

Be Part of the Official House of PR at the Cannes Lions Festival of Creativity, 17 – 21 June 2019



Platinum Sponsor €13,000

#HouseofPR

Full access to the ICCO House of PR, a 160 m2 PR hub, 5 minutes from the Palais!

Includes:

- ✓ Bottomless refreshments all week (cold rosé, drinks, snacks)
- ✓ Own HoPR Wi-fi
- ✓ Private/ quiet meeting room space
- ✓ Event space (110m2 outdoor event terrace, kitchen, fridge, LCD screens)
- ✓ Photographer and videographer

Priority primetime slots for you to:

- Host a seminar, panel discussion or press conferences with clients.
- Host a drinks reception / party
- Provide a panelist on 'Insights with the Jury' with the Holmes Report.
- Host meetings, video interviews and record podcasts with official partners.
- Attend ICCO and partner events throughout the week including the PR Lions Pre-Awards Party

Judging

Recommend jurors for the Young Lions PR

Competition and for PRCA UK Young Lions Competition.

Branding and Coverage

- Speaker slot and delegate attendance for #CannesUncovered events before and after.
- Invitations to all other events hosted by ICCO and its partners during the Festival (event schedule TBC)
- ICCO endorsement and promotion of all Cannes Lions related initiatives.
- Branding at the House of PR and official Pre-Awards Drinks Reception.
- Branding in one full page ICCO advertisement in the Festival Newspaper.
- Branding and acknowledgement on all ICCO materials and statements related to the Festival and Young Lions PR Competition.
- Provide commentary and content on the PR Lions and Young Lions PR Competition to be distributed across official platforms.

Holmes Report Content (+£3,000)

Dedicated panel discussion with the Holmes Report, promotion, video, podcast features and digital coverage.



Gold Sponsor, €5,000

#HouseofPR

Full access to the ICCO House of PR, a 160 m2 PR hub, 3 minutes from the Palais!

Includes:

- ✓ Bottomless refreshments all week
- ✓ Wi-fi
- ✓ Meeting room space
- ✓ Event space (110m2 outdoor event terrace)
- ✓ Photographer and videographer

Use available slots to:

- Host a seminar, panel discussion or press conferences with clients.
- Host meetings, video interviews and record podcasts with official partners.
- Attend ICCO and partner events throughout the week including the PR Lions Pre-Awards Party



Branding and Coverage

- Speaker slot and delegate attendance for #CannesUncovered events before and after.
- Invitations to all other events hosted by ICCO and its partners during the Festival (event schedule TBC)
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About the #HouseofPR

The House of PR is the independent hub for PR professionals at Cannes Lions to meet, work, relax, learn and have fun.

Attracting the biggest names in PR throughout the week, it's also a perfect cost-effective way to host your own PR industry events – we around 15 across the week in 2018.

This year we have a space that is five times bigger, allowing for larger drinks events and seminars. ICCO is an official sponsor of Cannes Lions and the Young PR Lions giving the House of PR exposure and credibility.

About ICCO

The International Communications Consultancy Organisation (ICCO) is the global PR association for agencies representing over 4,000 agencies via our 41 associations covering 66 countries across six continents. ICCO is the global voice of the PR industry and works to raise ethical and professional standards in both developed and developing markets, nurture and attract talent into PR and raise awareness around the value of PR to businesses and society.

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