


IAB Canada members are getting ready to touchdown in Cannes for the 71st Cannes Lions Festival of Creativity. If this is your first time at Cannes, we're here to help navigate the enormity of this annual celebration of the advertising industry. With thousands of options to choose from at any given moment throughout the week's festival, it's important to take some time to chart a course and hit as much valuable content as time will allow.




Our best advice is to connect with your partners and schedule meaningful conversations with contacts that you may not have regular access to on a daily basis. Many of our members take the time to bring their brands to life and create immersive experiences that are both engaging and educational. We've curated only a few of our member's activations and encourage our Canadian digital advertising community to reach out and attend some of this amazing content.




June 17, 2024 - June 21, 2024

IAB Canada Member	Cannes Presence	Details	Contact
	June 17-20 Amazon Port Promenade de la Pantiero, Cannes	This year <b>Amazon</b> Port transforms into A'Maison: The House of Amazon. Step inside and discover how creativity, community, and culture are converging to redefine the future of storytelling. Hear from Amazon and industry leaders on the hottest topics in advertising from AI to culture, join us for exclusive Happy Hours featuring Twitch talent, and cool off in our all-day cafe with an iced coffee or rosé. Be sure to check out our daily schedule that will bring exciting talent across Amazon including Amazon Live, Amazon Music, IMDb, Prime Video, Prime Sports, and Wondery.	<b>Registration Required:</b> <a href="#">Amazon Cannes</a> Please reach out to your representative for exclusive leadership invitation enquiries.
	June 17-20 5pm-8pm The Google Beach	<b>Google at Cannes</b> Google Beach is back at Cannes. Celebrating content, creators, partners, and opportunities - meet the Google crew for a toast at sunset and a toast to the LGBTQ+ community.	<b>Invite-Only</b> Please contact your local google representative to learn more.
	June 17-20 9am-4pm Residence 3 & 4 boulevard de la Croisette 3rd floor – Apt 300	<b>Index Exchange</b> will have a suite located at First Croisette, facing Palais des Festival – attendees can meet with a member of the Index team, network and share industry insights, or simply refresh with a blast of cool air and a chilled glass of rosé.	Please <b>register</b> for lounge access or to book a meeting: <a href="#">Index Cannes</a>
	June 17-21 Near steps of Palais	Visit the <b>Instacart</b> activation near the steps of the Palais to interact with their AI-powered smart shopping cart - the Caper Cart-- and learn more about how you can grow your business with Instacart! The activation space is open to all festival attendees. If you'd like to set up a meeting with Instacart, please reach out to your Instacart representative.	Please reach out to your Instacart representative.

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	June 17-21 Penthouse and Rooftop at Carlton Cannes Hotel	Join <b>LinkedIn</b> as they take over the iconic rooftop at the Carlton Cannes Hotel and transform it into the <b>Place to B2B</b> at the Cannes Lions International Festival of Creativity 2024.  Throughout the week, LinkedIn will play host to thought-provoking content sessions, special events, and exclusive networking opportunities in our open-air oasis.	<b>Registration Required:</b> <a href="#">RSVP to LinkedIn</a>
	June 17 - 9am – 3pm June 18 - 9am – 5pm June 19 - 9am – 5pm June 20 - 9am – 5pm June 21 - 9am – 11am	Connect with <b>Magnite</b> at Cannes Lions. Join the crew for the week on the Magnite yacht for the chance to network and engage with the team in deep conversations about how to work together across all screens and formats, including CTV, online video, display, and audio.	<b>Registration Required:</b> <a href="https://event.magnite.com/cannes-2024">https://event.magnite.com/cannes-2024</a>
	June 17-20 Meta Beach	<b>Meta</b> is back for Cannes Lions 2024 and ready to connect with you. We want to hear what's on your mind and share how our latest technologies are connecting people globally.	By <b>Registration/Invite</b> <a href="#">Meta Cannes</a>
	June 17-20	<b>Optable at Cannes</b> The Optable team will be there to answer all your questions about how to elevate your data monetization in a cookieless world.	<a href="#">Book a Meeting</a>
	June 17-21	<b>Roku Pied-À-Terre at Cannes</b> Roku has a pied-à-terre near the Palais in Cannes! Meet the Roku team on site to learn more about the Roku Experience and discover how Roku can turn your reach into performance.	<a href="#">Book a Meeting with the Roku Team</a>

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 sharethrough	June 17-21	<p><b>Sharethrough</b> is thrilled to return to Cannes! Whether it's for a rosé by the sea or a cocktail on the terrace, the Sharethrough team is excited to meet with you!</p> <p>Discover the beauty of the French Riviera and discuss the latest trends in the ad tech industry. <b>Make sure to book your spot today.</b></p>	<a href="#">Contact the Sharethrough Team</a>
	June 17-20 JW Marriott	<p><b>Snapchat</b></p> <p>Snapchat will be hosting a series of events throughout the week. Please note that the Monday night "Snapchat Beach" party at Bijou Plage is invite-only.</p>	Visit the <b>Snapchat Cannes website</b> and contact your <a href="#">Canadian Snap Partner</a> to RSVP for specific events.
	June 17-21 Teads Yacht 'H' – Vieux Port de Cannes	<p><b>Teads</b> is back with a full agenda covering a broad range of topics.</p> <p>A full week of making reconnections and new connections as Teads will be sharing updates around our Connected TV expansion, accelerating their evolution into Omnichannel.</p>	Please <b>RSVP:</b> <a href="#">TEADS AGENDA/RSVP</a>
	June 20 6pm-9pm <a href="#">Hôtel Martinez</a> Garden Patio	<p><b>Canada Cocktail Party</b></p> <p>Join The Globe and Mail for cocktails and networking in Cannes, alongside your fellow Canadian delegates, at their annual Canada Party.</p>	<b>RSVP/Registration Required</b> <a href="#">Globe and Mail Cannes</a>
	June 17-20 The Carlton Hotel	<b>TikTok</b> will be back with #moreforyou - taking over The Garden at The Carlton Hotel for a full week of amazing programming.	<a href="#">Visit TikTok Cannes to Reserve a Spot</a>
	June 18-20	Join Vistar Media's global team at Cannes Lions 2024 for an action-packed week of curated events, meals and collaboration.	<b>Review the Agenda and Request a Spot:</b> <a href="#">Vistar Cannes</a>



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	<p>June 17-20 Yahoo Beach/Oceanview Suite</p>	<p>In the spirit of the Cannes Festival of Creativity, Yahoo is thrilled to present an array of events and experiences designed to offer a new lens on creativity and the unique offerings at Yahoo!</p> <p><b>Sign on at Yahoo! Beach (Mon, 17 Jun - Thurs, 20 Jun, 9:30AM - 11AM):</b> Each morning, join Sign On at Yahoo! Beach for expert-led discussions on business, news, sports, and culture and see what happens when you escape the default. <b>Registration required.</b> Please scan the QR code at Yahoo! Beach upon arrival to register.</p> <p><b>Yahoo! Beach &amp; Yahoo! Oceanview Suite (Mon, 17 Jun - Thurs, 20 Jun):</b> Meet with Yahoo! leaders across the Yahoo! DSP, Yahoo! Sports, Yahoo! Finance, Yahoo! News, Yahoo! Mail, and Yahoo! Search, to learn more about the new innovations, creative approaches, and ways we can help you achieve your business goals. Join us throughout the week at either the Yahoo! Beach or Yahoo! Oceanview Suite at the Martinez Hotel. <b>Invite-only.</b></p> <p><b>Yahoo! Late-night Party featuring The Chainsmokers (Wed, 19 June):</b> No Cannes week is complete without the late-night Yahoo! party, this year featuring the Grammy-winning duo, The Chainsmokers.   <b>Invite-only.</b></p>	<p><b>For Registration/Invite Queries, please reach out to the <a href="#">Yahoo Cannes Team</a></b></p>

# Some tips before you go

## How to Pack

- If possible, pack carry-on only – many Cannes Lions Festival goers end up without their luggage and struggle to make up for the lost time and frustration in dealing with finding it.
- The weather in Cannes during this time of year is warm. Pack light, breathable materials. Attendees tend to wear a dialed up casual wear and don't forget to bring sunscreen and a hat.
- Bring a travel umbrella and rain-proof daypack if you plan on carrying a laptop or tablet around.
- You're on your feet – all day. Pack accordingly.

## How to Maximize your Time

- Catch your bearings. Plot out your exact location and work out the proximity to various events. It is not unusual to find yourself running from one meeting to another without realizing the distance could be up to a kilometer apart. Be mindful when scheduling meetings that location is key.
- Committing to meetings is challenging at Cannes – there are literally thousands of distractions, and it is important to ensure that you are not over-committing.
- Create a list of 3-5 non-negotiable commitments so that you can anchor your meetings accordingly.
- If the schedule feels overwhelming, try to create themes for each day to stay engaged and really dig deeply into a topic of interest. There is enough content at Cannes Lions to fulfill this approach.
- Embrace the chaos and try to avoid the signature feeling of Cannes Lions – FOMO. Your presence makes a difference, and you are always in the right place.

We look forward to seeing our members and the greater Canadian digital advertising community at Cannes. Please reach out if you would like to connect directly with IAB Canada.

## Bon Voyage!

PS: IAB Canada is on the ground covering the content - if you're interested in having IAB Canada present at your panel discussions, please be in touch.

If you would like to contact other IAB Canada members while in Cannes, we have set up a Slack Channel. Please request access to [membership@iabcanada.com](mailto:membership@iabcanada.com)