

**ADVERTISING
OPPORTUNITIES**



SERIES MANIA FORUM

INTERNATIONAL FESTIVAL LILLE / HAUTS-DE-FRANCE

MARCH 22 > 24, 2022

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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.

SERIES MANIA FORUM

Presenting three days of panels, conferences and networking opportunities, Series Mania Forum has become **a leading European event for series professionals**.

The event promotes series creative process at all stages, from writing to broadcasting. It encourages coproduction initiatives, fosters exchanges between professionals and presents TV industry upcoming trends, thereby accompanying the transformation of the global TV market.



Conference : « Netflix : from Europe to the world »

500
ONE-ON-ONE MEETINGS
organized during these 3 days
dedicated to professionals

30

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

Blackport, The Last Socialist
Artefact, 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
and much more...

2.500

ACCREDITATIONS with
400 online attendees
on Series Mania Digital
Forum

From more than **66** countries

PRESENTATION

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.



Priya Dogra

Présidente, WarnerMedia & Asie (hors Chine), WarnerMedia, Royaume-Uni



Jan Koeppen

Président EMEA, The Walt Disney Company, Royaume-Uni



Bénédicte Linard

Vice-Présidente, Ministre de l'Enfance, de la Santé, de la Culture, des Médias et des Droits des femmes, Gouvernement de la Fédération Wallonie-Bruxelles, Belgique



Christina Sulebakk, General Director, HBO Max EME

1

MAIN THEME

« The audiovisual industry at the heart of European recovery »

20 PRESTIGIOUS SPEAKERS including French Minister of Culture Roselyne Bachelot-Narquin and her Portuguese, Belgian and Estonian counterparts



Bruno Patino

Président, ARTE, France



Marco Bassetti

Président-Directeur Général, Banijay,

Italie



PRESENTATION

SERIES MANIA DIGITAL FORUM

One of the first digital platforms dedicated to industry professionals

Members of the industry can find key content online such as a selection of international series from the festival's program, projects in development and Buyer's Showcase online.



SITE MAP

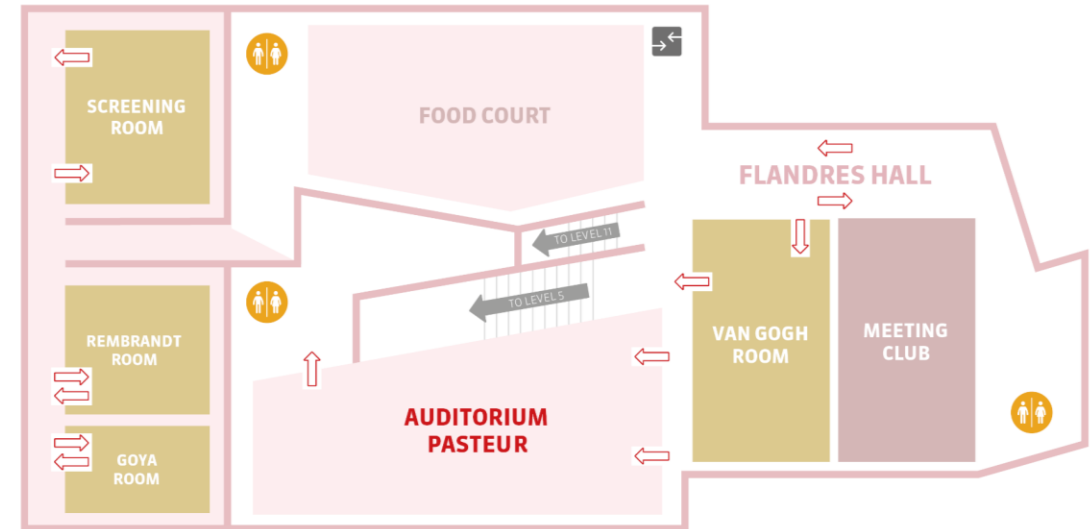
LILLE GRAND PALAIS

SERIES MANIA FORUM 2021

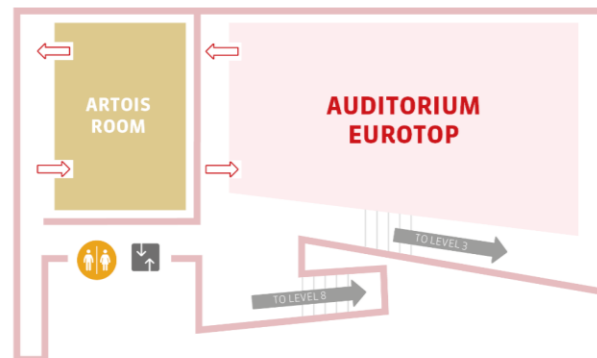
LEVELS 1/3



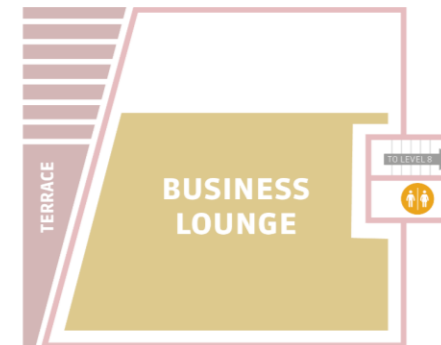
LEVELS 8/9



LEVEL 5



LEVEL 11



*Indicative only. Site map 2022 to be confirmed

SPACES

THE BUSINESS LOUNGE



On the top floor (Level 11) of the Lille Grand Palais building, the business lounge is 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 pictures

Small: 6 600€ excl. tax
Medium: 9 900€ excl. tax
Large: 12 900€ excl. tax

From 6 600 €

STAND OPTIONS AT DELEGATES HALL

In the heart of Delegates' Hall (Level 3), at the Lille Grand Palais:

Book an equipped stand (15m² to 25m²) for your representatives to organize their meetings in the dedicated area for country official delegation.

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

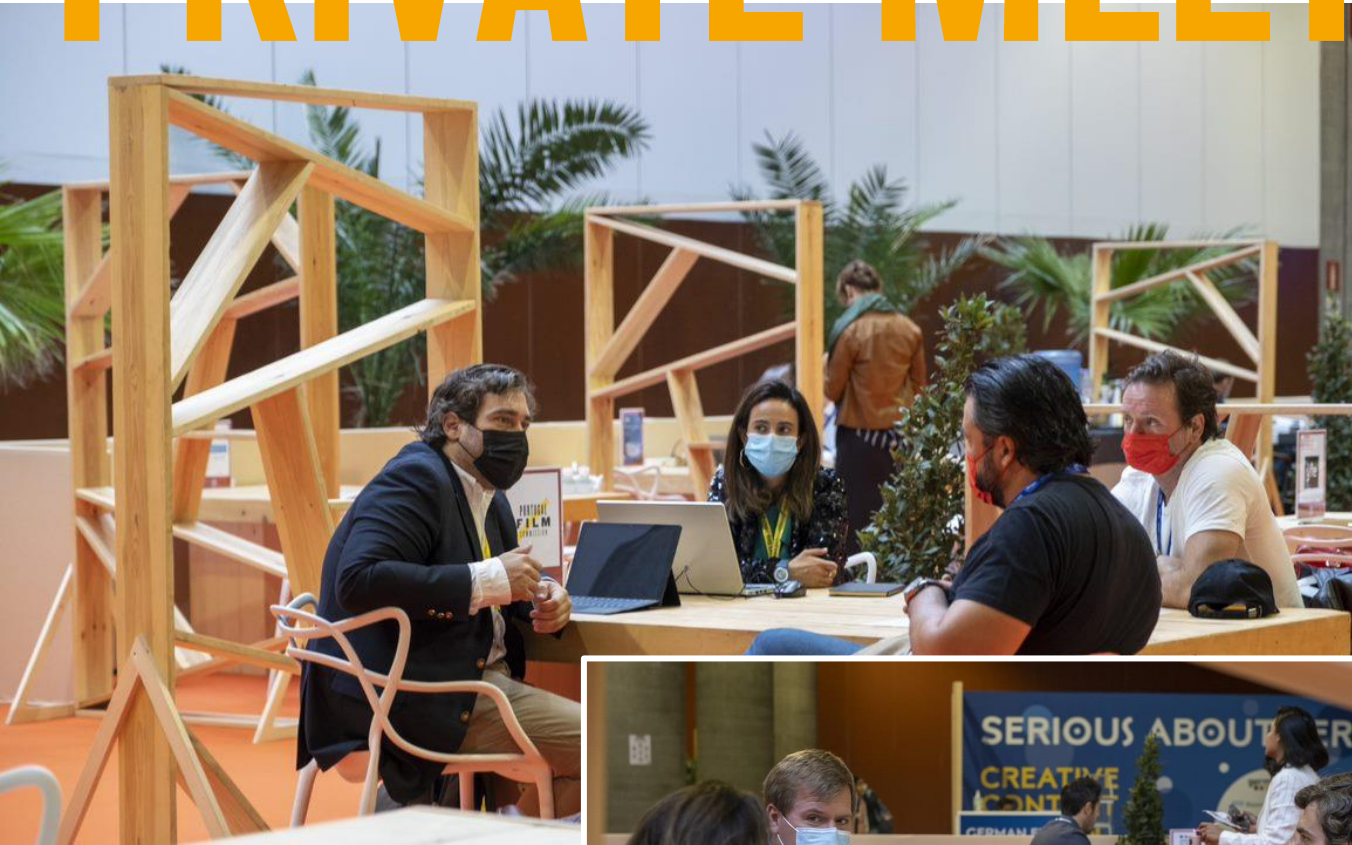
*non-contractual pictures

Small : 9 900€ excl. tax
Medium: 12 600€ excl. tax
Large : 15 300€ excl. tax



From 9 900 €

PRIVATE MEETING TABLES



- **Dedicated company table** with your logo at the Delegates Hall (Level 3).
- **Registration for 1 delegate** included in the meeting tables package.



1 200 € 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).



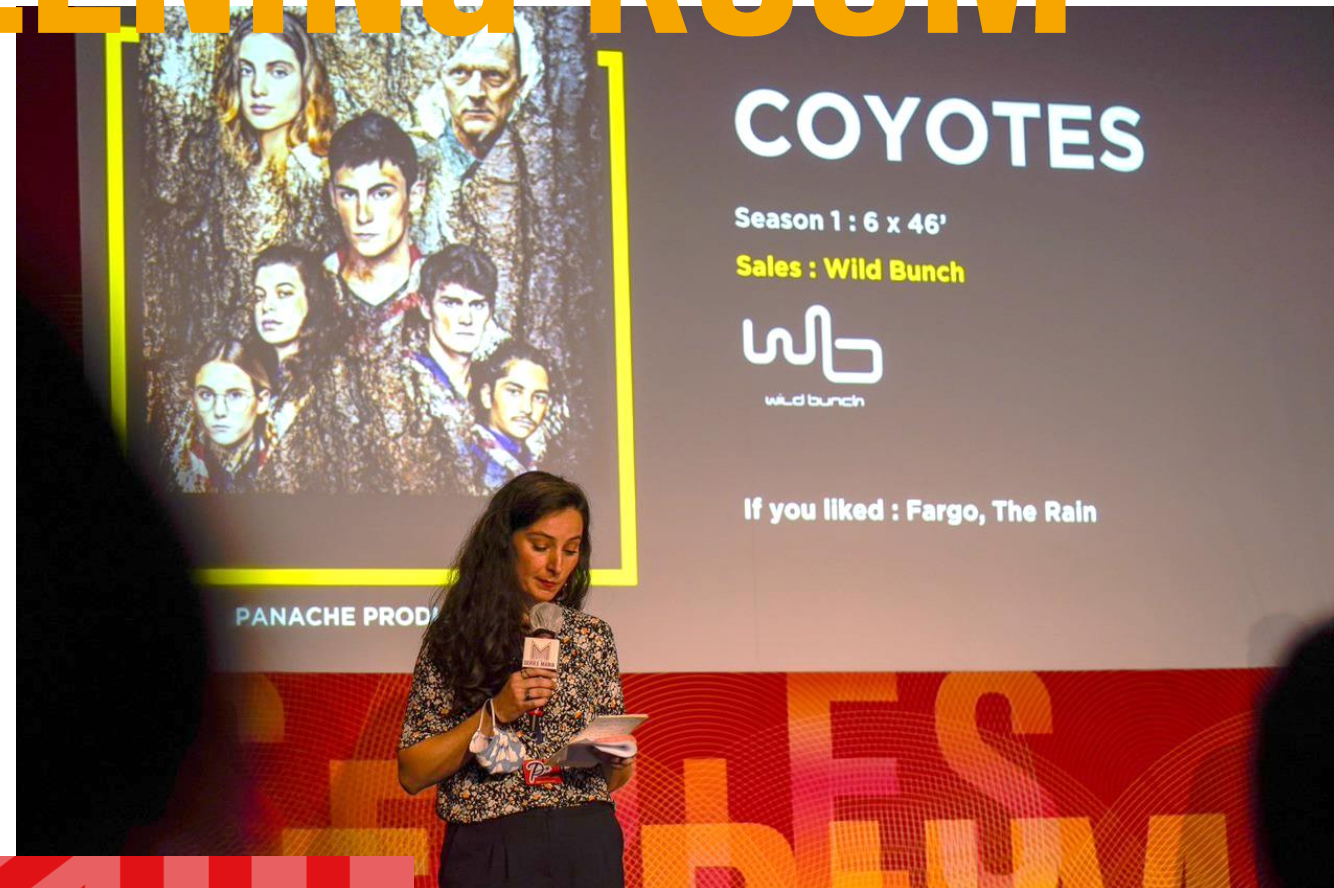
From 1 100€

PRIVATE SCREENING ROOM

A dedicated space available to organize **private screenings** during Series Mania Forum.

- **1 to 2 hour slots available**

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



From 2 000 €

POSTER CAMPAIGN



OUTDOOR AREA



ENTRANCE WINDOW BRANDING

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

***Artwork Deadline February 2022**

SOLD OUT



22 000 € each

GIANT OUTDOOR POSTER

- 1 premium location available :
5,80m x 7,80m

***Artwork Deadline February 2022**



15 000 €

OUTDOOR RAILING

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

***Artwork Deadline February 2022**

SOLD OUT

7 700 €



RIGHT SIDE ENTRANCE POSTER

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

***Artwork Deadline February 2022**

6 600 €



SIDE PORTRAIT POSTER

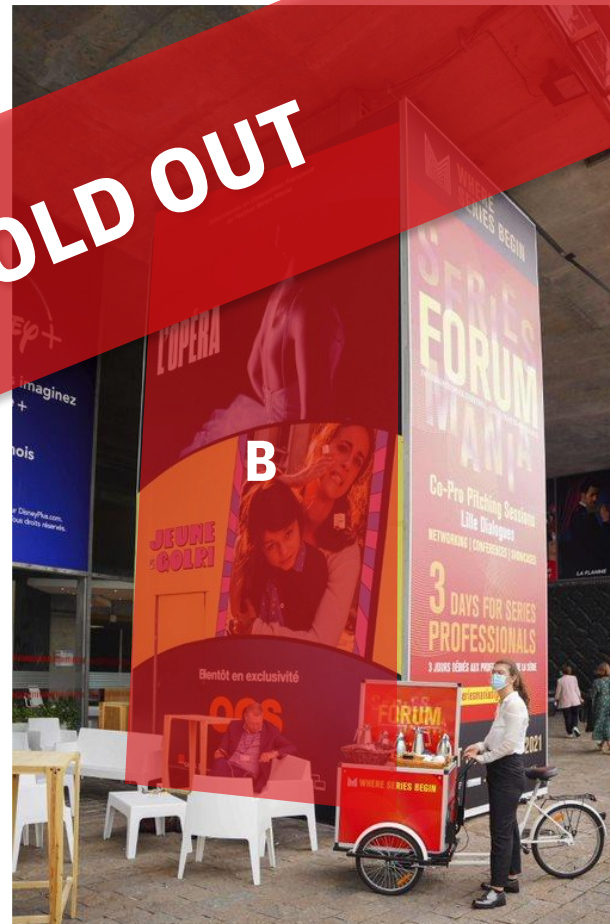
2 locations

- 1 x RIGHT SIDE « A »
4,22m x 7,50m
- 1 x LEFT SIDE « B »
4,22m x 7,50m

***Artwork Deadline February 2022**

7 700 €

SOLD OUT



LARGE FRONT POSTER

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

***Artwork Deadline February 2022**

From 11 500 €



ENTRANCE AND EXIT DOOR STICKERS



OUTDOOR / INDOOR

- 4 locations on the Entrance Doors
- 4 locations on the Exit Doors
- 2x TOP STICKERS 7 700€
- 2x BOTTOM STICKERS 6 600€

*** Artwork Deadline February 2022**

INDOOR AREA



DRESSING OF ACCREDITATIONS DESK



YOUR AD

- 1 premium location available at Welcome Area (Accreditation Desk)

***Artwork Deadline : February 2022**

12 000 €

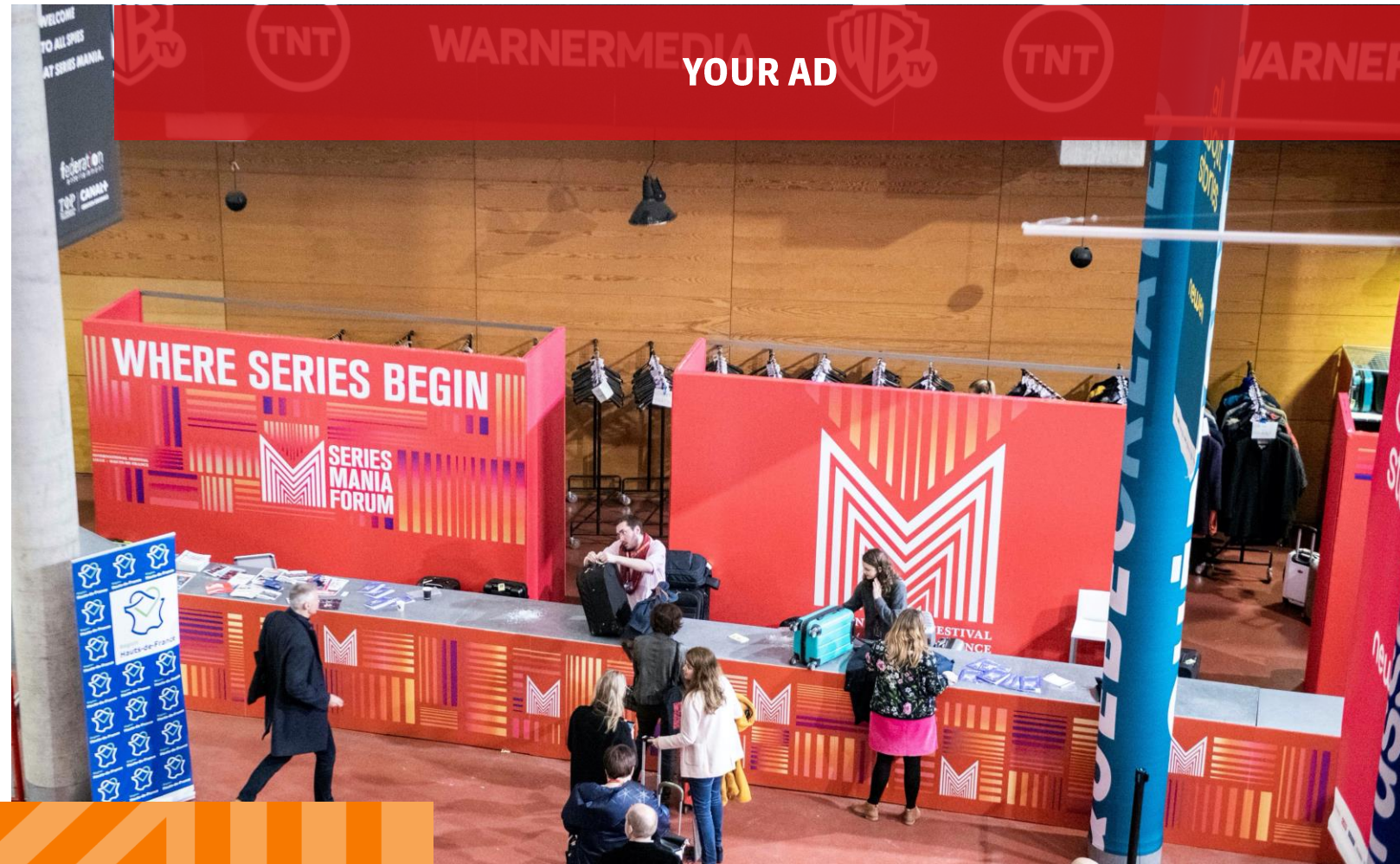
WELCOME DESK RAILING

Welcome Desk Area

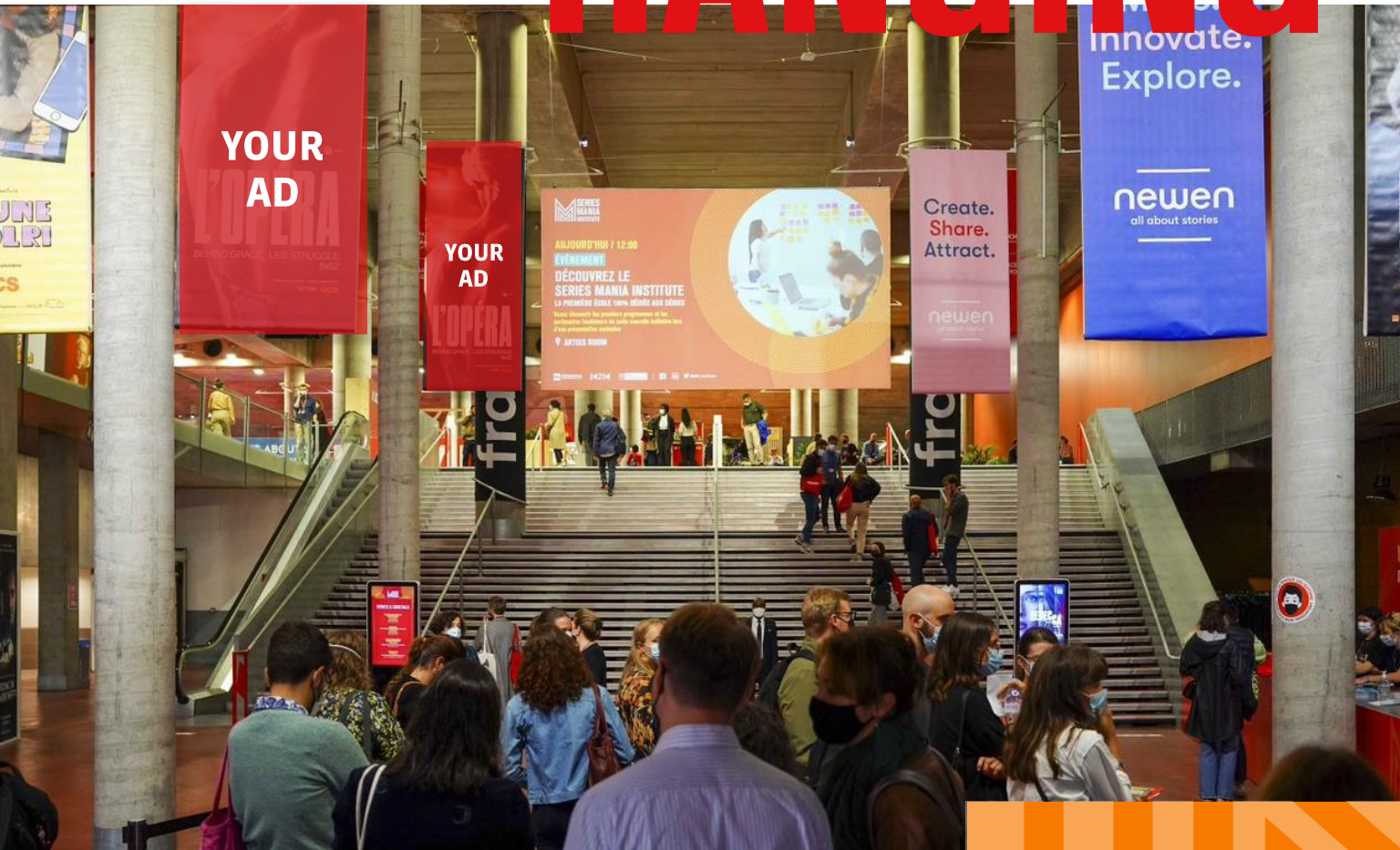
- 1 exclusive spot
1,13m x 26,10m (+ 5 cm for hanging)

***Artwork Deadline February 2022**

12 000 €



HANGING BANNERS



Welcome Desk Area

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

***Artwork Deadline: February 2022**

4 800 €

COLUMNS

6 locations at Delegates Hall and Welcome Area.

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

***Artwork Deadline: February 2022**

From 5 900€



FLOOR STICKERS



Premium locations

- 1 Sticker at the Escalator 1x4m: 5 900 €
- 1 Welcome door sticker 1x4m: 5 900 €

Several other locations available

- 2x2m: 4 000 €

***Artwork Deadline: February 2022**

From 4 000 €

WALL BRANDING

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

***Artwork Deadline: February 2022**

6 000 €



BACK OF MAIN ENTRANCE LARGE SCREEN



SOLD OUT

- 1 Poster premium location:
6,50m x 3m



***Artwork Deadline: February 2022**

12 000 €

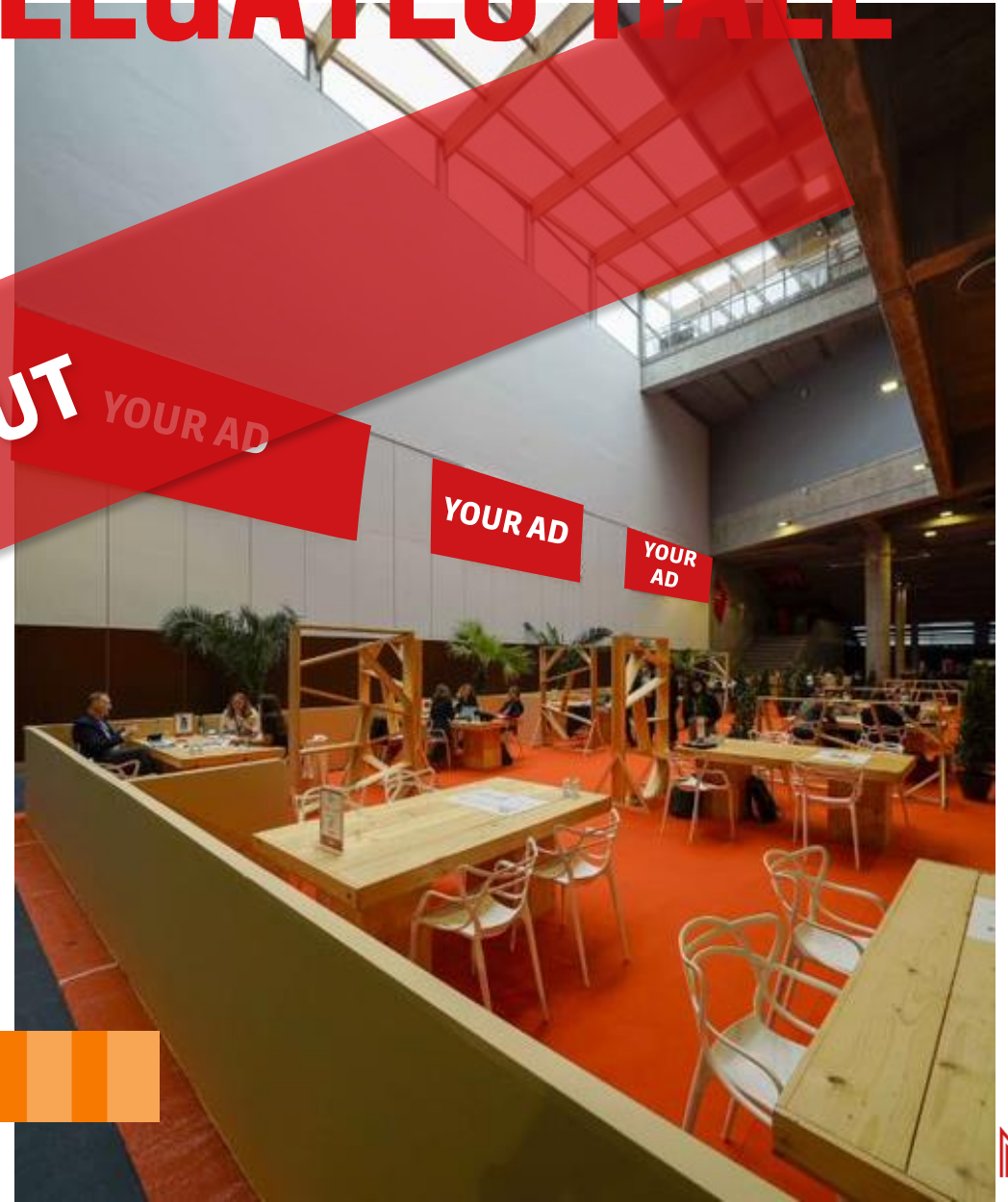
GIANT POSTER IN DELEGATES HALL

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

SOLD OUT YOUR AD

***Artwork Deadline: February 2022**

12 000 €



CUSTOMIZED BAR AT BUSINESS LOUNGE AREA

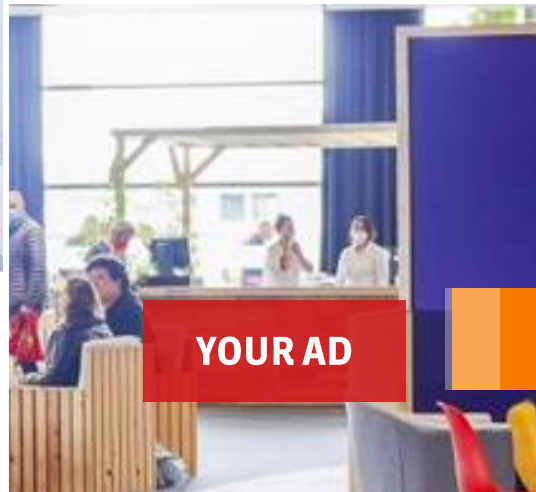


INDOOR

1 premium location available at Business Lounge Area.

***Artwork Deadline: February 2022**

*Non-contractual photo



YOUR AD

12 800 €

SCREENS



MAIN ENTRANCE LARGE SCREEN

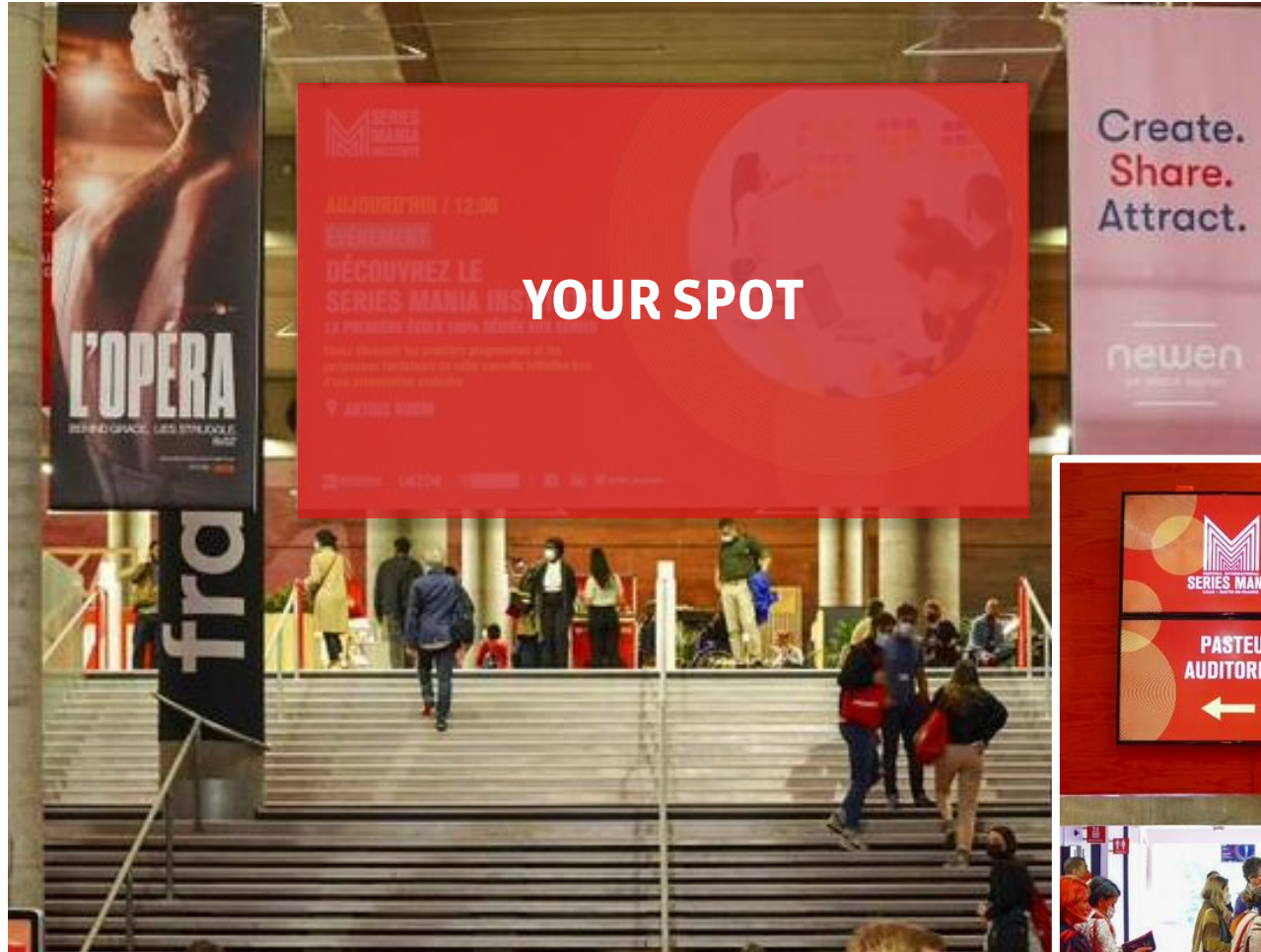
+ OFFICIAL SCREENS

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: February 2022**

15 000 €



DEDICATED PORTRAIT SCREEN



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

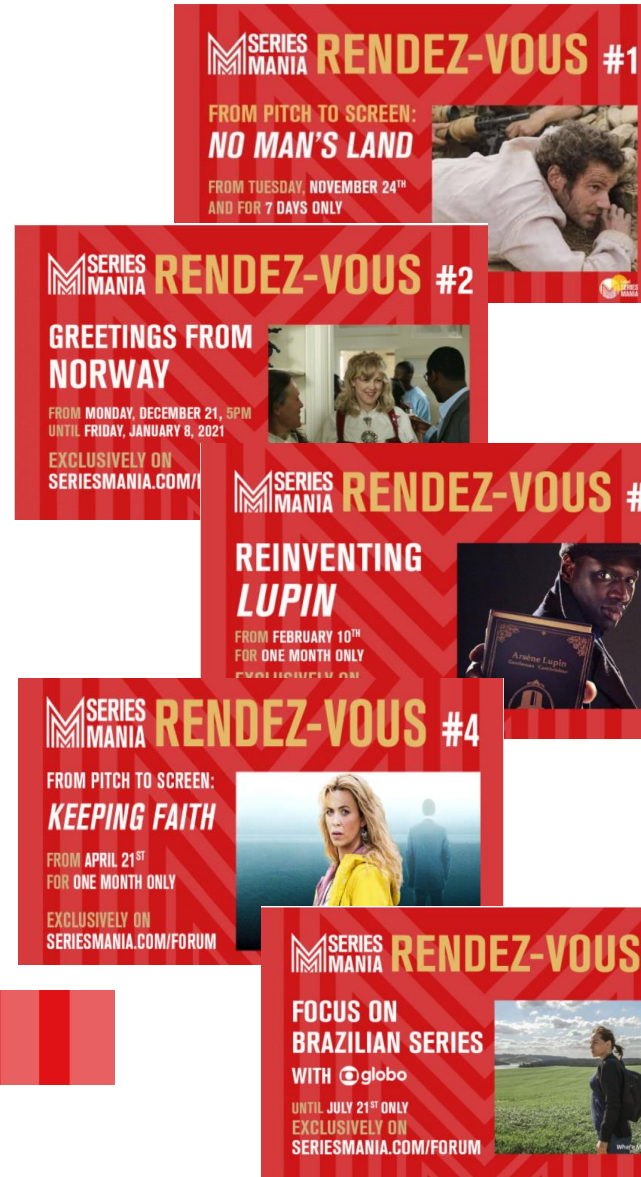
***Artwork Deadline: February 2022**

5 900 €

DIGITAL

SERIES MANIA RENDEZ-VOUS

- **Series Mania Rendez-Vous** offers an exclusive case study of Europe's most famous TV shows.
- This personalized offer includes filming and editing of the interview, as well as a one month availability on the Series Mania Forum official website.



From 5 000 €

WIFI WITH BRANDED HOMEPAGE

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

***Artwork Deadline : February 2022**



From 3 300 € per day

EMAILINGS TO REGISTERED PARTICIPANTS

- **Your AD** on the registration, confirmation and practical information practical emails sent to all registered delegates of Series Mania Forum 2022.

SOLD OUT

YOUR AD



2 000 €

BANNER NEWSLETTER



SOLD OUT

- **1 newsletter: 1 400€**

Please contact us for possible dates

- **Daily newsletter during the event (3 newsletters)**

1 400 €

MEGA BANNER

ON THE SERIES MANIA FORUM WEBSITE

Two positions available:

- **HOMEPAGE**
- **REGISTRATION PAGE**

Weekly positioning before and during the Forum.



Register now for the 2021 edition of Series Mania Forum and enjoy three days of conferences, panels, professional meetings in Lille and online.



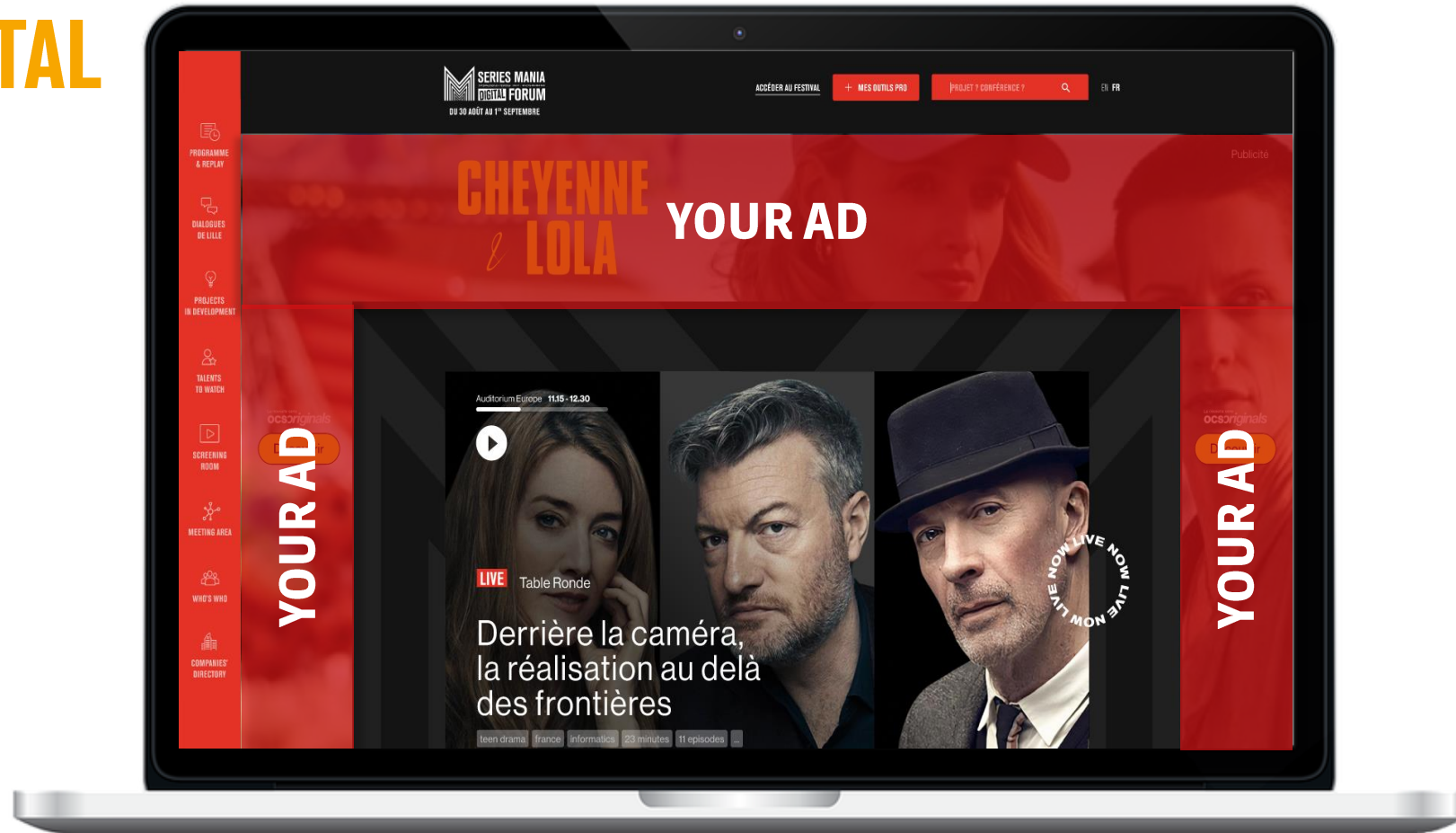
From 2 900 €

HOME PAGE WALLPAPER

ON SERIES MANIA DIGITAL PLATFORM

Occupying a large part of the Home Page of Series Mania official Platform, your **Home Page Wallpaper** offers a great visibility for your company.

Positions available during the Forum: 22nd, 23rd and 24th of March.



3 900 €

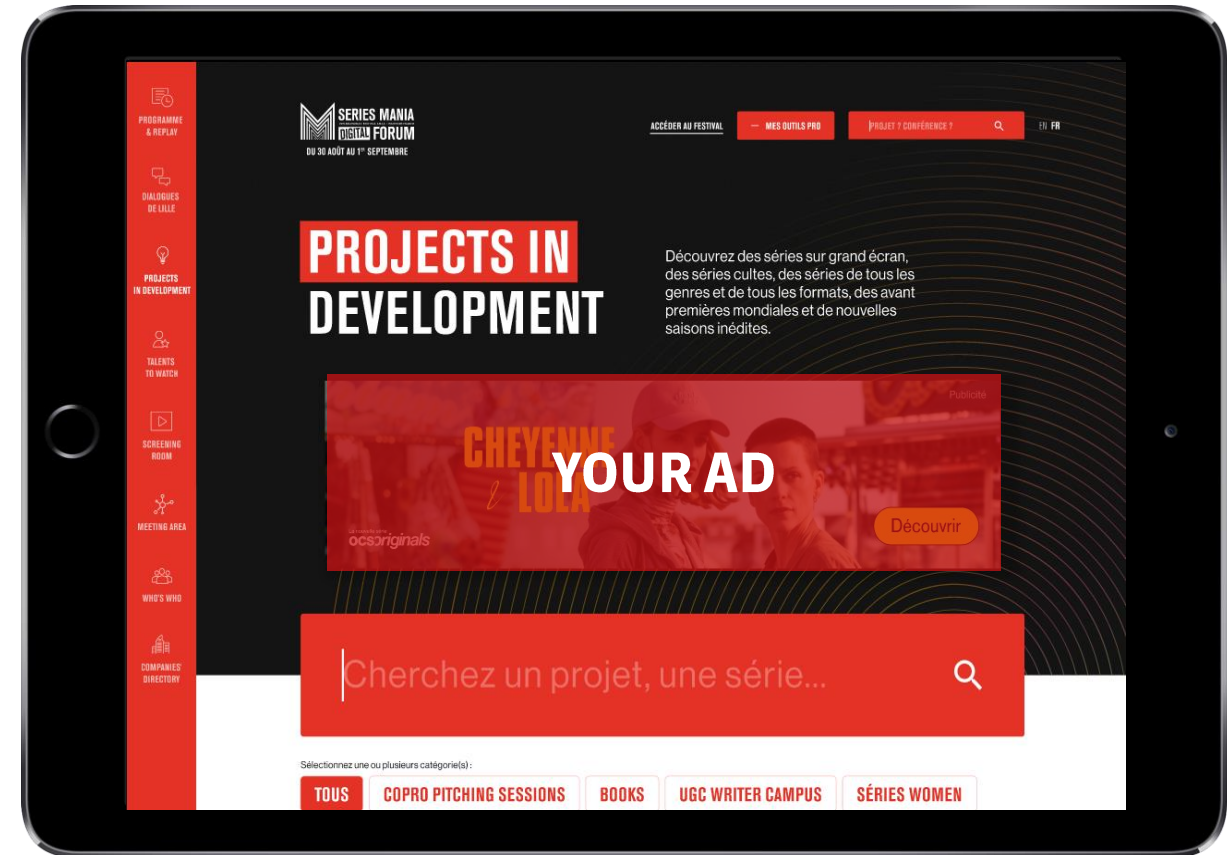
MEGA BANNER INSIDE PAGES

ON SERIES MANIA DIGITAL PLATFORM

Our new **Mega Banner** on the Inside Pages of the Series Mania Digital Platform allows you to reach all attendees. The banner will be visible on the pages:

- Replay
- Projects in development
- Talents to Watch
- Screening Room
- Companies' Directory

Weekly positioning before and during the Forum.



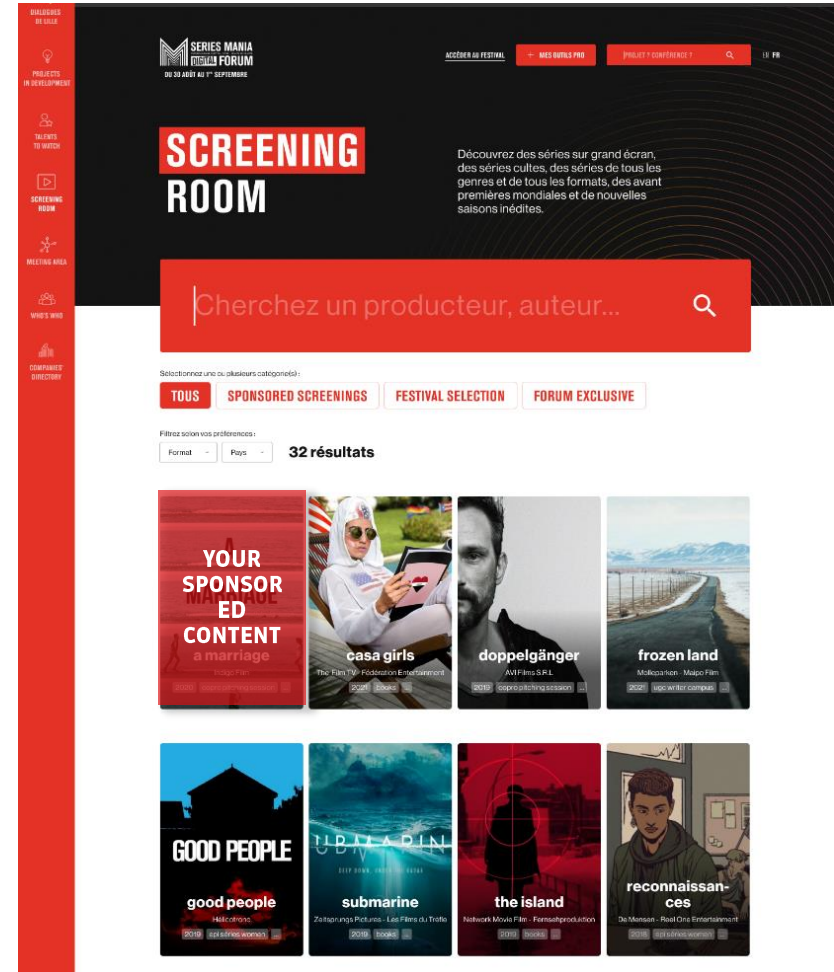
From 2 900 €

SCREENING ON SERIES MANIA DIGITAL PLATFORM

Sponsored access to two episodes of your series to a rang of buyers coming from all over the world

*Please contact us for more information

3 400 €



PREMIUM COMPANY PAGE

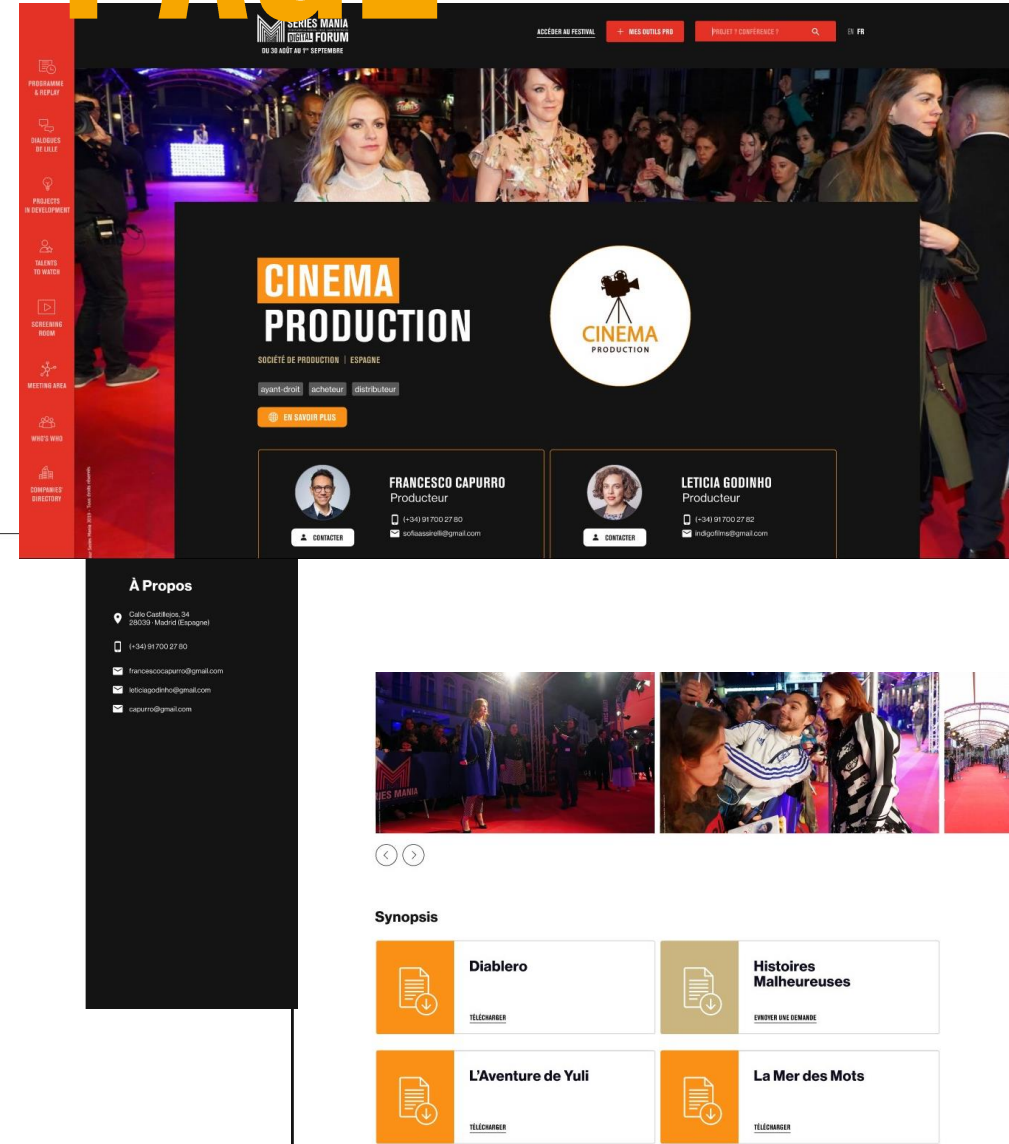
ON SERIES MANIA DIGITAL PLATFORM

The **Premium Company page** allows you to create an interactive company page, promoted on the home page of our platform, personalized by:

- **Covering of the page in the Company's colors**
- **Adding a dedicated pub banner**
- **Allowing access to your unlimited video / photo content**
- **Having a Media Toolbox: provision of a tool for downloading any digital content**

*Please contact us for more information

1 200 €



SERIES MANIA TV

Broadcasted on our Digital platform, sponsoring the **Series Mania TV** offers the opportunity to promote your content on our online channel dedicated to the Forum's program, it's highlights, as well as to the industry's hottest topics.

Your content can be promoted through several media formats:

- **Logo** (3 spots available)
- **Advertising Spot**
- **Daily interview** (duration between 15- 30min)
- **Morning Guideline** – sponsor the daily announcement of Forum's program's highlights by AC Koppens
- **One hour Boosted screening** of your content during lunch break (12 am till 1pm)

*Please contact us for more information



From 1 000 € per format

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: February 2022**

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



38 500 €

TEA & COFFEE BIKE



INDOOR

- **3 TEA & COFFEE BIKES**

Covering of tea & coffee-bikes located in the Delegate's Hall

***Artwork Deadline: February 2022**

** Catering / beverages not included

3 800 € each

SHOWCASE



- **1 hour with conference/screening standard kit**
+ technician + announced in official catalogue.
(Artois Room - 100 seats capacity)

Rehearsal slot available the evening before

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

- **Showcase + Cocktail Option Available**

3 000 €

COCKTAIL OPTIONS

- **Breakfasts**
- **Happy Hour**
- **Showcase and Cocktail**
- **The Forum Party**

* Catering / food / beverages not included

** Personalized quotation upon request



From 2 900 €

PROMOTIONAL OBJECTS



LANYARDS

- Accreditees lanyards
- Logo and tagline on all delegate's lanyards

SOLD OUT

YOUR LOGO

16 500 €

ACCREDITEES BAGS

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

16 500 €

SOLD OUT

YOUR
LOGO

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: February 2022**

*Non-contractual picture

25 000 €

UMBRELLAS



3000 units

* Possibility to be distributed as a bag insert

***Artwork Deadline: February 2022**

*Non-contractual picture

25 000 €

BRANDED BEER BOTTLES

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

***Artwork Deadline: February 2022**



From 4 500 €

BECOME AN OFFICIAL SPONSOR OF SERIES MANIA FORUM

Investing more than **30 000 €** offers the possibility to become an official sponsor:

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





SERIES MANIA FORUM

INTERNATIONAL FESTIVAL LILLE / HAUTS-DE-FRANCE

CONTACT US FOR MORE INFORMATION

Leticia Godinho – Head of Business Development: advertising@seriesmania.com