

FESTIVAL LUMIÈRE PRESENTS

MIFC



INTERNATIONAL CLASSIC FILM MARKET

**YOUR VISIBILITY
AT MIFC 2026**

OCTOBER 13-16

14th Edition

LYON, FRANCE

YOUR PRESENCE AT THE MARKET

The International Classic Film Market offers tailored opportunities to boost your company's visibility among attending industry professionals.

**BOOK YOUR SPACES
AND PROMOTIONAL
ACTIVITIES NOW.**

October 13-16

NEW VENUE!

THE GRAND HÔTEL-DIEU

This year, the International Classic Film Market and the Festival Village are moving to the heart of the city of Lyon. Both **will take place at the Grand Hôtel-Dieu**, one of the city's most iconic landmarks, just a stone's throw from Place Bellecour and the downtown movie theaters.

Founded in the 12th century, the Hôtel-Dieu de Lyon has established itself over time as one of the leading centers of French medicine (François Rabelais, Léon Bérard, and Auguste Lumière all worked there), whose legacy continues to shape the spirit of Lyon. Crowned with a monumental dome designed by architect Jacques-Germain Soufflot, this exceptional heritage site reopened to the public following a regeneration project completed in 2018. Today, it welcomes residents of Lyon and visitors from around the world into its various spaces, offering a wide variety of experiences in an incomparable setting, right in the heart of the Presqu'île.

A new dimension for the Lumière Festival and the International Classic Film Market.

In partnership with the Métropole de Lyon.



BOOTHS

Inside the Market, the professional meeting space offers 8 individual booths:

Surface area 6m²

Equipped with a reception desk, a round table and 4 chairs.

Customizable
(cost estimates available on demand)

Video equipment available
(list and cost estimates on demand)

NEW!
This year, the market is evolving and offering two types of booths at different prices.

“Corner” booths with a long, waist-high counter, allowing for more direct interaction with visitors to the Market.

“Box” booths, enclosed by taller panels creating a workspace fit for business meetings and professional engagements.

2-day “box” stand package	€299 excl. VAT
2-day “corner” stand package	€329 excl. VAT
4-day “box” stand package	€479 excl. VAT
4-day “corner” stand package	€499 excl. VAT

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LUNCHES AND COCKTAILS

Social gatherings and networking opportunities are taking place in the exceptional setting of the historic Grand Hôtel-Dieu.

Hosting a lunch or a cocktail gives you the opportunity to be featured in the Program Guide and digital materials, to deliver a short speech during the event, to benefit from a dedicated display area, and to provide invitations to your clients and partners.

NEW THIS YEAR!

You may host a breakfast to welcome all the MIFC participants in a more informal and friendly setting, right at the start of the day.

Tailor-made offers:

Package from 1500€ vat excl depending on the chosen services.



PROMOTIONAL DISPLAYS



Panels within the market spaces allow you to showcase your company or news.

Panels starting at 399€ vat excl
(printing included)

Details of the available formats and locations available on demand.



DIGITAL DISPLAYS



Insertion of your communication visual (video clip or still frame) on the large TV screens located in the Market spaces. Continuous broadcast alternated with other communications (100 showings per day).

Vidéo clip (5 seconds)	350€ vat excl
Still frame (5 seconds)	300€ vat excl



CLASSICS INNOVATION CORNER

At the heart of the Market: a space dedicated to the promotion of innovative tools for the classic film industry.

Access to the shared demonstration space

Demonstration of your innovative tools **by a facilitator**

A 15-min **presentation of your project** in the 100-seat conference room

Visibility in all MIFC communications

Rate

790€ vat excl

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YOUR VISIBILITY ON THE MIFC'S COMMUNICATION MATERIALS

Increase your impact
on all of the attendees
by showcasing your brand
on the MIFC's digital and
physical communication
materials.





MIFC WEBSITE

The MIFC website allows you to connect with your audience in advance via promotional banners, starting July 1st and tight until the end of the event.

Banner—2 weeks	320€ vat excl
Banner—4 weeks	470€ vat excl
Banner 9/1—10/24	670€ vat excl
Banner 7/1—10/24	870€ vat excl



MIFC PROGRAM GUIDE

Handed out to each accredited participant in the welcome bag, these are the reference documents during the Market and beyond.

Print run: 600 ex. for each document.

Program (W 15 x H 15 cm)
1 inside page 499€ vat excl



ADVERTISING IN THE WELCOME BAG

We include your targeted advertising (flyers, brochures, etc.) in the welcome bag given to every accredited person when they arrive at the MIFC (600 ex.).

Flat rate	350€ vat excl
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* Specification of weight and format upon request.

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**All of these services are accessible
to accredited professionals
(accreditation at an additional
charge).**

Reach out to us for more information!

CONTACT

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International Classic Film Market

Festival Lumière

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The Grand Hôtel-Dieu, Lyon