



**SERIES MANIA
FORUM**

**ADVERTISING
OPPORTUNITIES**

SERIES MANIA FORUM

INTERNATIONAL FESTIVAL LILLE / HAUTS-DE-FRANCE

August 30 > Sept. 1, 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

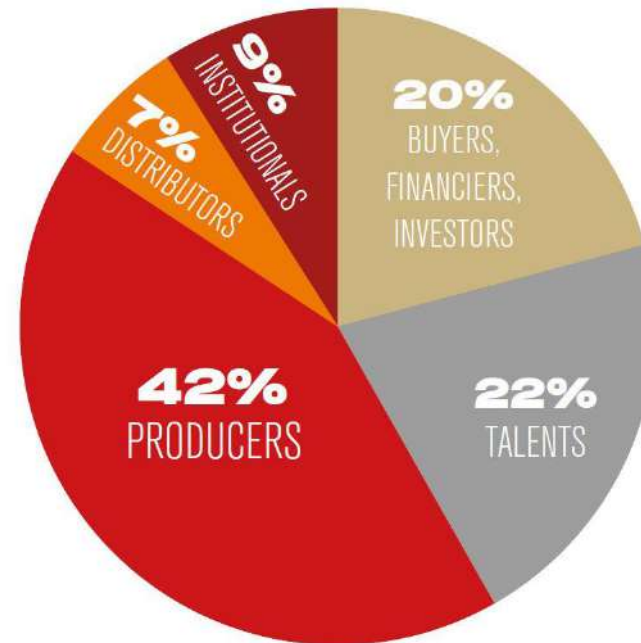
Series Mania Forum packs **three days** with opportunities **for industry professionals** to pitch ideas and attend panels and networking events.

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

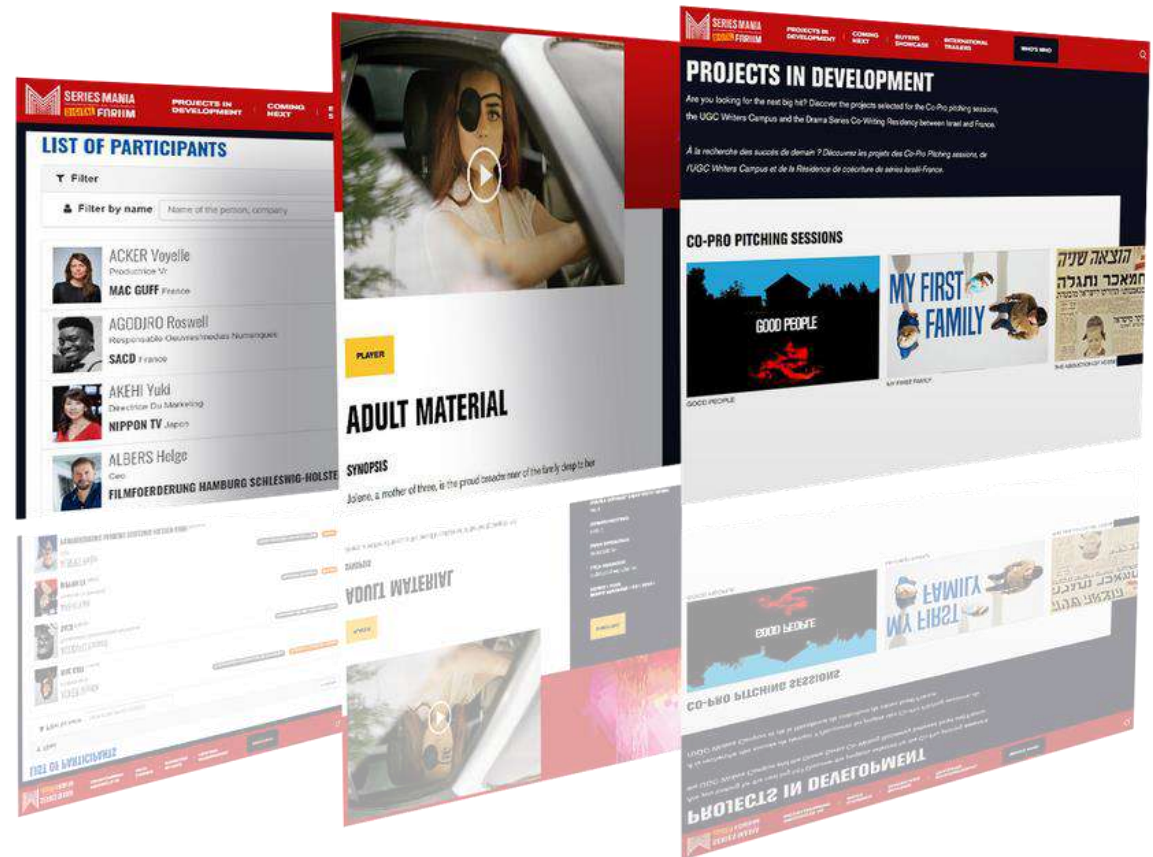
SERIES MANIA DIGITAL FORUM

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 400m².

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

Small: 6 000€ HT

Medium: 9 000€ HT

Large: 12 000€ HT

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 : 12m² to 24m² equipped stand.

Dedicated area for country official delegation.

Please, contact us to receive a personalized offer.

*non-contractual pictures

* Small : 9 900€ HT
Medium: 12 600€ HT
Large : 15 300€ HT



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 : June 2021

SOLD OUT



6 600 €

EMAILINGS TO REGISTERED PARTICIPANTS

Your AD on the registration and practical information confirmation email sent to all registered delegates of Series Mania Forum 2021.

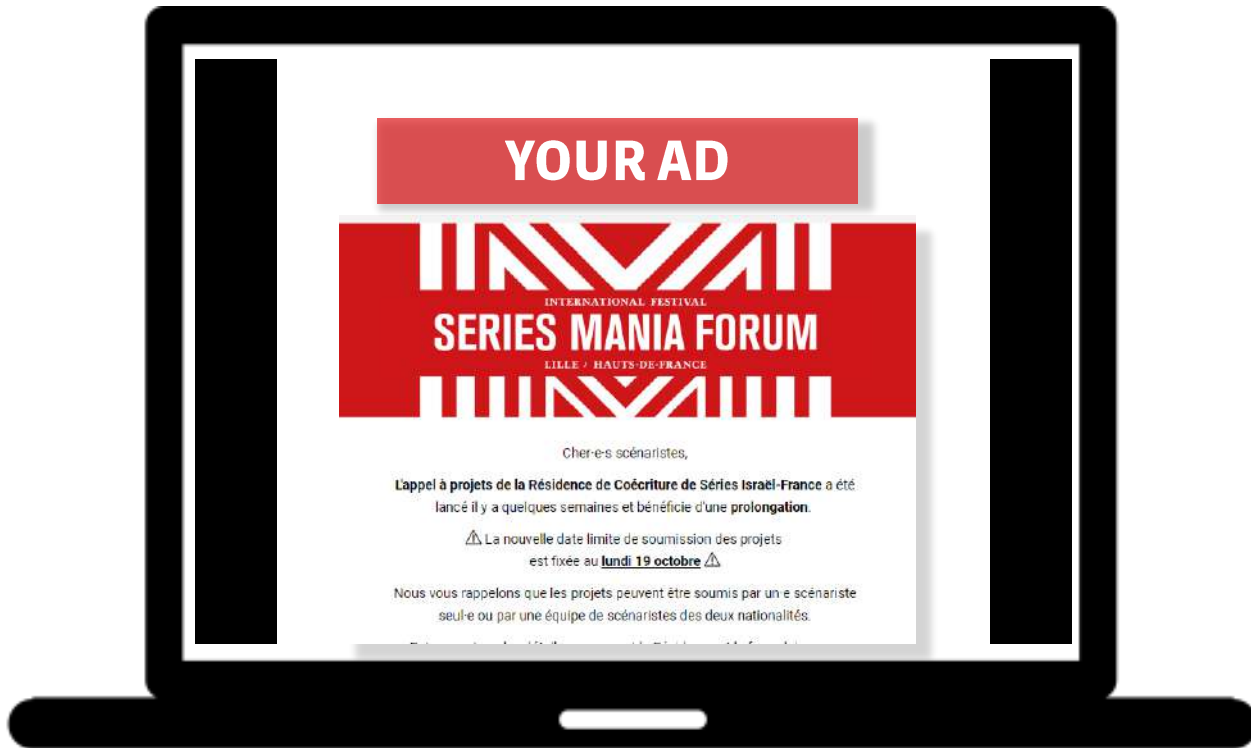
SOLD OUT

YOUR AD



900 € each

BANNER NEWSLETTER



- **1 newsletter: 1 000€**

Please contact us for possible dates

- **Daily newsletter during the event (3 newsletters) : **SOLD OUT****

1 000€

MEGA BANNER

ON THE REGISTRATION PAGE OF SERIES MANIA FORUM WEBSITE

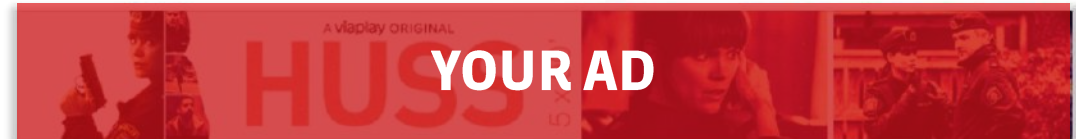
TECH SPECS

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

DURATION

- One week

ACCÉRÉDITATIONS 2021



Accréditez-vous dès aujourd'hui pour l'édition 2021 de **Séries Mania Forum** et vivez trois jours de conférences, panels, rencontres professionnelles à Lille et en ligne.

Cette année, notre volonté est de rendre le Forum accessible à toutes et à tous, quelque soit l'évolution des conditions



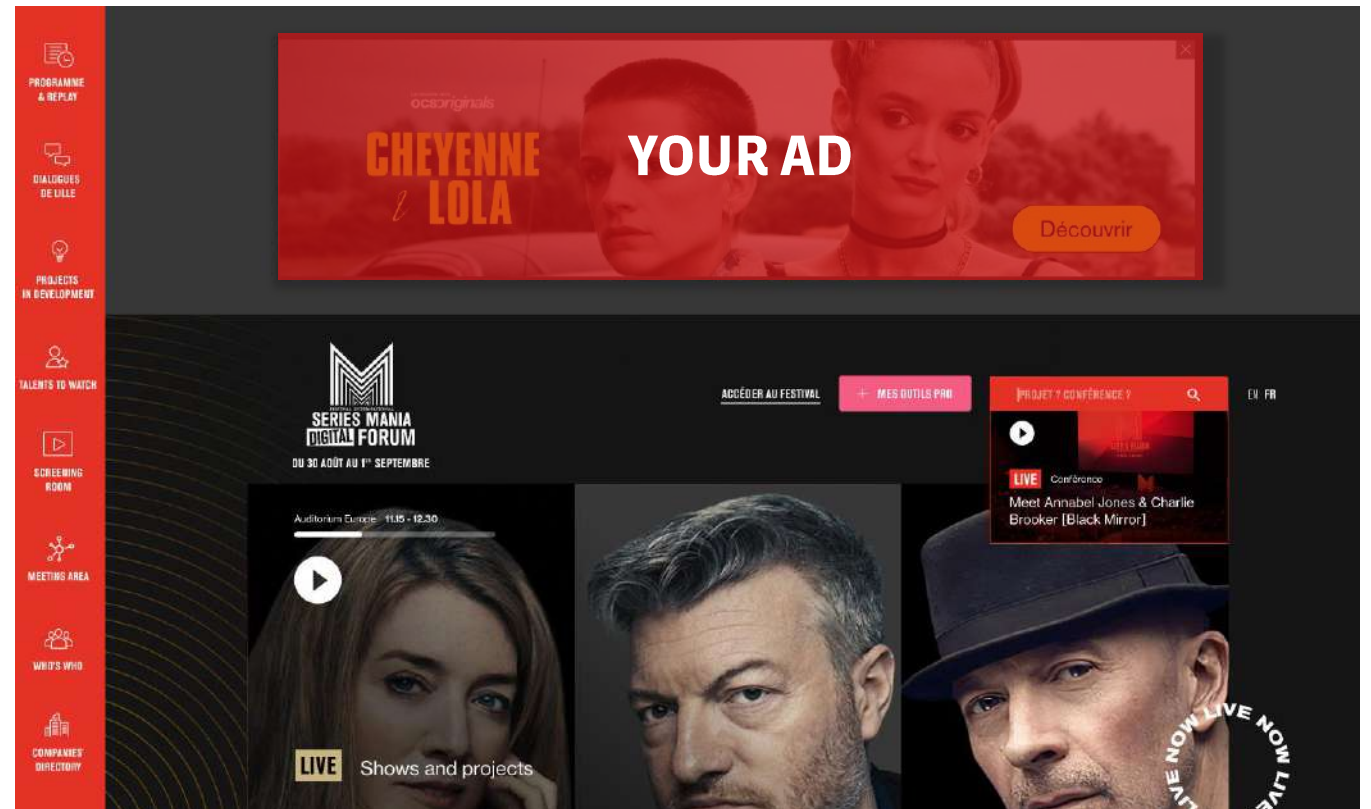
2 900 €

MEGA BANNER HOME PAGE

ON SERIES MANIA DIGITAL PLATFORM

Several positions available before the Forum and during the Forum: 30th, 31st August and 1st September 2021.

*Please contact us for more information and prices



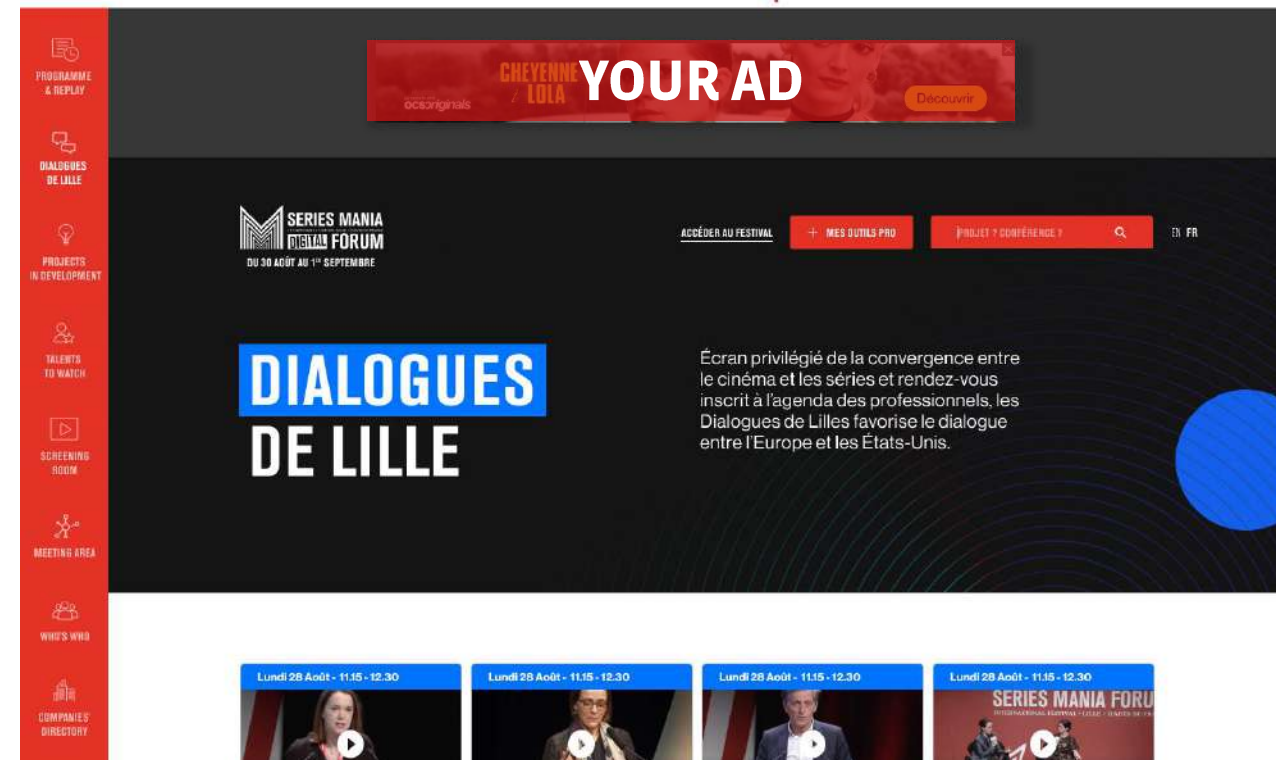
From 1 600 €

MEGA BANNER INSIDE PAGE

ON SERIES MANIA DIGITAL PLATFORM

Several positions available before the Forum and during the Forum: 30th, 31st August and 1st September 2021.

*Please contact us for more information and prices



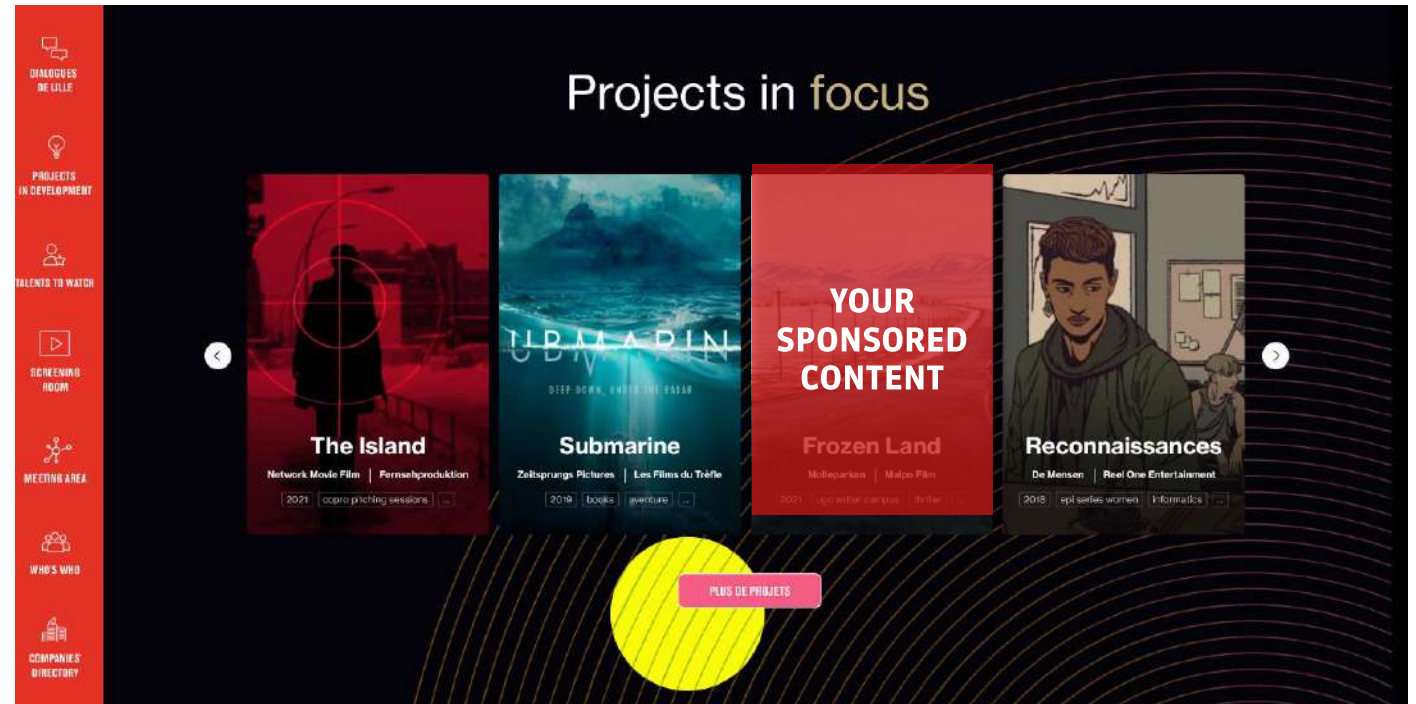
From 1 600 €

SCREENING ROOM

ON SERIES MANIA DIGITAL PLATFORM

- Sponsor your content to a range of buyers coming from all over the world
- 4 positions available per day during the Forum 2021:
 - ✓ August 30
 - ✓ August 31
 - ✓ September 1

**Please contact us for more information



3 400 €

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 OU UNE SERIE
SUR DEUX LIGNES
DISCOVER



BAGHDAD CENTRAL
DISCOVER

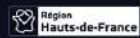


DOUBLE JE
DISCOVER



Mentions légales

Politique de confidentialité



le film français

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

PACKAGE DETAILS:

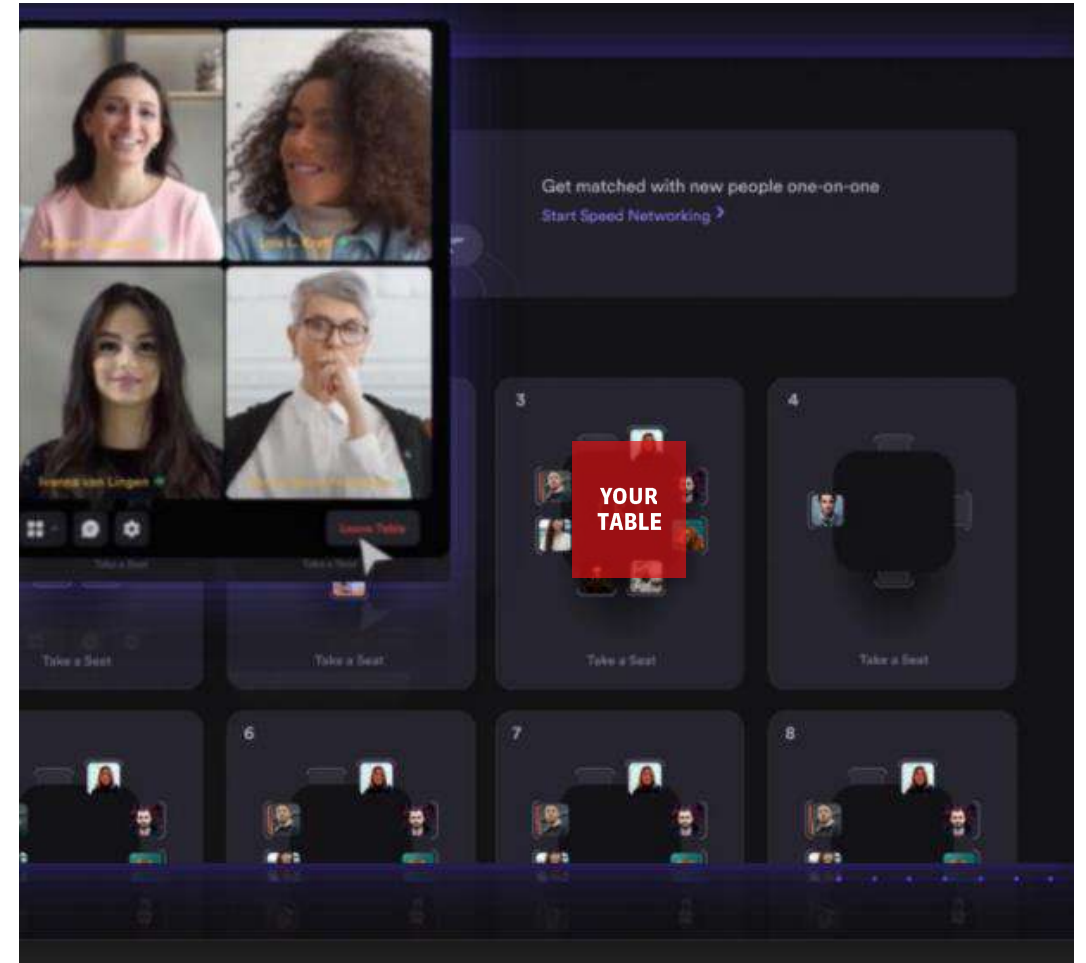
- 1 delegate registration to Series Mania Forum's Platform.
- Showcase promoted on the Series Mania Forum website and official program.

From 2000 €

DIGITAL MEETING TABLE

- Brand and curate your table to encourage interactions
- Connect with Series Mania Forum registered participants through a “1 to 1” speed networking tool or using our matchmaking tool.

**Please contact us for more information regarding matchmaking tool



From 500 €

POSTER CAMPAIGN



ENTRANCE WINDOW BRANDING

OUTDOOR

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

*Artwork Deadline June/2021

22 000 € each



OUTDOOR RAILING

OUTDOOR

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

***Artwork Deadline June/2021**

7 000 €

SOLD OUT



RIGHT SIDE ENTRANCE POSTER

OUTDOOR

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

***Artwork Deadline June/2021**

6 000 €

SOLD OUT



SIDE PORTRAIT POSTER

OUTDOOR

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

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

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

***Artwork Deadline June/2021**

5 000 € to 7 700 €



LARGE FRONT POSTER

OUTDOOR

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

***Artwork Deadline June/2021**

SOLD OUT



11 000 €

OUTSIDE POSTER

OUTDOOR

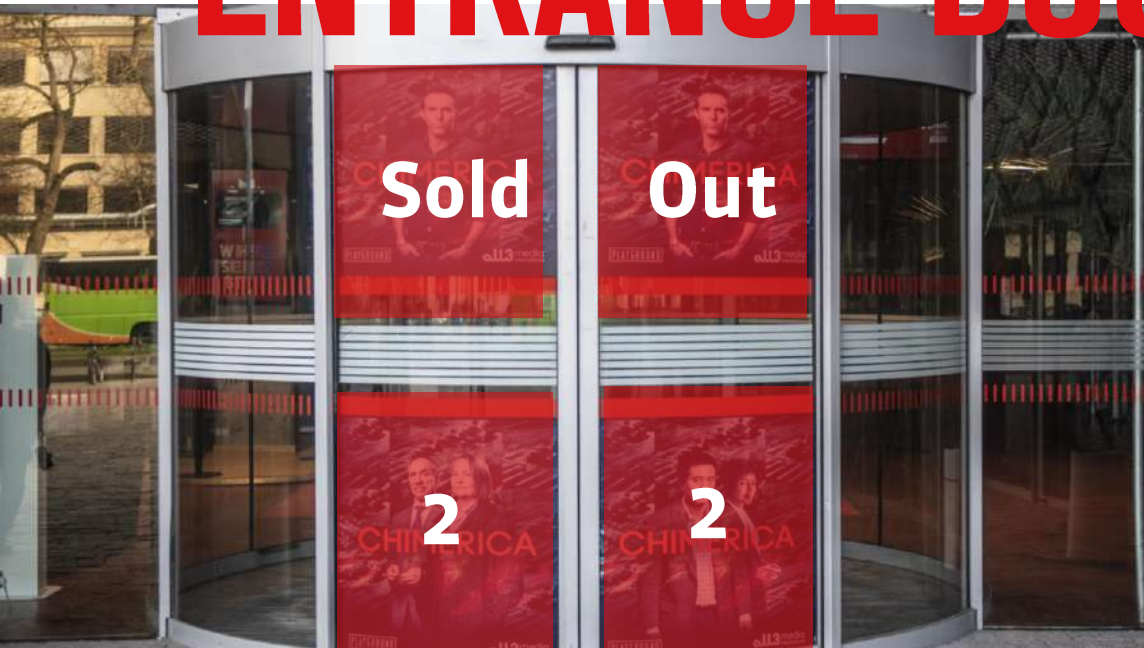
- 1 location
4m x 4m

***Artwork Deadline: June/2021**

15 000 €



ENTRANCE DOOR STICKERS



6 600 € to 7 700 €

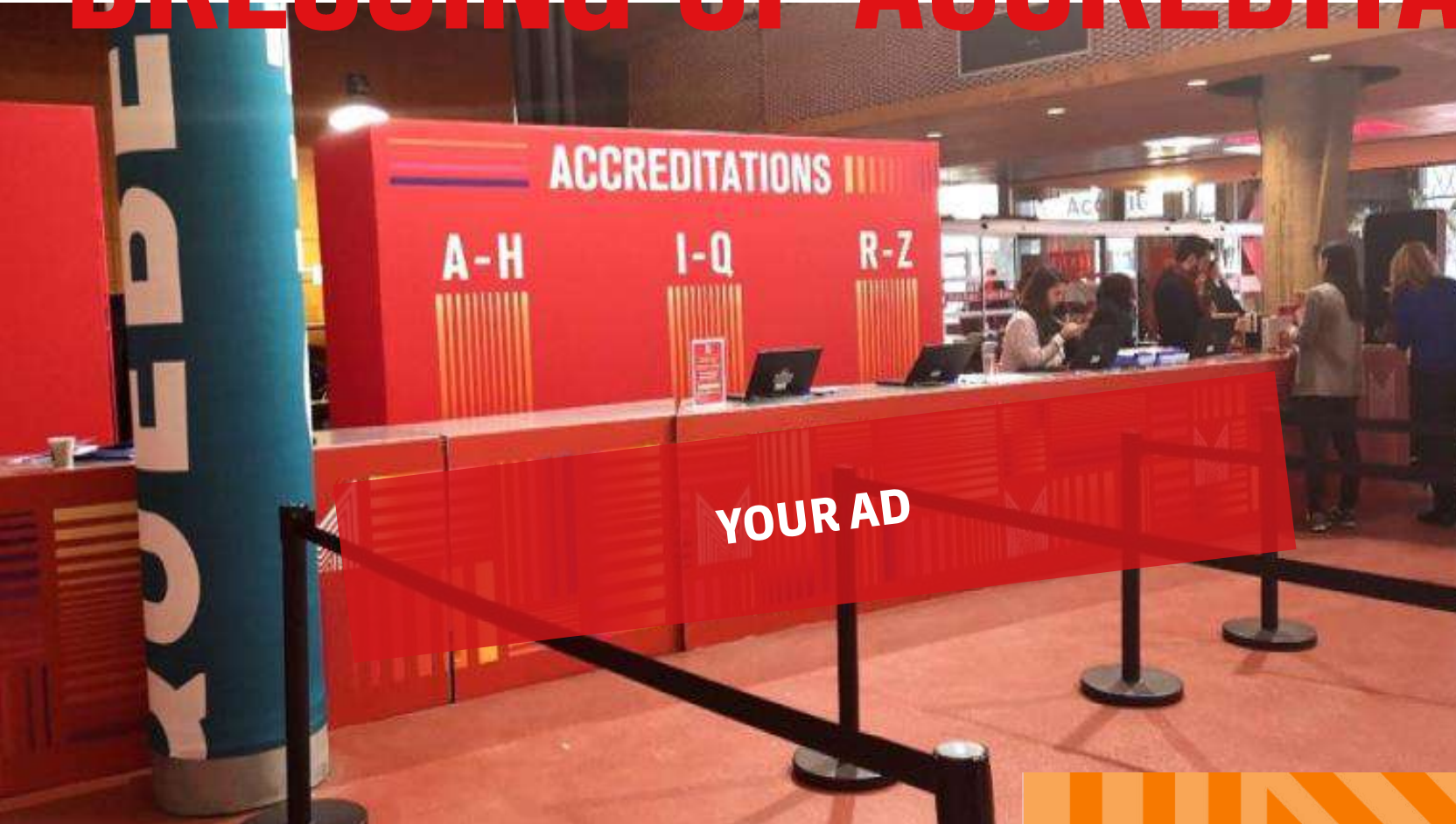
OUTDOOR / INDOOR

- 4 locations

* Artwork Deadline June/2021

- 2x TOP STICKERS 7 700€
- 2x BOTTOM STICKERS 6 600€

DRESSING OF ACCREDITATIONS DESK



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

12 000 €

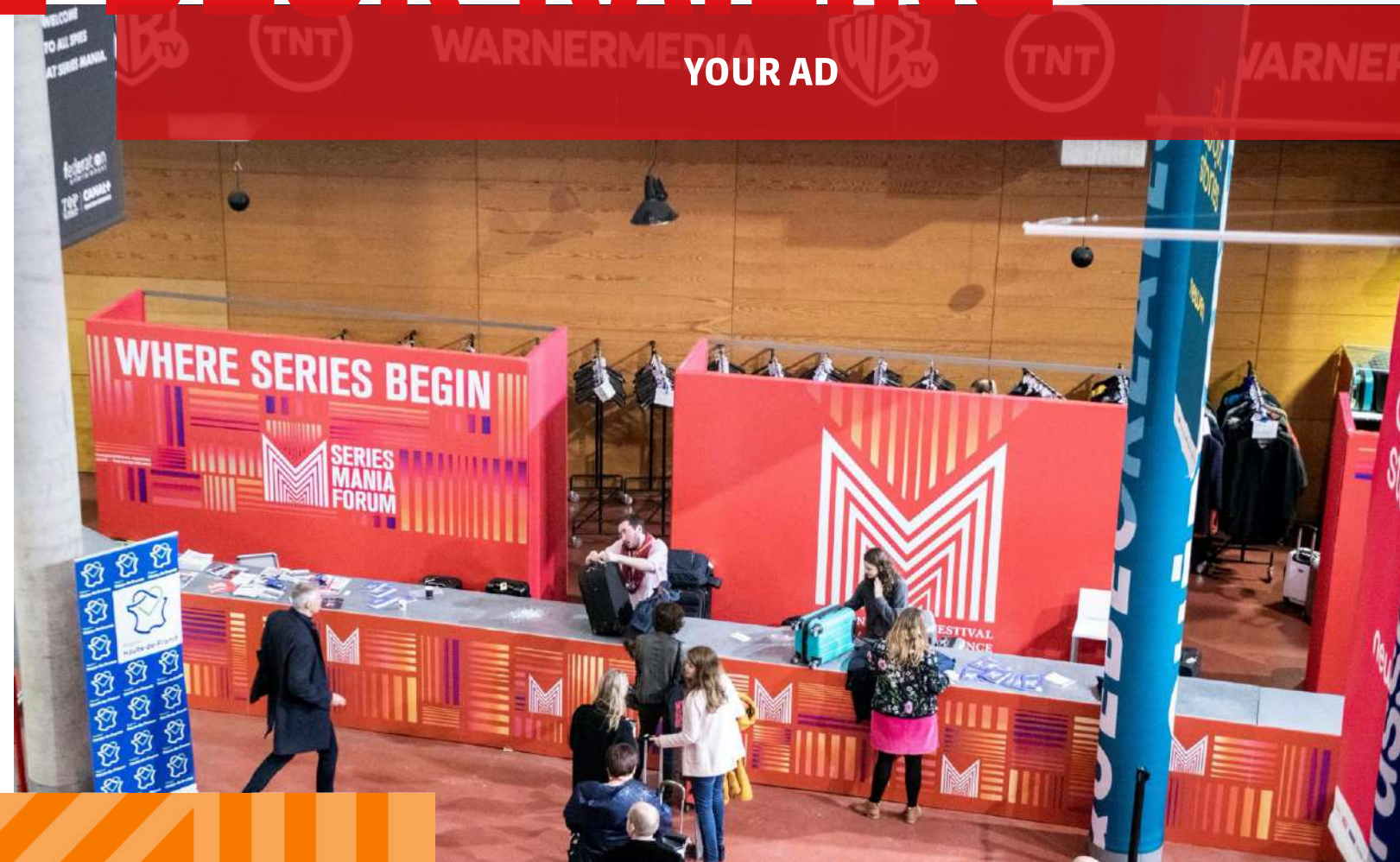
WELCOME DESK RAILING

INDOOR

Welcome Desk Area

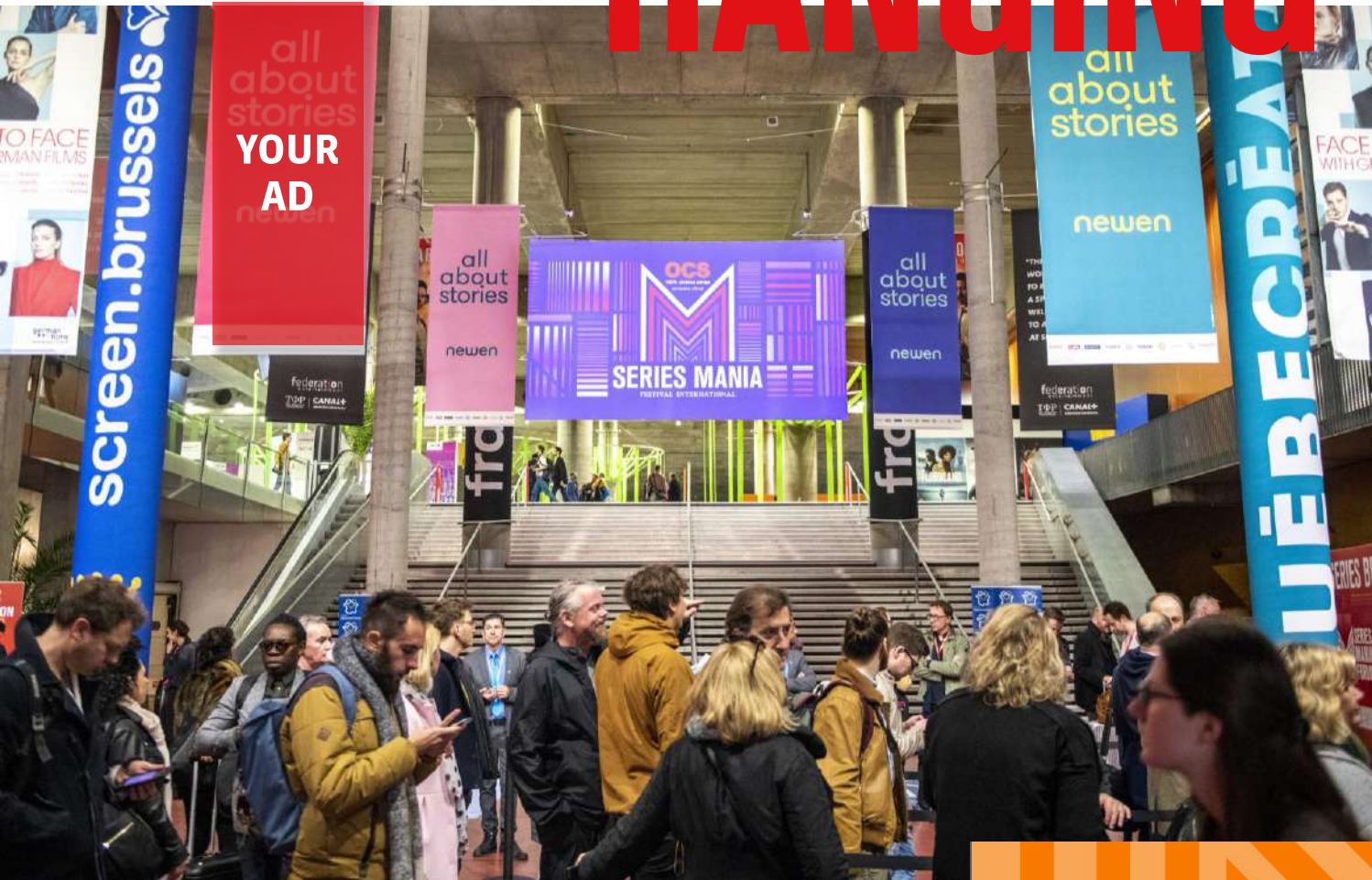
1 exclusive spot
1,13m x 26,10m (+ 5 cm for hanging)

***Artwork Deadline June/2021**



12 000 €

HANGING BANNERS



INDOOR

Welcome Desk Area

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

***Artwork Deadline: June/2021**

4 400€

COLUMNS

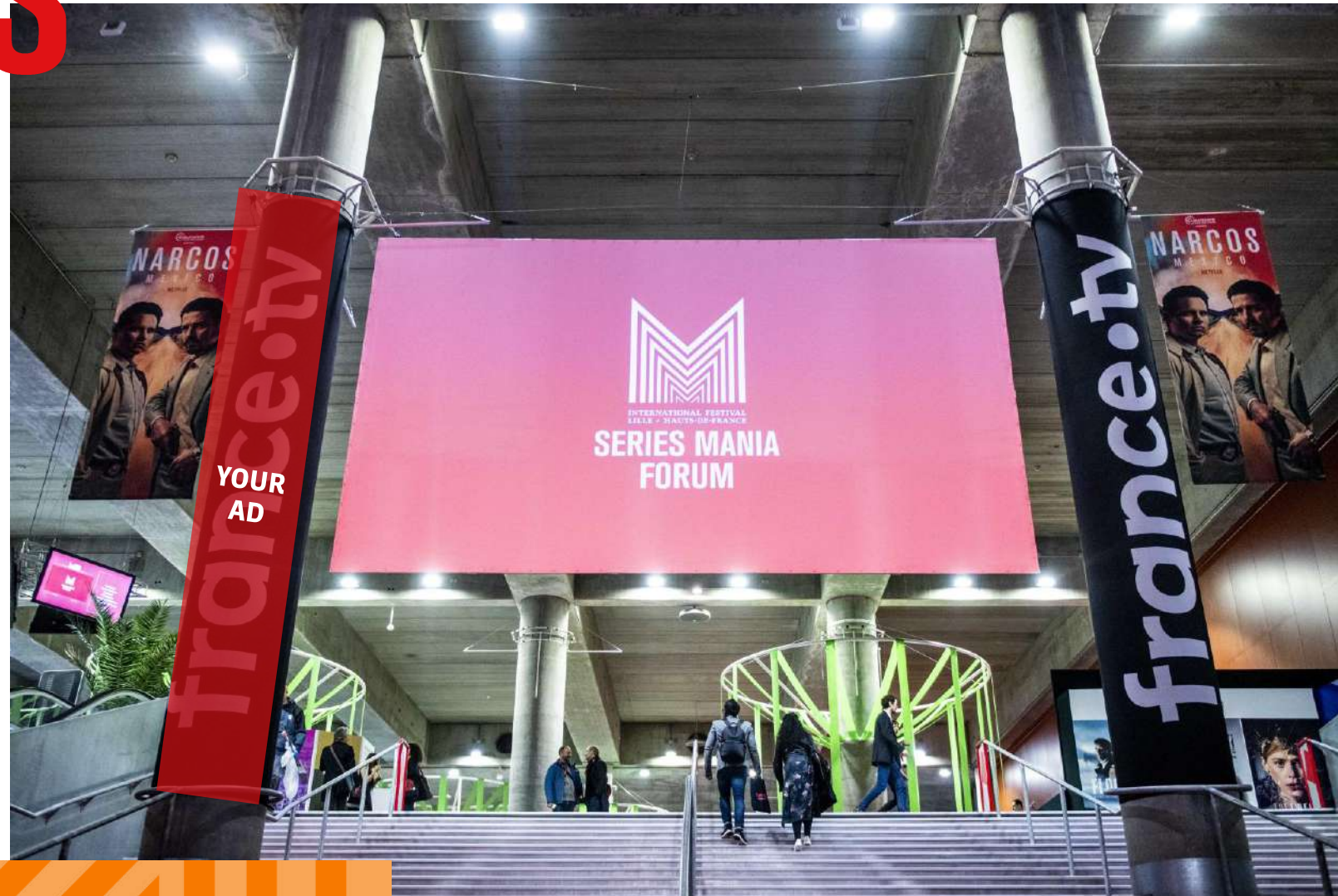
INDOOR

Several locations at Delegates Hall and Welcome Area.

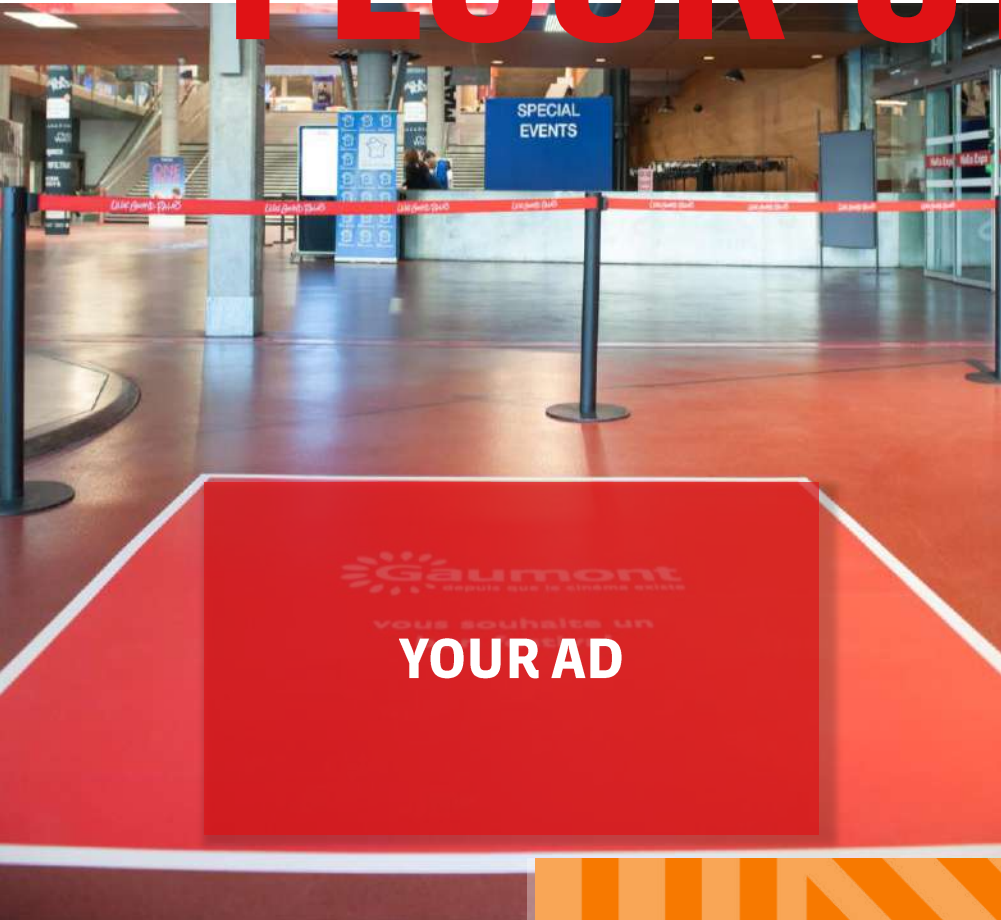
A premium opportunity for visibility (between 6 and 7m High).

***Artwork Deadline June/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 June/2021**

From 3 800€

WALL BRANDING

INDOOR

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

***Artwork Deadline: June/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 : June 2021**

12 000 €

GIANT POSTER IN DELEGATES HALL

INDOOR

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

*** Artwork Deadline : June/2021**



12 000 €

CUSTOMIZED BAR AT BUSINESS LOUNGE AREA



INDOOR

1 premium location available at Business Lounge Area.

Artwork Deadline : June/2021

*non-contractual picture

12 800 €

SCREENS



MAIN ENTRANCE LARGE SCREEN

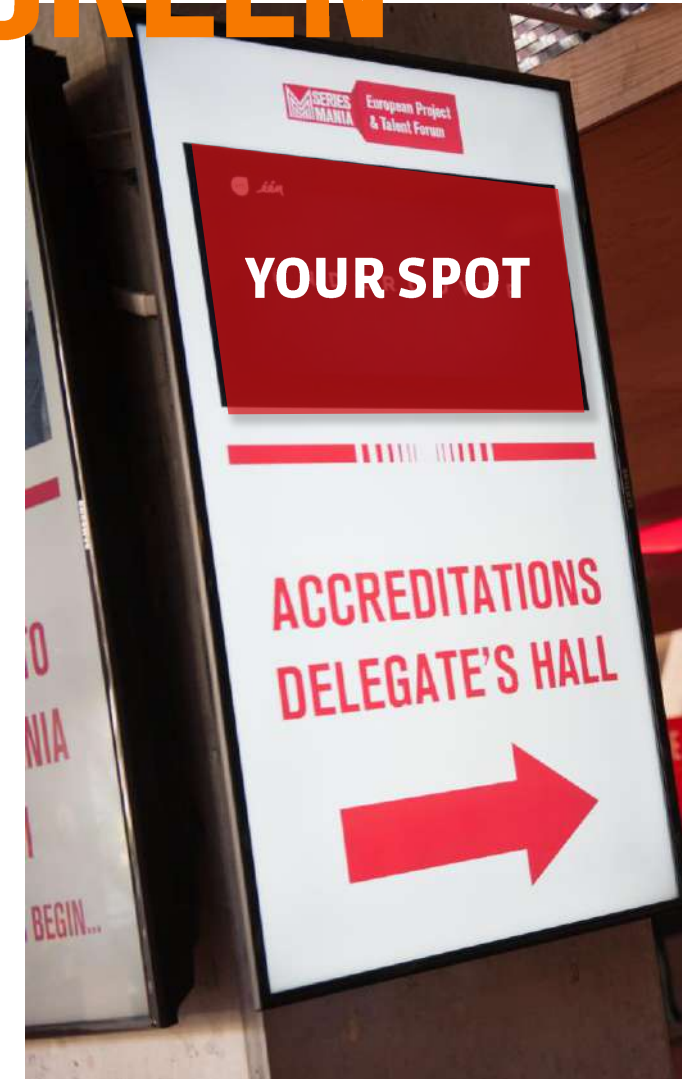
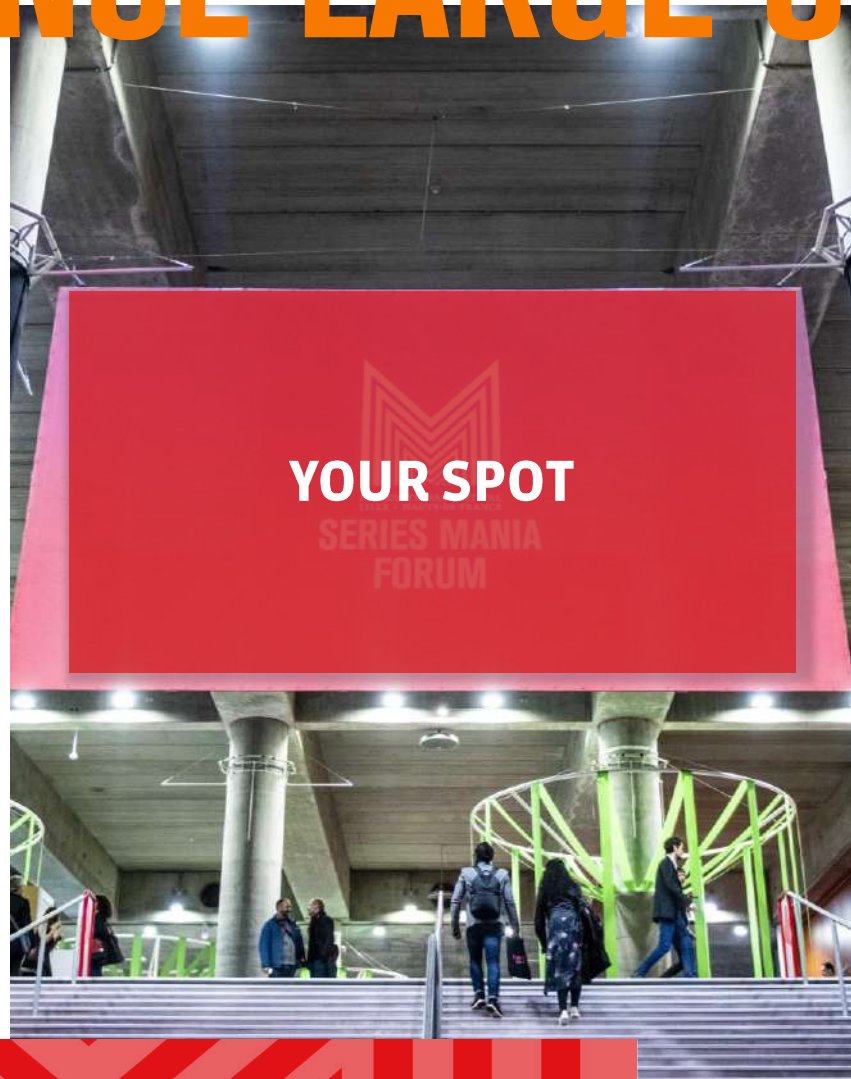
+ OFFICIAL SCREENS

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 : June 2021**

15 000€



DEDICATED PORTRAIT SCREEN



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

*** Artwork Deadline : June 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 : June 2021**

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

*** SOLD OUT**

32 000 €



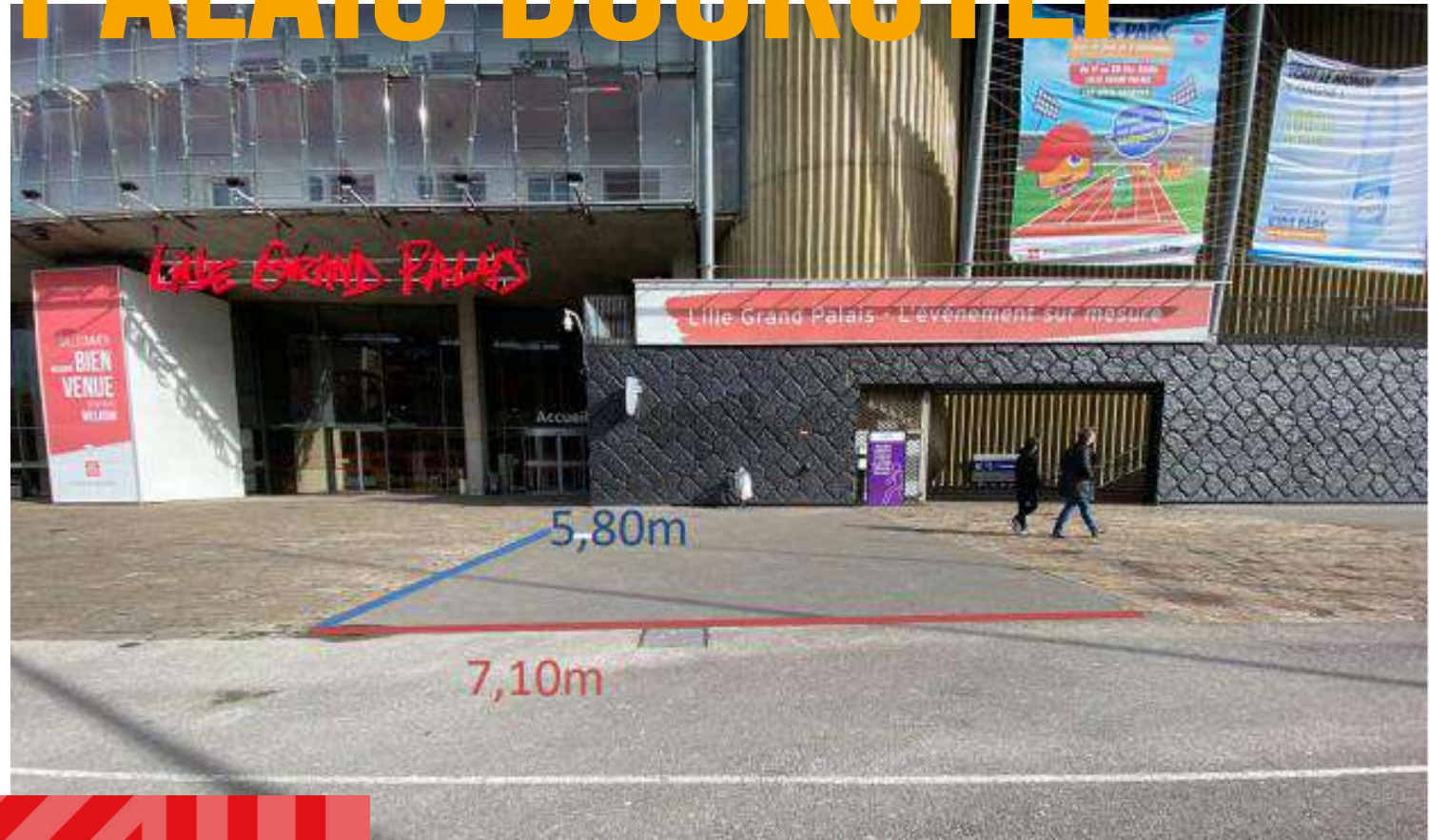
LILLE GRAND PALAIS DOORSTEP Happening

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 June 2021**

** Catering / beverages not included

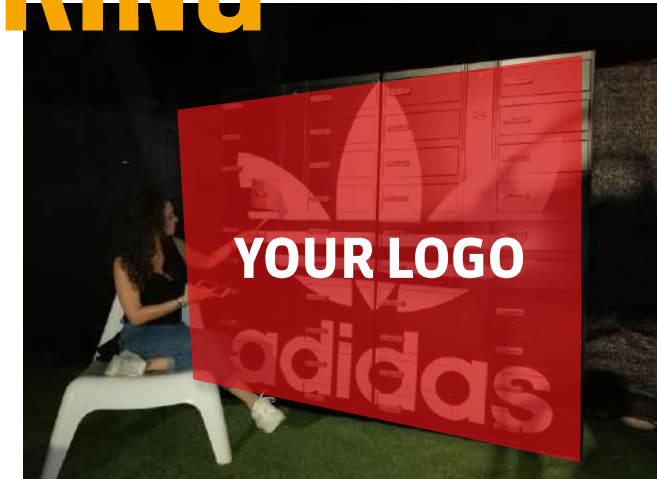
6 000 € each

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 :
June 2021**

COCKTAIL OPTIONS

- **Breakfasts: 2 700€**
- **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

- Accredited lanyards
- Logo and tagline on all delegate lanyards

SOLD OUT

YOUR LOGO

16 500 €

ACCREDITEES BAGS

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

SOLD OUT



16 500 €

BAG INSERT



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

- **5 items maximum**

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 : June 2021

25 000 €

UMBRELLAS



3000 units

* Possibility to be distributed as a bag insert

Artwork Deadline : June 2021

25 000 €

BRANDED BEER BOTTLES

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

Artwork Deadline : June 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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