

Real Belgium



Be part of our REAL Belgian pavilion in 2026!

10-13/03/2026

Palais des Festivals, Cannes, France





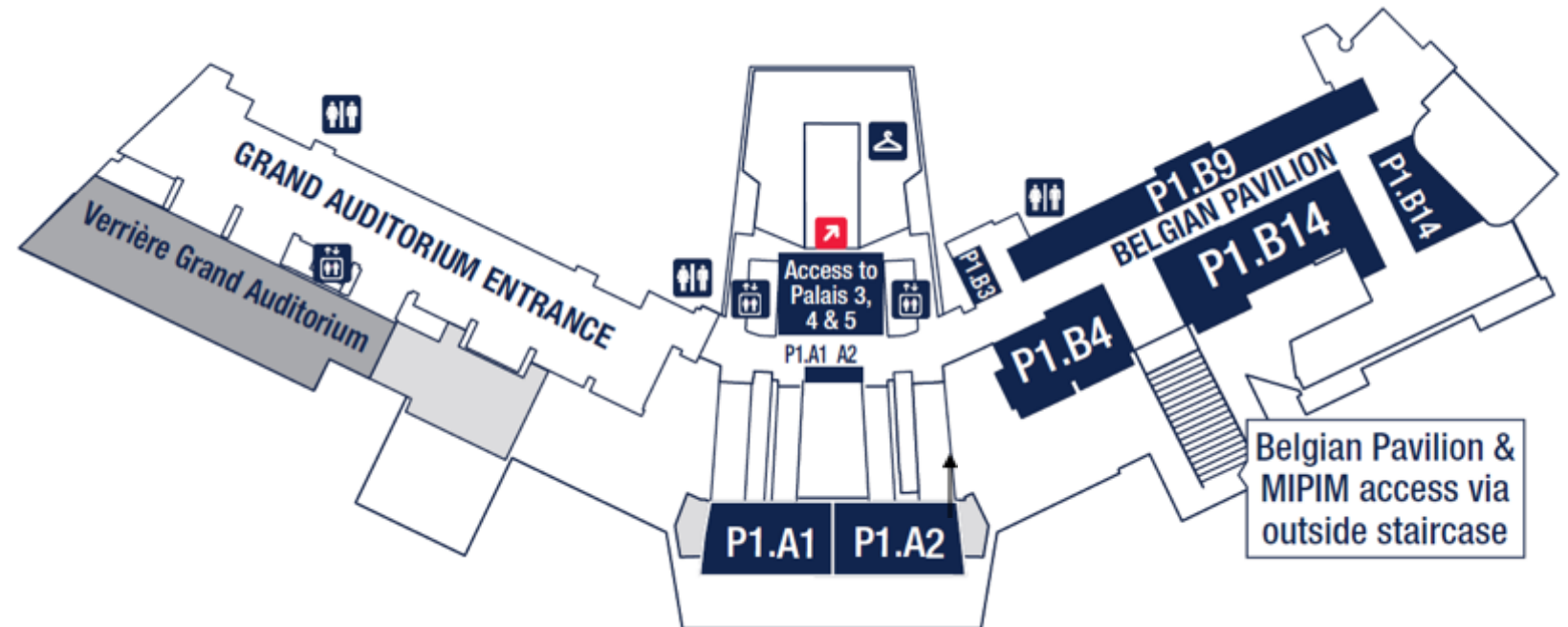
REAL BELGIUM

- It highlights the dual meaning of "REAL" as both "real estate" and "the authentic/ true Belgium," capturing both the industry focus and the essence of Belgian authenticity.
- Using “REAL” makes it easy to extend the concept across the communication channels with phrases like “The REAL experience,” “Invest in REAL,” or “Be part of the REAL Belgium”, "Discover REAL Belgium" or "Experience REAL Belgium”.



BELGIAN PAVILION

- Belgian companies: 186
- Belgian affiliates: 487
- Square meters: 500m²





THE PACKAGES

5 ways to join the REAL BELGIUM Community at MIPIM

→ Explore the Sponsorship Packages and discover the best way to participate.

PARTNER

800 € ex. VAT per person

SUPPORTING PARTNER

3.900 € ex. VAT per company

BUSINESS PARTNER

7.900 € ex. VAT per company

EXHIBITING PARTNER

7.900 € ex. VAT per company + costs booth

PREMIUM PARTNER

21.900 € ex. VAT per company





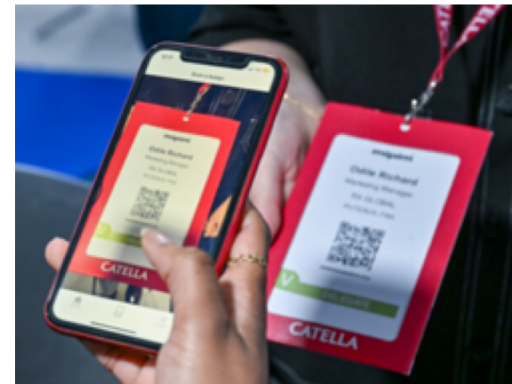
PARTNER

Conditions

- Access Belgian Cocktail Night on Tuesday evening
- Access rooftop
- max 1 MIPIM ticket at reduced price 1.220 €
- 1 entrance for the BeTalks
- Without any visibility

Price Partnership:

800 € ex. VAT per person





SUPPORTING PARTNER

Conditions

- Access Belgian Cocktail Night on Tuesday evening
- Access rooftop
- Logo Partner Wall in the Pavilion
- Logo on website, newsletter & LinkedIn
- **Max 3 MIPIM tickets at reduced price 1.220 €/pp**
- **1 entrance/pp for the BeTalks**
- **Partner @ the Belgian Cocktail Night + 3 invitations**
- **Exclusive breakfast with only partners BP on the rooftop**

Price Partnership:

3.900 € ex. VAT





BUSINESS PARTNER

Conditions

- Access Belgian Cocktail Night on Tuesday evening
- Access rooftop
- Logo Partner Wall in the Pavilion
- Logo on website, newsletter & LinkedIn
- **1 free MIPIM ticket**
- **Max 4 MIPIM tickets at reduced price 1.220 €/pp**
- **1 entrance/pp for the BeTalks + 10 invitations**
- **Partner @ the Belgian Cocktail Night + 5 invitations**
- **Exclusive breakfast with only partners BP on the rooftop**
- **Meeting table with dedicated screen**

Price Partnership:

7.900 € ex. VAT





EXHIBITING PARTNER

Exhibiting companies have a dedicated space (booth) at in our Belgian Pavilion to showcase their products and services.

Conditions

- Access Belgian Cocktail Night on Tuesday evening
- Access rooftop
- Logo Partner Wall in the Pavilion
- Logo on website, newsletter & LinkedIn
- **1 entrance/pp for the BeTalks + 10 invitations**
- **Partner @ the Belgian Cocktail Night + 5 invitations**
- **Exclusive breakfast with only partners BP on the rooftop**
- **Max 4 extra MIPIM tickets at reduced price 1.220 €/pp**
- **4 entrance tickets included in the price of the booth**

Price Partnership:

7.900 € ex. VAT

+ Price Booth (see next slide)





EXHIBITING PARTNER

The details for a personal booth of 10 m²:

- €871/m² floor rental price (Rx) x 10 = **€8,710**
- €709/m² for graphic design, setup, dismantling, and transport of their stand x 10 = **€7,090**
- **€4.200** per company for registration fees (Rx Global fees) – includes Digital Services Pack and 4 free accreditations

Total price booth :

20.000 € ex. VAT

+ Maquette: 2.100 €





PREMIUM PARTNER

Conditions

- Access Belgian Cocktail Night on Tuesday evening
- Access rooftop
- Logo Partner Wall in the Pavilion
- Logo on website, newsletter & LinkedIn
- **4 free MIPIM tickets**
- **Max 6 MIPIM tickets at reduced price 1.220 €/pp**
- **1 entrance/pp for the BeTalks + 20 invitations**
- **Main Partner @ the Belgian Cocktail Night + 20 invitations**
- **Exclusive breakfast with only partners BP on the rooftop**
- **Branding on Belgian Pavillion arch (Powered by)**
- **1 lunch table (6 pers) on rooftop (on Tuesday)**
- **Branding BeTalks (Powered by)**
- **Branding on rooftop (Powered by)**
- **Branding on the partner bracelet**

Price Partnership:

21.900 € ex. VAT





THE NOVELTIES

Real Belgium Talks

- A new high-end conference held on Tuesday evening at 4 PM, featuring both international and national experts. They will deliver expert insights on the key trends shaping the real estate industry today and tomorrow. Only on invitation through the Belgian partners.

REAL BELGIUM Breakfast

- A breakfast session designed for networking and discussion among partners on the Belgian rooftop on Wednesday morning.

REAL BELGIUM Bistro

- Business lunches every day on the beautiful Belgian rooftop terrace, featuring a four-course menu prepared by a renowned Belgian chef. This exclusive dining experience includes water, wine, and coffee, allowing attendees to enjoy a culinary journey while discussing business matters in a relaxed environment. Tables from 2 to 6 people. (to be paid)

New network opportunities

- Happy hour, speed dating, application,...



EARLY BIRD RATES ACCREDITATIONS

For affiliates:

- Early Bird 1 (until 15/01/2026) : 1220 €
- Early Bird 2 (until 05/02/2026) : 1325 €
- Early Bird 3 (until 26/02/2026) : 1425 €
- Startup Pass: 870 €
- Normal price (without affiliation): 2055 €



Real Belgium smart cities,
smart people