

# Exponential partners with the Cannes Lions Festival of Creativity

Issued by [VDXtv](#)

14 Jun 2013

For the first time, [Exponential Interactive](#) will be partnering with the [Cannes Lions](#) Festival of Creativity. The festival, celebrating its 60th birthday this year, will see over 12,000 delegates from around the world gather to discuss and celebrate some of the best advertising from all disciplines across the world.

Exponential will have a strong presence at the festival with [CEO and Founder, Dilip Da Silva](#), [COO, Marv Tseu](#), [chief technology officer, Alex Saldhanda](#) and [chief marketing officer, Phil Buxton](#) all attending, as well as our general managers, regional managing directors and many country directors with an array of clients.

Our marketing team has worked on a significant presence at the festival. To enjoy the full magic, download the app [Aurasma](#) before coming to Cannes from Google Play or the Apple Store and look out for our Exponential team in front of The Palais, as well as in the harbour behind it.

If you'd like to arrange a meeting with any of our Exponential representatives, [please email us or drop in and see us at ExpoCentral](#).



## BIMA

Exponential will be hosting [BIMA](#) ThirstDay on Thursday 20th June from 5p - 7pm on ExpoCentral in Cannes Harbour.

Usually held once a month at a local London bar, [BIMA ThirstDay](#) brings together the leading players in the digital industry in a laid-back social setting where useful connections and conversations can happen.

Places are strictly limited so if you're passionate about digital and want to stop by, please email [events@bima.co.uk](mailto:events@bima.co.uk)



## MMA

Exponential will also be partnering with the [Mobile Marketing Association \(MMA\)](#) who are hosting the Mobile Circus at Cannes. There's a full agenda of presentations happening at the Big Top, which has free entry.

Paul Berney, chief marketing officer at MMA, will also be sitting on our mobile panel on Thursday 20th June at 2pm. If you'd like to come along to our mobile panel, please email us at [cannes@exponential.com](mailto:cannes@exponential.com)

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