

IPEM Cannes 2016

Three days
inside the
world of
Private Equity



International
Private
Equity
Market



17-19 February 2016 - Palais des Festivals Cannes - France

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Fast-tracking the Private Equity business



Over the last 15 years, Private Equity has played a major role in supporting companies' growth & sustainability, and in encouraging innovation and entrepreneurship.

What used to be rather a rare practice has become a key element in modern capitalism.

With more than 10,000 GPs in the world, and more than 365 G\$ of capital raised in 2013, one can say that Private Equity is now a real industry.

In the meantime, Private Equity funds have become more and more professional and sophisticated. The need for specialization and differentiation is crucial to guarantee success.

In answer to the challenges involved in seeking ever more complex and specialized growth opportunities, Europexpo, an international trade-show organizer and a member of the Europevents Group, has created the first marketplace dedicated to stepping up dialogue and business between all Private Equity players and their stakeholders.



MARKET PLACE

The concept

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Private Equity deserves a major international event, where every link in the industry's value chain actively participates.



The actors:

IPEM brings together

- GPs: funds for growth capital, LBO, transmission, turnaround, funds of funds, family offices
- LPs: sovereign wealth funds, institutional investors, family offices
- Debt: investment banking, mezzanine capital, private debt
- Advisors: M&A advisors, lawyers, tax lawyers
- Corporate: businesses and entrepreneurs

The format:

Over 3 days IPEM will gather

- 4,000 participants from 25 countries starting the very first year
- All in one place: Cannes is custom-built to accommodate and satisfy all clients' professional goals
- IPEM is a marketplace structured around:
 - Hospitality Suites
 - Business appointments
 - First place presentations
 - Social events: IPEM opening party and IPEM Awards

The plan:

IPEM offers you

- 1,000 VIPs (LPs and corporate) invited by the organizer: accommodation in Cannes luxury hotels, complimentary event attendance and access to all related services
- A platform for disseminating information and spotlighting market players:
 - The IPEM Directory
 - IPEM Preview & IPEM Daily magazines, a pre-show Meeting Arrangement Service

BUSINESS ACCELERATOR

Why take part
in IPEM 2016

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For three business-packed days,
relocate your office to the heart
of the world of Private Equity.



By giving you the opportunity to take part in the first and biggest international marketplace that is entirely dedicated to your business, IPEM means:

- hosting LPs in your suite, spotlighting your track record
 - ▶ **Paving the way for future fundraising**
- meeting with companies and entrepreneurs looking to structure their development strategy
 - ▶ **intensifying your deal flow**
- strengthening relationships with your portfolio, sharing your success stories and anticipating their future divestments
 - ▶ **Boosting the value of your portfolio companies**
- networking with your potential partners and advisors
 - ▶ **Reinforce your ties with your peers**

BUILDING TRUST



Your participation

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Hospitality Suite: a dedicated area to welcome your guests and host meetings in complete privacy

A branded, personalized, fully equipped VIP area for confidential, custom appointments: 25 sqm (or multiples there of) incorporating a reception area and a confidential private lounge. Services include:

- Accreditation for 3 people from your company for the full three days
- Access to the conferences & seminars
- 1 copy/person of the IPEM Preview magazine (before the event) and the IPEM Daily (during the event)
- Company profile listing in the IPEM Directory and online
- Online access to the event registration list and to the online « Meeting Arrangement Service»
- Invitations to the opening party and the IPEM Awards ceremony (including the option of nominating a company or individual in an award category)
- 5 packaged VIP invitations (complimentary four-star accommodation and event pass)
- The option of submitting a VIP guest list (accommodation offered by Europexpo, but presented as a corporate gift)

NETWORKING

Cannes is yours

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Cannes is a premier networking and business destination, welcoming visitors from around the world, for many internationally renowned professional markets, throughout the year.

The city of Cannes is an exceptional setting, easily accessible from all corners of the globe, with a unique concentration of prestigious hotels and restaurants all centered around the Palais des Festivals where the deals are made and new partnerships are forged.

Cannes is custom built to host exceptional events and for this reason IPEM has teamed up in close partnership with the city of Cannes, the Palais des Festivals and all the city's luxury hotels to ensure that your stay will be as productive and pleasurable as possible.



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EUROPEXPO

EUROPEXPO, member of EUROPEVENTS Group,
44, avenue George V - 75008 Paris - France

Carine COLONNA
Email : carine.colonna@europ-expo.com
Tel. : +33(0)1.49.52.14.17
Website : www.ipem-market.com

unimev[®]
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