

# M-RES<sup>2026</sup>

MIDLANDS REAL ESTATE SUMMIT

POWERED BY <sup>MIDLANDS</sup>Place

**MUSE**



# ABOUT PLACE MEDIA GROUP

*Place Midlands* is part of Place Media Group, a trusted publishing and events group dedicated to the built-environment sector across the Midlands and North of England. With a strong editorial team embedded in the industry and a reputation for insightful, high-quality content, we deliver news, commentary, events and marketing services tailored to property and regeneration professionals.

## Our regional reach

- Midlands
- North West
- North East
- Yorkshire

This gives us national visibility with regional strength so your brand can reach the right audiences, in the right places.

## Why partner with us?

- Respected and trusted voice of the property industry
- Leading publishing house dedicated solely to covering regional built environment news
- Team of journalists embedded in the industry
- Ability to create valuable partnerships through our wide, expert network



# INTRODUCING M-RES

## Overview

Place Midlands is launching its first major regional conference.

Taking place in Birmingham, the event will bring together senior leaders from across the Midlands' built environment for a broad development and investment summit covering offices, residential, industrial & logistics, regeneration and placemaking.

The programme will include a leaders' dinner, a full day conference and a closing drinks reception, alongside Place's proven offer of high-quality content, top-tier speakers and curated networking, creating meaningful opportunities to profile your business to a decision-making audience.

## Event structure

### Exclusive Leaders' Dinner (c.30 Guests)

A private, invitation-only dinner with senior leaders, speakers, sponsors and public-sector stakeholders.

### Purpose

Off-record debate on the region's biggest opportunities and challenges

### Conference Day (tickets priced at £125pp)

A full-day conference aligned with the priorities of public sector and industry decision-makers, covering every major part of the Midlands.

### Closing Reception

A curated drinks reception for senior attendees, including pre-scheduled private introductions designed to maximise sponsor ROI.

### Potential themes

- Mayoral Development Updates

- Housing Supply: Social to BTR – Challenges & Opportunities
- Infrastructure & Transport: Energy Overhaul; HS2 Impact
- Sector Workshops (examples):
  - Industrial & Logistics
  - Office & Workspace
  - Residential



# MARKETING TIMELINE

STAGE ONE	STAGE TWO	STAGE THREE	STAGE FOUR	STAGE FIVE
Four months out	Three months out	Two months out	One month out	Event month
February 2026	March 2026	April 2026	May 2026	June 2026
<ul style="list-style-type: none"> <li>• Full event announcement across Place Midlands channels</li> <li>• Speaker and theme development begins</li> <li>• Digital marketing campaign launches</li> <li>• Sponsor promotion across social and newsletters</li> <li>• First wave of speaker reveals</li> <li>• Outreach to key public-sector contributors</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor onboarding and briefing sessions</li> <li>• First round of sponsor content scheduled (Video, comment pieces)</li> <li>• Continued marketing</li> <li>• Sector workshop development finalised</li> </ul>	<ul style="list-style-type: none"> <li>• Agenda announcement</li> <li>• Continued marketing promotion across Midlands channels</li> <li>• Continued speaker announcements</li> </ul>	<ul style="list-style-type: none"> <li>• Final speaker reveals</li> <li>• Targeted delegate push (priority audiences, VIP invitations)</li> </ul>	<ul style="list-style-type: none"> <li>• Final logistics &amp; confirmations</li> <li>• Continued marketing promotion across Midlands channels</li> <li>• Event delivery</li> <li>• Post-event write-up and sponsor photography shared</li> </ul>

# SPONSORSHIP OPPORTUNITIES

## Headline Sponsor: £15,000 (Max 4)

- Includes sponsorship of:
  - Full day conference
  - Leaders Dinner
  - Drinks Reception
- Dedicated article announcing headline sponsorship on Place Midlands site
- Headline branding across all event marketing
- Full sector exclusivity
- Guaranteed keynote speaking slot
- Host namecheck
- Social media mentions
- Exhibition space & product drop
- 12 place at M-RES (priced at £125pp)
- 4 places at Leaders' Dinner
- 12 places at drinks reception
- 2 months banner advertising on Place Midlands
- Video interview & feature article
- Comment piece published on Place Midlands
- Full delegate list access
- Event photography

## Premium Sponsor: £7,500 (Sector exclusivity per tier) (Max 6)

- Branding billed as 'Premium Partner'
- Guaranteed panel slot
- Branding on all promotional materials
- Full delegate list access
- 10 places at M-RES (priced at £125pp)
- Host namecheck
- Exhibition space & product drop
- Comment piece published on Place Midlands
- Branding in event write-up
- Event photography
- Social media mentions
- 2 places at Leaders' Dinner
- 10 places at drinks reception
- 1-month banner advertisement on Place Midlands
- 1 video comment piece

## Event Sponsor: £4,250 (Sector exclusivity per tier) (Max 8) **ONLY 6 REMAINING**

- Branding billed as 'Sponsor'
- Branding on all promotional materials
- Full delegate list access
- 8 spaces at M-RES (priced at £125pp)
- Possibility to present to the audience or sit on a panel - not guaranteed and dependant on the discretion of the editorial team
- Host namecheck
- Exhibition stand & product drop
- Comment piece published on Place Midlands
- Branding in event write-up
- Event photography
- Social media mentions
- 1 place at Leaders' Dinner
- 8 places at drinks reception

## **SOLD OUT**

## Leaders' Dinner Sponsor: £3,000 (Max 1)

- Branding across all dinner materials
- 2 seats at the Leaders' Dinner
- Opportunity to give welcome remarks
- Branding on conference collateral
- 4 event tickets
- Mention in event write-up
- Social media mentions



## **SOLD OUT**

## Closing Reception Sponsor: £2,500 (Max 1)

- Branding across the post-event drinks reception
- Opportunity to supply branded items (e.g., product drop)
- 4 event tickets to conference and closing reception
- Mention on stage and in write-up
- Social media mentions

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**Place**  
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# DISCUSS SPONSORSHIP OPPORTUNITIES

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