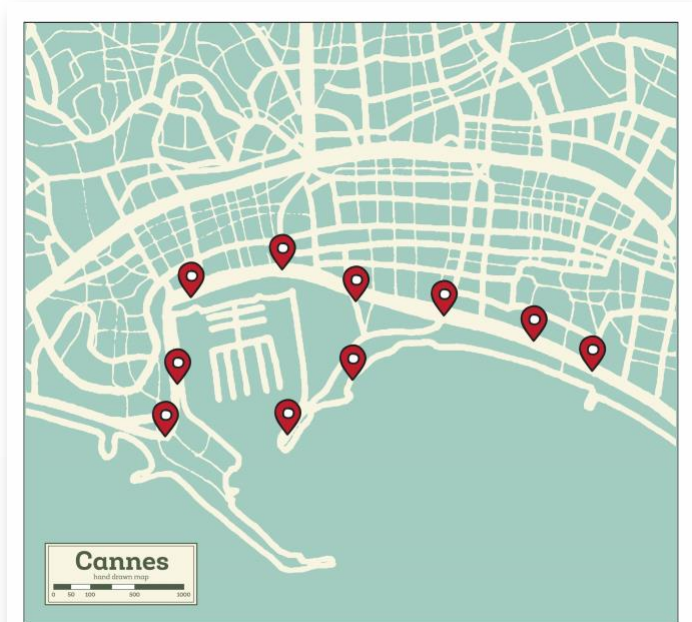




# iab.canada @ Cannes Lions

IAB Canada members are getting ready to touchdown in Cannes for the 72<sup>nd</sup> 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 16, 2025 - June 20, 2025

IAB Canada Member	Cannes Presence	Details	Contact
	<p>June 16-20 Amazon Port Esplanade Pantiero Port de Cannes, 06400 Cannes</p>	<p>Returning to Cannes Lions this year is Amazon Port, where creativity, innovation, and culture are converging to redefine the future of storytelling. Learn how Amazon executives and industry leaders inspire advertisers to think differently — including how they can leverage the breadth of the Amazon universe to drive impact. Expect exciting talent appearances from Prime Video, Wondery, Twitch, and Amazon Live. Join us for exclusive Happy Hours and cool off in our all-day cafe with an iced coffee or rosé. From entertainment to technology, from audio to live streaming, discover what's possible when you immerse yourself in new passions with interactive experiences from across the Amazon universe.</p>	<p>Registration required: <a href="#">Amazon Port</a> Please reach out to your representative for exclusive leadership invitation enquiries.</p>
	<p>June 16-20 9am-4pm Residence 3 &amp; 4 boulevard de la Croisette 3rd floor – Apt 300 06400 Cannes</p>	<p>Index Exchange 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.</p>	<p>Please reach out to your representative for exclusive leadership invitation enquiries.</p>

	<p>Monday-Friday 9am-4pm Spotify Beach</p>	<p>Spotify Events Spotify will be hosting a series of events throughout the week. Evening events will be managed on a first come first in basis and please note capacity after 9am fills rapidly.</p>	<p>Invite-Only – Please reach out to <a href="#">Spotify Canada</a></p>
	<p>June 16-19 TeadsYacht ‘ – Vieux Port de Cannes</p>	<p>The new Teads is on a mission to elevate advertising outcomes across the open internet. Our platform is designed to drive meaningful outcomes from branding to performance — while delighting audiences with compelling creative from screen to screen. Join us in Cannes to learn more about how Teads is inviting advertisers and media owners to elevate their expectations of the open internet.</p>	<p>Contact: <a href="#">Teads Cannes Programming</a>. RSVP required.</p>
	<p>June 19 4pm-7pm Hôtel Martinez, in The Unbound Collection by Hyatt 73 Bd de la Croisette, Cannes</p>	<p>Canada Cocktail Party Join The Globe and Mail for cocktails and networking in Cannes, alongside your fellow Canadian delegates, at their annual Canada Party.</p>	<p>RSVP/Registration Required <a href="https://globeandmailevents.com/canadaacannes2025">https://globeandmailevents.com/canadaacannes2025</a></p>
	<p>June 16-20 The Garden at The Carlton Hotel</p>	<p>Your creative journey starts here. Dive into the TikTok experience at Cannes, where storytelling gets turned on its head, from top-down to bottom-up, and everyone gets to be both audience and artist. Join us for a week packed with bold ideas, unforgettable moments, and boundary-pushing programming. See you there!</p>	<p><a href="#">Visit TikTok Cannes to Reserve a Spot.</a></p>
	<p>On-the-Ground Cannes outside the Palais des festivals</p>	<p>Vistar x VaynerMedia are co-hosting two exclusive events, a <a href="#">CMO Circle</a> and <a href="#">Power Lunch &amp; Learn</a>, designed to spark bold ideas, real talk and smarter strategies for today’s media landscape.</p>	<p>Request your spot or a meeting today. <a href="#">Vistar Cannes</a></p>
	<p>June 16-19 Motel Yahoo Martinez Beach Restaurant &amp; Pier</p>	<p>A nice place to stay on the internet—and on the beach. This year at Cannes Lions, Motel Yahoo is the can’t-miss destination on the Croisette where action never hits snooze. All week long, you’re invited to enjoy beachfront views and day-to-night activities that bring our iconic brands to life—while showcasing how Yahoo DSP powers performance, precision, and creativity across every screen.</p>	<p>View our full agenda and register: <a href="#">Motel Yahoo</a> For any queries, please reach out to the <a href="#">Yahoo Cannes team</a></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: 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)