

CANNES LIONS OPENS DELEGATE REGISTRATION WITH BRAND NEW PACKAGE OPTIONS

Complimentary Access to New Lions Innovation Festival for Delegates with a Classic Full Week Pass

15 January 2015 – The Cannes Lions International Festival of Creativity today opens for delegate registrations with its most versatile package options to date. As well as the launch of the Lions Innovation Festival, this year sees the opening of the Cannes Lions Beach; an area to network, take a break, and enjoy exclusive talks throughout the day. All full week Cannes Lions delegate pass holders will have access, with a limited number of Networking passes being made available for those who want to solely make use of the beach facilities.

"Cannes Lions has grown exponentially in the last five years," says Philip Thomas, CEO of Lions Festivals, "and for the first time we will be bringing our content and networking outside of the Palais and into the town, so wherever you are in Cannes you can enjoy at least something of what the Festival has to offer."

The new Networking Pass, available on a strictly limited basis, gives access to the new Cannes Lions Beach, both Galas and a range of events listed in the Cannes Lions Extra Programme but not to the talks inside the Palais, the Award ceremonies or the exhibitions.

For this year only, Classic full week passes to Cannes Lions include complimentary access to the new Lions Innovation Festival, taking place on 25-26 June. With its own stream of content, product demonstrations and awards, Lions Innovation is the place where data, technology and creativity will intersect. Likewise, delegates can choose to tag on Lions Health to their pass, the global creative Festival for the healthcare communications industry (19-20 June), or simply attend either just Lions Health or just Lions Innovation.

For those wishing to attend solely Lions Innovation, a dedicated earlybird rate of €950 is in place until Friday 13 February, after which the price will return to €1,250.

Providing a global meeting place and awards programme for the industry, Cannes Lions champions, showcases and celebrates creativity. Details of how to be a part of it and the packages on offer can all be found at www.canneslions.com. Registration opens at 14:00hrs GMT today, 15 January.