

**SERIES  
FORUM**

**ADVERTISING  
OPPORTUNITIES**

**MARCH 21 > 23, 2023**

**SERIES MANIA FORUM**

INTERNATIONAL FESTIVAL LILLE / HAUTS-DE-FRANCE

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# PRESENTATION

Based in Lille since 2018, Series Mania - Lille / Hauts-de-France has become the biggest event dedicated uniquely to fiction 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 : « Meet the commissioners »

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

**33**

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

Off Season, Good People, 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, much more...

**3.200**  
**ACCREDITATIONS** with  
**200 online attendees**  
on Series Mania Digital Forum

From more than **64** 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.



**Mo ABUDU**  
Ceo  
EbonyLife Media



**Raffaele ANNECCHINO**  
CEO & President  
Paramount Television Studios



**Hagai LEVI**  
Writer, director and producer  
Sheleg Productions - Israël



**Young-kyu Kim**  
CEO, Studio Dragon  
(South Korea)



**James Poniewozik**  
Chief Television Critic, The New York  
Times (USA)



**Nicolas de Tavernost**  
Chairman of the Executive Board &  
CEO, M6 Group (France)

*Margrethe Vestager,  
Executive Vice-President, European Commission*



# 1

## MAIN THEME

« Empowering the  
audiovisual industry with  
creativity »

**40 PRESTIGIOUS  
SPEAKERS** including  
Newen Studios CEO Romain  
Bessi, Head of European  
Original, Amazon Studios  
(UK) Giorgia Brown,  
President & MD, Warner  
Bros. Discovery EMEA Priya  
Dogra and many more.

# 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.



**SPACES**



# THE BUSINESS LOUNGE



**On the top floor (Level 4) 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: 7 062€ excl. tax  
Medium: 10 395€ excl. tax  
Large: 13 545€ excl. tax  
Extra Large: 16 695€ excl. tax

**From 7 062 €**

# STAND OPTIONS AT DELEGATES HALL



**In the heart of Hall Lille (Level 1), at the Lille Grand Palais:**

Book an equipped stand (15m<sup>2</sup> to 25m<sup>2</sup>) 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 Hall Lille (Level 1).
- **Registration for 1 delegate** included in the meeting tables package.

1 200 € per table

# MEETING ROOM

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

- **2 hour slots available.**
- Possibility to order coffee and snacks (additional costs)



**From 500€**

# 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.**

**SOLD OUT**

**From 2 000 €**

# EVENTS



# SHOWCASE



- **1 hour with conference standard kit**  
+ technician + announced in official catalogue.



**SOLD OUT** Rehearsal slot available the evening before

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

- **Showcase + Cocktail Option Available**

3 300 €

# COCKTAIL OPTIONS

Organize a cocktail at the Lille Grand Palais during the three days of the Forum. Available options:

- **Breakfast**
- **Lunch**
- **Happy Hour**
- **Showcase and Cocktail**

\* Catering / food / beverages not included

\*\* Personalized quotation upon request



**From 2 900 €**

**POSTER CAMPAIGN**



**OUTDOOR AREA**





# GIANT OUTDOOR POSTER

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

**\*Artwork Deadline February 2023**

**SOLD OUT**



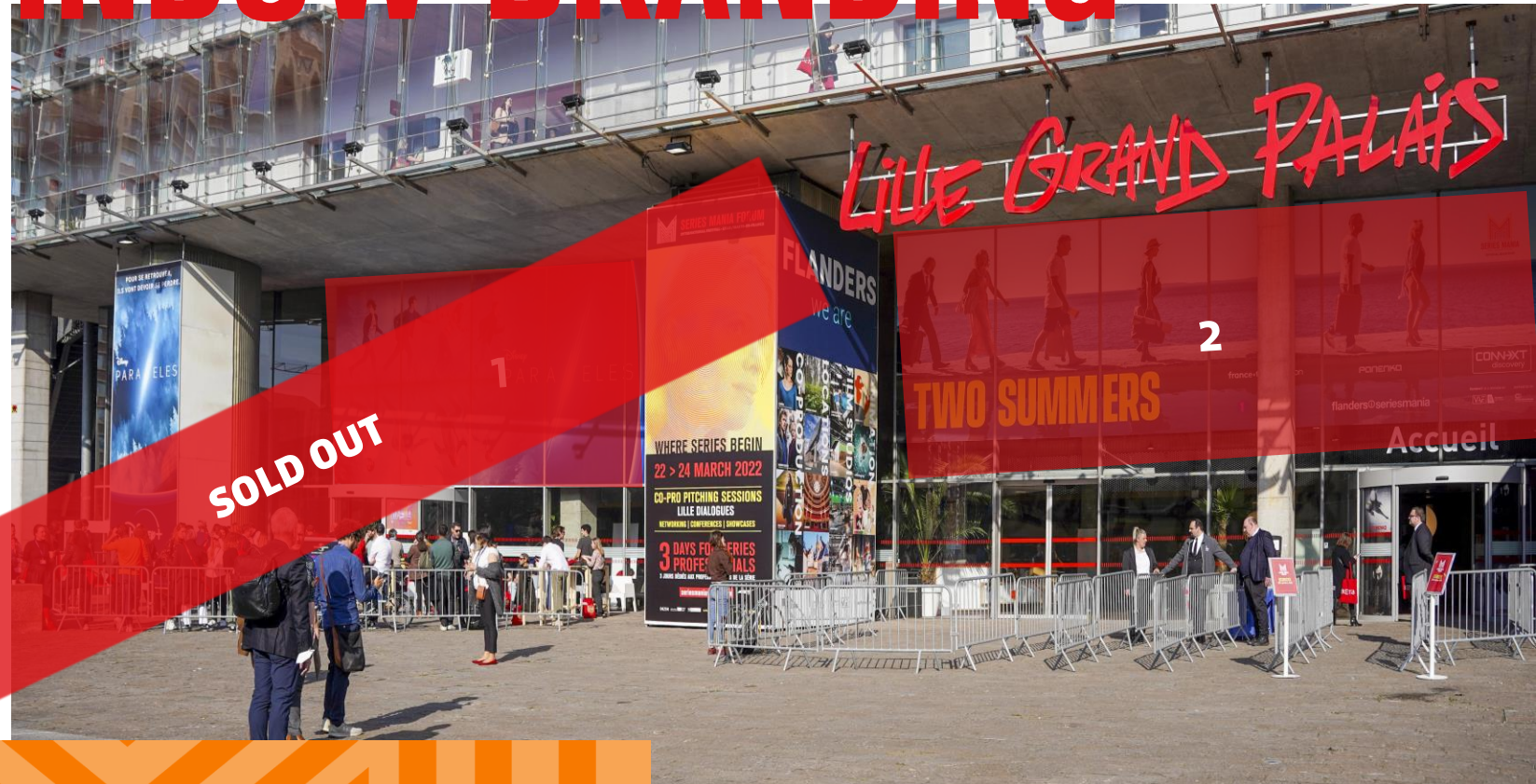
15 000 €

# ENTRANCE WINDOW BRANDING

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

**\*Artwork Deadline February 2023**

23 100 € each



# OUTDOOR RAILING

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

**\*Artwork Deadline February 2023**

**SOLD OUT**

**7 900 €**



# RIGHT SIDE ENTRANCE POSTER

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

**\*Artwork Deadline February 2023**

6 900 €



# SIDE PORTRAIT POSTER

## 2 locations:

- 1x RIGHT SIDE « A »  
4,22m x 7,50m  
7 900 €
- 1x LEFT SIDE « B »  
4,22m x 7,50m  
6 400 €

**\*Artwork Deadline February 2023**



6 400 € or 7 900 € depending on location

# LARGE FRONT POSTER

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

**\*Artwork Deadline February 2023**

From 11 900 €



# ENTRANCE AND EXIT DOOR STICKERS



6 900 € to 7 900 €

## OUTDOOR / INDOOR

4 locations on the Entrance Doors

- 2x TOP STICKERS 7 900€
- 2x BOTTOM STICKERS 6 900€

4 locations on the Exit Doors

- 2x TOP STICKERS 7 900€
- 2x BOTTOM STICKERS 6 900€

\* Artwork Deadline February 2023

**INDOOR AREA**



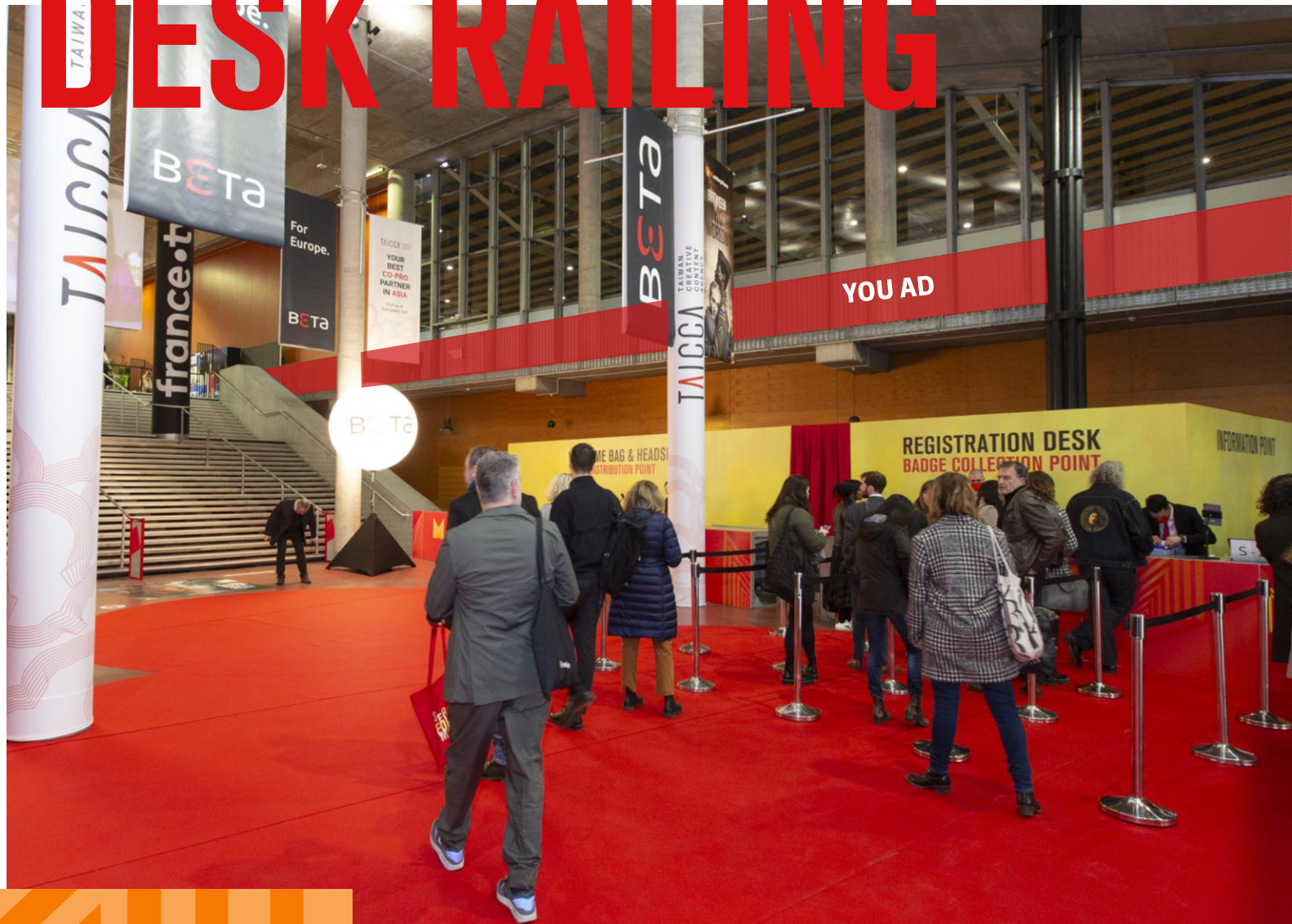


# WELCOME DESK RAILING

## Welcome Desk Area

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

**\*Artwork Deadline February 2023**



12 000 €

# HANGING BANNERS



Welcome Desk Area

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

**\*Artwork Deadline:  
February 2023**

5 280 €

# COLUMNS

**6 locations at Hall Lille and Welcome Area.**

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

**\*Artwork Deadline: February 2023**



**From 5 900€**

# FLOOR STICKERS

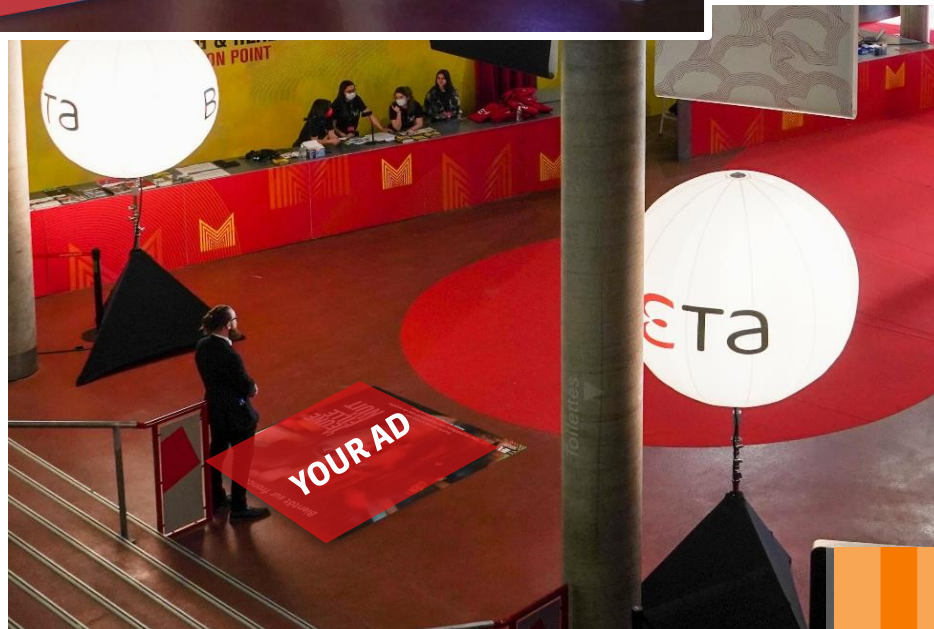


## Premium locations

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

## Several other locations available

- 2x2m: 4 000 €



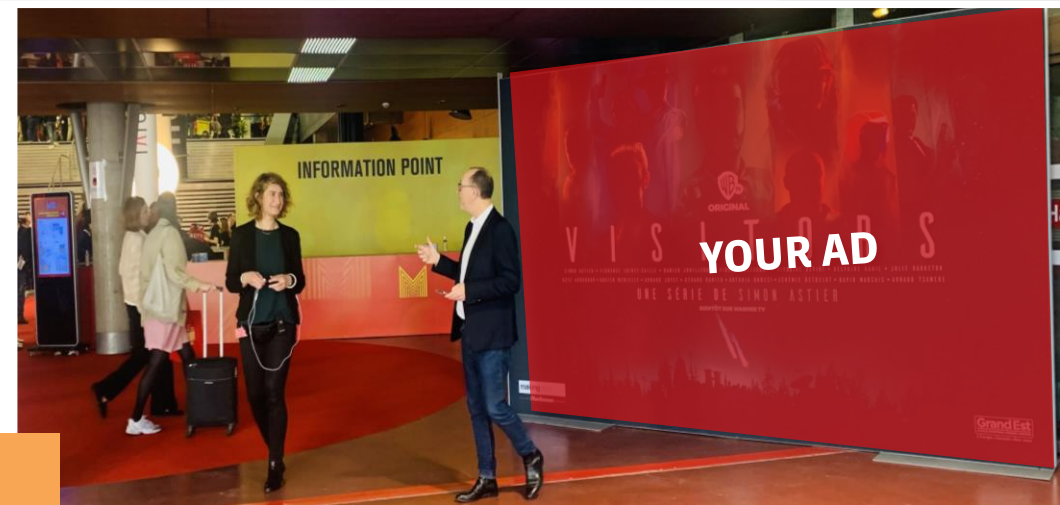
**\*Artwork Deadline: February 2023**

**From 4 000 €**

# WALL BRANDING

Several locations available at the Delegates Hall.

**\*Artwork Deadline: February 2023**



6 600 €

# BACK OF MAIN ENTRANCE LARGE SCREEN



- 1 Poster premium location:

6,50m x 3m

**\*Artwork Deadline: February 2022**

12 000 €

# GIANT POSTER IN DELEGATES HALL



- 3 locations available at Hall Lille  
6m x 2,50m

**\*Artwork Deadline: February 2023**

12 000 € for the pack of 3

# CUSTOMIZED BAR AT BUSINESS LOUNGE AREA



**1 premium location available at Business Lounge Area (Level 4).**

**\*Artwork Deadline: February 2023**

\*Non-contractual photo

**YOUR AD**

**9 600 €**

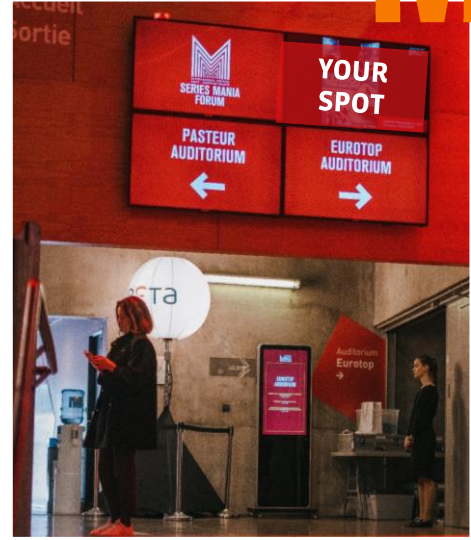


# SCREENS



# 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 2023**

15 000 €

# DEDICATED PORTRAIT SCREEN



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

**\*Artwork Deadline: February 2023**

**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.

**SERIES MANIA RENDEZ-VOUS #7**

**'THE CREATIVES' ALLIANCE:  
FINDING A PATH FOR  
INDEPENDENT PRODUCERS**

IN COLLABORATION WITH **ACE PRODUCERS**

ON **SERIESMANIADIGITAL.COM**

 <b>LEONTINE PETIT</b> FOUNDER & CEO/PRODUCER LEMING FILM	 <b>MARIA FELDMAN</b> FOUNDER & PRODUCER MASHA
 <b>ROMAN PAUL</b> FOUNDER & PRODUCER RAZOR FILM	 <b>JACQUES-HENRI BRONCKART</b> FOUNDER & PRODUCER VERSUS PRODUCTION

**SERIES MANIA RENDEZ-VOUS #8**

**INVESTING IN EUROPEAN  
CREATIVITY**

IN COLLABORATION WITH **A13**

EXCLUSIVELY ON  
**SERIESMANIA.COM/FORUM**

 <b>CARLOTTA CALORI</b> CO-FOUNDER INDIGO FILMS	 <b>ELIN KVIST</b> EXECUTIVE PRODUCER FLX
 <b>JENS JONSSON</b> WRITER & CONCEPTUAL DIRECTOR BLINDED HEAD	 <b>STEPHEN DRISCOLL</b> VPE EMEA ALL3MEDIA INTERNATIONAL

**SERIES MANIA RENDEZ-VOUS #1**

**FROM PITCH TO SCREEN:  
NO MAN'S LAND**

FROM TUESDAY, NOVEMBER 24<sup>TH</sup>



**SERIES MANIA RENDEZ-VOUS #2**

**GREETINGS FROM  
NORWAY**

FROM MONDAY, DECEMBER 21, 5PM  
UNTIL FRIDAY, JANUARY 8, 21

EXCLUSIVELY ON  
SERIESMANIA.COM/F



**SERIES MANIA RENDEZ-VOUS #3**

**REINVENTING  
LUPIN**



**SERIES MANIA RENDEZ-VOUS #4**

**FROM PITCH TO SCREEN:  
KEEPING FAITH**

FROM APRIL 21<sup>ST</sup>  
FOR ONE MONTH ONLY

EXCLUSIVELY ON  
SERIESMANIA.COM/FORUM



**SERIES MANIA RENDEZ-VOUS #5**

**SPOTLIGHT ON  
QUÉBEC FORMATS**

QUÉBECHEATERS

WEDNESDAY, JUNE 20<sup>TH</sup> ONLY



**SERIES MANIA RENDEZ-VOUS #6**

**FOCUS ON  
BRAZILIAN SERIES**

WITH **globo**

UNTIL JULY 21<sup>ST</sup> ONLY  
EXCLUSIVELY ON  
SERIESMANIA.COM/FORUM



12 000 €

# WIFI WITH BRANDED HOMEPAGE

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

**\*Artwork Deadline : February 2022**



**9 900 € for the three days**

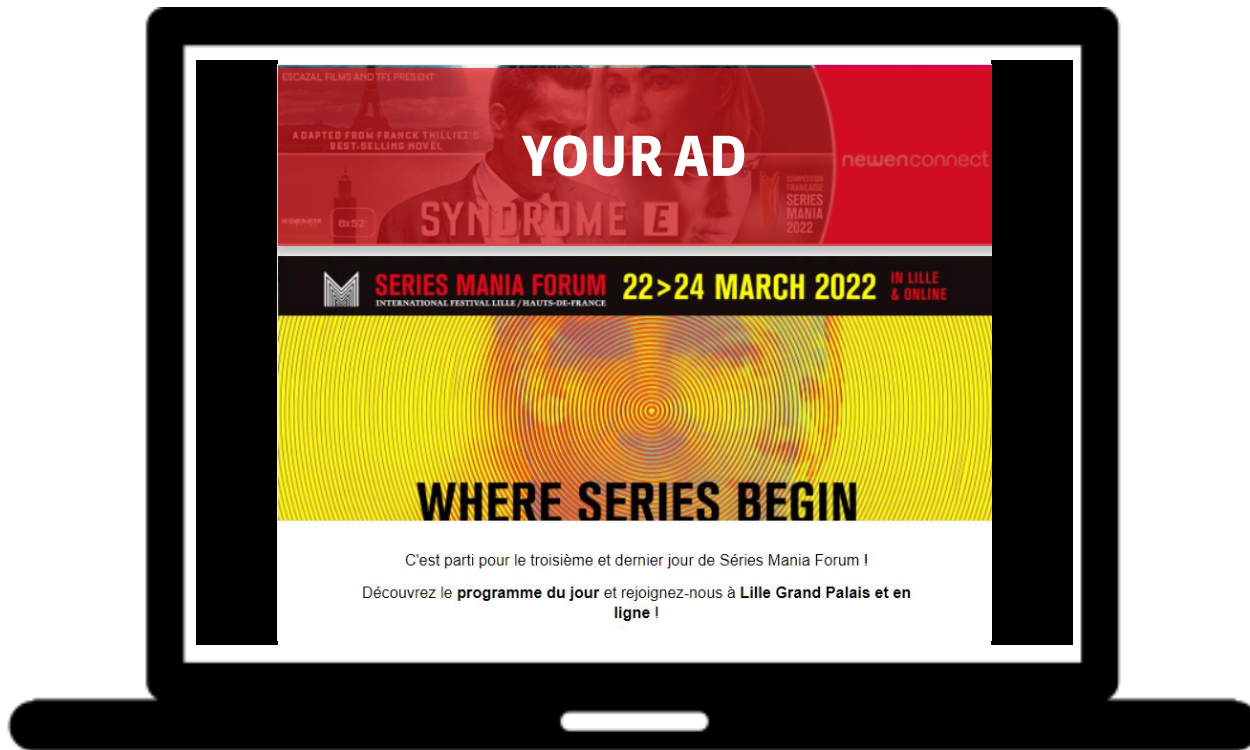
# EMAILINGS TO REGISTERED PARTICIPANTS

- **Your AD** on the registration, confirmation and practical information practical emails sent to all registered delegates of Series Mania Forum 2023.



2 300 €

# BANNER NEWSLETTER



- **1 newsletter: 1 610€**

Please contact us for possible dates

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

1 610 €



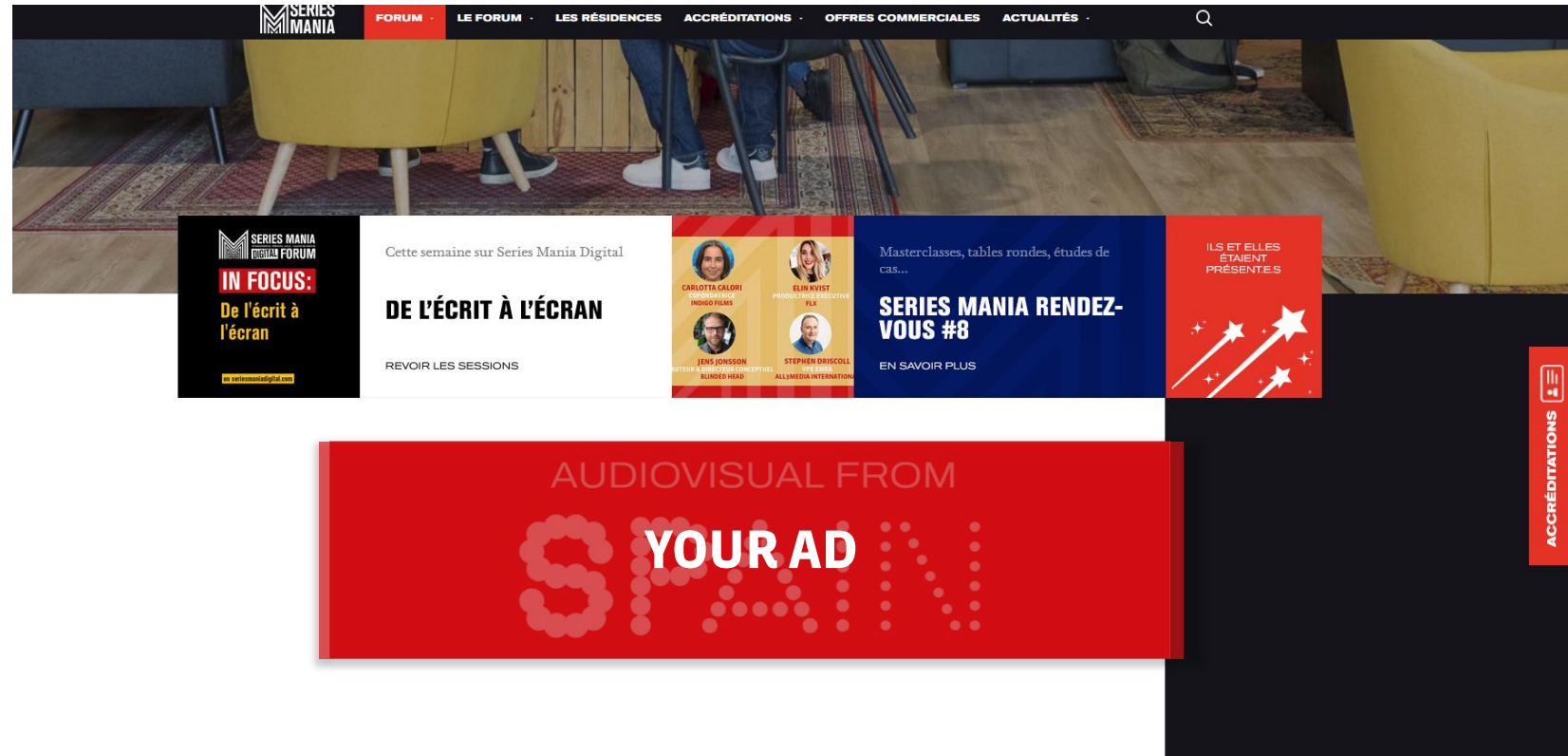
# MEGA BANNER

## ON THE SERIES MANIA FORUM WEBSITE

Two positions available:

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

Weekly positioning before and during the Forum.



From 2 500 €

# WALLPAPER ON SERIES MANIA DIGITAL PLATFORM

Two options available:

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

**The Inside Pages Wallpaper** will be visible on several pages inside the platform.

Weekly positioning before and after the Forum and daily during the event.



From 2 900 €

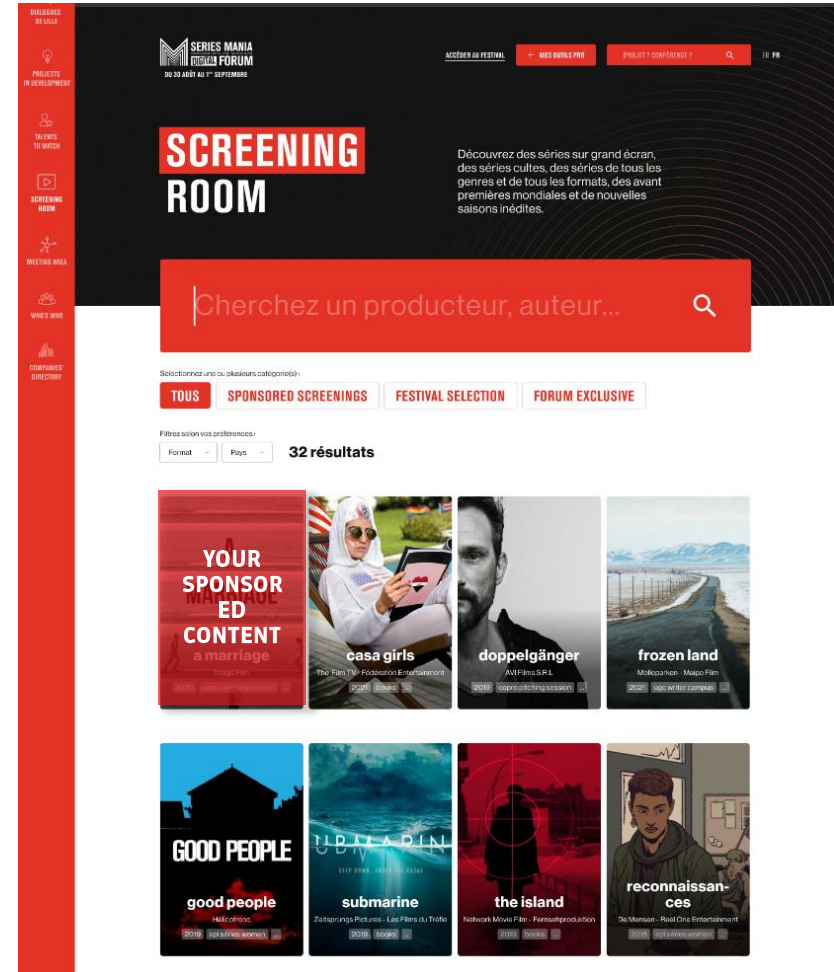
# SCREENING

## ON SERIES MANIA DIGITAL PLATFORM

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

\*Please contact us for more information

3 740 €



# **SPECIAL OFFERS & EVENTS**



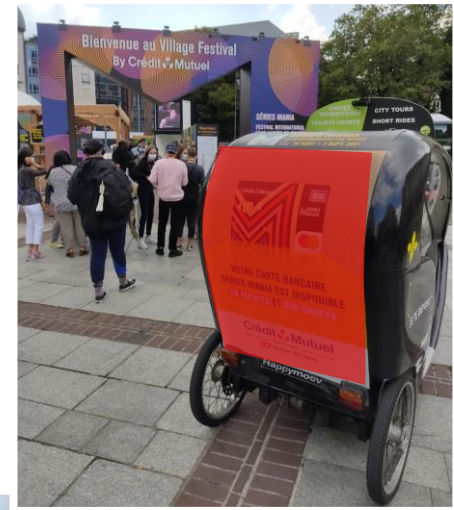
# DELEGATE'S BIKE SHUTTLE

## 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 2023**

**25 000 €**



# DELEGATE'S BUS SHUTTLE



## OUTSIDE BRANDING ON THE MAIN TRANSPORT BETWEEN HOTELS & FORUM VENUES

- **During 3 days of Series Mania Forum**
- Capacity : 4 to 7 passengers
- Branding : back & front of the car + 2 side doors
- Display of flyers inside the car



39 000 €

# TEA & COFFEE BIKE

## INDOOR

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

**\*Artwork Deadline: February 2023**

\*\* Catering/beverages not included

**3 800 € each**



# PROMOTIONAL OBJECTS





# ACCREDITEES BAGS

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

SOLD OUT

YOUR  
LOGO

16 500 €

# BAG INSERT



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

- 5 items maximum

**3 000 € each**

# BRANDED WATER BOTTLES



- 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



\* Possibility to be distributed as a bag insert

**\*Artwork Deadline: February 2022**

\*Non-contractual picture

25 000 €

# LANYARDS

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



16 500 €

# 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**

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