

ROME  
OCTOBER  
17 | 21  
2018



**MATCHING EXCELLENCE**

MERCATO INTERNAZIONALE AUDIOVISIVO

**CINEMA TV DOC**



**PRODUCTION**

DIRECTOR

SCENE

TAKE

ROLL

DATE





## MIA 17-21 October 2018

With **1800** participants from **58** countries, MIA is a unique Italian audiovisual market with a cross-cutting outlook (Cinema, TV and DOC) that engages leaders and players of the domestic and international Film&TV industry: producers, distributors, world sales, investors. Established as the largest domestic market, today **MIA** is considered the most important flywheel to promote Italy's production capacity, audiovisual system, know-how and expertise, at both a European and global level.

MIA is a brand and a project created, developed and produced by **ANICA** (Italian Association for Cinematographic, Audio-visual and Multimedia Industries) and **APT** (Association of Television Producers), and supported by the **Ministry of Economic Development**, **ICE**, the **Ministry of Cultural Heritage and Activities and Tourism**, the **MEDIA** programme.

## MIA – COPRODUCTION MARKET AND PITCHING FORUM

**Calls for projects** for Co-Production Market and Pitching Forum are open! Many of the projects presented at MIA in previous editions have been realized, distributed and met both the audience and the international industry's interest. Find out more on [www.miamarket.it](http://www.miamarket.it)



**MIA | Cinema** Co-production Market has become a point of reference for directors and producers, who here have found an ideal platform to present their film projects. More than 50% of the projects selected in the past editions have become successful films worldwide.



After the excellent results achieved at the past edition, in 2018 **MIA | TV Drama Series Pitching Forum** presents nearly 15 international TV series projects to be selected by a committee of professionals in the field.



**MIA | DOC** opens its subscriptions to the most innovative Italian and international projects, aiming to select up to 20 projects. The selection of MIA| DOC includes both one-off documentaries and doc series.

## CONTENT SHOWCASE

MIA is a **boutique market** that takes place between MIPCOM and AFM. Not to be considered the last market of the year, yet the first market of the upcoming year: a new or brand-new Italian product showcase, a strong European and selective market that focuses on “next to the market” projects, co-productions, and previews. Find out more on [www.miamarket.it](http://www.miamarket.it)



MIA I CINEMA - WHAT'S NEXT ITALY: Here, Italian films with a strong international appeal – still in preparation and to be released in 2019 – are presented to international buyers during an exclusive preview in Rome. Each film is presented with a clip and an interview with the director and the sales agent.



MIA I CINEMA - C EU SOON: News of the 2018 edition. MIA offers a showcase of new European talents, exclusively dedicated to buyers and sales agents, in order to be among the first to discover and launch the most promising emerging titles of 2019. For this special program, MIA selects and presents 6 European titles of first and second works in post-production. Each film will be presented with a clip, followed by an interview with the film director and the sales agent.



MIA I TV - GREENLIT: In the 2018 edition, Italian producers will be able to present some of the most awaited titles still in development and / or in production during an exclusive event. The presentation is open to Italian co-productions and productions with strong international appeal that obtained a “green light” from one or more broadcasters and / or from a digital platform and already enjoy total financial coverage.



MIA I DOC - ITALIANS DOC IT BETTER: Here, Italian documentaries are the protagonists of a 90-minute showcase introducing the best and most interesting DOCS produced in Italy during the last year. Producers, directors, screenwriters and protagonists present sizzles, teasers and trailers of the best Italian titles. Not only world festival-winner features or award candidates screened in movie theaters or aired on television, but also titles to be released at the end of the year with great appeal and international reach.

## VENUES – THE BARBERINI DISTRICT

MIA is located in the center of Rome in the Barberini district, hub of all market activities.

1. **Palazzo Barberini** (Via delle Quattro Fontane 13)  
The superb space of this palace museum is the main venue for coproduction market meetings, networking lounges and the Sales & Buyers' rooms.
2. **Multiplex Quattro Fontane** (Via delle Quattro Fontane 23)  
This four-screen multiplex is the location for market screenings, special events and conferences.
3. **Multiplex Barberini** (Piazza Barberini 24/26)  
In the heart of the district, this five-screen multiplex hosts market screenings, the three Pitching Forums and conferences.
4. **Hotel Barberini Bristol** (Piazza Barberini 23)  
The hotel hosts networking events and is the headquarter for the Accreditation Office.



- |                       |                             |
|-----------------------|-----------------------------|
| 1 Palazzo Barberini   | 2 Multiplex Quattro Fontane |
| 3 Multiplex Barberini | 4 Hotel Bernini Bristol     |



# ADVERTISING AND VISIBILITY



# SCREENINGS





## SCREENINGS

### Multiplex Barberini and Quattro Fontane

The below rates apply to films of max. 90 minutes

DATE	RATE
Wednesday ,October 17th	400 €
Thursday, October 18th	450 €
Friday and Saturday, October 19th e 20th	550 €
Sunday ,October 21th	400 €

#### ADMITTED TO MIA:

- a) Films publicly displayed after June 2018 (including possible participation in festivals, markets and exhibitions);
- b) Films produced after September 2017.

**Drama series and documentary screenings can be arranged.**

Find out more on [www.miamarket.it](http://www.miamarket.it)



# PROMOTIONAL SPACES

Offline // Online

## OFFLINE & CORPORATE MATERIALS

### CATALOGUES

Industry guide domination: banner front cover, back cover and side	5.500 €
Back Cover	4.000 €
Inside Front Cover	2.800 €
Inside Back Cover	2.800 €
Full Page	1.800 €
Screenings back cover	2.000 €

### MATERIALS

MIA bag, item insert	2.000 €
MIA necklace	3.000 €



## ONLINE @ MIAMARKET.IT

Video trailer online	1.000 € x week
Banner online homepage miamarket.it	700 € x week



Banner internal page miamarket.it	300 x week
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All costs shown in this brochure are exclusive of VAT.



# PROMOTIONAL SPACES

On Site

## PALAZZO BARBERINI

For this edition MIA will be hosted in the renovated and vast spaces of the Palazzo Barberini.

### GROUND FLOOR

*Networking Lounge:* entirely dedicated to networking, free entry for all accredited.

*Sales & Buyers rooms:* a new space for meetings between sales agents and buyers.

*Stand 1 and 2:* dedicated to MIA partners.

*Doc Lounge:* a networking space dedicated to MIA|DOC.

### SECOND FLOOR

*Producers Corner:* a small lounge dedicated to producers and a space dedicated to IFC (Italian Film Commission).

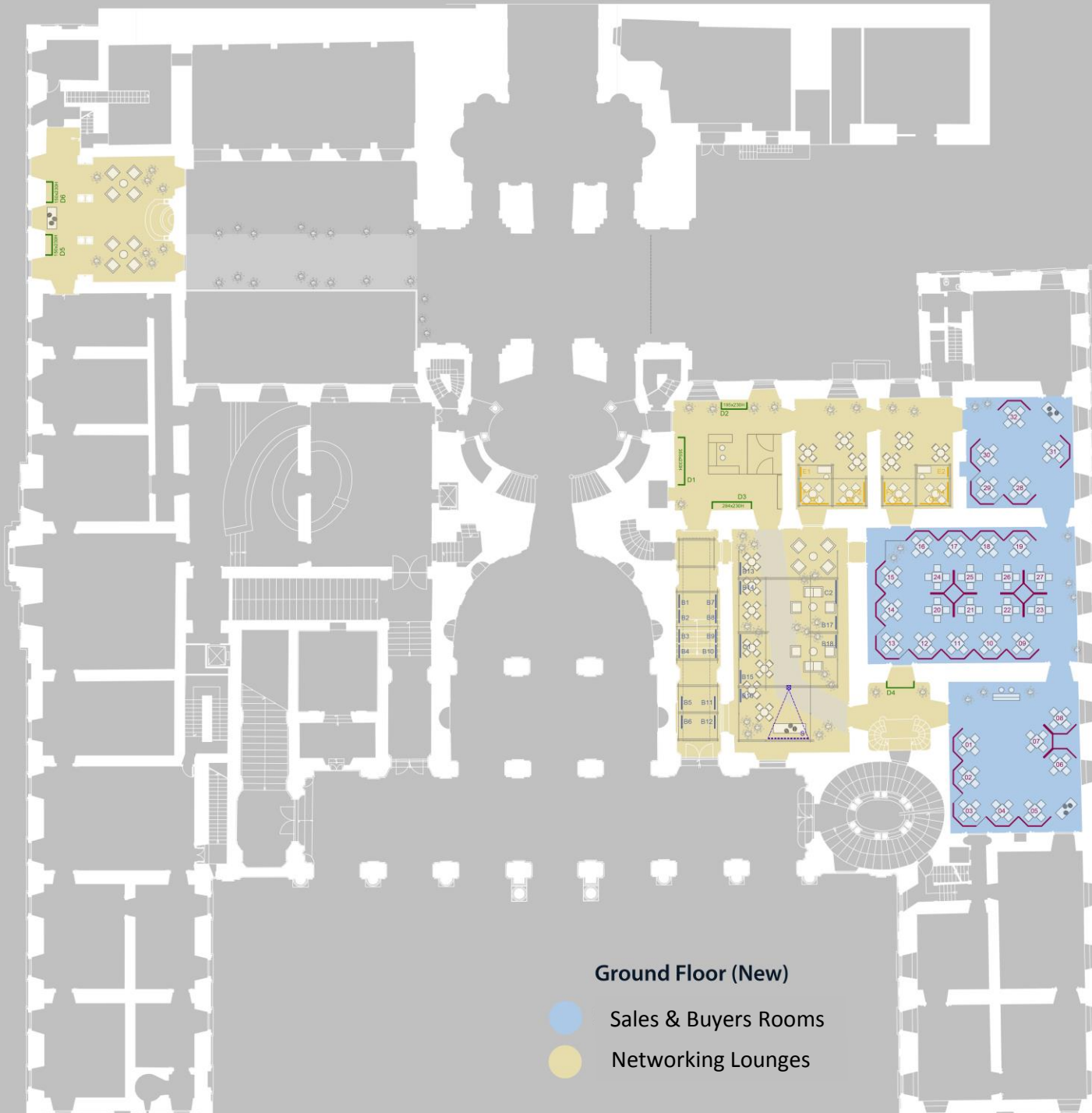
*Cinema & TV Co-production rooms:* 6 rooms on the Museum's second floor dedicated to co-production meetings, *BtoB* and speed meetings.

*Mini Lounges:* two little rooms reserved for private meetings upon request.



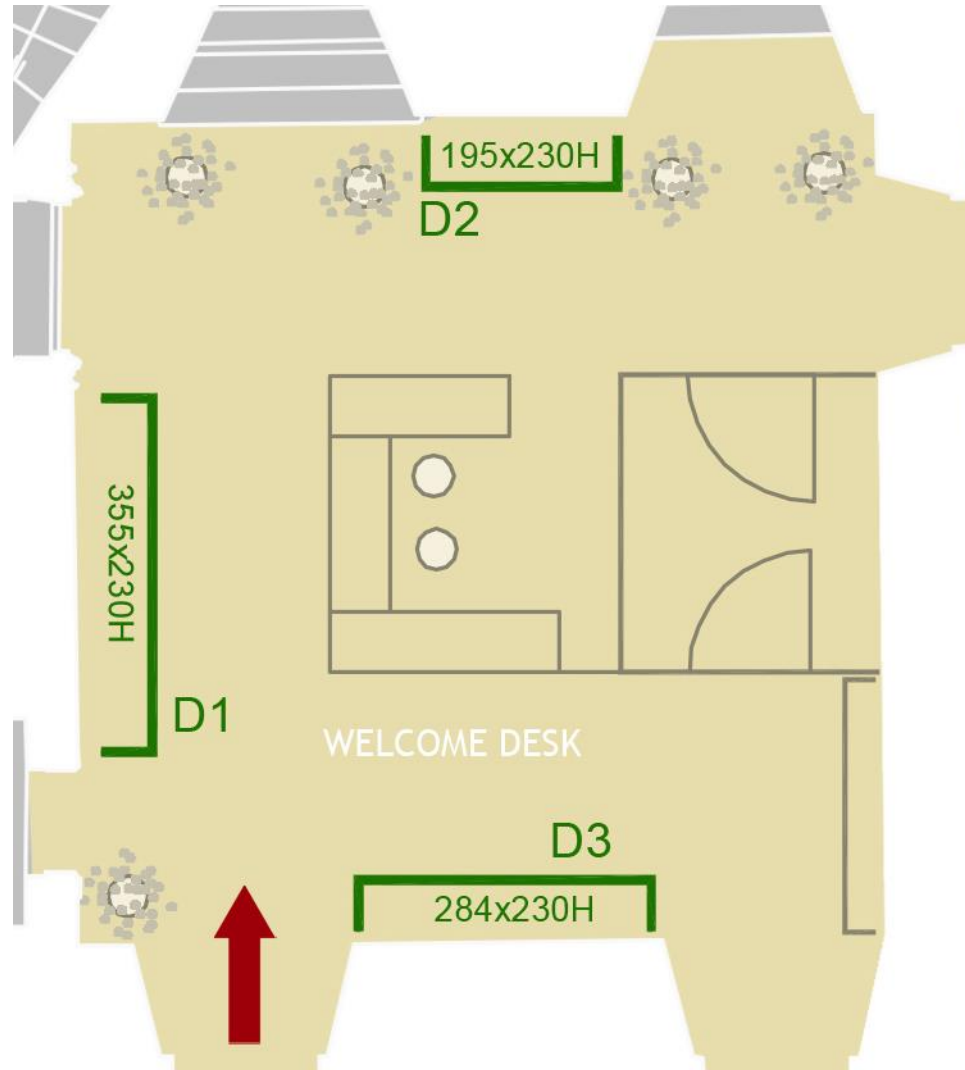
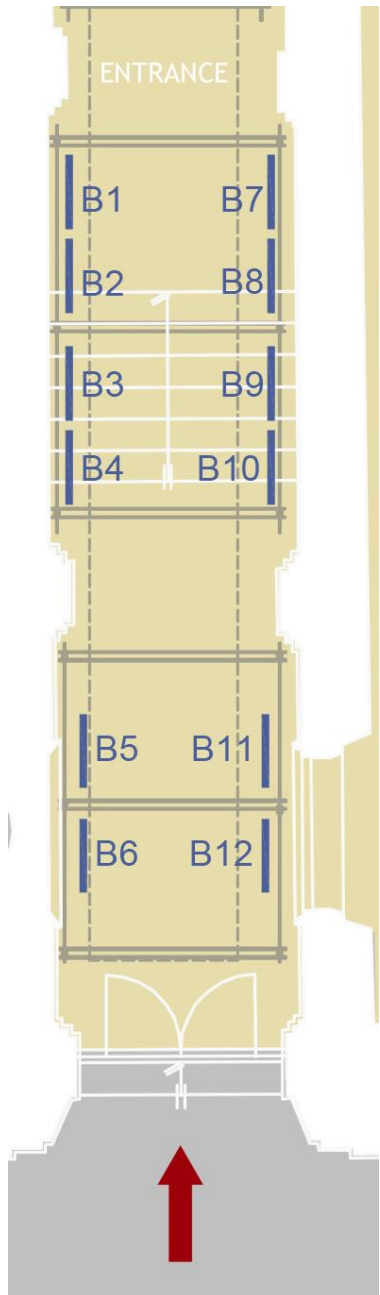
## PALAZZO BARBERINI

**GROUND FLOOR:**  
**NETWORKING LOUNGES**  
**SALES&BUYERS ROOMS**  
**DOC LOUNGE**





# PALAZZO BARBERINI GROUND FLOOR: ENTRANCE WELCOME DESK



ENTRANCE BANNERS	
From B1 to B12 100x200h	900 €
WELCOME DESK	
D1 355x230h	1.500 €
D2 195x230h	1.300 €
D3 284x230h	1.300 €

## PALAZZO BARBERINI GROUND FLOOR: NETWORKING LOUNGE

### LOUNGE BANNERS

from B13 to B18 100x200h	900 €
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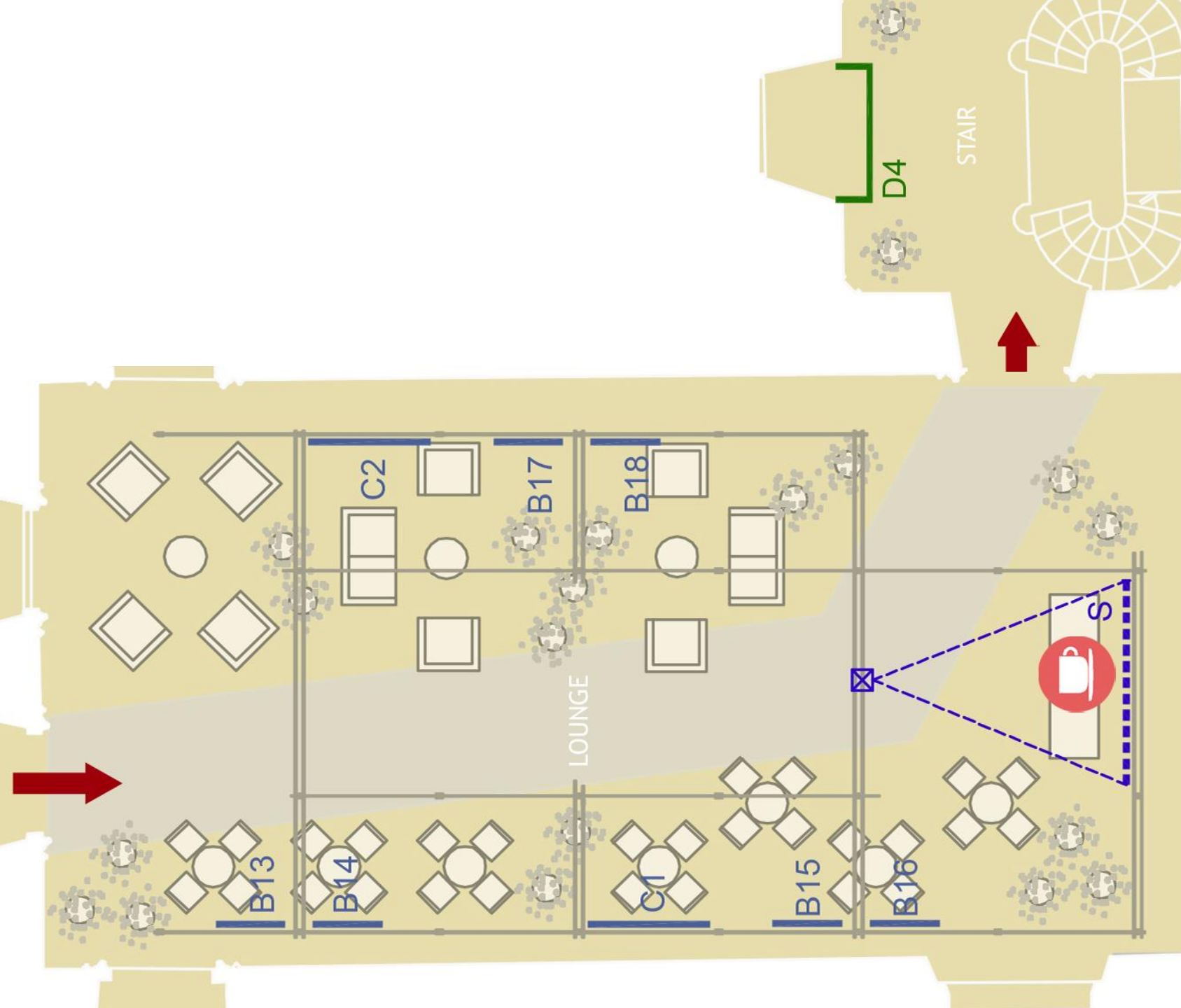
from C1 to C2 175x200h	1000 €
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### STAIRS TO S&B ROOMS

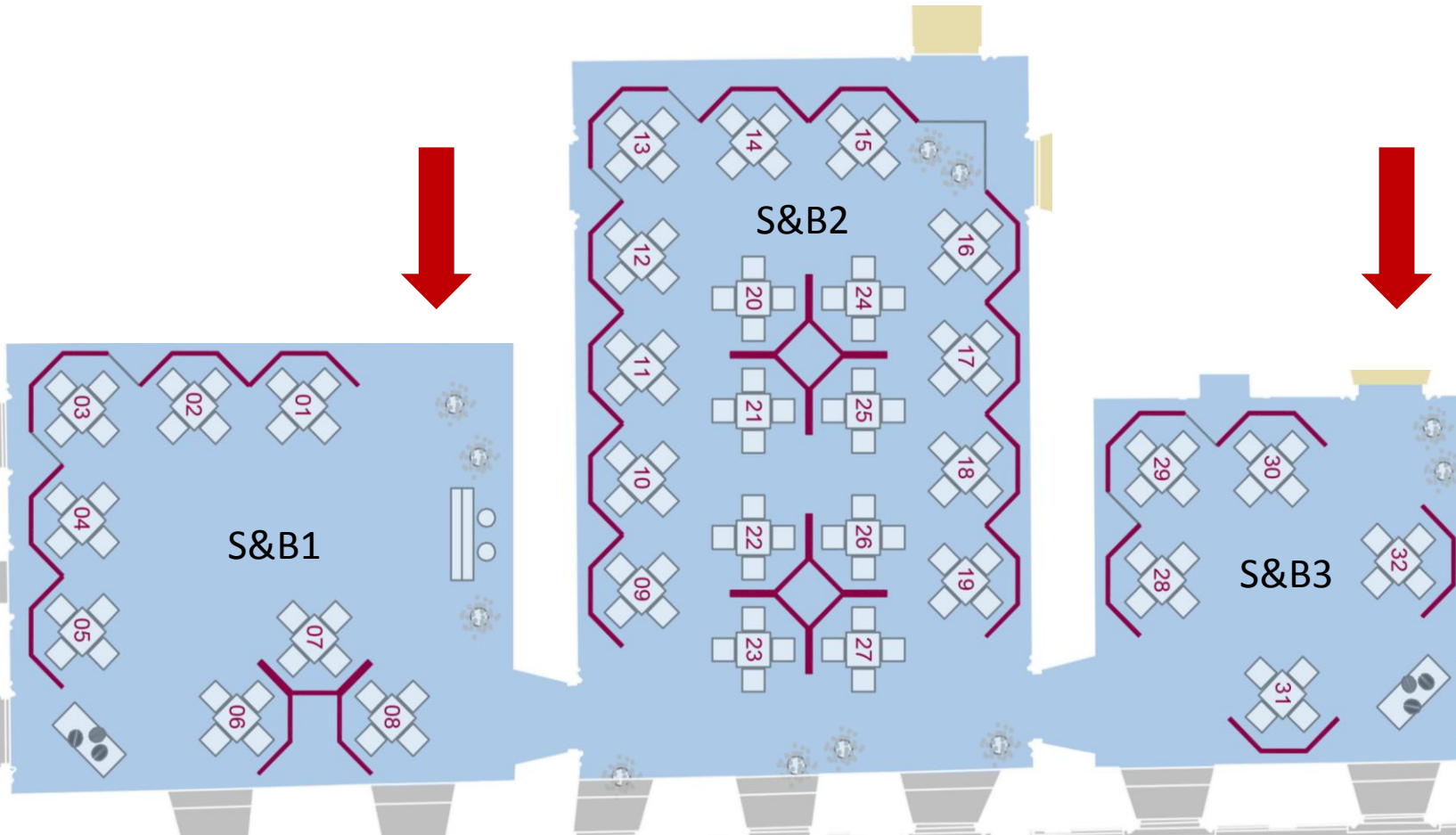
D4 200x230h	1.000 €
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### SCREENINGS ON VIDEO WALL

Promo 30" x 4 days	2.000 €
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## PALAZZO BARBERINI GROUND FLOOR: SALES&BUYERS ROOMS



### CORNER SALES & BUYERS

1 desk 75x75

4 chairs for exclusive use

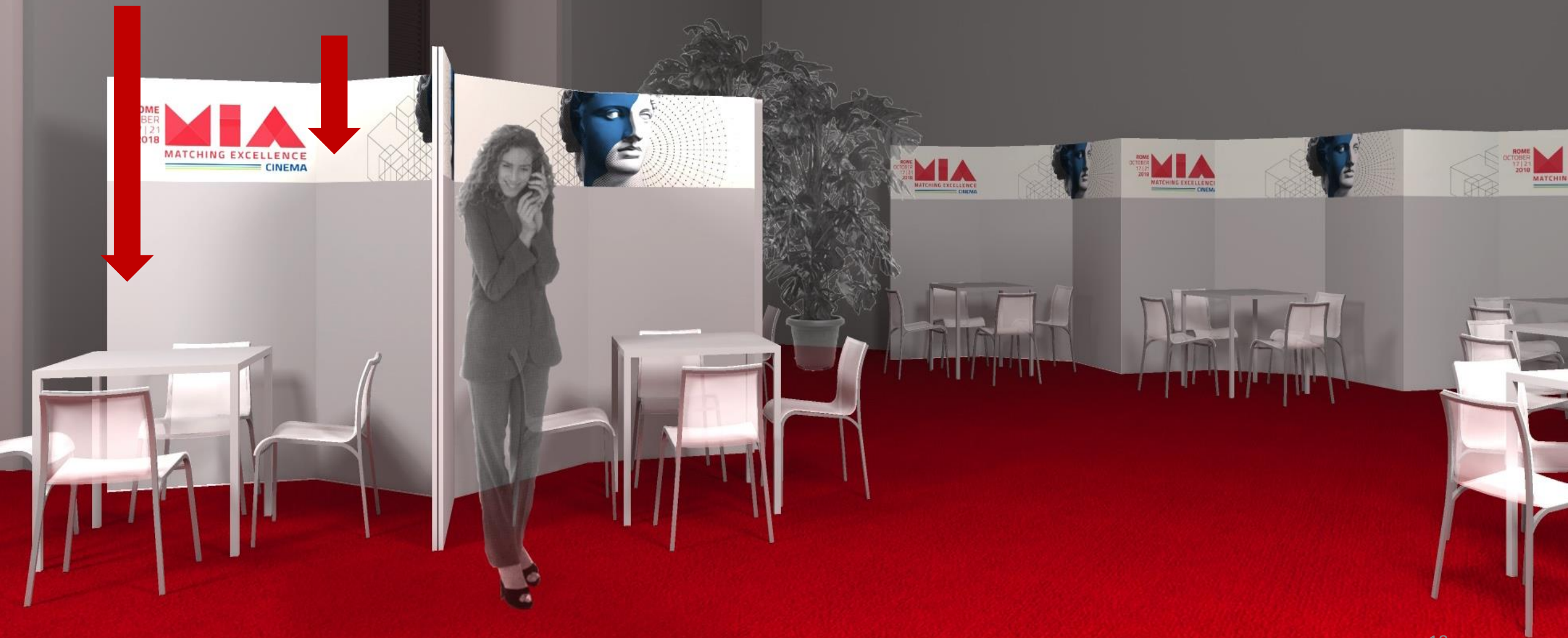
3 branded totems 300x200h

1 free accreditation

900 €



## CLIENTS BRANDING



## PALAZZO BARBERINI GROUND FLOOR: STAND 1

### STAND COMPOSITION:

1 desk

2 desks with 8 chairs

2 accreditations included

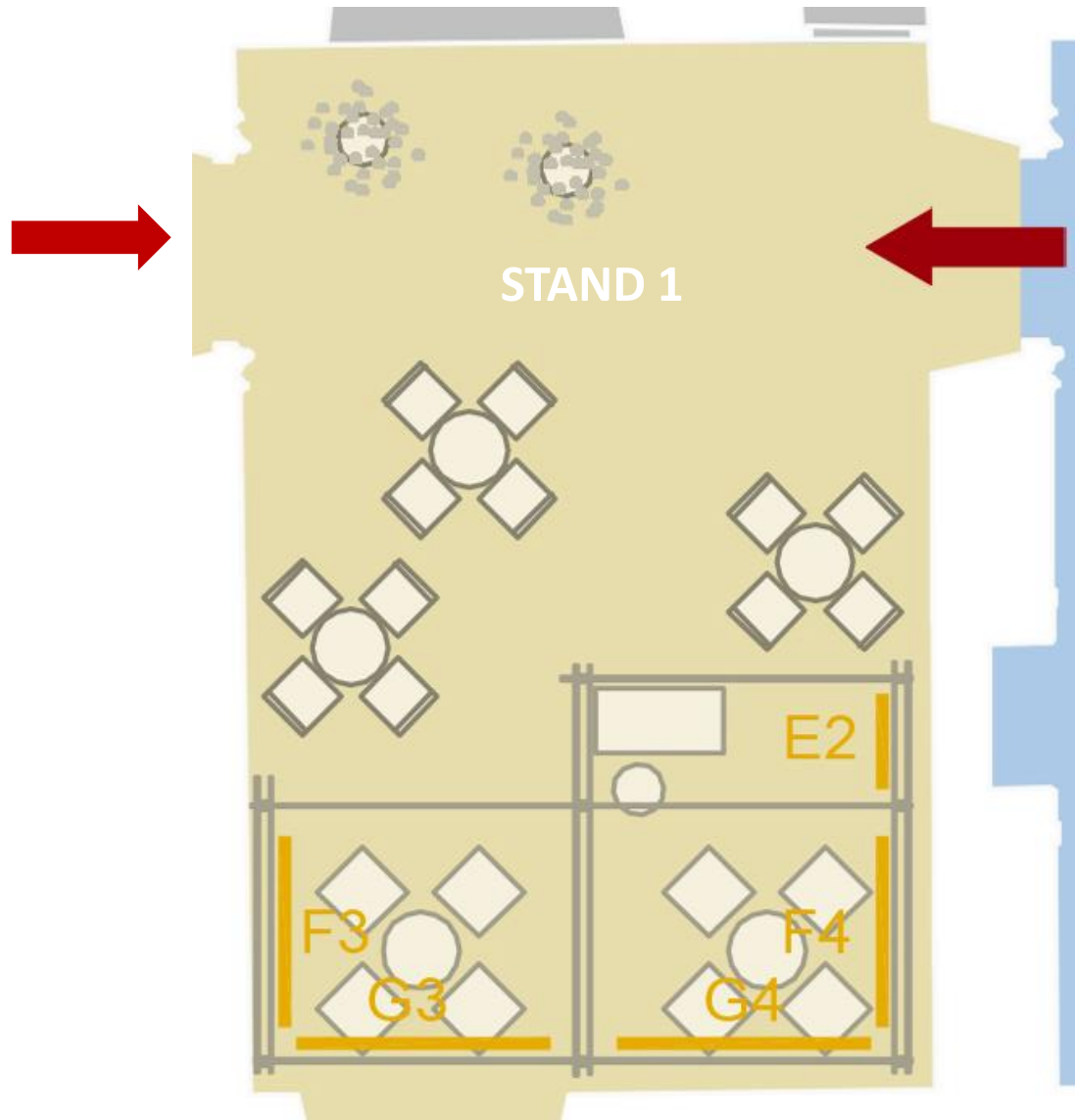
### BRANDING PANELS

E2 75x200H

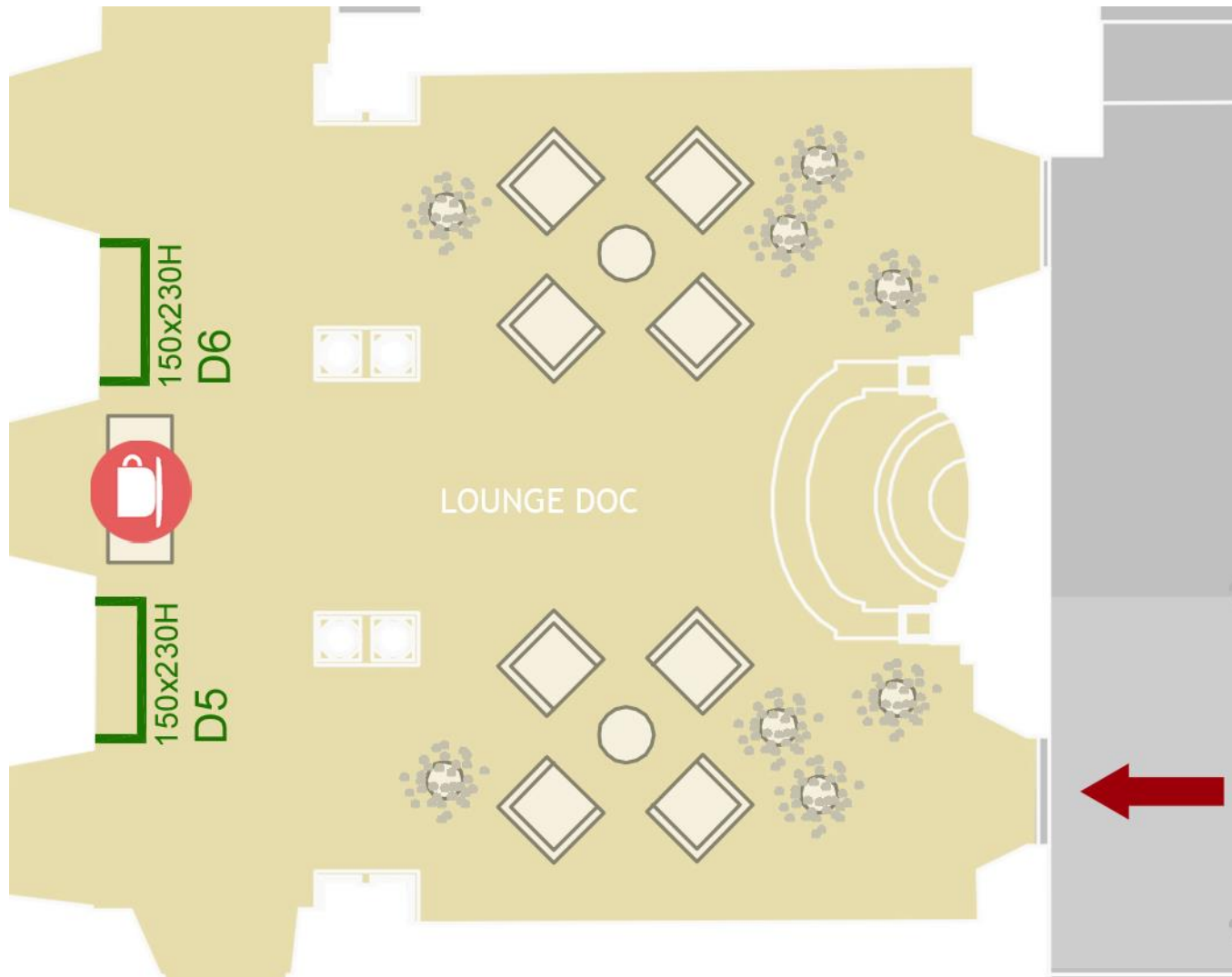
F3 and F4 150x200h

G3 and G4 200x200h

10.000 €



# PALAZZO BARBERINI GROUND FLOOR: DOC LOUNGE



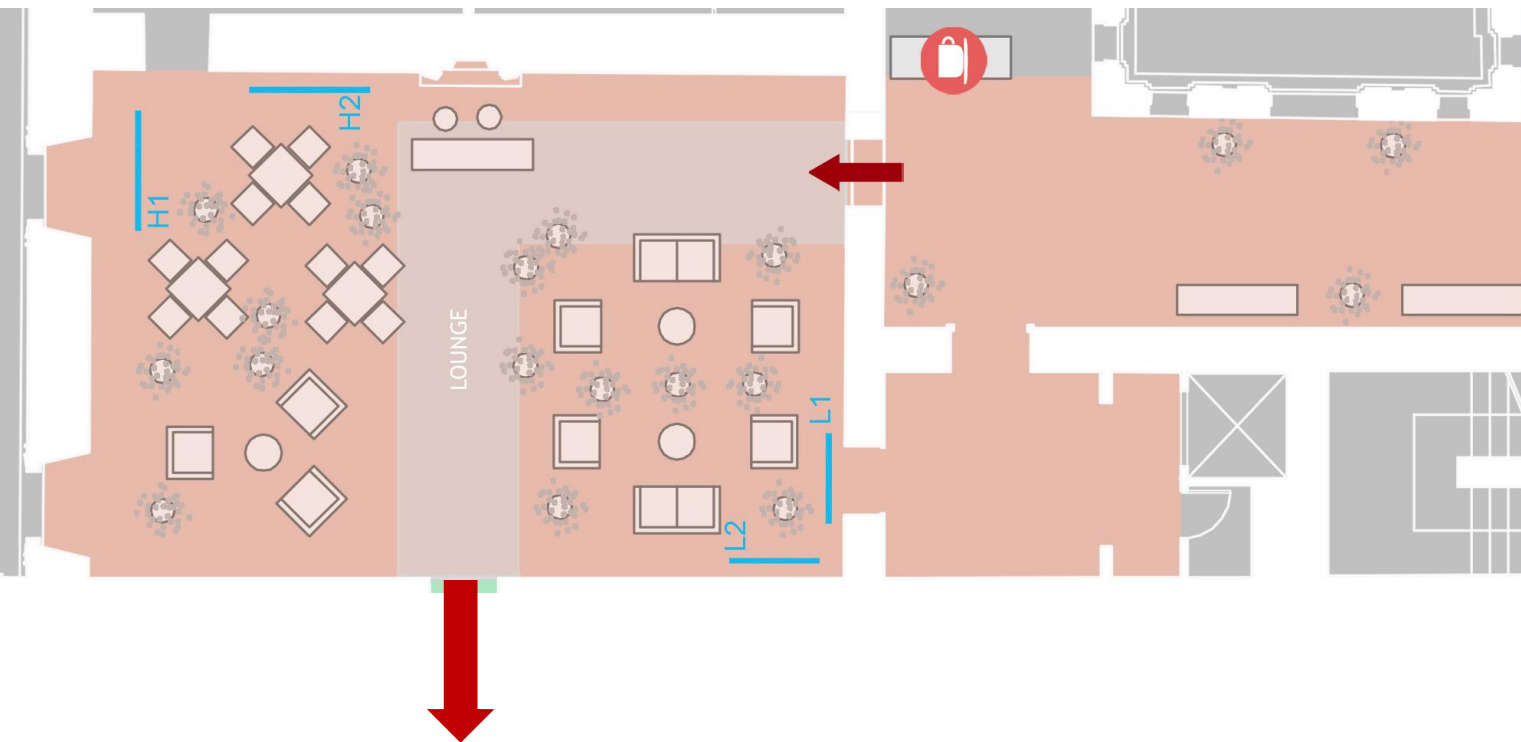
DOC LOUNGE	
Domination	2.000 €
D5 D6 150x230h each	800 €



PALAZZO BARBERINI  
SECOND FLOOR:  
COPRODUCTION MARKET  
MIA | CINEMA  
MIA | TV



PALAZZO BARBERINI  
SECOND FLOOR:  
COPRODUCTION MARKET  
PRODUCERS CORNER



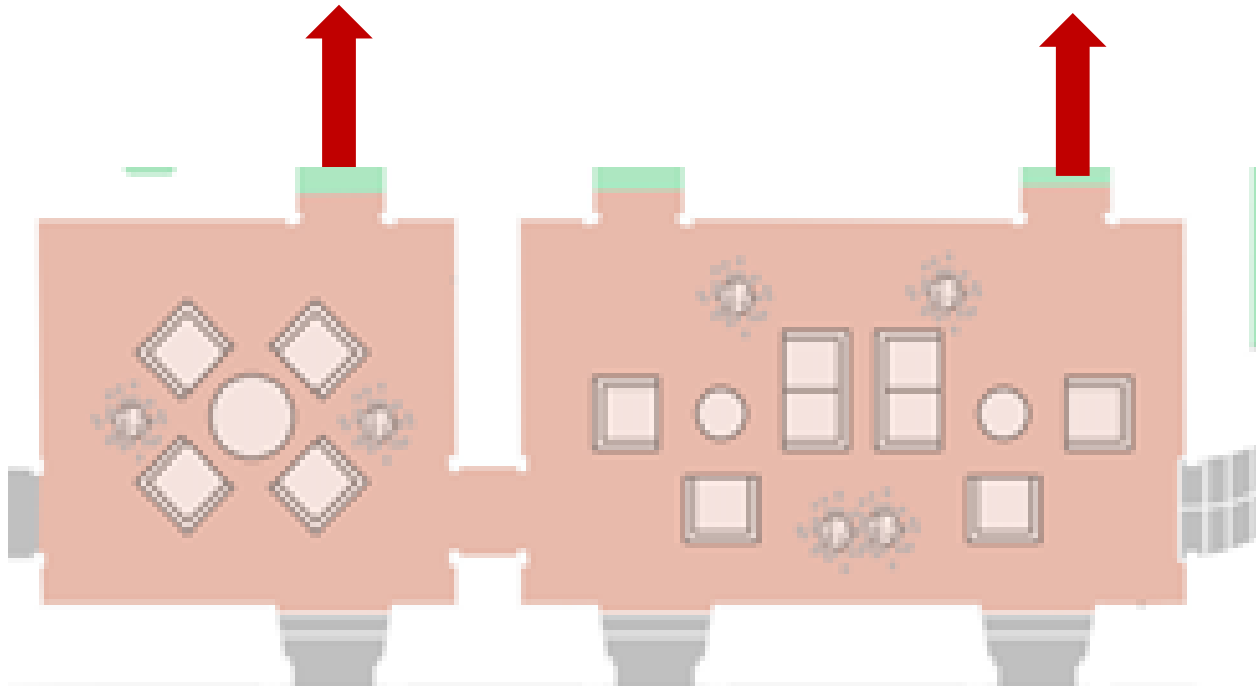
Coproduction rooms

**PRODUCERS CORNER**

Domination	2.000 €
L1 and L2 150x250h	1.000 €

PALAZZO BARBERINI  
SECOND FLOOR:  
COPRODUCTION MARKET  
MINI LOUNGES

Coproduction rooms



Mini Lounges

**MINI LOUNGES – upon reservation only**

ROOMS RENTAL

Slot 2 hrs

400 €





## MULTIPLEX BARBERINI

In the heart of the district, a five-screen multiplex hosts screenings and events.

### GROUND FLOOR FOYER ADV. BANNERS

n. 3 backdrops 130x190h (3-4-6)	800 €
n. 1 branded totem 283x190h	1.300 €

### FIRST FLOOR FOYER ADV. BANNERS

n. 1 branded totems 283x190h	1.500 €
n. 2 backdrops 130x190h (n.12-13)	800 €



## MULTIPLEX QUATTRO FONTANE

A four-screen multiplex that will host screenings and events

### GROUND FLOOR FOYER adv. banners

n. 2 branded totems 300x200h	1.300 €
n. 3 branded totems 150x200h	800 €

### FIRST FLOOR FOYER adv. banners

n. 7 100x140 poster foyer	600 €
n. 3 100x140 banners	600 €
n. 5 branded totems 150x200h	800 €





## HOTEL BERNINI BRISTOL

This year the hotel Bernini Bristol is once again the point of reference for accreditations and will also host free networking activities and happy hours on its terrace.

ACCREDITATION FOYER	
Domination	3.000 €
Single Wall 300x200h	1.500 €



# PARTNERSHIPS

Sponsorship Packages

## SPONSORSHIP PACKAGES

Quotations on request for investments over € 20,000

### MIA LOUNGE DOMINATION

Logo on the official colophon; lounge branding and customization; 1 bag item insert; 1 adv. page on the Industry Guide; 1 online banner x 3 wks; 1 video/promo on all screens of the spot; 1 press release in MIA press kit; 8 Industry accreditations.

### CO-BRANDED BAG

Logo on the official colophon; 1 bag item insert; 1 adv. page on the Industry Guide; 1 online banner x 3 wks; 1 press release in MIA press kit; 4 Industry accreditations.



## SPONSORSHIP PACKAGES

Quotations on request for investments over € 20,000

### CO-PRODUCTION MARKET AWARD // BEST PROJECT

Logo on the official colophon; 1 bag item insert; 1 adv. page on the Industry Guide; 2 branded totems at Palazzo Barberini; mention of the Prize on all print and online (including catalogs and newsletters); 1 press release in MIA press kit; 4 Industry accreditations.





## SPONSORSHIP PACKAGES

### MIA – Co-branding Events

#### OPENING RECEPTION Main Sponsor

Logo on colophon; logo on the invitation; 1 logo on photocall; 2 branded totems on the spot; 2 branded totems at Palazzo Barberini; 1 online banner; 1 promo video sponsored on our social media pages; 1 bag item insert; logo on miamarket.it; 1 adv. page on the industry guide; 1 video/promo on all the screens of the spot; 4 Industry accreditations; 1 press release on MIA press kit.

#### OPENING RECEPTION or SATURDAY PARTY (after dinner)

Logo on colophon; 1 online banner; 1 bag item insert; 1 logo on photocall; 1 branded totem on the spot; 2 industry accreditations; 1 press release in MIA press kit.

#### MIA AWARDS CLOSING CEREMONY

Logo on colophon; 1 logo on invitation; 1 online banner; 1 logo on the backdrop; 1 branded totem on the spot; 1 adv. page on the industry guide; 2 industry accreditations; 1 press release in MIA press kit.

**PRIVATE EVENTS & COCKTAILS**





## CATERING & HAPPY HOUR upon request

### **PALAZZO BARBERINI**

Coffee Break @ Buyers Lounge per day	1.800 €
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### **GREENHOUSE IN PALAZZO BARBERINI'S GARDEN**

Domination – 4 days Sponsoring and Happy Hour	60.000 €
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Daily Happy Hour x 100 pp	6.000 €
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Daily Happy Hour x 150 pp	9.000 €
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### **HOTEL BERNINI BRISTOL – ROOFTOP TERRACE**

Breakfast	2.500 €
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Lunch x 100 pp	6.000 €
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Happy Hours from 16.00 to 18.00 x 120 pp	5.000 €
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## DINNERS & PRIVATE EVENTS upon request

### **CASINA VALADIER**

IMMERISIVE DINNER  
(dinner for 16 pp)

5.000 €

### **LANTERNA FUKSAS**

(Dinner cocktail for 200 pp)

30.000 €

**IMAGO** - Hotel Hassler  
Rooftop Terrace  
(dinner for 10 pp)

2.000 €

**GIUDA BALLERINO** – Hotel  
Bernini Bristol Rooftop  
Terrace  
(dinner for 20 pp)

2.000 €

Cocktail for 200 pp

10.000 €

## CONTACTS



MIA   CINEMA	MIA   TV	MIA   DOC
<a href="mailto:mia.cinema@miamarket.it">mia.cinema@miamarket.it</a>	<a href="mailto:mia.tv@miamarket.it">mia.tv@miamarket.it</a>	<a href="mailto:mia.doc@miamarket.it">mia.doc@miamarket.it</a>
<a href="mailto:coproduction@miamarket.it">coproduction@miamarket.it</a>		

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[www.miamarket.it](http://www.miamarket.it)



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