



Marché International
du Film **Classique**
FESTIVAL LUMIÈRE, LYON, FRANCE.

MAKE YOUR PRESENCE KNOWN AT THE 2021 MIFC

from October, Tuesday 12th to Friday 15th

The International Classic Film Market has conceived a whole variety of proposals to highlight your company to all the professionals present:

- ➔ in the MIFC village with a customized space
- ➔ during events that you will sponsor or program
- ➔ on the communication tools of the MIFC

Book now your spaces or communications operations

LINE UP PRESENTATIONS

Get ready for your video editorial presentation of your company in our dedicated screening room. Benefit from a 15-minute slot to introduce your line-up, your upcoming releases or a key project.

Video publishing presentation : Tuesday 12/10, afternoon
Catalog-holder & distributor presentation :
Thursday 14/10 afternoon & Friday 15/10 morning

Participation by registration before 15/09
at mifc@festival-lumiere.org, depending on availability



STANDS AND APPOINTMENT COUNTERS



The MIFC still installs its village next to the Institut Lumière, adjoining the Hangar du Premier Film.

Two types of spaces which can be made private:

- 6m² stands to be customized, with a low partition open on the coworking space this year, with a table and chairs
- appointment counters to be customized with video screen, desk and high tools.

These spaces can be booked on demand, starting with one day.

Stands or appointment counters

- 1 day: 110 € VAT excl.
- 2-Day Package: 185 € VAT excl.
- 3-Day Package: 265 € VAT excl.
- 4-Day Package: 330 € VAT excl.



SPONSORING A LUNCH OR A COCKTAIL

On the terrace of the MIFC village, friendly moments are organized.



By sponsoring a lunch or a cocktail at the end of the day, you will benefit from a mention in the Practical Guide and all the digital mediums, speaking up, special signage at the cocktail party and additional invitations for your clients and partners.



Tailor-made propositions: Package from 1500 € VAT excl. depending on the chosen services

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OUTDOOR DISPLAY – MIFC VILLAGE

At the entrance of the MIFC village, indoor or outdoor 120/160 panels allow to showcase your line-up or your offers.

Panel 120 / 160 : 400 € VAT excl. *printing included*
Panel 240 / 160 : 785 € VAT excl. *printing included*



MIFC PUBLICATIONS

Distributed to each accredited person in the welcome bag, these are the reference documents during the Market and beyond. Print run: 600 issues for each document.

Practical Guide W 170 x H 230 cm :
Second front/inside back cover 335 € VAT excl.
1/2 page: 210 € VAT excl.
Participants List W 210 x H 297 cm :
Second front/inside back cover 365 € VAT excl.
1/2 page: 210 € VAT excl.
1/4 page: 160 € VAT excl.



DISTRIBUTION IN THE WELCOME BAG

We distribute your communications documents (flyers, brochures) in the welcome bag handed out to every accredited person when they arrive at the MIFC. (500 issues)

Flat rate: 260 € VAT excl.



MIFC WEBSITE

The website dedicated to the MIFC allows to communicate banners in advance, from July 1st and during the event.

Banner - 2 weeks: 210 € VAT excl.
Banner - 4 weeks: 315 € VAT excl.
Banner 9/1-10/20: 525 € VAT excl.
Banner 7/1-10/20: 735 € VAT excl.



Examples of beneficial packages to optimize your presence

Package 1 **1,000 € VAT excl.**

Stand or appointment counters for 4 days
1 page in the Participants Book
1 Web banner – 4 weeks
1 outdoor poster

Package 2 **700 € VAT excl.**

Stand or appointment counters for 4 days
1/2 page in the Participants Book
1 outdoor poster

Package 3 **740 € VAT excl.**

1/2 page in the Participants Book
1 outdoor poster
1 Web banner – 4 weeks

Package 4 **500 € VAT excl.**

Stand or appointment counters for 2 days
1/4 page in the Participants Book
1 Web banner – 4 weeks

**Other custom-made combinations are possible.
A 20% discount if you choose to add up 3 offers.
Do not hesitate to contact us.**

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