



MIFC

THE INTERNATIONAL
CLASSIC FILM MARKET **OCTOBER
14-17/2025**
13th EDITION IN LYON, FRANCE



ORGANIZED BY THE INSTITUT LUMIÈRE

INCREASE YOUR PRESENCE AND YOUR VISIBILITY AT MIFC 2025

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.

YOUR PRESENCE AT THE MIFC VILLAGE



EXHIBITION BOOTHS

In the MIFC Village, the large coworking space offers 9 individual booths:

- > **Surface area 6m²** (2,5m x 2,5m)
 - > **Equipped** with a reception desk, a round table and 4 chairs
 - > **Customizable on 3 walls:** bring your own display or tailor-made arrangement (quotation available on demand)
 - > **Video equipment** is available (list on demand).
- These spaces can be booked on a one-day or longer basis.*

- > **1-day package:** 200€ vat excl
- > **2-day package:** 290€ vat excl
- > **3-day package:** 380€ vat excl
- > **4-day package:** 470€ vat excl



LUNCHS OR COCKTAILS

Friendly moments and networking opportunities take place on the terrace of the MIFC village.

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

- > **Tailor-made offers:** package from 2 000€ vat excl depending on the chosen services.



MEETING LOUNGE

A cosy private lounge inside the MIFC Village, ideal for your confidential appointments.

RENTAL:

10m² lounge meeting room (1 couch, 2 low chairs, 1 coffee table) for 4 people

One-hour slot: 50€ vat excl



PROMOTIONAL DISPLAYS

Indoor or outdoor panels within the MIFC village allow to showcase your company or news.

> Panel 120 / 160 (outdoors, coworking space): **490€** vat excl *printing included*

> Panel 120 / 320 (terrace): **750 €** vat excl *printing included*

> Panel 120 / 220 (conference room access):

390 € vat excl *printing included, ideal for a 4 panel-design*

NEW



DIGITAL DISPLAYS IN THE MIFC VILLAGE

Insertion of your communication visual (video clip or still frame) on the 4 large TV screens located in the MIFC Village co-working space. Continuous broadcast alternated with other communications (100 showings per day).

Vidéo clip (10 seconds): 400€ vat excl

Still frame (5 seconds) : 300€ vat excl

NEW



SHOWCASE

Put your project in the spotlight with a Showcase session! Present your content in your own style and invite the participants you want to reach from the MIFC accredited visitors list.

MIFC VILLAGE CONFERENCE ROOM:

100 seats, 42" video screen

30-min slot: 250€ vat excl

Bookable slots subject to availability in the schedule.

Translation services not included. Please contact us for more information.



CLASSICS INNOVATION CORNER

The 2024 flagship novelty is back, under an even more dynamic format! At the heart of the MIFC Village: a space dedicated to the promotion of innovative tools for the classic film industry.

- > Access to the shared space (3 tables and chairs, 3 wall-mounted screens, a reception desk with demo PC)
- > Demonstration of your innovative tools in the shared space by a facilitator
- > A 15-min presentation of your project in the 100-seat conference room (15min)
- > Visibility in all MIFC communications

4-days package : 600€ vat excl

YOUR VISIBILITY ON MIFC COMMUNICATION MEDIA



● MIFC WEBSITE

The website dedicated to the MIFC allows you to connect with your audience in advance via promotional banners, from July 1st and during 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 350€ 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

Specification of weight and format upon request.

All of these services are accessible to accredited professionals. (Accreditation additional)

Packages can be custom-designed and discounted for 3 or more offers.
Do not hesitate to contact us.

CONTACT
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MIFC
Marché International
du Film Classique