



SERIES MANIA  
FORUM

**ADVERTISING  
OPPORTUNITIES**

**SERIES MANIA FORUM**

INTERNATIONAL FESTIVAL LILLE / HAUTS-DE-FRANCE

**JUNE 1 > 3 2021**



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# PRESENTATION

**Based in Lille since 2018, Series Mania - Lille / Hauts-de-France has become the biggest event dedicated uniquely to television series in Europe.**

The festival offers exclusive world premieres of the greatest international series on the big screen, giving its audience - up to 72,000 spectators - 9 days of discoveries, parties and masterclasses with some of the most renowned personalities in the series world.

At the same time, Series Mania welcomes 3,000 French and foreign professionals of the TV industry at Series Mania Forum and Lille Dialogues summit. Two key events for networking and business that are now extended online with the creation in 2020 of Series Mania Digital Forum.





# PRESENTATION

## SERIES MANIA FORUM

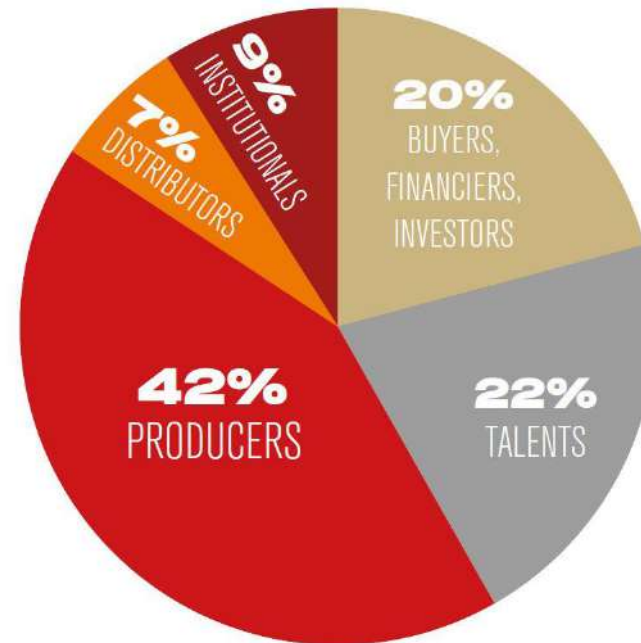
Series Mania Forum packs **three days** with opportunities **for industry professionals** to pitch ideas and attend panels and networking events.

Producers, distributors, TV channels, executives, commissioners, platforms and screenwriters all gather at this event to create and finance the best series projects for the global market.

# 2 700

## PROFESSIONALS ATTENDING

From more than 50 countries



# 23

## TV series produced and broadcast through the Co-Pro Pitching Sessions

No Man's Land, The Head, DNA, Liar, Stella Blomkvist, Hidden, We Got This, Freud, Twin, Women of the night, Devils, Mirage, Tabula Rasa, The Teach, Trepalium, The Manor House, Jordskott, Banking District and much more...

# 394

## ONE-ON-ONE MEETINGS

organized during these 3 days dedicated to professionals

## LILLE DIALOGUES

In partnership with the Hauts-de-France Region, the National Center for Cinema and the Moving Image (CNC), and the European Commission (Europe Creative MEDIA).

Lille Dialogues gather American and international decision-makers (network chiefs, distributors, producers, regulatory commissions) to discuss **the future of the audiovisual landscape** in a changing and competitive environment.

A-list political decision makers, top industry executives and CEOs meet and discuss about the most important topic in the industry.

# 67

High level speakers met since Lille Dialogues first edition in 2018: **Reed Hastings** (Chairman & CEO, Netflix), **Ted Sarandos** (Chief Content Officer, Netflix), **Charles Rivkin** (Chairman & CEO, Motion Picture Association of America), **Howard Rodman** (former President, Writers Guild of America), **Georgia Brown** (Head of European Originals, Amazon Studios), **Lorenzo De Maio** (Head of TV Advisory and Partner, Endeavor Content), **Gilles Pélisson** (CEO, TF1 Group), **Delphine Ernotte-Cunci** (CEO, France Télévisions), **Nicolas de Tavernost** (CEO, M6 Group), **Stéphane Richard** (CEO, Orange), **Franck Riester** (French Minister of Culture), **Andrus Ansip** (Vice-President of the European Commission in charge of the Digital Single Market), etc.

# 13

## PANELS DISCUSSIONS

on important issues facing the sector: “Independent Production During Industry Concentration”, “Government Aid for TV Series in Europe”, “Europe and North America: A Collaborative Analysis of the TV Series Market”, “How Are Women Influencing TV Series?”, etc.



# PRESENTATION

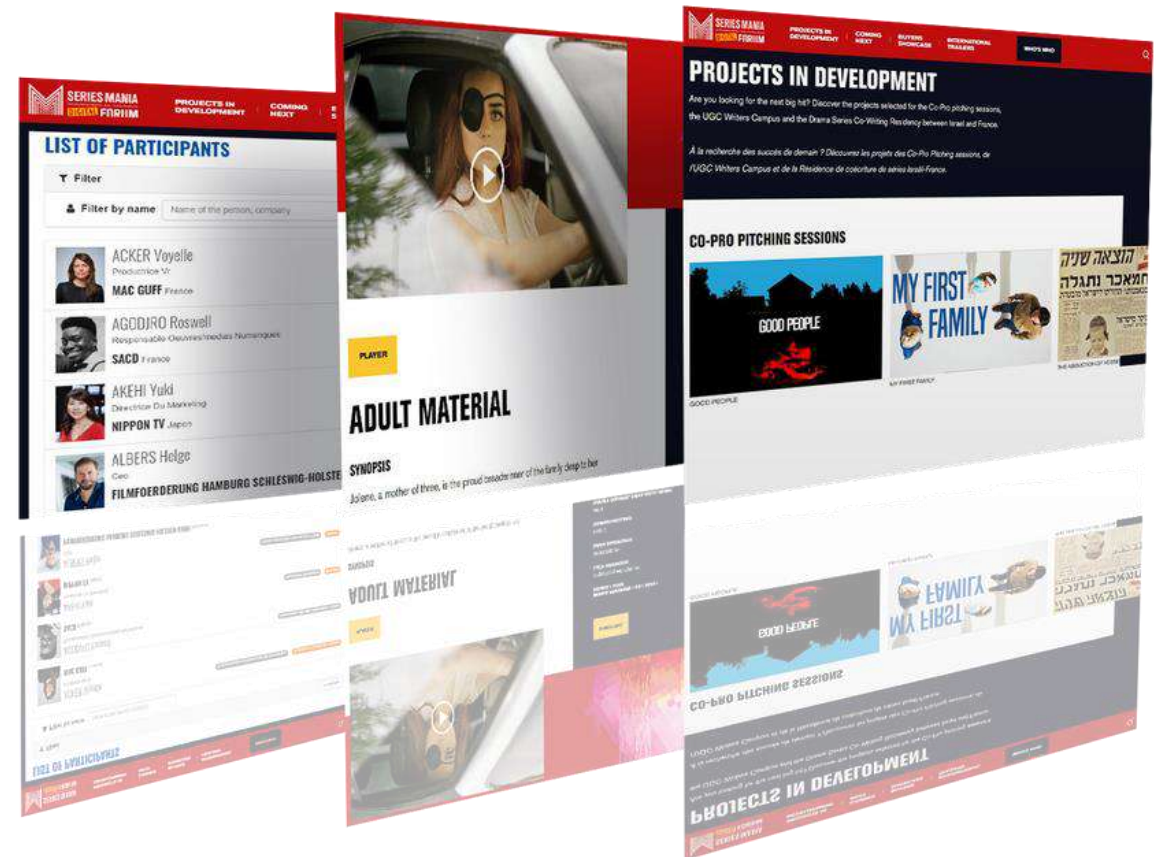
## SERIES MANIA DIGITAL FORUM

Developed in record time after the COVID 19 outbreak, the **Series Mania Digital Forum** is one of the first digital platforms dedicated to industry professionals.

Members of the industry can find the key content that makes the Series Mania Forum a success every year, and more than 50 international series from the festival program and Buyer's Showcase online. It will return in 2021 with even more content and features.

### 2020 KEY FIGURES

- 1 500 users
- 60% of users were buyers, commissioners, producers, distributors and sellers.
- 40% of users were screenwriters, programmers, and journalists.
- More than 40 countries were represented



**SPACES**





# THE BUSINESS LOUNGE



Located on the top floor of the Lille Grand Palais building, the business lounge is a meeting area of 1 400m<sup>2</sup>.

The best way to have a private meeting with clients in a cosy and comfortable space with shared facilities : an exclusive bar and a rooftop terrace.

\*Please, contact us to receive a personalized offer.

\*\*non-contractual picture

From 6 000 €



# STAND OPTIONS AT DELEGATES HALL

Maximize your visibility by having an umbrella stand IN THE HEART of Series Mania Forum, at the Lille Grand Palais. 1 900m2 of open space available for up to 15 branded stands to showcase products and services.

Book a dedicated area for your representatives to organize their meetings : 12m<sup>2</sup> to 24m<sup>2</sup> equipped stand.

Dedicated area for country official delegation.

**\*Please, contact us to receive a personalized offer.**

\*\*non-contractual picture



**From 9 900€**

# MEETING TABLES



- **Registration for 1 delegate** included in the meeting tables package.
- Dedicated company table with your logo at the Delegates Hall.
- Access to conferences and screenings.
- Access to networking events and Series Mania's Digital Platform.
- Virtual Stand included on Series Mania's Digital Platform.

2 000 € per table



# MEETING ROOM

A dedicated space available to organize private meetings during Series Mania Forum (maximum capacity of 20 people).

- **1 to 2 hour slots available.**
- Possibility to rent audio and video materials (additional costs).



**From 1 000€**

**DIGITAL**





# WIFI WITH BRANDED HOMEPAGE

- **SPONSORING OF THE WEB PAGE FOR SERIES MANIA FORUM'S CONNECTION =>**  
For smartphones, tablets and laptops.

**Artwork Deadline : 3/05/ 2021**



**6 600 €**

# EMAILINGS TO REGISTERED PARTICIPANTS

Your AD on the:

- Registration confirmation email
- E-Ticket



## REGISTRATION CONFIRMATION

Dear XXX, your registration is confirmed!

XXXXXXXXXXXX

XXXXXXXXXXXX

## YOUR BANNER

**LA RÉSIDENCE DE COÉCRITURE  
ISRAËL - FRANCE  
EN BREF**

Six projets sélectionnés sur une pré-bible.

Deux workshops d'écriture, l'un en France, l'autre en Israël.

Un coaching personnalisé par des tuteurs expérimentés.

Des sessions de pitch devant des potentiels partenaires financiers internationaux (producteurs, diffuseurs, plateformes...)

[En savoir plus](#)



## Nom de l'événement

01/03/2019 - 19:30

## Prénom NOM

Tarif 1

Catégorie

Sous-catégorie

20,00 € plus TTC (taxe inclus) TVA au taux de 20% : 2,33 €

La salle de concerts

164 rue Ambroise Croizat

93200 Saint-Denis

N° de billet : T6E246792058213

Date de commande : 01/02/2018

Organisateur : Orga

(N° de licence)



6652802898769

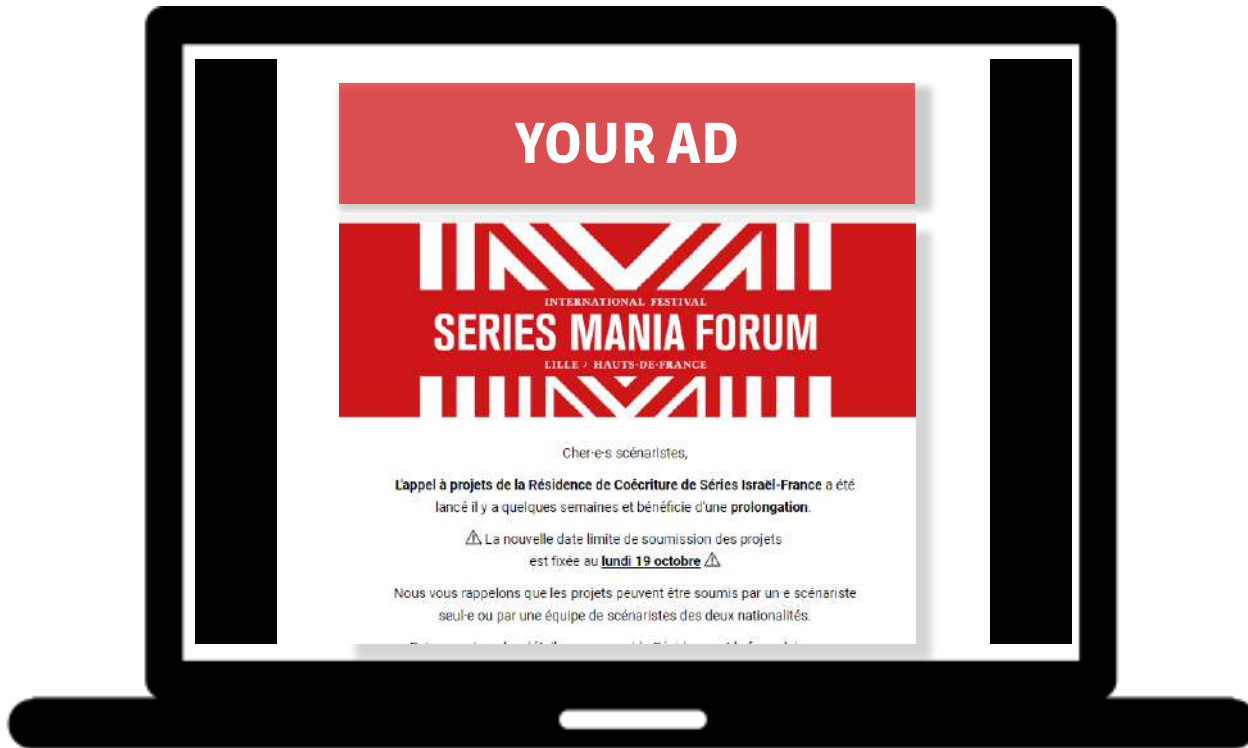
Édité par respect.com

## YOUR BANNER

900 € each



# BANNER NEWSLETTER



- **1 newsletter: 1 000€**
- **Daily newsletter during the event (3 newsletters) : 5 000€**

**1 000 € to 5000€**

# MEGA BANNER

## ON THE REGISTRATION PAGE OF SERIES MANIA FORUM

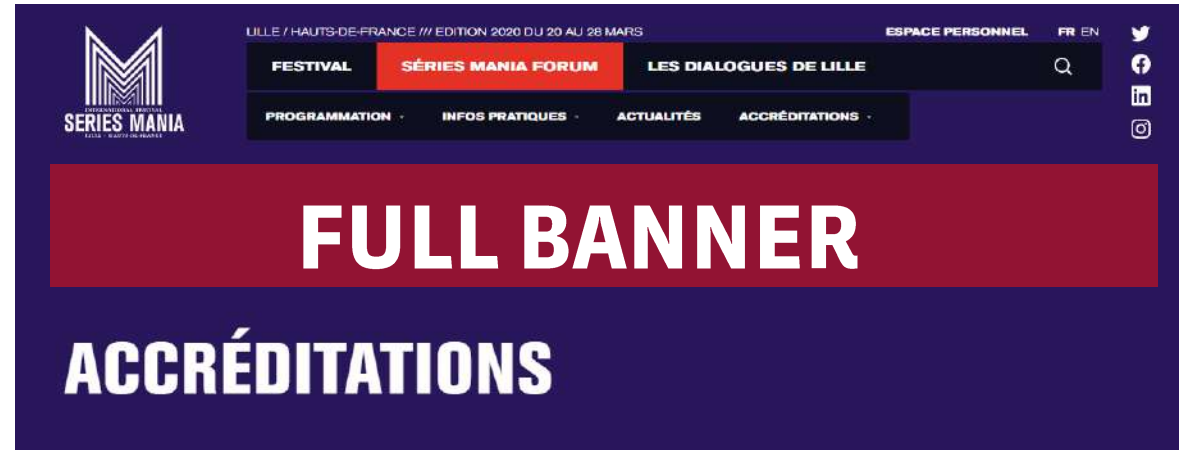


### TECH SPECS

- 728x90 px (Desktop & Tablet)
- 320x50 px (Mobile)
- GIF, JPG

### DURATION

- One week



# MEGA BANNER

## ON SERIES MANIA DIGITAL PLATFORM

### TECH SPECS

- 728x90 px (Desktop & Tablet)
- 320x50 px (Mobile)
- GIF, JPG

### DURATION

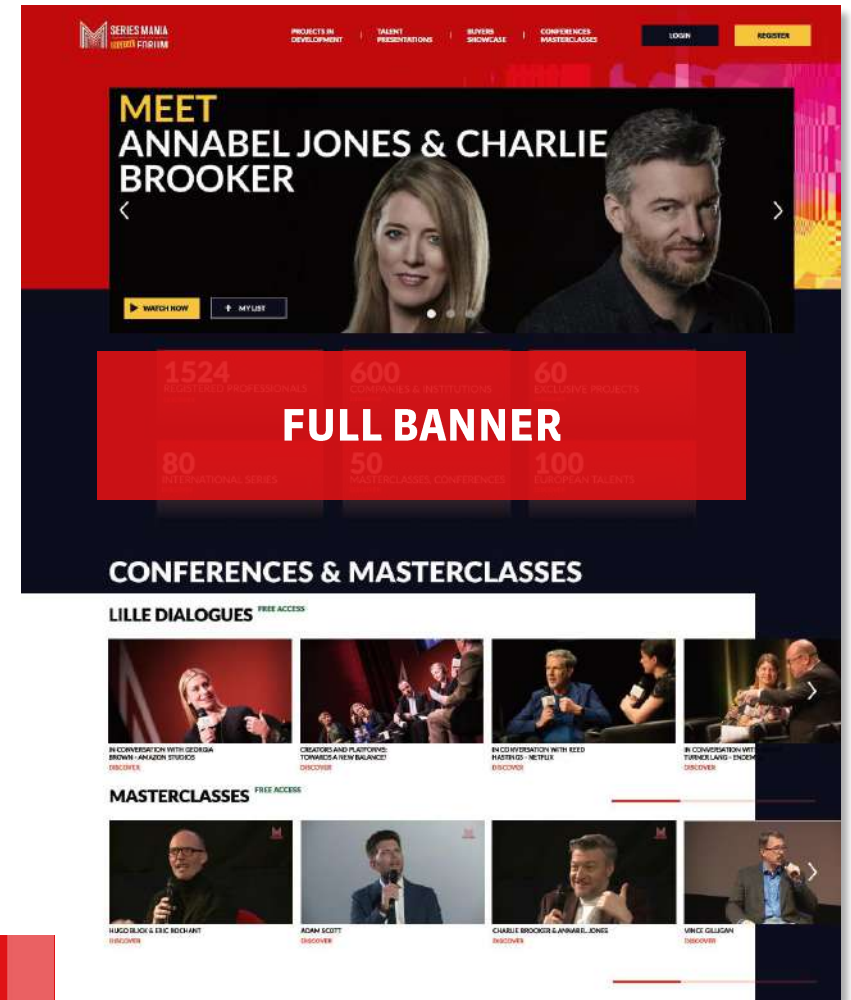
- One week

### PRICE

- 2 900 €
- 5 000 € during the Forum Week

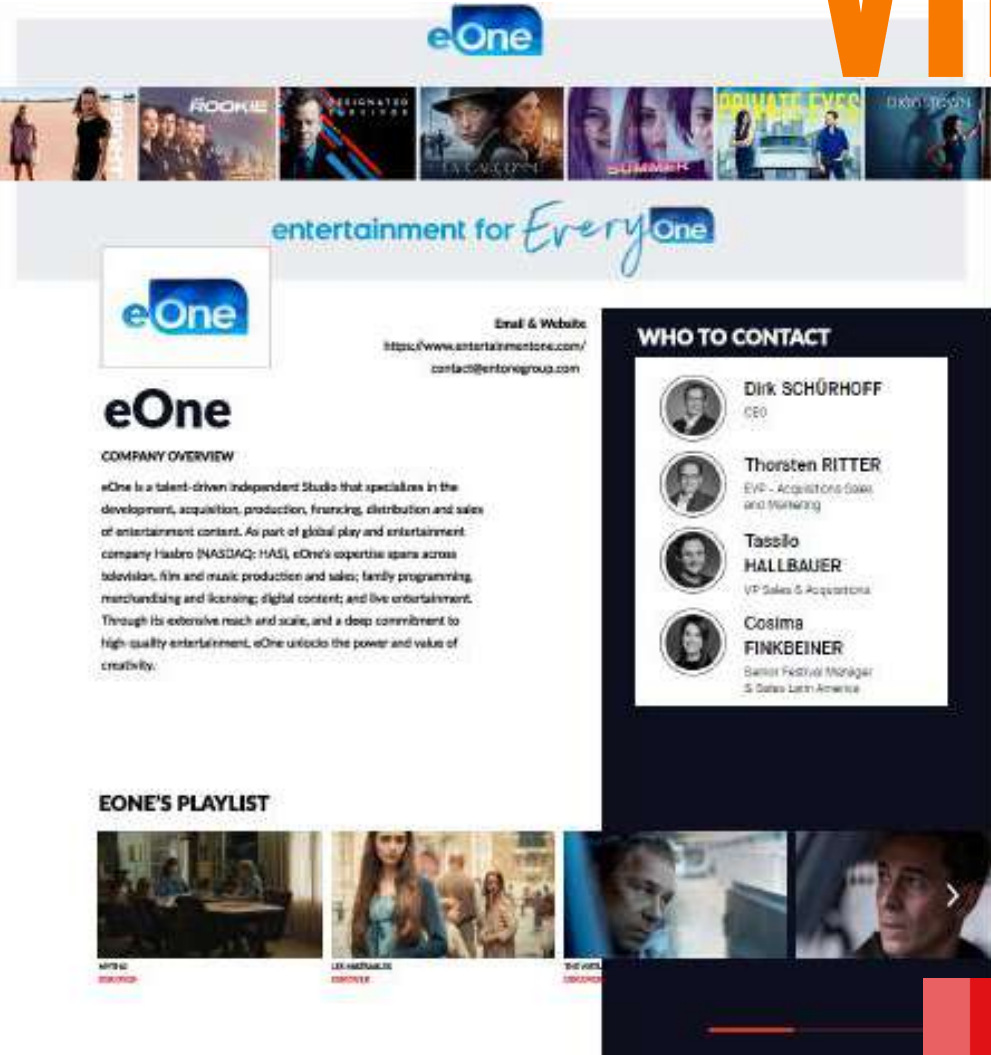
\* non-contractual picture

From 2 900€





# VIRTUAL STAND



**A dedicated virtual space to promote your brand, showcase your content, and conduct your online business meetings:**

Showcase video clips or trailers to highlight your content.

**From 1 200 €**

# DIGITAL SHOWCASE

## BUYERS SHOWCASE

### COMING NEXT FROM FRANCE



THE VIRTUES OF A SERIES ON TWO LINES  
DISCOVER



BAGHDAD CENTRAL  
DISCOVER



DOUBLE JE  
DISCOVER



An opportunity to present your new projects to the most talented people: TV channels, executives, commissioners, platforms, and producers.

#### PACKAGE DETAILS:

- 1 delegate registration to Series Mania Forum's Platform.
- Showcase promoted on the Series Mania Forum website and official program.



Mentions légales

Politique de confidentialité



le film français

From 2000 €

# POSTER CAMPAIGN





# ENTRANCE WINDOW BRANDING

## OUTDOOR

- 2 locations  
14,50m x 4,30m

**\*Artwork Deadline 21/04/2021**



22 000 € each

# OUTDOOR RAILING

## OUTDOOR

- 1 location  
6,50m x 1,25m

**\*Artwork Deadline 21/04/2021**

7 000 €





# RIGHT SIDE ENTRANCE POSTER

## OUTDOOR

- 1 location  
4,7m x 3,50m

**\*Artwork Deadline 21/04/2021**



6 000 €



# SIDE PORTRAIT POSTER

## OUTDOOR

- 3 locations
- 1 x RIGHT SIDE « A »  
4,22m x 7,50m = 7 700 €

1 x RIGHT SIDE « B »  
3,20m x 7,50m = 5 000€

1 x LEFT SIDE « C »  
3,20m x 7,50m = 5 000€

**\*Artwork Deadline 21/04/2021**

5 000 € to 7 700 €



# LARGE FRONT POSTER

## OUTDOOR

- 1 front side location  
3,10m x 7,50m

**\*Artwork Deadline 21/04/2021**



11 000 €



# OUTSIDE POSTER

## OUTDOOR

- 1 location  
4m x 4m

**\*Artwork Deadline: 21/04/2021**

15 000 €



# ENTRANCE DOOR STICKERS



6 600 € to 7 700 €

## OUTDOOR / INDOOR

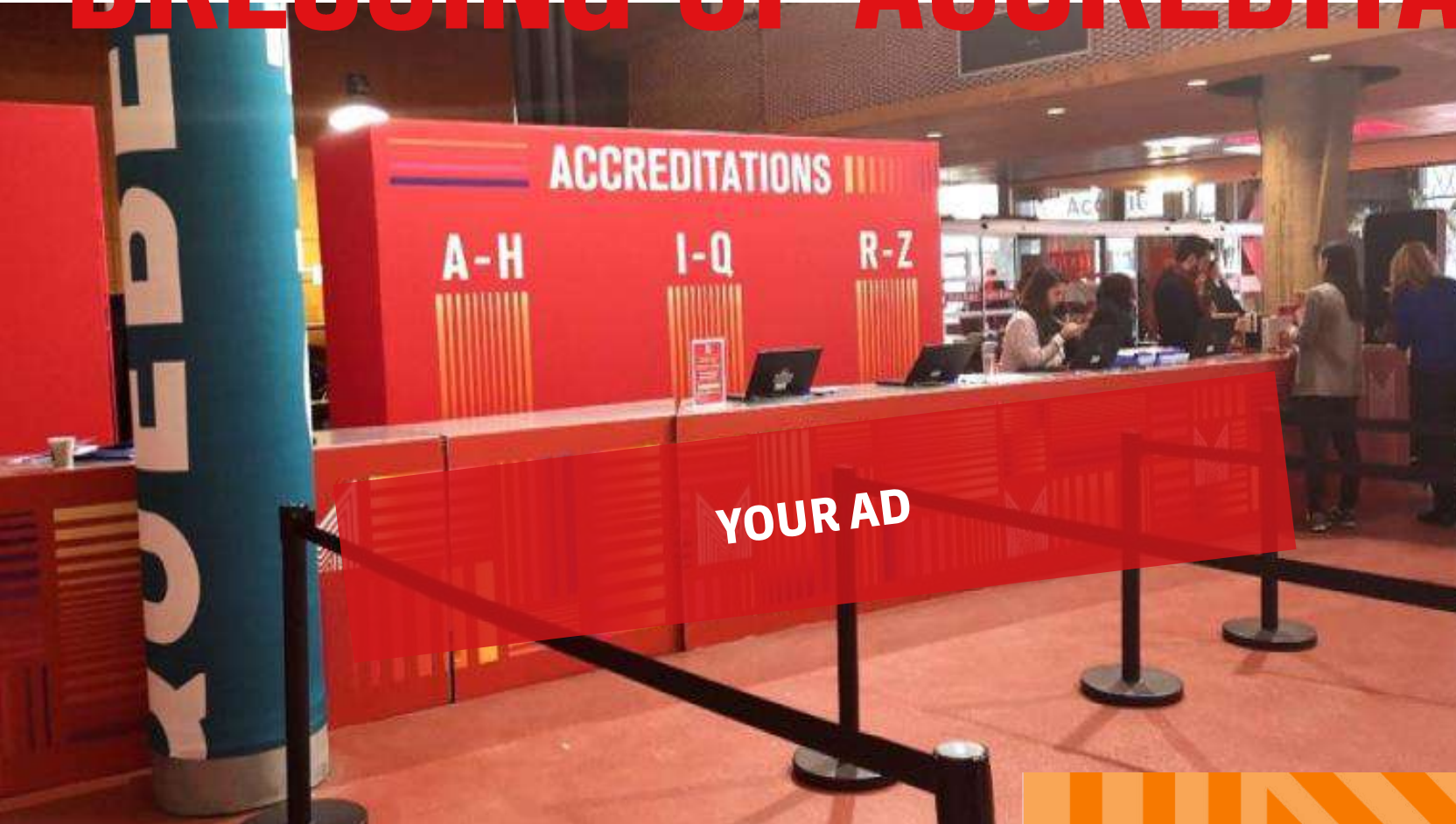
- 4 locations

\* Artwork Deadline 21/04/2021

- **2x TOP STICKERS 7 700€**  
85cm x 84cm (+ 3 cm for hanging)
- **2x BOTTOM STICKERS 6 600€**  
85cm x 96cm (+ 3 cm for hanging)



# DRESSING OF ACCREDITATIONS DESK



- 1 premium location available at Welcome Area (Accreditation Desk)
- **Artwork Deadline : 21/04/2021**

12 000 €

# WELCOME DESK RAILING

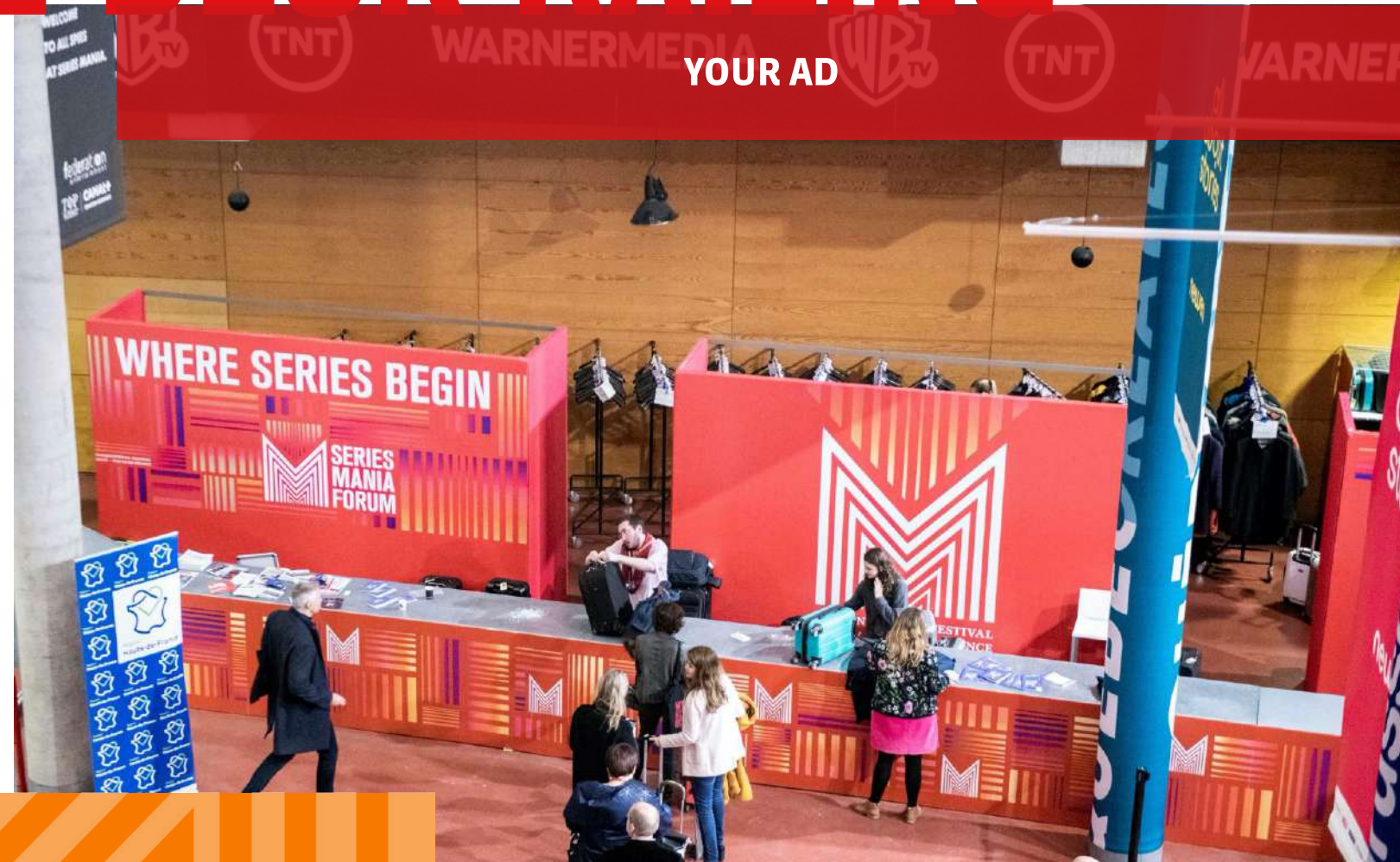
## INDOOR

Welcome Desk Area

**1 exclusive spot**  
**1,13m x 26,10m (+ 5 cm for hanging)**

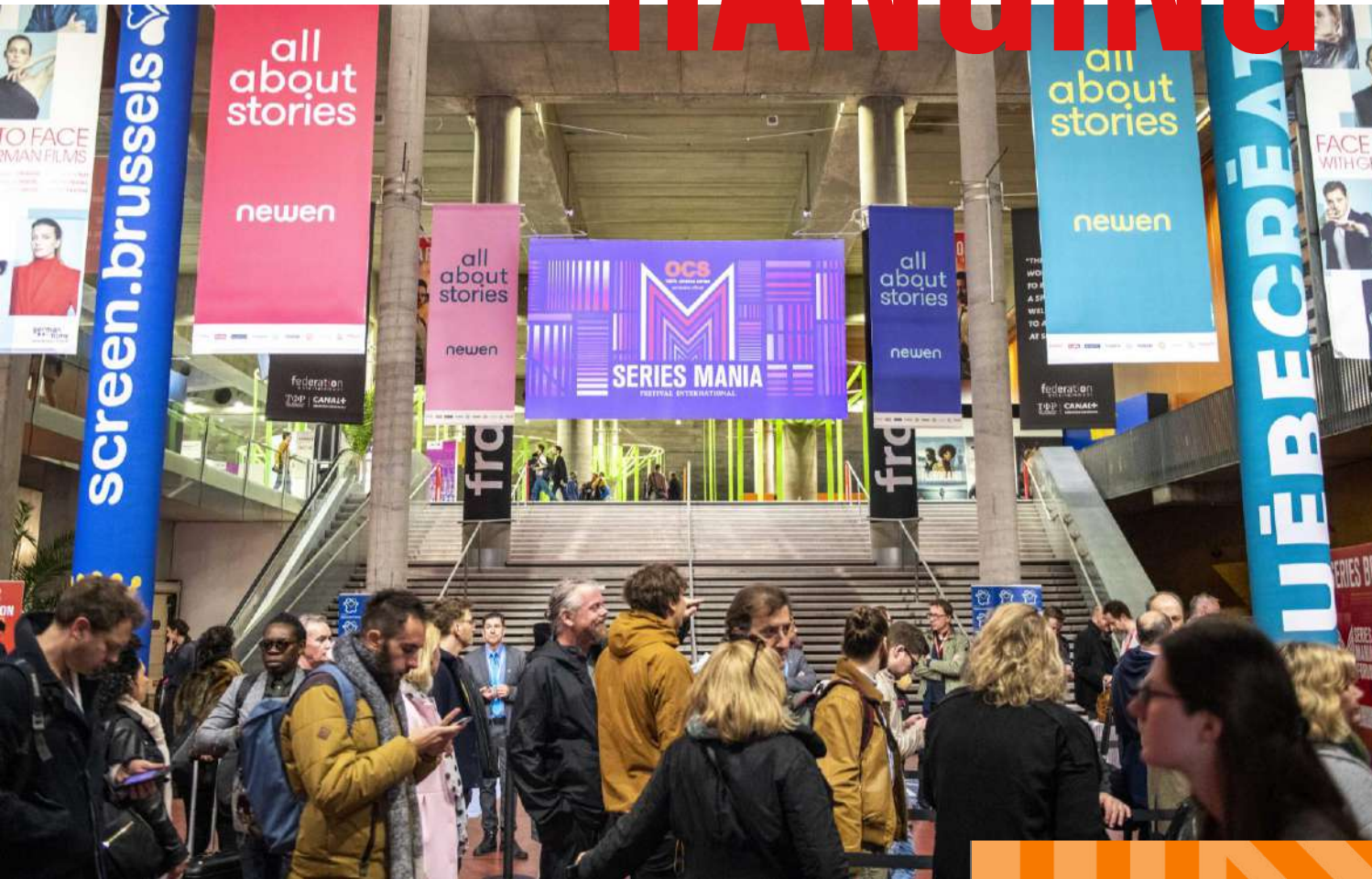
**\*Artwork Deadline 21/04/2021**

**12 000 €**





# HANGING BANNERS



## INDOOR

Welcome Desk Area

- 10 double sided spots available  
3m x 1,20m

**\*Artwork Deadline: 21/04/2021**

4 400€

# COLUMNS

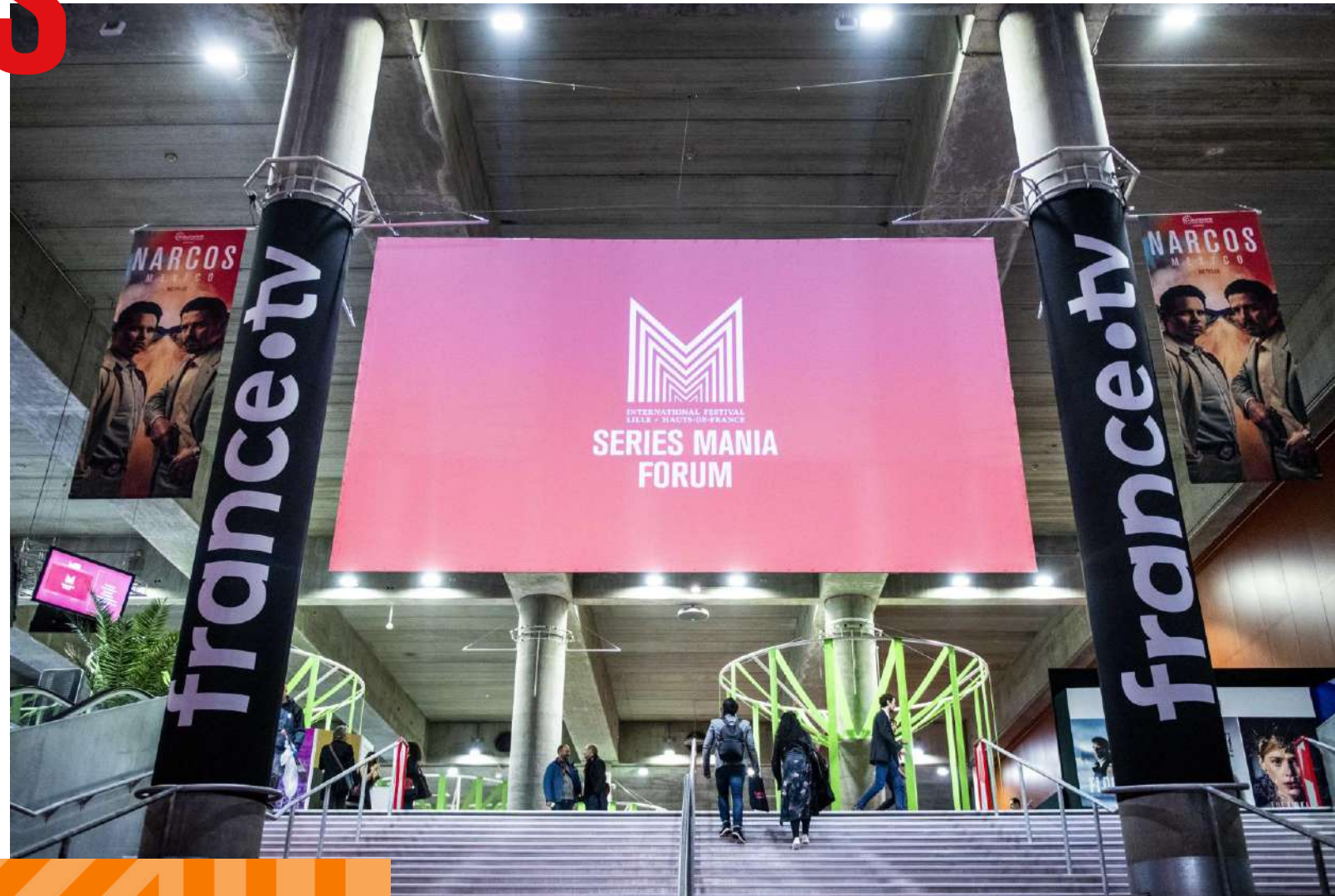
## INDOOR

Several locations at Delegates Hall and Welcome Area.

A premium opportunity for visibility (between 6 and 7m High).

**\*Artwork Deadline 21/04/2021**

From 5 500€





# FLOOR STICKERS



## INDOOR

### Premium locations

- 1 Sticker at the Escalator 1x4m: 5 500 €
- 1 Welcome door sticker 1x4m: 5 500 €

### Several other locations available

- 2x2m: 3 800 €

**\*Artwork Deadline 28/04/2021**

**From 3 800€**

# WALL BRANDING

## INDOOR

Several locations available at the Welcome Desk and at the Delegates Hall.

**\*Artwork Deadline: 21/04/2021**



From 5 500 to 6 500€ depending on location

# BACK OF MAIN ENTRANCE LARGE SCREEN



**INDOOR**

- **1 Poster premium location:  
6,30m x 3,54m**

**\* Artwork Deadline : 21/04/2021**

**12 000 €**



# GIANT POSTER IN DELEGATES HALL

## INDOOR

- Several locations available at Delegates Hall  
6m x 2,50m

\* Artwork Deadline : 21/04/2021



12 000 €



# CUSTOMIZED BAR AT BUSINESS LOUNGE AREA



**INDOOR**

**1 premium location available at Business Lounge Area.**

**Artwork Deadline : 21/04/2021**

\*non-contractual picture

**12 800 €**

# SCREENS



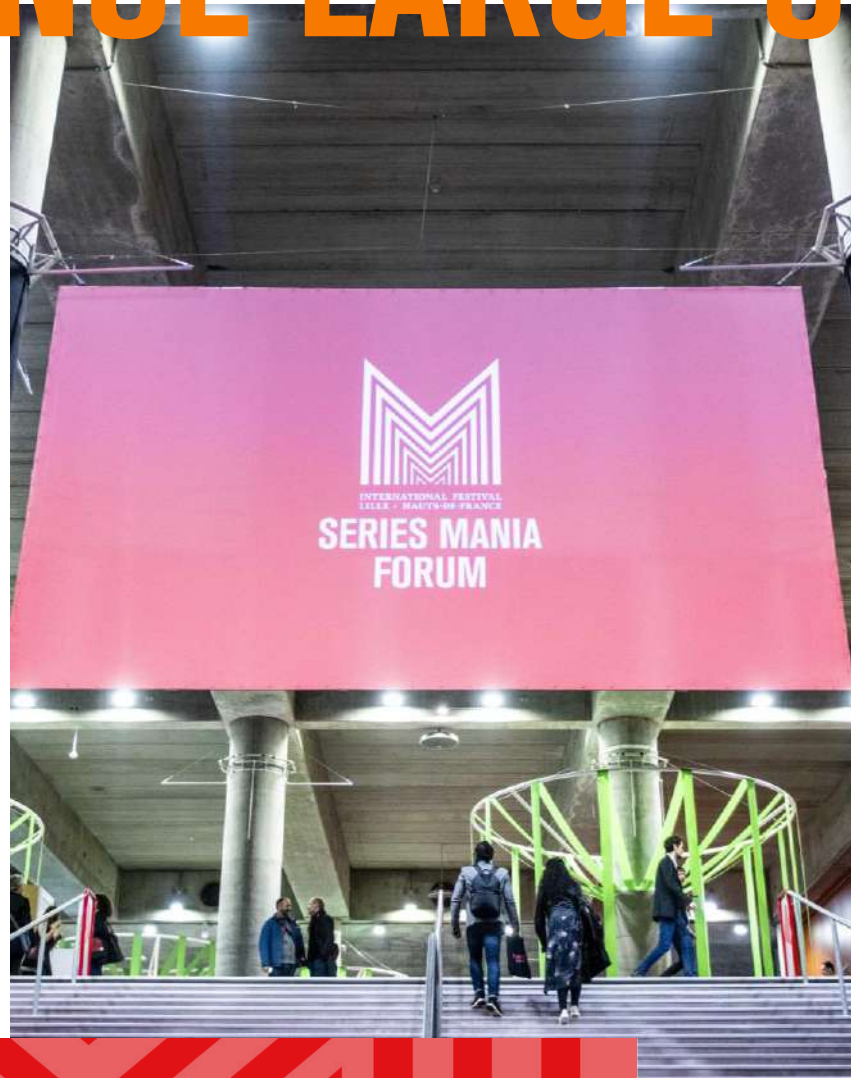
# MAIN ENTRANCE LARGE SCREEN

## + OFFICIAL SCREENS

Combo Main Entrance Screen and multi-screens

- **20 screens distributed throughout the venue (several locations available : elevator, conference room entrance, etc.)**
- Maximum of 12 advertisers
- 2 min per spot = 5 min/hour/advertiser

**\* Artwork Deadline : 10/05/2021**



15 000€



# DEDICATED PORTRAIT SCREEN



- **Exclusive to an advertiser at a strategic location (several locations available).**

**\* Artwork Deadline : 10/05/2021**

**5 000€**

# SHOWCASE



- **1 hour with conference/screening standard kit**

+ technician + announced in official catalogue.

(Faidherbe Room - 100 seats capacity)

Rehearsal slot available the evening before

- Client's logo on the supports related to the "Showcase" program



3 000 €

# SPECIAL OFFERS & EVENTS





# DELEGATE'S BIKE SHUTTLE

## BETWEEN HOTELS & FORUM VENUES OUTSIDE BRANDING

- **During 3 days of Series Mania Forum**
- Capacity : 1 to 2 passengers
- Branding : back of the bike shuttle
- GREEN & RESPONSIBLE !

**\*Artwork Deadline: 21/04/2020**



25 000 €

# DELEGATE'S BUS SHUTTLE

**BETWEEN HOTELS & FORUM VENUES  
OUTSIDE BRANDING**

- **During 3 days of Series Mania Forum**
- Capacity : 4 to 8 passengers
- Branding : back & front of the car + 2 side doors
- Display of flyers inside the car

**\* Artwork Deadline : 21/04/2020**



**32 000 €**



# LILLE GRAND PALAIS DOORSTEP Happening

## OUTDOOR

An outside premium space located next to Lille Grand Palais' entrance to organize original marketing operations.

- 1 location per day  
5,80m x 7,10m

12 000 €





# TEA & COFFEE BIKE



## INDOOR

- **3 TEA & COFFEE BIKES**  
Covering of tea & coffee-bikes located in the Delegate's Hall

**\*Artwork Deadline 21/04/2020**

\*\* Catering / beverages not included

**6 000 € each**

# CHARGING LOCKERS FULL COVERING

## OPTION 1

- **BOX RECHARGE FOR 20 MOBILES WITH TOTAL COVERING PREMIUM**

8 000 €



## OPTION 2

- **TOTEM SCREEN WITH 9 BOX RECHARGES**  
with personalized video

8 000 €



**Equipment for both options:**

- Cables I-phone, Android, tablets
- Key, code or PIN locks - Vinyl wrapped

**Artwork deadline :  
21/04/2021**



# COCKTAIL OPTIONS

- **Breakfasts: 2 700€**
- **Lunches and Happy Hours: 4 000€**
- **Showcase and Cocktail: 5 700€**
- **Welcoming Drinks\***
- **The Forum Party\***

\* Catering / food / beverages not included

\*\* Personalized quotation upon request



**From 2700€**



# SHOWCASE & COCKTAIL



- **1-hour screening (Faidherbe Room - 100 seats capacity).**
  - **2-hour cocktail reception.**
  - Opportunity for the Client to make a presentation of their company & brand at the cocktail.
  - Client's logo on the supports related to the "Showcase & Cocktail" program.
  - Client's logo projected at the start of the session.
  - Opportunity to distribute promotional materials during the cocktail.
- \* Catering / food / beverages not included.  
\*\* Personalized quotation upon request.

**From 5 700 €**

# PROMOTIONAL OBJECTS



# LANYARDS

- **Accreditees lanyards (3000 units)**
- **Logo and tagline on all delegate's lanyards**
- **Artwork Deadline : 21/04/ 2021**



16 500 €

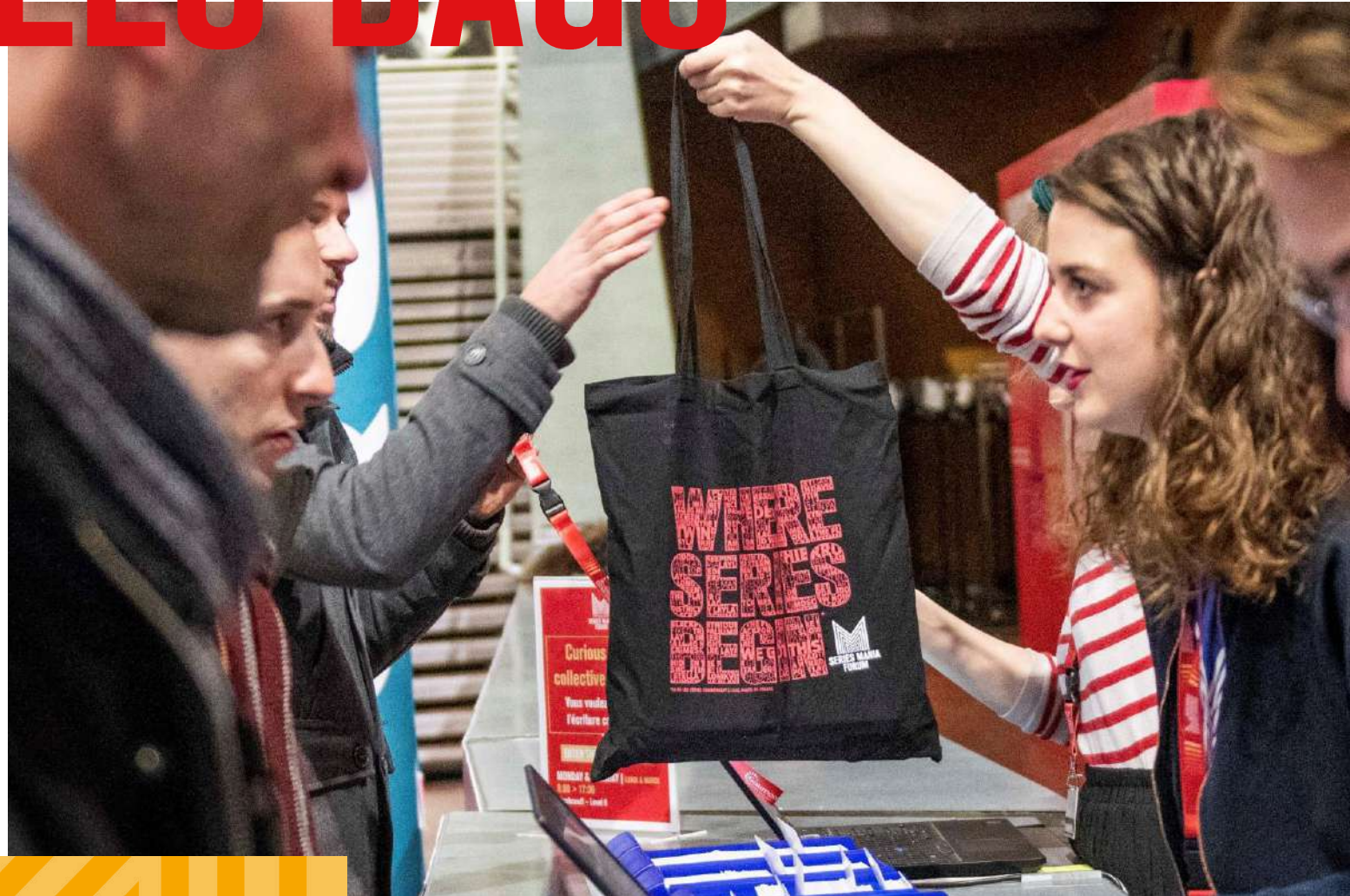


# ACCREDITEES BAGS

- Your logo + tagline on accreditees bags to be distributed to all participants
- 3000 units

**Artwork Deadline : 21/04/2021**

16 500 €



# BAG INSERT



**Goodies to be distributed within the official bag of Series Mania Forum:**

- **5 items maximum**
- **3000 units**

**2 500 € each**

# BRANDED WATER BOTTLES



**3 000 units**

- ECO & GREEN **BOTTLES**
- Designed in recyclable materials & wood fibers.  
MADE IN FRANCE

\*Possibility to be distributed as a bag insert

**Artwork Deadline : 21/04/2021**

**25 000 €**



# UMBRELLAS



**3000 units**

\* Possibility to be distributed as a bag insert

**Artwork Deadline : 21/04/2021**

**25 000 €**

# BRANDED BEER BOTTLES

- 1000 units available at the Business Lounge during the Happy Hour and some official events.

**Artwork Deadline : 24/04/2021**



**From 4 500 €**

# BECOME AN OFFICIAL SPONSOR OF SERIES MANIA FORUM

From **30 000 €** :

- Your logo on the Official Website and Series Mania Digital Platform.
- Your logo on all communication material.



**From 30 000 €**



# SERIES MANIA FORUM

INTERNATIONAL FESTIVAL LILLE / HAUTS-DE-FRANCE

## CONTACT US FOR MORE INFORMATION

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\*\*ALL PRICES ARE NET ON FRENCH TAX