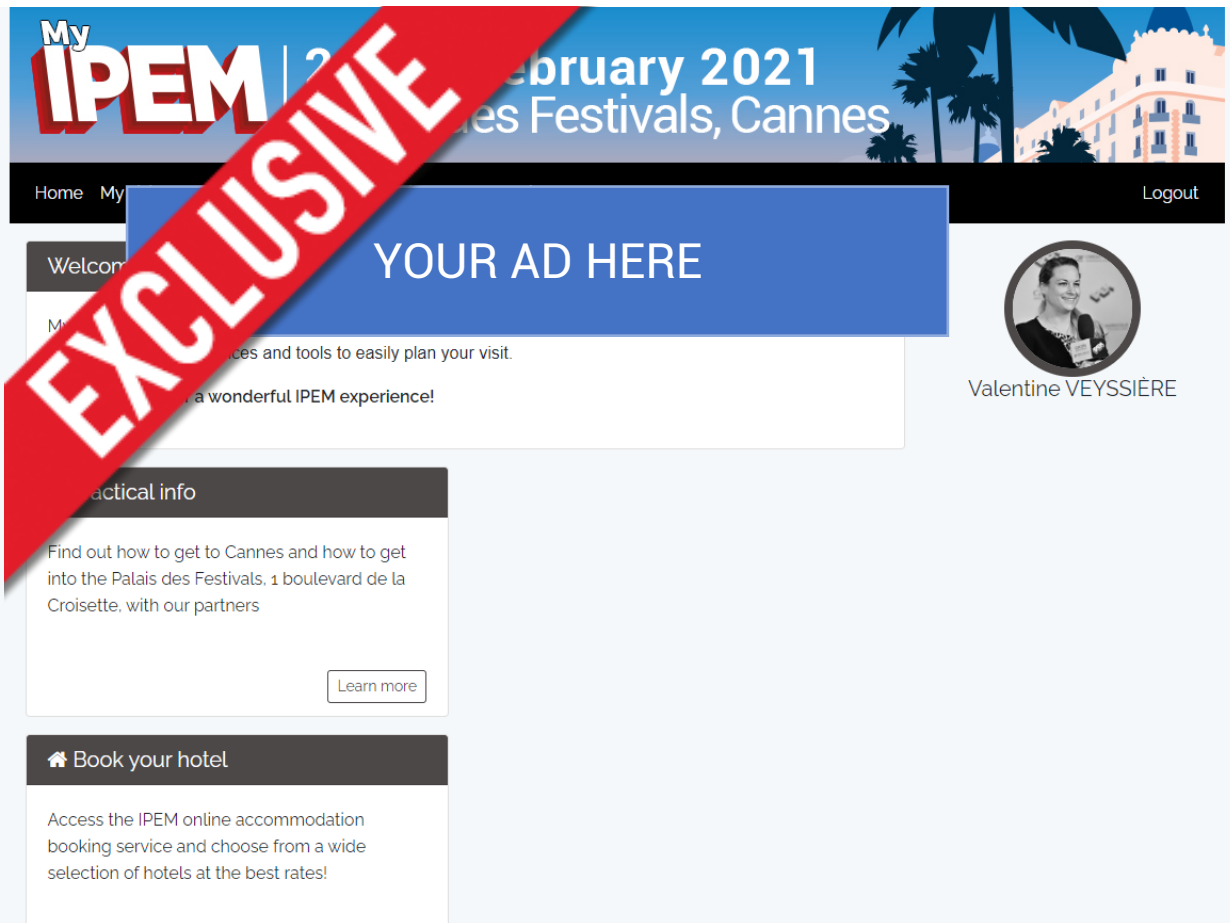
Sent 2000+ IPEM 2021 participants and users of MyIPEM platform

Price

Per newsletter :
3,000€ excl. VAT

MyIPEM WEBSITE BANNER

MyIPEM PLATFORM



Objectives

This is the year to « be online ». MyIPEM has gone over renovations to be even better! With special features helping match GPs and LPs, it's the place to be!

Don' forget, your potential clients can find you directly through the attendee list.

Format

Dimensions : 600X120

Size of file : 25 KB

Format: jpg, jpeg, png, gif

Details

Static ad

Exclusive – sole sponsor

Duration 4 months

Displayed on all pages + connect « MyIPEM »

Audience

- 2,000+ IPEM participants
- All attendees connect for their vouchers, set up meetings, network and book hotels.

Price

3,000 € excl. VAT

* Prime product with sole sponsor

PROGRAM AD

Objectives

The IPEM Program/Floorplan is provided to each attendee upon their arrival. It is a valuable resource and guide, which includes:

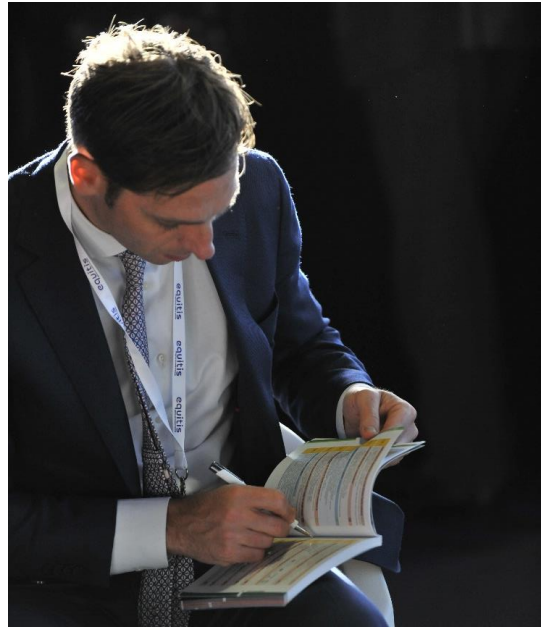
- Detailed program of conferences
- Exhibitor list
- Participating company list in alphabetical order



Format

Full page A5
Format: W 148,5 x H 210 mm
+ 5 mm
PDF HD
300 DPI minimum
4 colors CMYK

* Prime product with sole sponsor



Details

- One page ad
- Most demanded document
- Sole sponsorship

Audience

Distribution on-site to
2 000+ participants
Available for participants to
take back to their office
with them.

Price

6,000 €

PRINTED ADVERTISING

July 6/7/8 2021
PALAIS DES FESTIVALS
Cannes - France - 6th edition

IPEM

ON-SITE ADVERTISING

IPEM OFFICIAL LANYARDS*



Description

Lanyards are provided to each attendee along with their badge upon arrival. Badges must be worn around their neck at all times within the venue during IPEM.

- Lanyards are provided by sponsor
- Sole SponsorSHIP

Price

7,000 € (excl. VAT)

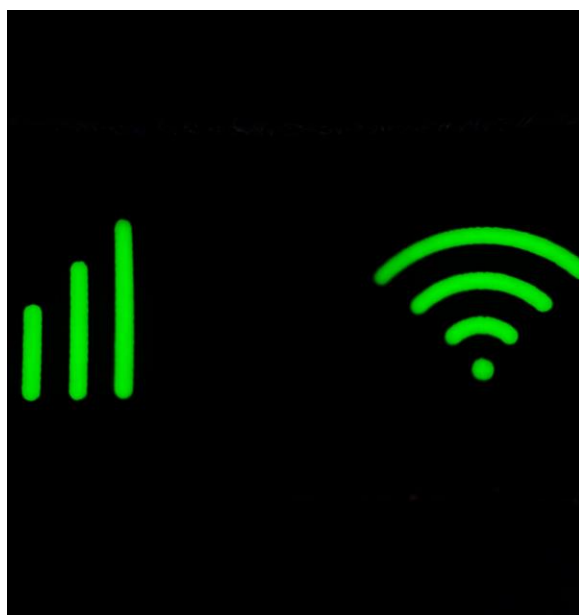
WIFI SPONSOR*

Description

- Courtesy WIFI is provided to all IPEM attendees on cards with the access codes, your logo and booth number (if applicable).
- Your logo will be on everyone's screen on the WIFI connection page

Price

6,000 € (excl. VAT)



ON-SITE ADVERTISING

CONGRESS BAGS*



Description

Attendees need something to carry their notes, agenda, the IPEM program, goodies, etc... Be on everyone's shoulder (and mind) by sponsoring the official tote bag.

- Your logo on the bag (2 colors max)
- Bags provided by IPEM
- Sponsor may add A4 flyer in bag

Price

12,000 € (excl. VAT)

CHARGING STATION*

Description

Whether it be to call the office, schedule meetings or call a colleague, IPEM attendees are always on their phones..

Be their rescuer and help them charge back up!

- Charging station installed by IPEM with Sponsor logo and ad
- Mention in Pocket Guide and Directory
- Sole Sponsor



Price

15,000 € (excl. VAT)

* Exclusive Sole Sponsorship

IPEM 2021 GARDEN PARTY*



Description

The Garden Party at Longchamp is open to all participants on the first night. Great weather, cocktails and venue, what more could you ask for? The night will be memorable and so will your brand.

Details

Date: September 8, 2021
Time: 6pm to 8pm
Exclusive sole sponsorship
Location: Jardin de l'Amphithéâtre
Number: 1000 pax
Type of food: Finger Food
Type of Drink: Champagne, Wine, Beer & Soft
Followed by the DJ After Party



Price

10,000 € (excl. VAT)

* Exclusive Sole Sponsorship

Included

- Signage: brochures display on the lounge during the cocktail
- Screens: logos, video
- Printed: program/ floorplan
- Online: Program / emailing / Social Media / app
- Emails to all participants
- Event photos
- Customized projects (ex. special branded cocktail bar) are possible with previous written approval from IPEM and the venue

IPEM 2021 CLOSING COCKTAIL*



Description

Considered the most anticipated event of IPEM 2021, the Closing Cocktail is a mixture of great cocktails and a night at the horse races.

Details

- Date: September 9, 2021
- Sole Sponsor
- Location: Plache Pavillon Suresnes
- Client may provide branded napkins, glasses, brochures, goodies (with previous approval from IPEM secretariat)



Included

- Signage and visibility on site
- Printed: Program
- Online: Program/ App/ Emailing/ Social Media
- Emails to participants
- Event photos
- Personalized projects possible, with approval from IPEM



Price

10,000 € (excl. VAT)



* Exclusive Sole Sponsorship

EVENTS

September 8&9,
Longchamp, Paris

IPEM

IPEM 2021 NEW MANAGER COCKTAIL



Description

First-time funds are at the heart and soul of IPEM. This event has a special focus on first time funds and LPs. It will be the ideal moment to network.

Details

- Date: September 9, 2021
- Time: 12:00 to 2:00pm
- Max 3 sponsors
- Location: Salon Treve, with a beautiful view of the track and private access to the stands.

(Client may provide branded napkins, glasses, brochures, goodies (with previous approval from IPEM secretariat)



Included

- Canapes
 - Wine and soft drinks
 - Signage and visibility on site
 - Printed: Program
 - Online: Program/ App/ Emailing/ Social Media
 - Emails to participants
 - Event photos
- (Personalized projects possible, with approval from IPEM)



Price

5,000 € (excl. VAT)



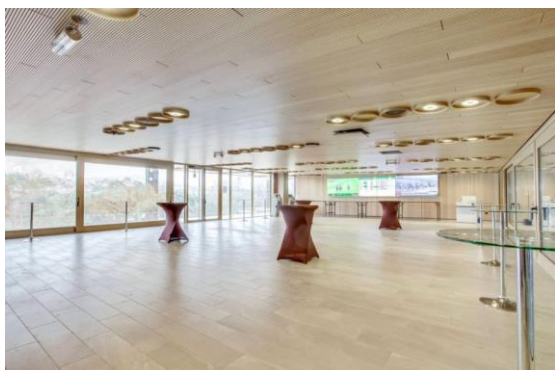
PRIVATE SOIREE

(first night only)



Salon Montjeu 230 sqm

 120  300



Salon Seabird 230 sqm

 120  310



Salon Trêve 165 sqm

 160  210

Details

- Privatization of Soiree
Spaces available on
September 8, only from 6pm
to 11pm
- Online: IPEM website /
Emailing on IPEM Area &
Events

Food & drinks are additional and
must be ordered directly from
the list of caterers approved by
the venue (Saint Clair, Té
Traiteur, Executive Traiteur,
Dalloyau)

Location

3 spaces 'salon'
All within Longchamp Hippodrome

Pricing

10,000 € (excl. VAT)

DIGITAL MEET-UP *

EVENTS

September 8&9,
Longchamp, Paris

IPEM



Details

- Maximum of 20 attendees
- All attendees are invited by IPEM
- Sponsor may suggest companies to participate
- Date and time are decided by IPEM depending on event calendar
- Session is planned with the sponsor and speakers
- Sole sponsorship
- Program
 - Sponsor moderator session
 - 5-minute intro IPEM
 - 20 minutes of a presentation of a topic by expert speakers
 - Followed by 35-minute open discussion between participants

Description

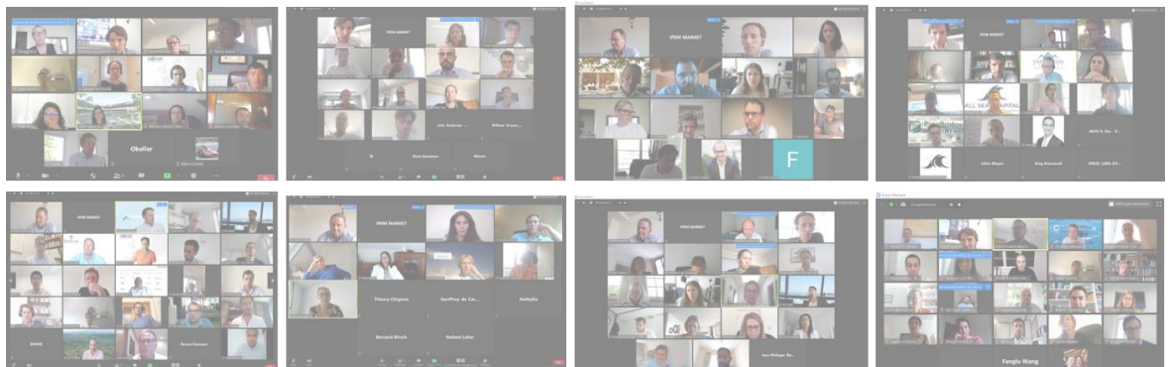
NOT ANOTHER WEBINAR! This completely digital session is an interactive and participative Zoom call involving around 20 participants (LP and GPs) interested in a particular subject within the industry.

Included

- Moderating role
- Possibility to invite GPs/LPs (upon validation)
- Visibility on all digital materials before and during the event (dedicated website, emailings / invitations and social media)
- Access to the list and contacts of all participants in all Meetups

Price

5,000 € (excl. VAT)



*Product completely online

SUITE FULL DAY

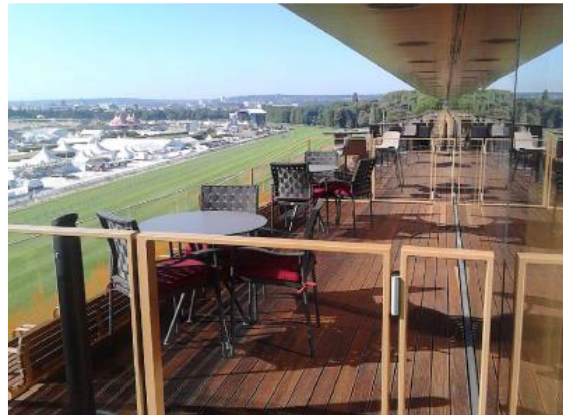
Details

- Private 30 sqm meeting room
- Balcony
- Passes to IPEM 2021 not included
- Schedule: 9:00AM to 6:00PM
- Client may use branding with previous approval from IPEM secretariat)
- Furniture depends on room, two types of format:
 - Living room
 - Meeting room
- Client must be exhibitor (Garden-view, Prestige, Grand Prestige) to book a Suite.



Location

- 4th floor
- Hippodrome de Longchamp
- Overlooking racetrack and Paris/ Bois de Boulogne



Pricing

5,000€ (excl. VAT)



AREAS

July 6/7/8 2021
PALAIS DES FESTIVALS
Cannes - France - 6th edition

IPEM

SUITE HALF DAY

Details

Private 30 sqm meeting room

Balcony

Passes to IPEM 2021 not included

Schedule:

- Morning: 9AM to 3 PM
- Afternoon: 3PM to 11PM

Client may use branding with previous approval from IPEM secretariat)

Furniture depends on room, two types of format:

- Living room
- Meeting room

Client must be exhibitor (Garden-view, Prestige, Grand Prestige) to book a Suite



Location

- 4th floor
- Hippodrome de Longchamp
- Overlooking racetrack and Paris/ Bois de Boulogne

Pricing

3,000€ (excl. VAT)



SURESNES LOUNGE

Details

- Exclusive Sponsorship
- *Signage: Visibility on-site/ Stickers / tent cards / Kakemono
- Screens: Logos / Videos
- Printed: Program and Floorplan / pocket guide
- Online: Emailing Areas and Events/ Program/ App
- Catering 3 days
- Additional*: Photos

*Client may provide promotional material on the lounge such as brochures and goodies

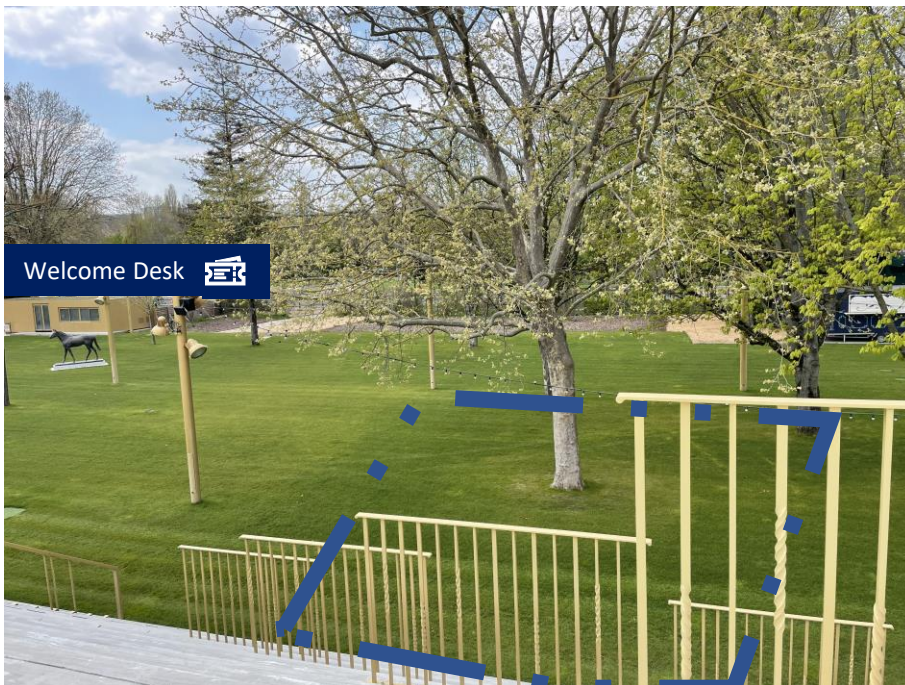
Pricing

10,000 € (excl. VAT)



Location

Level 0 - around 140 meeting booths/ 1 conference room
Half inside, half outside/
Facing the main entrance.



AMPHITHEATRE LOUNGE

Details

- Exclusive Sponsorship
- *Signage: Visibility on-site/ Stickers / tent cards / Kakemono
- Screens: Logos / Videos
- Printed: Program and Floorplan / pocket guide
- Online: Emailing Areas and Events/ Program/ App
- Catering 3 days
- Additional*: Photos

*Client may provide promotional material on the lounge such as brochures and goodies



Pricing

10,000 € (excl. VAT)

Location

Level 0 - around 140 meeting booths/ 1 conference room
Next to the entrance and Welcome Desk



PANORAMA LOUNGE

Details

- Exclusive Sponsorship
- *Signage: Visibility on-site/ Stickers / tent cards / Kakemono
- Screens: Logos / Videos
- Printed: Program and Floorplan / pocket guide
- Online: Emailing Areas and Events/ Program/ App
- Catering 3 days
- Additional*: Photos

*Client may provide promotional material on the lounge such as brochures and goodies



Location

On level 4, the Panorama Lounge has the greatest view of the venue.

Take in the sun, watch the race, and feel like you are floating over Paris.



Pricing

10,000 € (excl. VAT)

AREAS

July 6/7/8 2021
PALAIS DES FESTIVALS
Cannes - France - 6th edition

IPEM

BRASSERIE

AREAS



Description

Chic, delicious and with a view. The Brasserie Longchamp is iconic and renowned. It's the perfect place to invite clients and have meetings.

Location

Level 0 – Main Entrance
Sole official restaurant of ParisLongchamp
View of the paddock

Pricing

8,000 € (excl. VAT)

Details

- Exclusive Sponsorship
 - Signage: On-site visibility/ Stickers / Tent cards / Bar / Kakemono
 - Table reserved for your company
 - Printed: Program/ Floorplan
 - Online: IPEM website / Emailing on IPEM Area & Events
 - Additional*: Photos
- *Client may provide promotional material on the lounge such as brochures and goodies



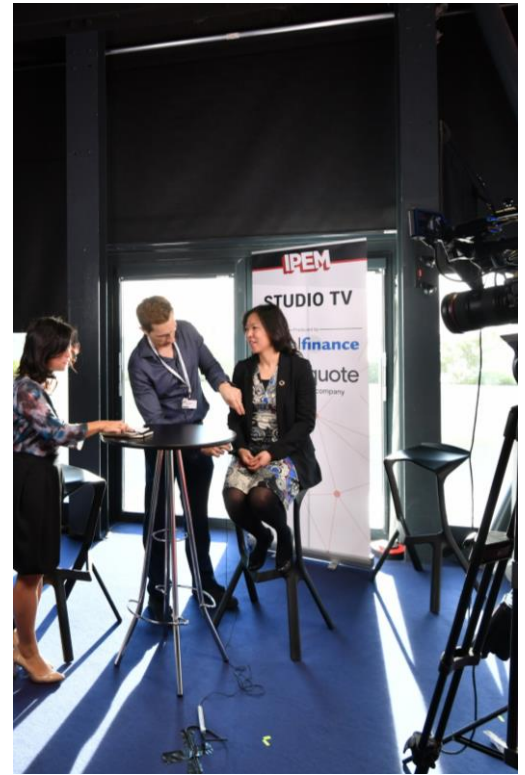
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IPEM

TV STUDIO

Details

- Professional camera crew
- Signage: Logo / Kakemono / Backdrop
- Printed: Program
- Online; IPEM Website / Invitations / Emailing on IPEM Area & Events
- Videos: Banner with logo on all released video interviews + copy of the interview
- Promotion: shared on IPEM Youtube channel and social media/ Media Partners
- Additional: Photos, list of participants
- One personalized interview – topic of choice



Location

Outside, on the « Promenade Planches »
Beautiful view of the venue and gardens



Pricing

20,000 € (excl. VAT)



ON-SITE TV ADS

Description

Pure visibility throughout the entire venue. ParisLongchamp has screens on every floor and in front of every escalator. They are used as signage and to announce the IPEM 2021 program. These screens are vital to guide each attendee and will have everyone's gaze at one point or another.



Details

- More than 10 screens throughout the venue (at least 1 screen per level)
- 10 sec ads interspersed with the IPEM 2021 program
- Max 3 sponsors
- Ads must be in PDF format

Price

5,000 € (excl. VAT)



SIGNAGE

July 6/7/8 2021
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Cannes - France - 6th edition

IPEM

CONTENT SPONSORSHIP

Description

There are 6 workshops within the program that may be sponsored. They are LP and GP only round table discussions. These dynamic sessions are created and lead by expert speakers on a focused subject.



Included

- Client material: Brochure in the room / distribution of goodies possible
 - 1 possible moderating role
 - Visibilité on the official program/Summit page and on the email invitation
- Access to the list of participants with contact details
- Thank you email
- Photos
- Visibility on-site



Details

6 Workshop:

- Infrastructure
- Allocators
- Tech
- Healthcare
- Private Debt
- ESG



Price

5,000 € (excl. VAT)



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