



MARCHÉ DU FILM
FESTIVAL DE CANNES

OFFICES, ADVERTISING & FACILITIES IN CANNES

FROM 17 TO 26 MAY 2017



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The right place, the right tools, the right price.

In this catalogue, you will find all the services and facilities available to make your presence at the Marché du Film memorable and business effective.

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MAP

Inside the world-leading event of the cinema industry



YOUR BOOTH IN PALAIS - 1



YOUR BOOTH IN THE RIVIERA



YOUR BOOTH IN LÉRINS



BOOTHS

Get your office where business beats stronger



Make things easy for yourself and your partners by setting up your temporary Cannes office right inside the Marché.

Our booths are located in the Riviera, Lérins and Palais -1, three dynamic areas linked together where all mingle and where you will enjoy the proximity of screening theaters and all facilities, the bar and the Plage des Palmes...

YOUR BOOTH IN PALAIS -1

- > Basic fee - 9 sqm: € 4 650
- > Each additional sqm: € 303

YOUR BOOTH IN LÉRINS

- > Basic fee - 9 sqm: € 6 425
- > Each additional sqm: € 449

YOUR BOOTH IN THE RIVIERA

- > Basic fee - 9 sqm: € 5 840
- > Each additional sqm: € 413

The Booth package fee includes:

- > Booth equipment: standard construction, stylish furniture, carpeting, power supply, lights, booth sign, cleaning (except in the case of cocktails / parties) and recycling, night security of the exhibition areas. Mantling and dismantling of the booth, recycling of the carpeting.
- > 10 % discount on the market screenings booking rates.
- > Your registration at the Marché du Film: 3 market badges.
- > 1 year subscription to Cinando.
- > Presentation of your company as an exhibitor in the Marché Guide, the Pocket Guide, the Map, on Cinando and the website of the Marché du Film.
- > Permanent access to the Plage des Palmes (from 9.00 am to 6.00 pm, cocktail hours excluded).

BUSINESS HUBS

Marina Club, Doc Corner and NEXT Pavilion



MARINA CLUB

An easy and convenient solution to have your office in Cannes.

In the Riviera, overlooking the harbor, the Marina Club offers you a flexible way to exhibit at the Marché. Have your private table there to conduct your business during the market.

Your package includes a table, a space for your poster, signage and access to the Plage des Palmes, as well as services listed below: € 1900



DOC CORNER

Located in the Riviera, this is the new place to highlight your documentaries.

Book your private table in the area dedicated to documentary cinema. The Doc Corner welcomes sales agents, buyers, festival programmers and distributors. It offers a meeting lounge, a video library, a doc theater and more.

In support of the documentary, the Marché du Film has created a specific offer which includes your own table, a dedicated video library and services listed below: € 1300



NEXT PAVILION

The privileged spot for the cinema of tomorrow.

This pavilion dedicated to the emerging mutations of cinema offers a meeting lounge, a VR theater and a conference room.

Book a corner to showcase VR installations, reserve a table to organize your meetings or launch a new project: from € 1500 (including the services listed below).

Each package includes the following services:

- > Your registration at the Marché du Film: 1 market badge.
- > Listing of your company as an exhibitor in the Marché du Film official publications and on Cinando.
- > Hostess desk to welcome visitors, take messages or schedule meetings.
- > 1 year subscription to Cinando.
- > Access to a specific storage room in the area.
- > Wifi access.

VILLAGE INTERNATIONAL

The perfect place to promote your national cinema industry

Over twelve days, the Festival de Cannes offers you the unique opportunity to develop relations with representatives of other countries: institutions, professional organizations, producers... It is the perfect place to promote your industry and your means of production and to support and highlight your cinematography. The pavilions are located in the very heart of the event, next to the Palais des Festivals.

YOUR PAVILION IN THE VILLAGE INTERNATIONAL

- > Standard pavilion fee 25 sqm + 25 sqm of terrace: € 17 025
- > Each additional pavilion sqm: € 454 / sqm
- > Each additional terrace sqm: € 227 / sqm



The pavilion package fee includes:

- > Structure (walls, canvas awning), carpeting, flagpole, signage, telephone line...
- > Registration at the Marché du Film of the company which exhibits and organizes the pavilion: 3 market badges, 10 festival badges.
- > Presentation of your company in the Official Catalogue of the Festival and the official Marché publications.
- > 1 year subscription to the Cinando database.

SIGNPOSTING

Maximize your exposure at the Marché du Film

Enjoy the best possible locations inside and outside the Riviera, Lérins and Palais -1 to promote your screenings and your company.

The official panels come in a wide variety of types, sizes and rates.

We can advise you how to optimize the efficiency of your investment as well as on mix media packages.

●●●●●● Color dots refer to the map on the inside front cover.



RIVIERA FAÇADE - € 15 000 ●



RIVIERA OUTSIDE WALLS - € 12 500 ●



MARCHÉ DU FILM ENTRANCE - € 6 000 ●
(Riviera side)



MARCHÉ DU FILM ENTRANCE - € 8 000 ●
(Riviera side)



LÉRINS ENTRANCE - € 8 000 ●



LÉRINS SCREENING ROOM - € 5 000 ●



OUTSIDE AT THE ENTRANCE OF THE RIVIERA - € 5 500 ●
(one side: € 3 440)



RIVIERA ENTRANCE - € 8 000 ●

SIGNPOSTING



ESCALATORS PALAIS-RIVIERA - € 13 000 ●



IN THE LIGHT DOME BAR - € 5 800 ●



ESCALATORS PALAIS-RIVIERA - € 6 500 ●



STAIRS PALAIS-RIVIERA (steps) - € 8 000 ●



PALAIS MAIN AISLE - € 8 000 ●



PALAIS MAIN AISLE - € 5 000 ●
(one side: €1700)



MARCHÉ DU FILM ENTRANCE (Palais side) - € 11 000 ●



PALAIS STAIRS TO THE CROISSETTE - €12 000 ●



OUTSIDE IN FRONT OF THE PALAIS
DES FESTIVALS - € 30 000

PUBLICATIONS

Target attendees with powerful official medias



1 THE MARCHÉ BAG

Item insert,
logo on the bag
From € 4 500
11 000 bags

2 DAILY SCREENING PROGRAM

Promote your screening
and your line-up
From € 1 200
10 000 copies every day

3 THE MAP

The unfolding and detailed map
of Festival and Marché areas
Cover: € 5 100
13 000 copies

4 THE GUIDE

For your corporate
communication
From € 2 950
10 000 copies

5 NEXT PROGRAM

From € 1 000
11 000 copies

6 FUNDS GUIDE

Reach producers
From € 2 000
11 000 copies

7 PRODUCERS GUIDE

From € 1 950
11 000 copies

8 POCKET GUIDE

Highlight
your line-up
From € 1 950
11 000 copies

ONLINE ADVERTISING

All year long, use leading digital tools

CINANDO.COM

The most efficient database targeted on the cinema industry, permanently updated, offering top-services such as a screening room, a search engine and special features on main markets and festivals.

- HEADER:** From € 800 / week
- CENTRAL SQUARE AD:** From € 1 200 / week
- CENTRAL SQUARE AD (SMALL):** From € 1 000 / week
- SKIN AD:** On request



CINANDO → 1 MILLION+ VISITS A YEAR
 Join & Connect → 10 MILLIONS+ PAGES VIEWED



MARCHEDUFILM.COM

The official website of the Marché du Film, the way for every professional to register and prepare Cannes.

BANNER AVAILABLE ON THE HOME PAGE
 From € 900 / week

NEWSLETTERS

Sent regularly before and during the event to the program participants, the Producers Network newsletters are a great opportunity to highlight your company's activity.
 Banner from € 500



PACKAGES

Optimize your media visibility

MIX MEDIA PACKAGE*

- > 1 page in the Pocket Guide
 - > 1 banner on Cinando, 2 weeks
 - > 1 panel (inside)
 - > 1 side of the 4 sided pillar
- € 9 900 (15% off)

SELLER PACKAGE*

- > 1 page in The Guide
 - > 1 page in the Pocket Guide
 - > 1 banner on Cinando, 2 weeks
- € 7 600 (15% off)

PRODUCER PACKAGE*

- > 1 page in the Producers Guide
 - > 1 page in The Guide
- € 4 400 (10% off)

WEB PACKAGE*

- > 1 banner on Cinando, a week before each of your three key markets
 - > 1 banner on marchedulfilm.com, a week before the Marché du Film
- € 4 800 (20% off)

EVENT PACKAGE*

- > 1 ad – double page – in the Pocket Guide
 - > 1 wall panel at the entrance of the Riviera or Lérins theaters
 - > 1 banner on Cinando, 2 weeks
 - > Steps
- € 16 400 (20% off)

2017 SPECIAL OFFER*

Book your screenings and get 15% off the purchase of a banner on Cinando.

** Subject to availability*

Signposting



Example of package

Print



Web



EVENTS AND PROGRAMS

Target your promotion and increase your visibility

The Marché du Film industry events offer you the possibility of reaching many segmented targets and to increase your visibility in Cannes.

You can associate your brand to many of our programs, using them to promote your country, your activities, your locations and share your initiatives.

Contact us to build together a perfectly tailored package, from a global visibility to a program specifically customized for you.



FOCUS ON PRODUCERS

The **PRODUCERS NETWORK** is hosting more than 550 producers from the world for a series of meetings and unique events. The **PRODUCERS WORKSHOP** is a 3-day program designed for 400 producers starting on the international market. Become a sponsor of a Breakfast Meeting, a Happy Hour, the Opening or Closing Night of these programs or support a delegation of producers from your country to attend.

CONNECT WITH DOC AFICIONADOS

The **DOC CORNER** is a hub for feature documentaries with meeting and screening facilities, workshops and social events without forgetting the unique Doc Day.



BE PART OF THE FUTURE OF CINEMA

The **NEXT PAVILION** presents a cycle of conferences and special events and offers a VR theater. Book your conference, workshop, special event or VR programming.

NETWORK IN A FRIENDLY ATMOSPHERE

The Marché **OPENING DINNER** welcomes 1500 key executives from the industry to celebrate each year a different country of honor including Russia, Mexico, China and India in the recent years.

The Marché **MIXERS** are a line up of networking thematic events taking place in the enjoyable setting of the Plage des Palmes. Support the Fantastic Mixer for the genre film community, the Festivals Mixer or the Doc Mixer.



SHOW YOUR MOST PROMISING FILMS IN PROGRESS

Dubai, Guadalajara, Los Cabos, Annecy, Lebanon and Malaysia Goes to Cannes, among others! The Marché du Film is the widest opportunity for festivals and institutions to screen films in post-production still looking for partners, sales agents or festivals.

SCREENINGS

Give buyers your best image

With 35 screens inside the Palais or in town, the Marché du Film offers the widest choice of state-of-the-art theaters, from less than 40 seats to large theaters up to 350 seats, and including a VR theater, a screening room dedicated to documentary and facilities for interactive cinema.

The screenings reservation will be available on www.marchedufilm.com from early February onwards.



Take advantage of...

- > Ideal location of screening rooms.
- > Digital and 3D rooms.
- > 10% discount on screenings rates for exhibitors in the Palais, Riviera and Lérins.
- > Real-time reports of your screening attendees.
- > Free trailer on Cinando and its mobile apps.
- > VR and interactive cinema facilities.
- > Films screened at the Marché du Film are automatically showcased:
 - in The Guide.
 - in the Pocket Guide with the detailed schedule.
 - in the Daily Screening Programs.
 - in Cannes Market News.
 - on Cinando and mobile apps.
 - in international dailies in Cannes: *Variety*, *The Hollywood Reporter*, *Screen International*, *Le Film Français*, *Cannes Market News*...

LOGISTICS

Make the choice of the top-level equipment

Make sure you have all the right equipment in your booth or anywhere you may need it in Cannes. Think ahead and book online at the best prices from companies selected by the Marché du Film. Included with your equipment, a friendly and comprehensive service!



INTERNET CONNECTION

> High speed Internet access from 512 kbps up to 2 MBps and more: **from € 590**

VIDEO EQUIPMENT

> LCD screen: **from € 240**
> DVD player: **from € 200**
Etc.

OFFICE EQUIPMENT

> Laptops: **from € 320**
> Laser printing fax-copier-scanner: **from € 175**
Etc.

DIGITAL PRINTING

Digital printing of your posters on paper, textile, PVC and stickers, up to very large formats to decorate your booth and promote your films.

MOBILE PHONE AND 4G+ INTERNET

Handsets, sim, data cards, BlackBerrys, iPhones, routers... Rent your equipment for the duration of the Festival. High speed unlimited wireless access for your laptop, anywhere you are in Cannes!

BADGE READER

Scan your visitors and get their full details: **from € 420**

FURNITURE

Stylish furniture to equip your office in Cannes (Palais, Riviera, Lérins, hotels and apartments).

COCKTAILS

A breakfast meeting, a cocktail to celebrate your screening or your event... **From € 15/person**

FLORAL DECORATION

To brighten your offices or your reception areas.

For more info: www.marchedufilm.com

CONTACTS

SALES AND ADVERTISING

Maud Amson:

mamson@festival-cannes.fr

+ 33 6 74 35 81 06

INDUSTRY PROGRAMS

Julie Bergeron:

jbergeron@festival-cannes.fr

SCREENINGS

Danièle Birgé:

dbirge@festival-cannes.fr



MARCHÉ DU FILM
FESTIVAL DE CANNES

FROM 17 TO 26 MAY 2017

MARCHÉ DU FILM

3, rue Amélie - 75007 Paris

Tél + 33 1 53 59 61 00

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