



Beet.TV

Hotel Barrière
Le Majestic, Cannes



Leadership Sessions at Cannes Lions 2026

Hotel Barrière Le Majestic Cannes

Beet.TV returns to Cannes with its mix of impactful networking, compelling programming, and premium video production focused on the what's new and next for media investment.

Given all our programming is recorded, high-level conversations and takeaways will be watched and shared well beyond the festival.

The location of the Beet.TV activation will be in the Salon Dinard on the first floor of the Majestic Hotel with outdoor space in the entrance drive.

Just steps away from the Palais and La Croisette, the Beet.TV location will be highly visible from the Festival's primary locations.

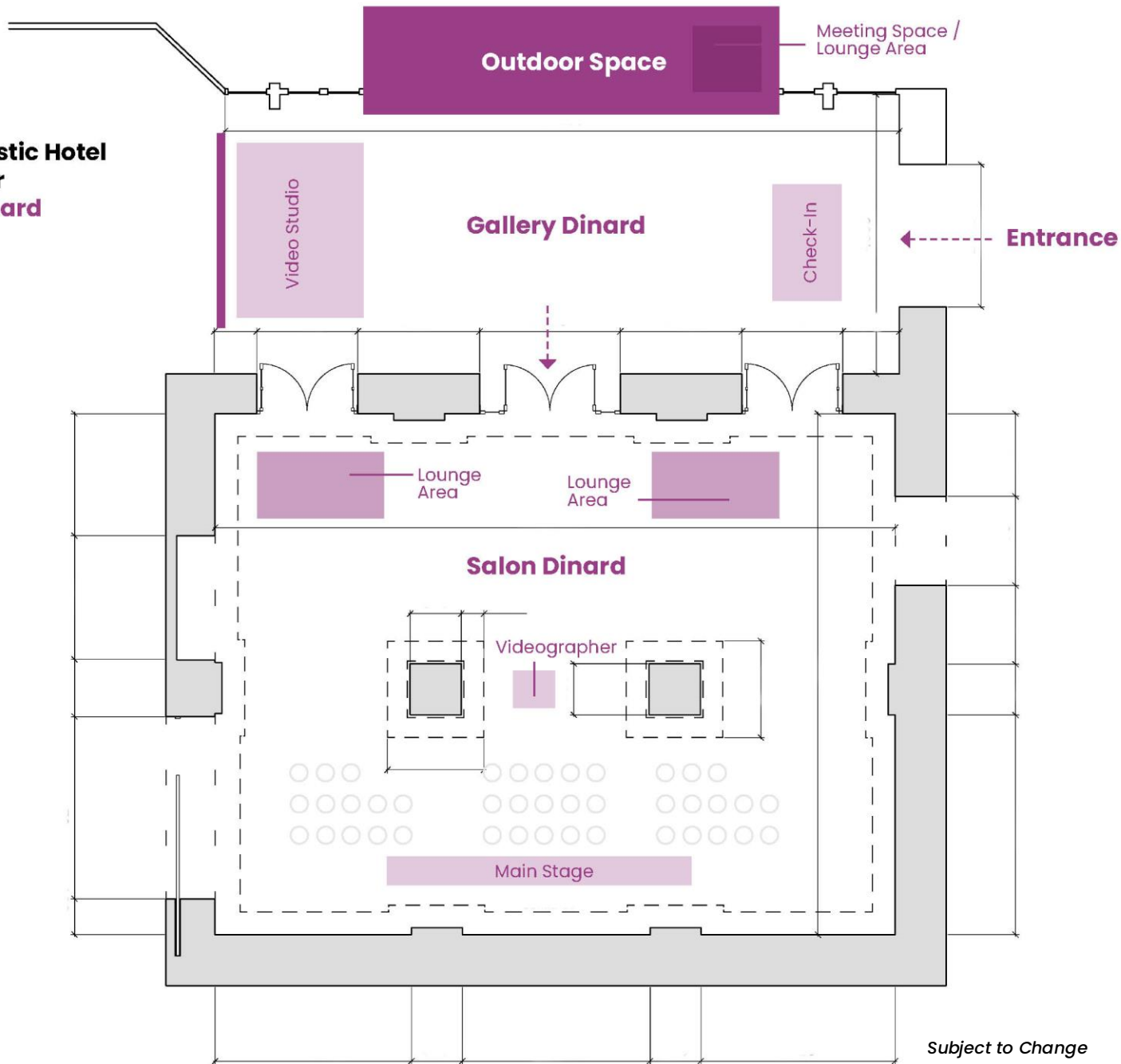


Beet.TV Stage

Salon Dinard on the first floor of the Majestic Hotel with outdoor space in the entrance drive

High Impact & Visibility — Steps away from the Palais and La Croisette

**The Majestic Hotel
First Floor
Salon Dinard**

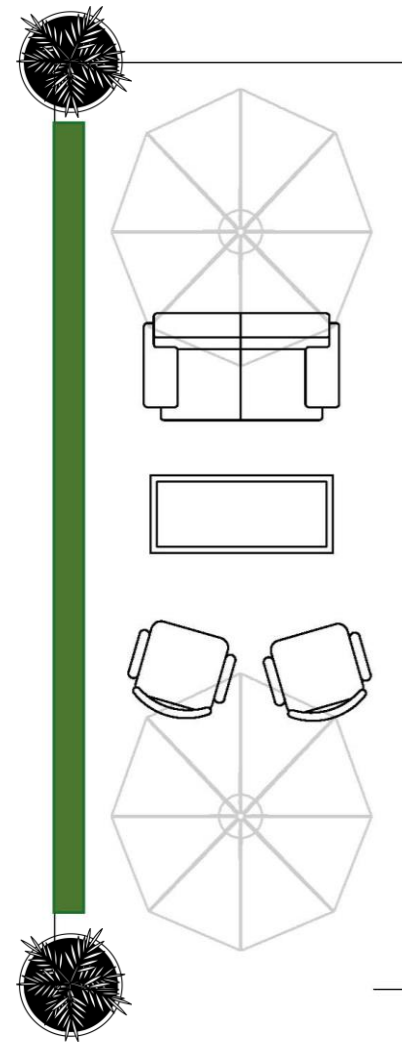


Subject to Change





Outdoor Space — Partner Branding Opportunities, Networking, Private Meetings, Video Interviews



Outdoor Space

The Beet.TV stage will showcase innovative companies in front of a live, curated audience.

Over the course of four days, Beet.TV will present a series of single-sponsored hour-long “Sessions” consisting of networking, video interviews, a fireside chat, and panel conversation moderated by Beet.TV editors.

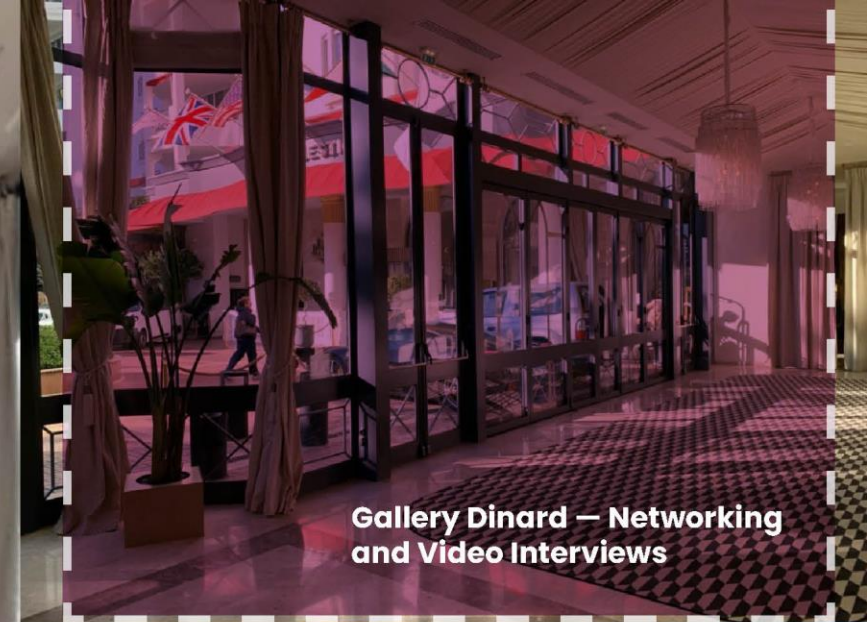
- The audience will be guests of the partners and influential members of the Beet.TV community.
- The topics presented in the sessions will include CTV, Commerce and Retail Media, Data, Identity, Measurement, Search, Gaming, the impact of AI, and other emerging industry sectors, and will be produced for publication on Beet.TV and its network, including YouTube, LinkedIn, and the Bloomberg Terminals.
- Each session will be heavily promoted via email, and social media before, during and post Cannes.



Beet.TV Stage — Thought Leadership Sessions, Curated Audiences, Branding

The Beet.TV On-Site Video Production Studio will capture one on one video interviews of partner and industry executives throughout the week.

- For presenting partners, video assets will include two panels from the session plus two video interviews of partner's executives
- Video series from the stage and studio will comprise a titled series, with partner pre- and post-roll banners, along with a supporting social campaign.
- Video files will be made available to partners for use on their properties and social feeds.



Gallery — Partner Branding Opportunities, Networking, Video Interviews

Presenting Partnership Opportunity

Thought Leadership

- Collaboration with Beet.TV editorial team on session content and speakers
- Two featured speaking slots for Partner's executives
 - One fireside chat for Partner's executive curated and moderated by Beet.TV
 - One panel session including Partner's executive curated and moderated by Beet.TV
- Fireside chat and panel sessions recorded in front of live audience
- Two video interviews for Partner's executives at Beet.TV onsite studio

Branding

- Brand logo included on event web site and onsite signage in the event space
- Brand logo and social tags in all promotion in advance, during and after the event
- Brand logo include pre- and post-rolls of the videos from the session and speaker interviews

Content

- Beet TV will distribute and promote the 2 recorded sessions and 2 video interviews through its network and social channels
- Video files from the session and session speaker interviews will be provided to partner after the event and may be repurposed as content

Networking

- Session attendees will be able to network before and after the session

Lead Generation

- 50 invitations for your executives, clients and partners to attend the session
- Access to full attendee list (name, company, name, title, email)



Additional Partnership Opportunities

Sunday Night Kickoff Soirée Partner

- Exclusive Co-host of the Sunday Night Kickoff Soirée
 - Welcome Remarks
 - Logo on signage at the Soirée
 - Opportunity to create a specialty cocktail
 - Opportunity to provide additional branding and swag
- One (1) standalone video interview for partner's executive on a topic of partner's choice
- Supporting Partner designation of the Beet.TV Leadership Sessions in Cannes
- Logo branding on the event website and onsite signage
- Opportunity to invite partner's executives, clients, and partners to attend the Beet.TV Leadership sessions
- Access to approved networking reception co-hosted by Beet.TV
- Video files to be shared with the partner

Cocktail Reception Partner

- Exclusive Co-host of the day-ending Cocktail Reception
 - Logo on signage at the Reception
 - Opportunity to create a specialty cocktail
 - Opportunity to provide additional branding and swag
- One (1) standalone video interview for partner's executive on a topic of partner's choice
- Supporting Partner designation of the Beet.TV Leadership Sessions in Cannes
- Logo branding on the event website and onsite signage
- Opportunity to invite partner's executives, clients, and partners to attend the Beet.TV Leadership sessions
- Access to approved networking reception co-hosted by Beet.TV
- Video files to be shared with the partner



Additional Partnership Opportunities

Meeting Space / Lounge Area

- 1 dedicated meeting pod within the Beet.TV space at the Hotel Majestic
- Seating provided for 4 people
- Event logistics handled by Beet.TV including event check-in
- Supporting Partner designation of the Beet.TV Leadership Sessions in Cannes
- One (1) video interview for partner's executive on a topic of partner's choice
- Access to approved networking reception co-hosted by Beet.TV
- Opportunity to invite your executives, partners, and clients
- Full attendee list provide post event

VIP Lounge

- 1 branded lounge space within the Beet.TV space at the Hotel Majestic for your invited VIPs
- Opportunity to provide additional branding for the space
- Lounge Seating provided for 4 people
- Event logistics handled by Beet.TV including event check-in
- Supporting Partner designation of the Beet.TV Leadership Sessions in Cannes
- One (1) video interview for partner's executive on a topic of partner's choice
- Access to approved networking receptions co-hosted by Beet.TV
- Opportunity to invite your executives, partners, and clients
- Full attendee list provide post-event

Supporting Partner

- Two (2) video interviews for partner's executive on a topic of partner's choice
- Supporting Partner of the Beet.TV Leadership Sessions in Cannes
- Logo branding on the event website and onsite signage
- Opportunity to invite partner's executives, clients, and partners to attend the Beet.TV Leadership sessions
- Access to approved networking reception co-hosted by Beet.TV
- Video files to be shared with the partner

Digital Screen Partner

- Partner's Branding and Messaging on the Digital Screen
- Supporting Partner of the Beet.TV Leadership Sessions in Cannes
- 1 video interview for partner's executive on a topic of choice
- Logo branding on the event website and onsite signage
- Opportunity to invite partner's executives, clients, and partners to attend the Beet.TV Leadership sessions
- Access to approved networking receptions co-hosted by Beet.TV
- Video files to be shared with the partner

Presenting Partner of Beet@20 Celebration at Yahoo Beach Party

Thought Leadership

- Two (2) video interviews for partner's executives on a topic of partner's choice

Branding

- Integration into all promotion, marketing, social and in-stream messaging surrounding and promotion of networking celebration in Cannes at Yahoo Beach Party on Tuesday June 23, 6pm-8pm
- Two (2) exterior displays positioned outside the Grand Palais on pedestrian barriers managed by Beet.TV, showcasing congratulatory messages
- Prominent visibility at the Beet@20 Yahoo Beach Party in Cannes including logo on the invitations, and onsite signage
- Acknowledgement of Partner with a shoutout during the party
- Opportunity to have a branded specialty cocktail
- Opportunity to provide branded giveaway item at the party

Content

- Video interviews posted and promoted across the Beet.TV network and social channels
- Video assets to be shared with the partner to repurpose as content internally and externally

Lead Generation

- Opportunity to invite partner's executives, clients and partners to Beet@20 Yahoo Beach Party – 100 invitations





Beet.TV

Leadership Sessions at Cannes Lions 2026

Please find the Beet.TV video coverage from Cannes 2025 [here](#).
See our recap of Cannes 2025 [here](#).

For partnership information, contact Phil Ardizzone at phil@beet.tv.