



SERIES MANIA  
FORUM



SERIES  
MANIA  
FORUM

INTERNATIONAL  
FESTIVAL  
LILLE  
HAUTS-DE-FRANCE

SERIES BEGIN

ADVERTISING  
OPPORTUNITIES

MARCH 19 > 21, 2024

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...

**3.800**

**ACCREDITATIONS** with

**100 online attendees**  
on Series Mania+

From more than **64** countries

# PRESENTATION

## LILLE DIALOGUES

*In partnership with the Ministry of Culture, the CNC, and the European Commission. The 2023 edition is conceived in partnership with Imagine 2050.*

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.



Cyril DION  
ÉCRIVAIN, RÉALISATEUR,  
POÈTE, MILITANT  
ÉCOLOGISTE  
Newtopia - France



Lisa PERRIN  
MANAGING DIRECTOR,  
INTERNATIONAL  
PRODUCTION  
ITV Studios - Royaume-Uni



Delphine ERNOTTE  
CUNCI  
PRÉSIDENTE-DIRECTRICE  
GÉNÉRALE DE FRANCE  
TÉLÉVISIONS  
France Télévisions - France



James FARRELL  
HEAD OF LOCAL  
ORIGINALS  
PRIME VIDEO - États-Unis



Rodolphe BELMER  
PDG  
TF1 - France



Cécile FROT-COUTAZ  
CEO  
Sky Studios - Royaume-Uni



Frank DOELGER  
EXECUTIVE PRODUCER,  
SHOWRUNNER  
INTAGLIO Films - États-Unis



# 1

## MAIN THEME

**SHAPING THE FUTURE WITH  
THE AUDIOVISUAL SECTOR  
A SUSTAINABLE AND  
IMAGINATIVE INDUSTRY**

**18 PRESTIGIOUS  
SPEAKERS** including  
Screen Producers Ireland  
Chairperson David  
Donoghue, Eurimages  
(France) Executive Director  
Susan Newman-Baudais,  
Founder of On Est Prêt and  
President of Imagine 2050  
(France) Magalie Payen  
and many more.

Casey Bloys Chairman and  
CEO of HBO and HBO Max Content (USA)

# PRESENTATION

## SERIES MANIA+ 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 offers a **premium meeting space** to have a private meeting with clients in a cosy and comfortable lounge with shared facilities : an exclusive bar and a rooftop terrace.

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

\*non-contractual pictures



# STAND OPTIONS AT DELEGATES HALL

**In the heart of Delegates Hall (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





# THE BUSINESS SQUARE

On level 3 of the Lille Grand Palais, the **business square offers** limited number of private spaces where you can meet with clients in a cosy and comfortable space.

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

\*non-contractual pictures



# PRIVATE MEETING TABLES



- **Dedicated company table** with your logo at the Delegates Hall (Level 1).

- **Registration for 1 delegate** included in the meeting tables package.



# MEETING ROOM

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

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





**EVENTS**





# SHOWCASE

**One hour slot for your conference or screening**  
announced in our official catalogue.

The kit includes a technician and rehearsal slot  
available the evening before your event.

Client's logo on the supports related to the  
“Showcase” program

- **Showcase + Cocktail Option Available**



# COCKTAIL OPTIONS

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

- **Breakfast**
- **Lunch**
- **Happy Hour**

\* Catering / food / beverages not included

\*\* Personalized quotation upon request





# POSTER CAMPAIGN



**OUTDOOR AREA**



# GIANT OUTDOOR POSTER

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

**\*Artwork Deadline February 2024**





# ENTRANCE WINDOW BRANDING

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

**\*Artwork Deadline February 2024**



# RIGHT SIDE ENTRANCE POSTER

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

**\*Artwork Deadline February 2024**





# OUTDOOR RAILING

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

**\*Artwork Deadline February 2024**





# SIDE PORTRAIT POSTER

2 locations:

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

**\*Artwork Deadline February 2024**



# LARGE FRONT POSTER

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

**\*Artwork Deadline February 2024**





# ENTRANCE AND EXIT DOOR STICKERS



8 locations on the Entrance Doors

## FRONT

- 2x TOP STICKERS
- 2x BOTTOM STICKERS

## BACK

- 2x TOP STICKERS
- 2x BOTTOM STICKERS

## OUTDOOR / INDOOR

\* Artwork Deadline February 2024



8 locations on the Exit Doors

## FRONT

- 2x TOP STICKERS
- 2x BOTTOM STICKERS

## BACK

- 2x TOP STICKERS
- 2x BOTTOM STICKERS



**INDOOR AREA**

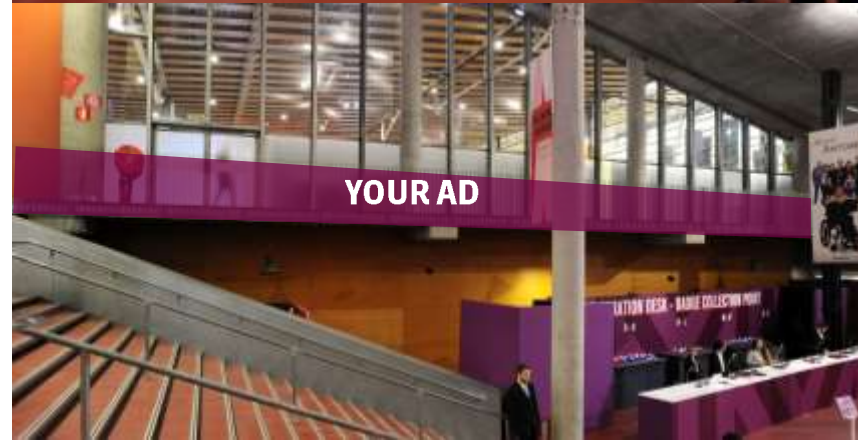


# WELCOME DESK RAILING

## Welcome Desk Area

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

**\*Artwork Deadline February 2024**



# HANGING BANNERS



## Welcome Desk Area

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

**\*Artwork Deadline: February 2024**



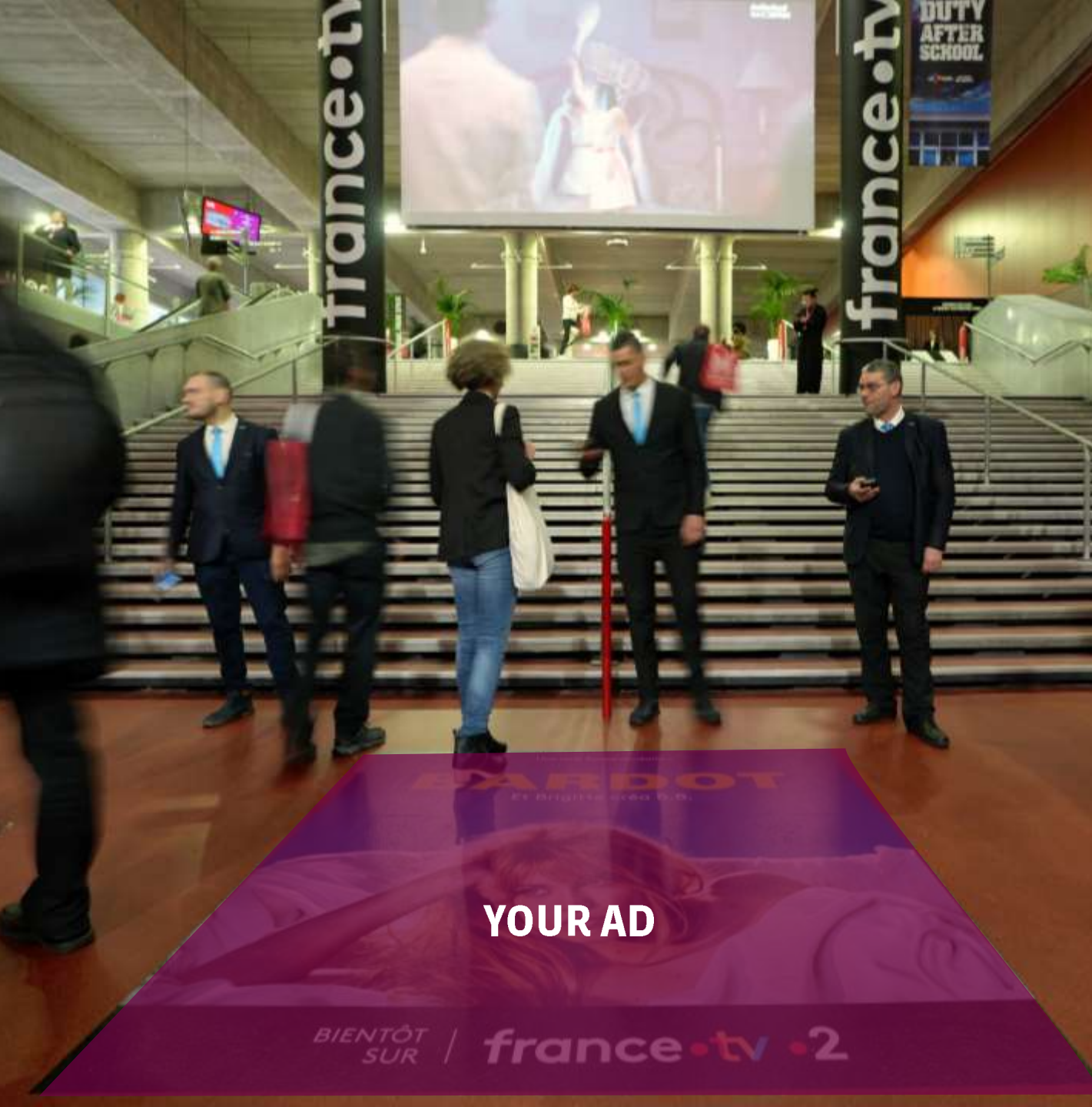
# COLUMNS

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

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

**\*Artwork Deadline: February 2024**





# FLOOR STICKERS

## Premium locations

- 1 Sticker at the Escalator 1x4m
- 1 Welcome door sticker 1x4m

## Several other locations available

- 2x2m

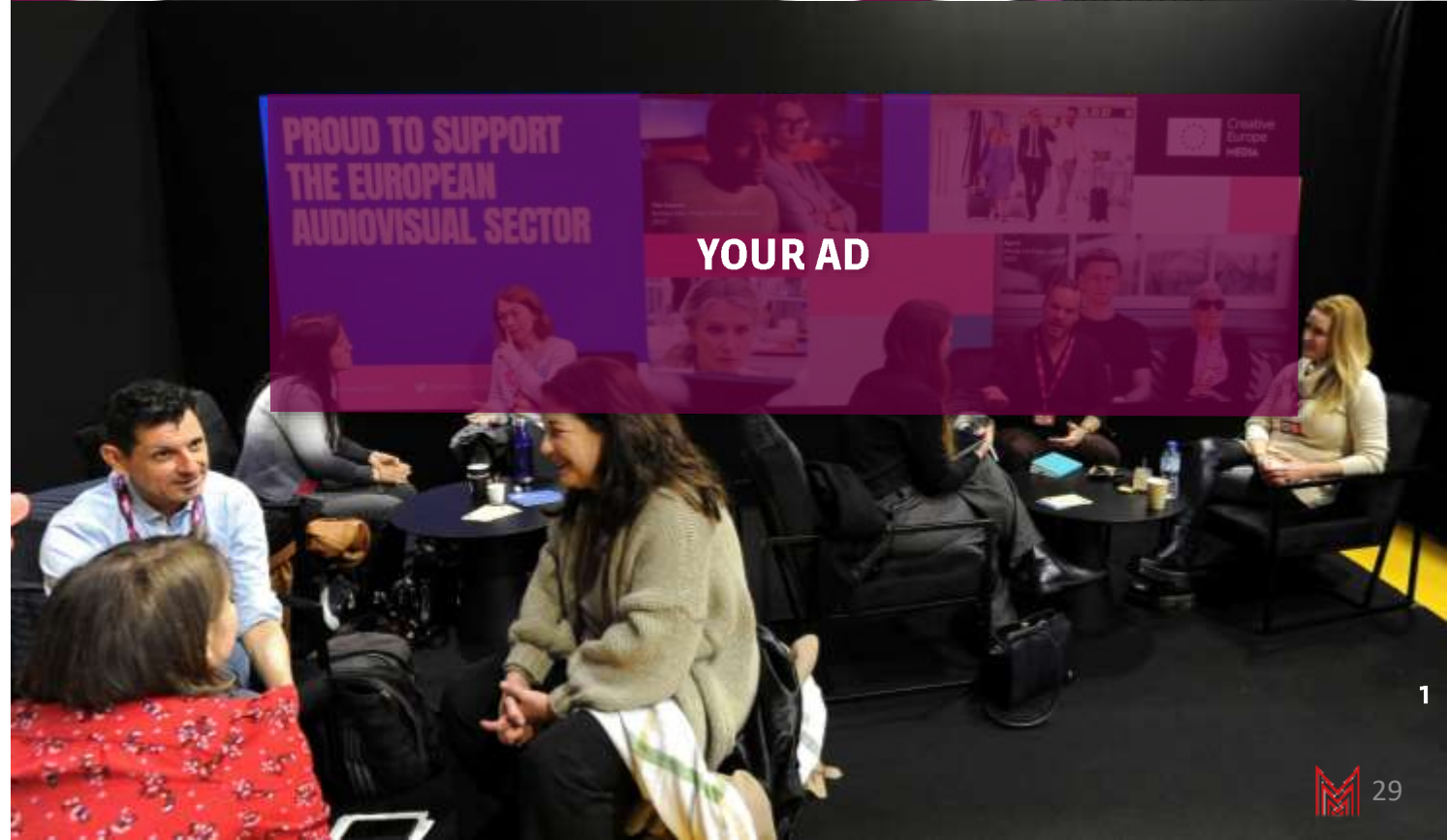
**\*Artwork Deadline: February 2024**



# WALL BRANDING

**Several locations** available at the Delegates Hall.

**\*Artwork Deadline: February 2024**



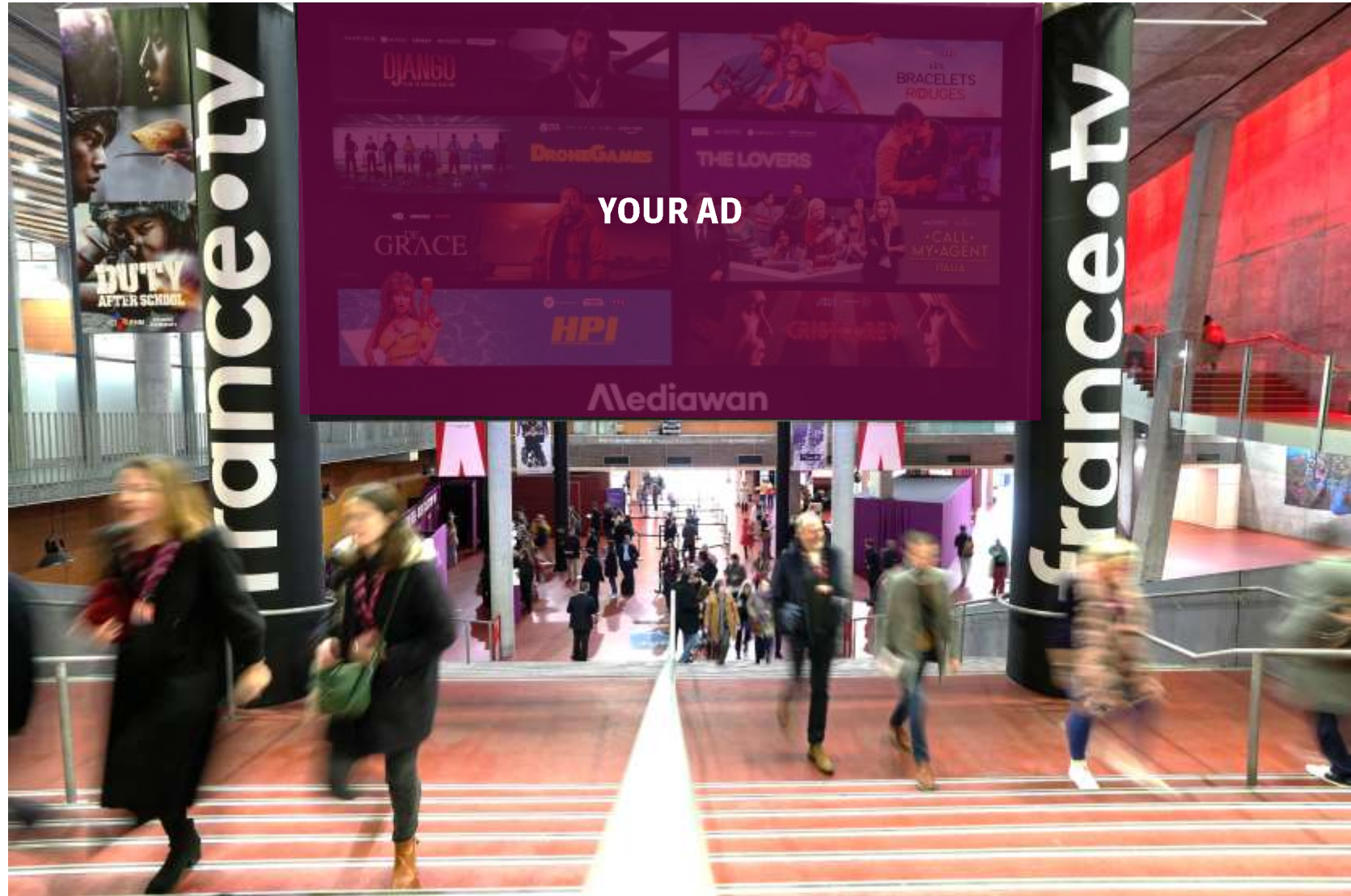


# BACK OF MAIN ENTRANCE LARGE SCREEN

- 1 Poster premium location:

6,50m x 3m

**\*Artwork Deadline: February 2024**



# GIANT POSTER IN DELEGATES HALL



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

**\*Artwork Deadline: February 2024**



# GIANT POSTER THEATER ENTRANCE



- 1 location available at the entrance of the main venue Marie Curie Theater

**\*Artwork Deadline: February 2024**

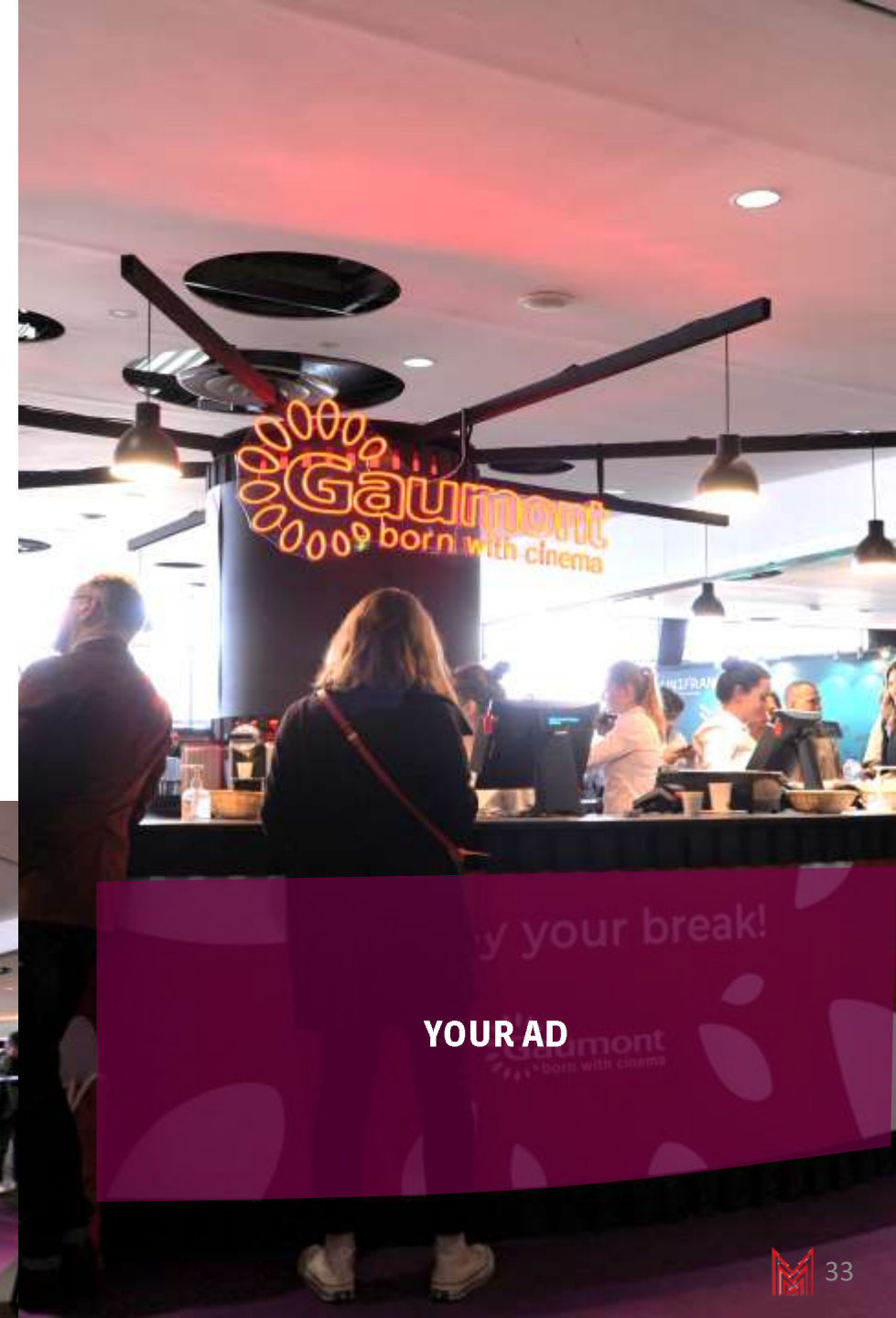


# CUSTOMIZED BAR AT BUSINESS LOUNGE AREA

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

**\*Artwork Deadline: February 2023**

\*Non-contractual photo

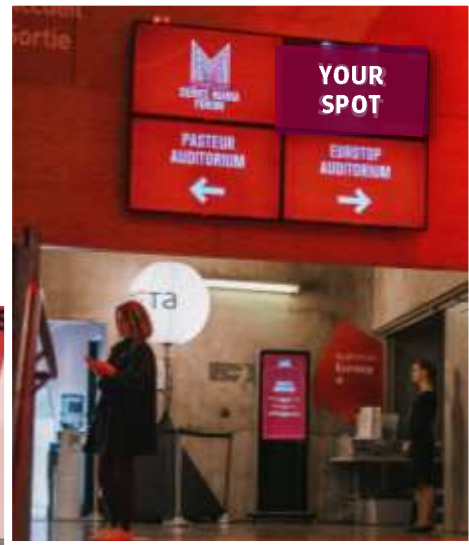


# SCREENS



# MAIN ENTRANCE LARGE SCREEN

## + OFFICIAL SCREENS



### Combo Main Entrance Screen and multi-screens

- Screens distributed throughout the venue (several locations available : elevator, conference room entrance, etc.)
- Maximum of 6 advertisers
- 2 min per spot = 10 min per client / hour

**\*Artwork Deadline: February 2024**



# LOBBY LED WALL



## Lobby Wall Screen

- LED High quality display screen (4,5m x 2,5m) located at the lobby entrance, visible to all attendees
- Maximum of 6 advertisers
- 1 minute per spot = 20 minutes per client / hour

**\*Artwork Deadline: February 2024**



# DEDICATED PORTRAIT SCREEN



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

**\*Artwork Deadline: February 2024**



# PROMOTIONAL OBJECTS





# TEA & COFFEE BIKE

## INDOOR

- **3 TEA & COFFEE BIKES**

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

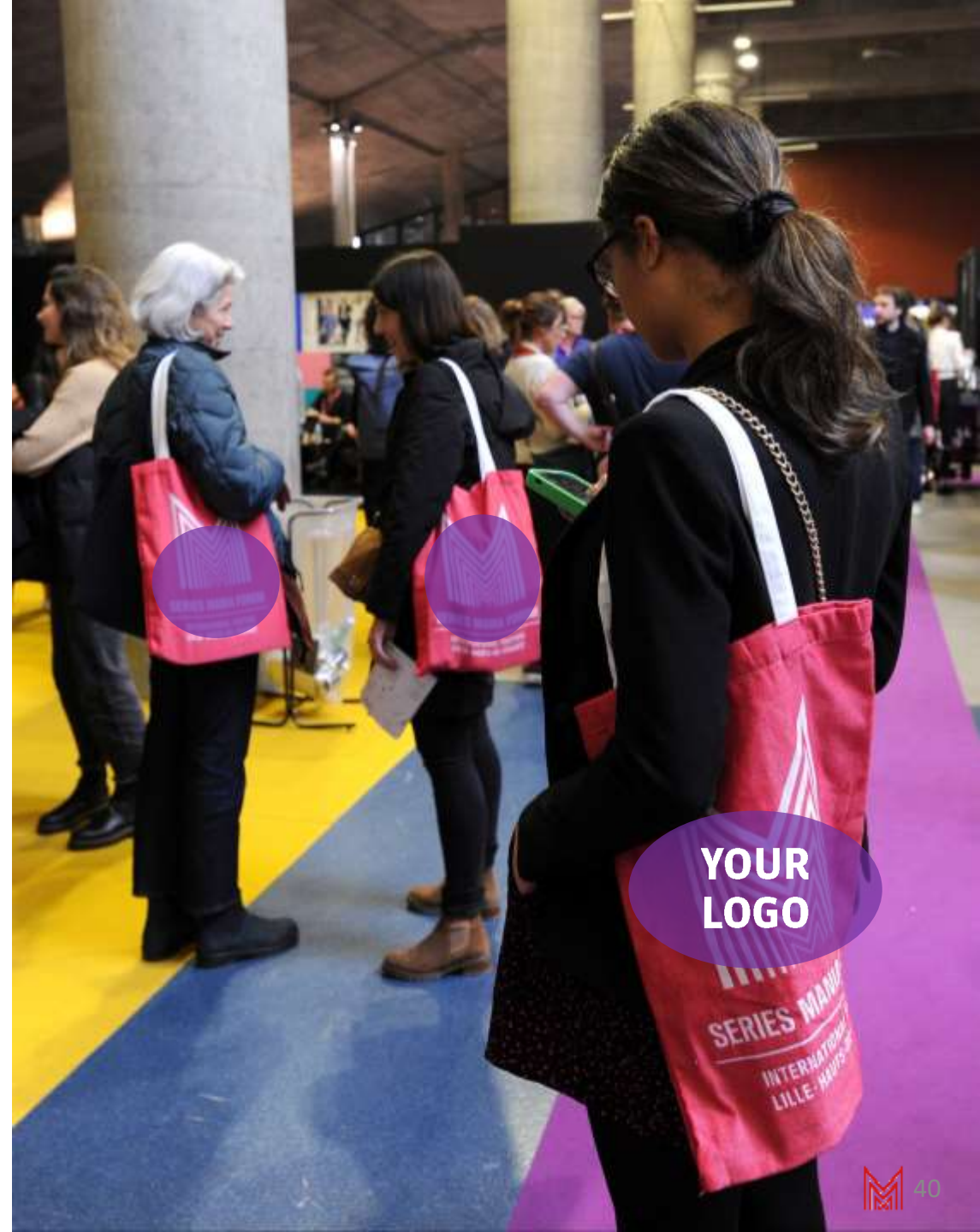
**\*Artwork Deadline: February 2024**

\*\* Catering / beverages not included



# ACCREDITEES BAGS

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







# BAG INSERT

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

- 5 items maximum



# UMBRELLAS



\* Possibility to be distributed as a bag insert

**\*Artwork Deadline: February 2024**

\*Non-contractual picture

# LANYARDS

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



# **SPECIAL OFFERS & EVENTS**





# BRANDED TERRACE OF LILLE GRAND PALAIS

**Brand the main terrace of Lille  
Grand Palais** right at the  
entrance and exit of the venue.

**\*Artwork Deadline: February  
2024**



# DELEGATE'S BIKE SHUTTLE

## BETWEEN HOTELS & FORUM VENUES OUTSIDE BRANDING

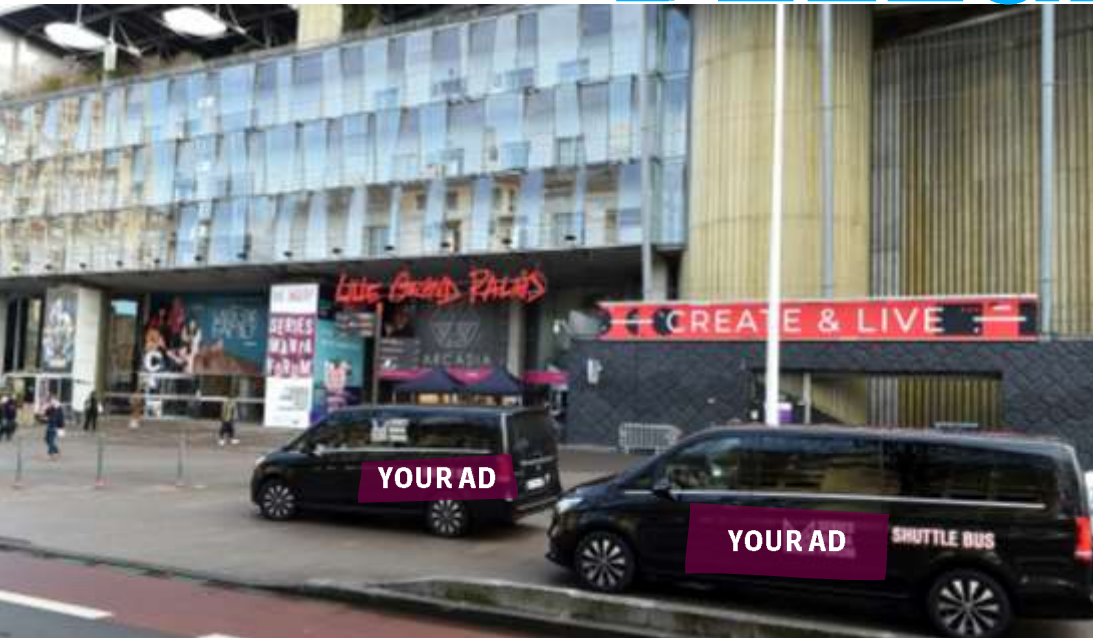
- **During 3 days of Series Mania Forum**
- Capacity : 1 to 2 passengers
- Branding : back of the bike shuttle
- GREEN & RESPONSIBLE !

**\*Artwork Deadline: February 2024**





# 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





**DIGITAL**

# WIFI WITH BRANDED HOMEPAGE

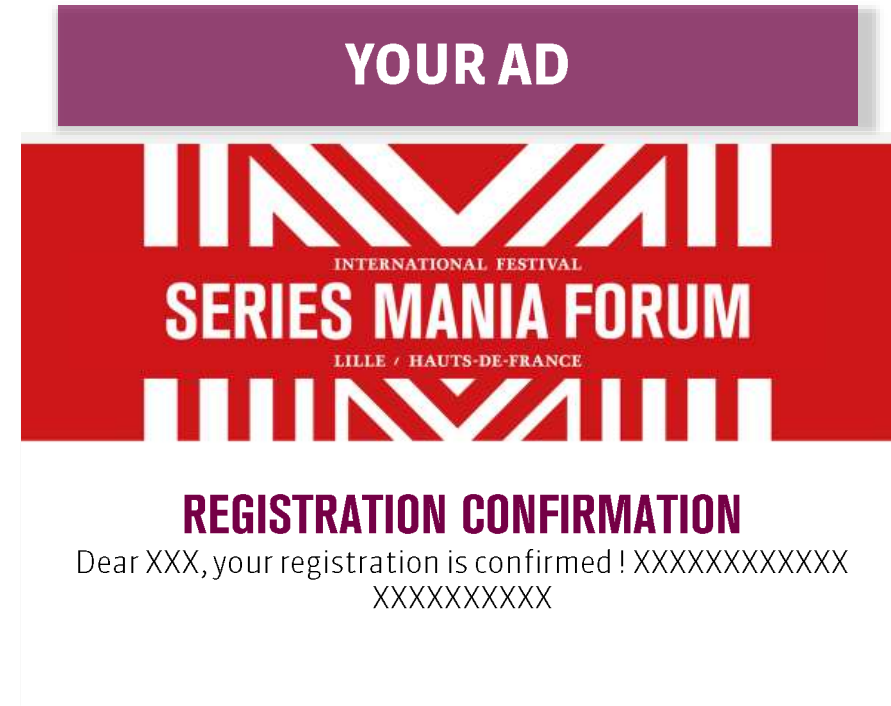
- **SPONSORING OF THE WEB PAGE FOR SERIES MANIA FORUM'S CONNECTION =>**  
For smartphones, tablets and laptops.

**\*Artwork Deadline : February 2024**



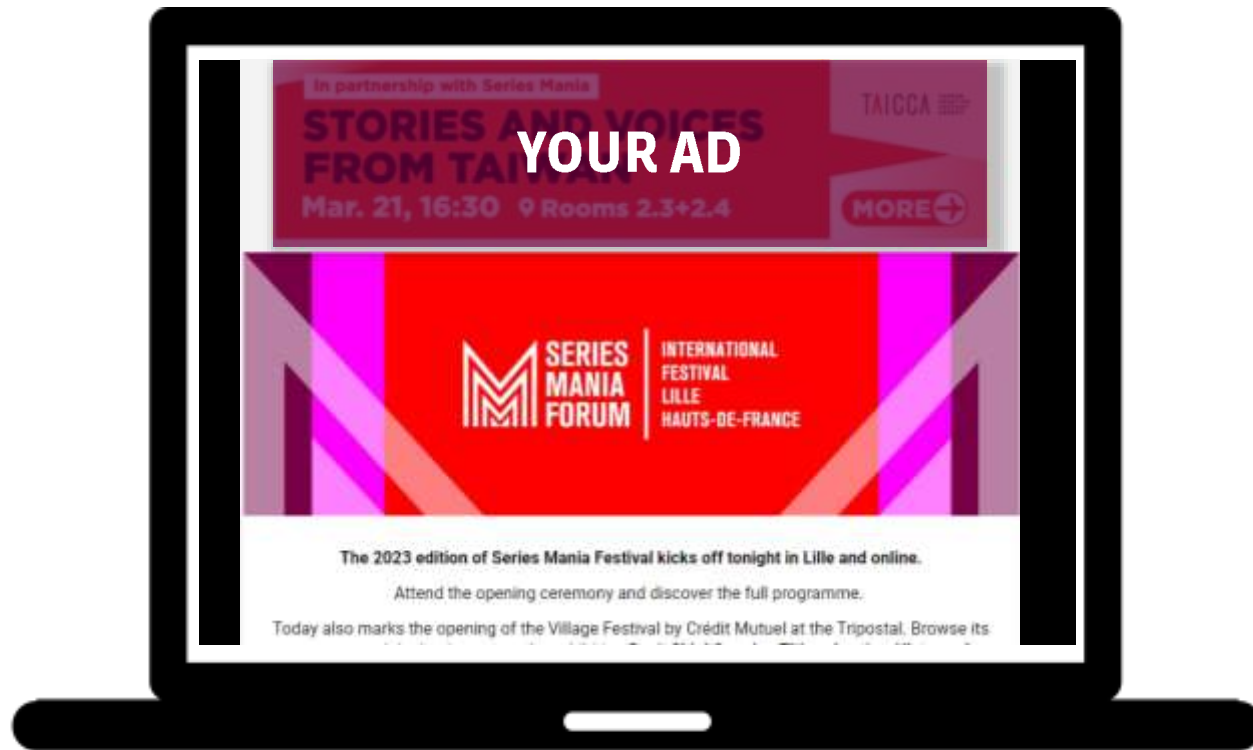
# EMAILINGS TO REGISTERED PARTICIPANTS

- **Your AD** on the registration, confirmation and practical information practical emails sent to all registered delegates of Series Mania Forum 2024.





# BANNER NEWSLETTER



- **1 newsletter**

Please contact us for possible dates

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

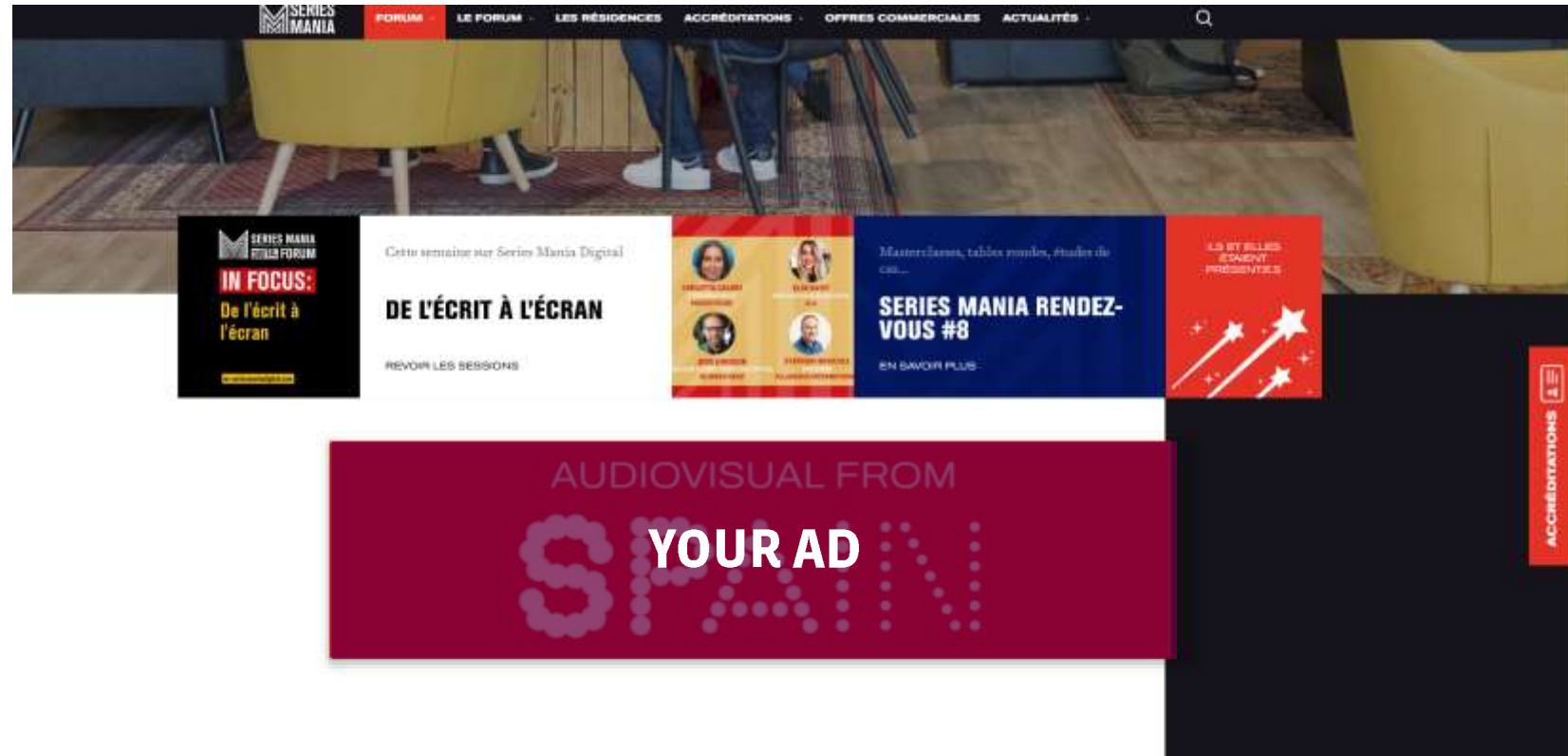
# MEGA BANNER

## ON THE SERIES MANIA FORUM WEBSITE

Two positions available:

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

Weekly positioning before and during the Forum.



# WALLPAPER

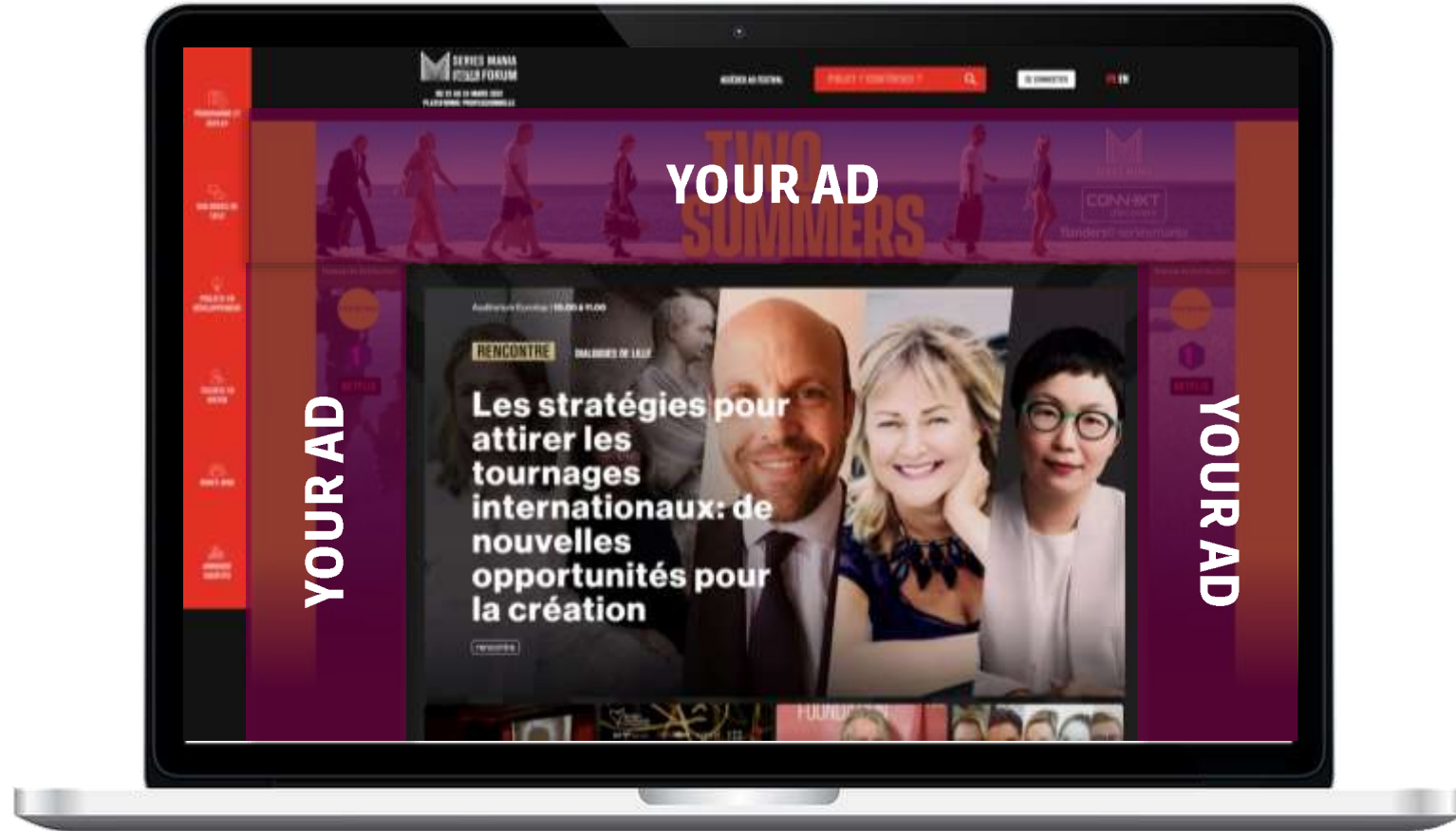
## ON SERIES MANIA+ PLATFORM

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.

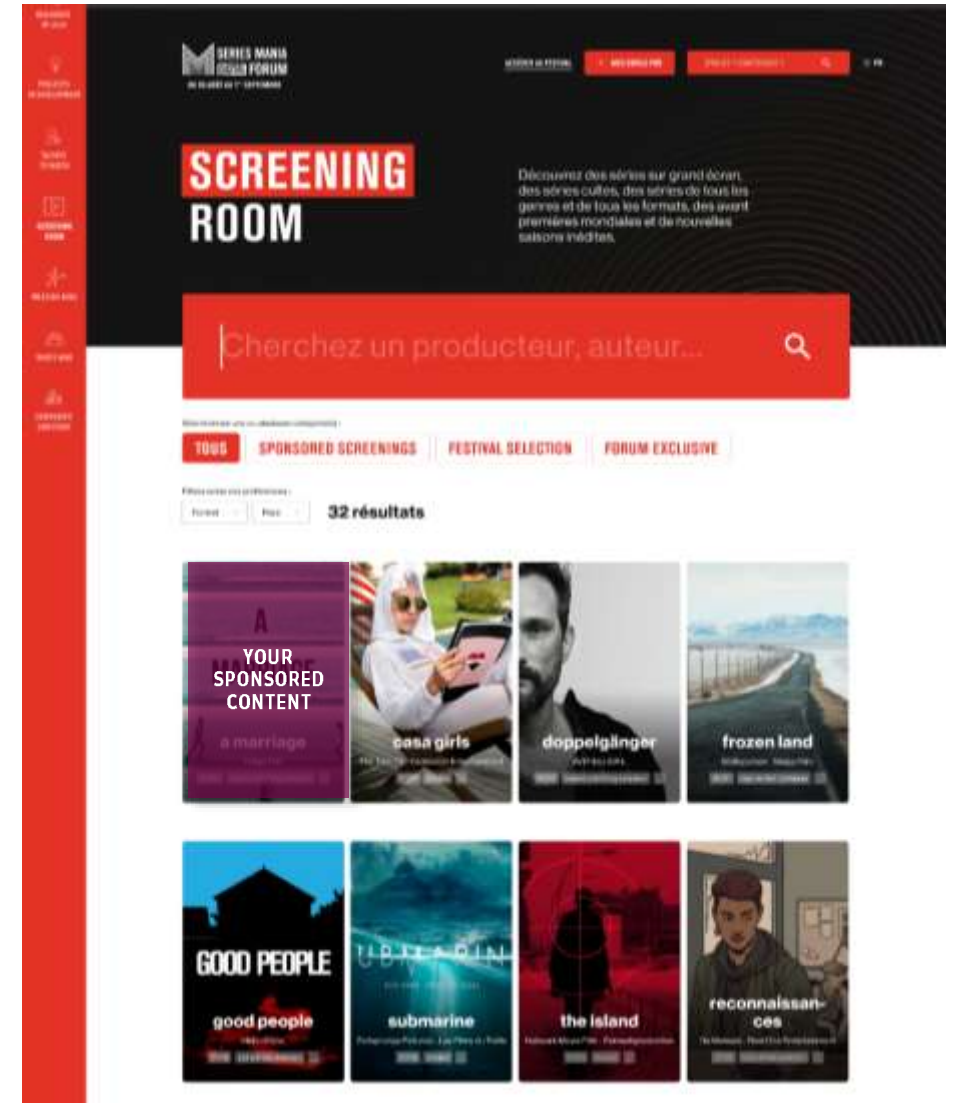




# SCREENING ON SERIES MANIA+ PLATFORM

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**



# 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 INSTITUTE PROGRAM**





# PITCH YOUR SERIES IN ENGLISH

**Three-day training course on developing and fine-tuning your pitch in English for maximum impact.**

This program (21 hours of training) is targeting series writers and producers of series from all over Europe. 6 to 10 participants per edition.

Two editions available:

- **From 11 till 13/12/2023** : Edition in Lille
- **From 15 till 17/01/2024** : Edition in Paris



# **SERIES MANIA FORUM**

**INTERNATIONAL FESTIVAL LILLE / HAUTS-DE-FRANCE**

**CONTACT US FOR MORE INFORMATION**

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