



**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

ROMA, OCTOBER 6 ► 10 2025

**SPONSORSHIP
OPPORTUNITIES**

THE FINEST DESTINATION FOR THE GLOBAL FILM AND AUDIOVISUAL ECOSYSTEM

With 2,500 participants from more than 60 countries, MIA is a premium industry gathering for key players and content. Designed as a curated market, it offers both physical and digital spaces for professionals in Animation, Doc & Factual, Drama and Film from around the world.

BEST OF MIA 2024 EDITION: VIDEO BEST OF MIA 2024


MERCATO
INTERNAZIONALE
AUDIOVISIVO
2025

SPONSORSHIP OPPORTUNITIES

Maximize Your Brand Exposure at MIA



HOSTED CONFERENCES



SPONSORED EVENTS



BOOTHS & PRIVATE LOUNGES



COUNTRY IN FOCUS



AWARDS & ITEMS



ADVERTISING



SCREENINGS & COMIN'UP



Unlock **unparalleled opportunities** to **connect** with a **global audience** at MIA.

From exclusive events to digital engagements, we offer a variety of **premium channels** to showcase your presence.

Take advantage of **personalized visibility options** that will ensure your brand reaches key decision-makers, buyers, and industry leaders in a dynamic, high-impact environment.

Explore **tailored solutions** designed to **maximize your reach** and strengthen your connection with the community.

HOSTED CONFERENCES



HOSTED PITCHING AND SHOWCASE

MERCATO
INTERNAZIONALE
AUDIOVISIVO

10TH EDITION

2024 | ROMA
OCTOBER 14 ▶ 18

A brand and a project produced by



Supported by

With the contribution of

Official Sponsor

Under the patronage of

90-minute slot for your pitch or showcase session at Cinema Barberini screening room (80/100 seats)

Full **logistical** and **technical setup** with dedicated staff

Inclusion in the **official program** and catalogue

Presence on the **MIA digital platform** (with profiles of featured projects) as "Hosted Pitch/Showcase"

Promotion through **official MIA communication channels** (1 dedicated promotional newsletter)

MIA Sponsor Mention: Recognition as a **MIA Partner across** event materials

2 Complimentary Industry Badges

Opportunity to purchase **2 extra badges** at a **discounted rate**

HOSTED PANEL

60-minute slot for your branded panel at Cinema Barberini screening room (80/100 seats)

Full **logistical** and **technical setup** with dedicated staff

Inclusion in the **official program** and catalogue

Promotion through **official MIA communication channels**

MIA Sponsor Mention: Recognition as a **MIA Partner** across event materials

1 Complimentary Industry Badge

Opportunity to purchase **1 extra badge** at a **discounted rate**

SPONSORED EVENTS



LUNCH/COCKTAIL OPTION #1

EXCLUSIVE USE OF THE BARBERINI TERRACE

2.5-hour slot for your **branded Cocktail** (EXCLUSIVE USE OF THE BARBERINI TERRACE)

Max 200 guests

Full **logistical** and **technical setup** with dedicated staff

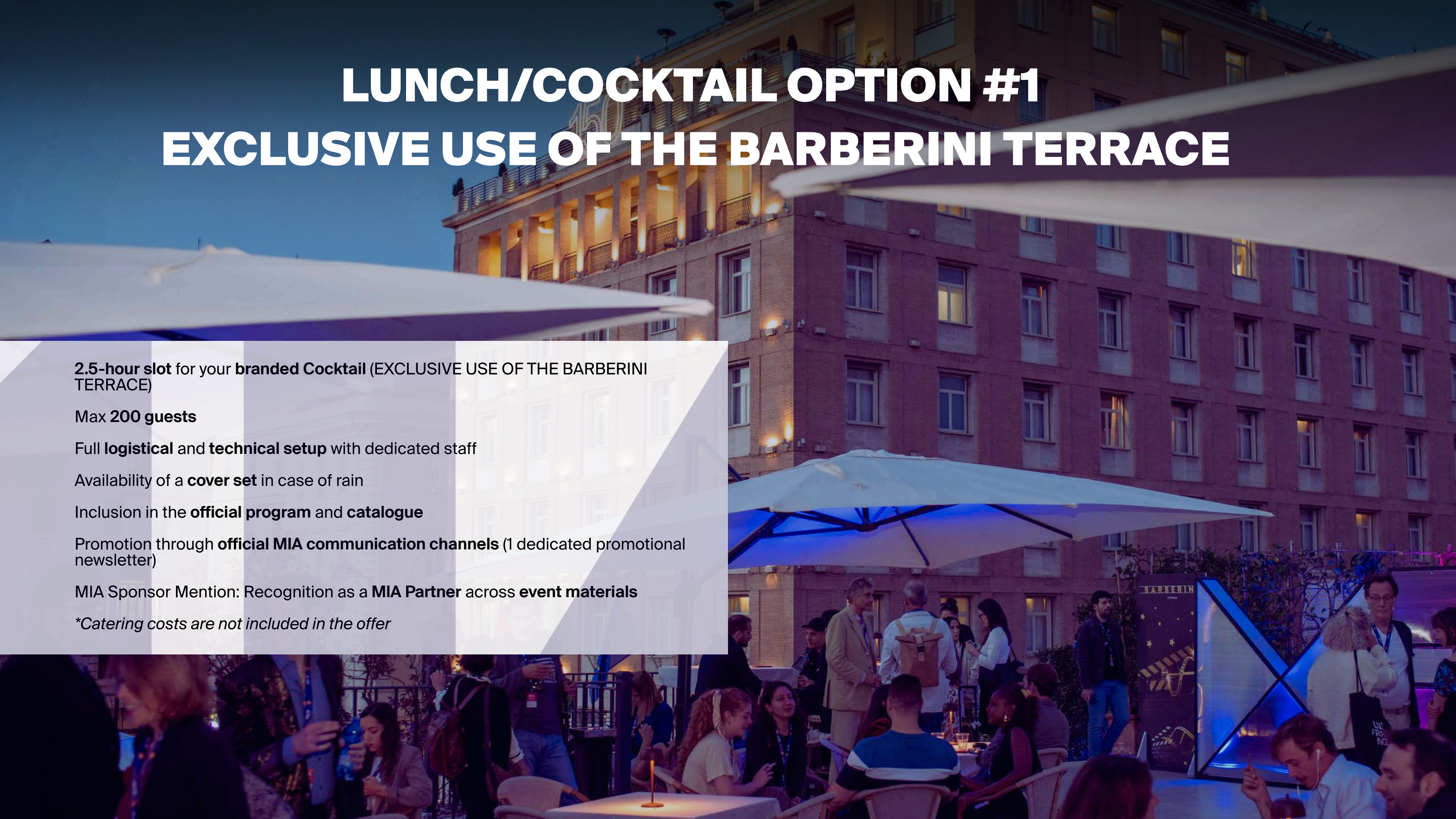
Availability of a **cover set** in case of rain

Inclusion in the **official program** and **catalogue**

Promotion through **official MIA communication channels** (1 dedicated promotional newsletter)

MIA Sponsor Mention: Recognition as a **MIA Partner** across **event materials**

**Catering costs are not included in the offer*



LUNCH/COCKTAIL OPTION #2

RESERVED AREA ON BARBERINI TERRACE

2-hour slot for your branded Cocktail (RESERVED AREA ON BARBERINI TERRACE)

Max 50 guests

Availability of a cover set in case of rain

Full logistical and technical setup with dedicated staff

Inclusion in the official program and catalogue

Promotion through official MIA communication channels

MIA Partner Recognition

**Catering costs are not included in the offer*

LUNCH/COCKTAIL OPTION #3

PALAZZO BARBERINI GARDEN BAR

2-hour slot for your branded Cocktail
(RESERVED AREA AT PALAZZO BARBERINI CAFÉ)

Max **50 guests**

Full **logistical** and **technical setup** with dedicated staff

Inclusion in the **official program** and catalogue

Promotion through **official MIA communication** channels

MIA Partner Recognition

**Catering costs are not included in the offer*

DINNER

PARTY

Exclusive Venue for your private party

Full **logistical** and **technical setup** with dedicated staff

Inclusion in the **official program** and catalogue

Promotion through **official MIA communication** channels
(1 dedicated promotional newsletter)

MIA Sponsor Mention: Recognition as a **MIA Partner** across event materials

**Catering costs are not included in the offer*

Exclusive Venue for your private party

Full **logistical** and **technical setup** with dedicated staff

Inclusion in the **official program** and catalogue

Promotion through **official MIA communication** channels
(1 dedicated promotional newsletter)

MIA Sponsor Mention: Recognition as a **MIA Partner** across event materials

**Catering costs are not included in the offer*

Open doors to a world of opportunities

BOOTHS | TABLES | PRIVATE LOUNGES

ITA - Italian Trade Agency is the Governmental agency that promotes Italian products and services abroad and promotes the attraction of foreign investments.

and medium-sized enterprises, through the use of digital and communication tools, it acts to assert the excellence of Made in Italy.

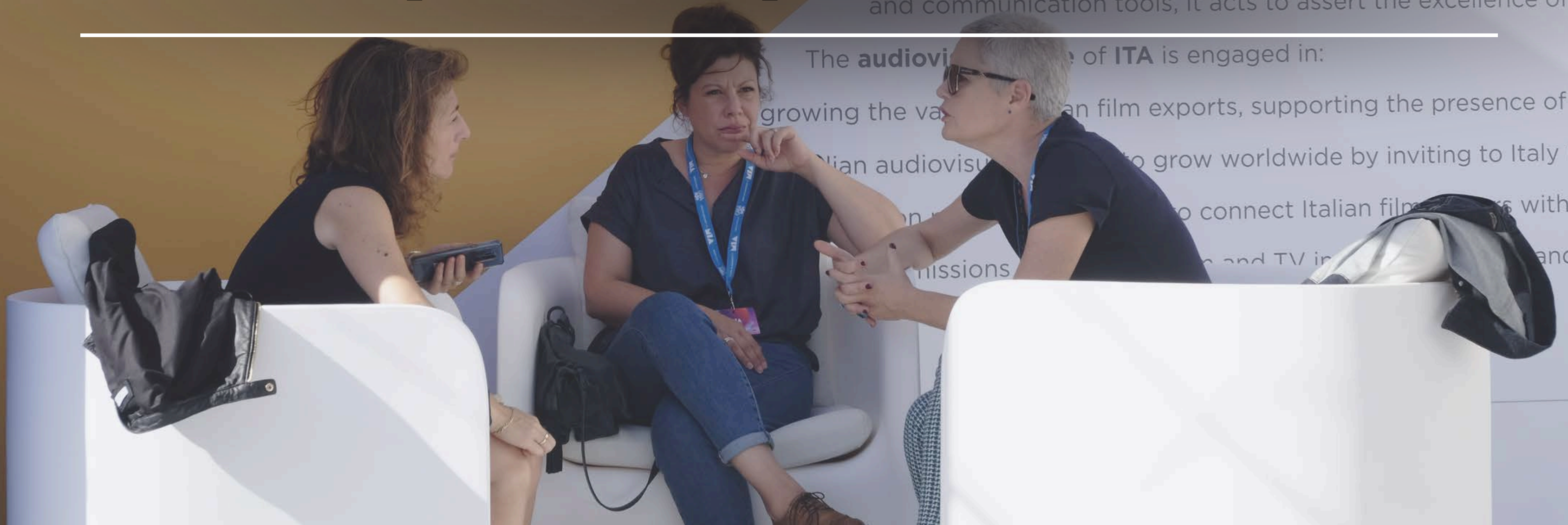
The audiovisual sector of ITA is engaged in:

growing the value of Italian film exports, supporting the presence of Italian audiovisual companies abroad.

Italian audiovisual companies to grow worldwide by inviting to Italy international film festivals and events.

to connect Italian film producers with international markets and distribution channels.

missions and TV in Italy and in production.



BOOTHS | TABLES | PRIVATE LOUNGES

Secure your **premium spot** at Palazzo Barberini, the beating heart of **MIA Headquarters**.

MIA exhibitors enjoy a unique opportunity to do business and network surrounded by the finest works of art and Renaissance splendor.

Showcase your films, expand your business connections, and spotlight your company in the **most vibrant area of MIA**.

Discover all the options and benefits—become an exhibitor at MIA25!

PALAZZO BARBERINI | INDOOR | Single Corner



Single corner (8 square meters) includes:

1 Table with **4 Chairs**, **1 Branded Wall**,

1 Complimentary Industry Badge

1 Additional Badge at **Early Bird** rate.

5% discount on advertising, screenings, showcase, conferences, cocktail and services.

PALAZZO BARBERINI | INDOOR | Double Corner



Double corner (8 square meters) includes:

2 Table with 8 Chairs, Branded Wall,

2 Complimentary Industry Badge

2 Additional Badge at Early Bird rate.

5% discount on advertising, screenings, showcase, conferences, cocktail and services.

LARGE BRANDED LOUNGE AT PALAZZO BARBERINI | INDOOR



**YOUR ADV
HERE**



From 50 to 100 square meters

From 4 to 8 tables with chairs

Branded counter

Up to 5 Complimentary Industry Badges

Additional Badges at discounted rate

10% discount on advertising, screenings, showcase, conferences, cocktail and services.

LARGE BRANDED LOUNGE AT PALAZZO BARBERINI GARDENS | OUTDOOR

YOUR ADV HERE

100 square meters of covered space + outdoor area

8 tables with chairs (**covered**)

4 tables and chairs + umbrellas (**outdoor**)

branded counter

6 Complimentary Industry Badges

Additional Badges at **discounted rate**

10% discount on advertising, screenings, showcase, conferences, cocktail and services.

DOUBLE BRANDED CORNER PALAZZO BARBERINI | INDOOR

**YOUR ADV
HERE**

From **50 to 100 square meters**

From **4 to 8 tables** with chairs

Branded counter

Up to **5 Complimentary Industry Badges**

Additional Badges at discounted rate

10% discount on advertising, screenings, showcase, conferences, cocktail and services.

PALAZZO BARBERINI | INDOOR | Tables

No need for a booth all day?

Book a **premium meeting spot** in the central rooms of Palazzo Barberini, the perfect setting for your key meetings during the market.

Flexible tables, full perks.

Book just the time you need, and still enjoy all the advantages

RESERVED TABLE

ITALIAN
FILM
COMMISSIONS

italianfilmcommissions.it

HIGHLY SKILLED PROFESSIONALS
EXTRAORDINARY LOCATIONS
EXCLUSIVE FACILITIES
FUNDS AND TAX CREDIT

1 Table with 4 Chairs – NON-EXCLUSIVE, UPON RESERVATION AND AVAILABILITY

1 Branded placeholder

1 Complimentary Industry Badge

Additional Badges at discounted rate

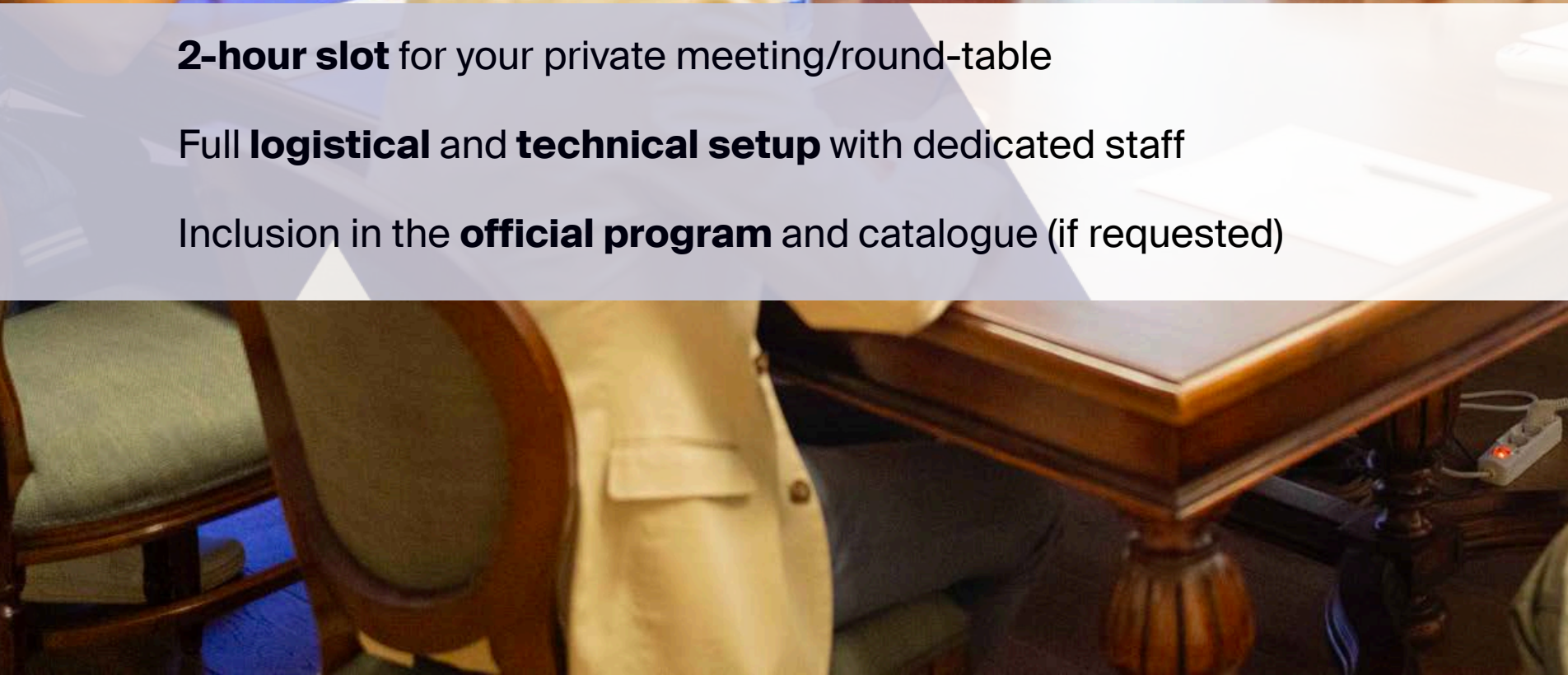
MEETING ROOMS WITH COFFEE STATION AND TECH EQUIPMENT



2-hour slot for your private meeting/round-table

Full **logistical** and **technical setup** with dedicated staff

Inclusion in the **official program** and catalogue (if requested)





COUNTRIES IN FOCUS



COUNTRY IN FOCUS ACTIVITIES

1 **Hosted Showcase** for Works in Progress

1 **Hosted Pitch** for Projects in development

1 **Hosted Panel**

1 **Networking event** (cocktail organized by MIA at Barberini Terrace)

B2B meetings pre-scheduled by MIA team

1 **branded delegate lounge** at disposal at **Palazzo Barberini**

Full **logistical** and **technical setup** with dedicated staff

Inclusion in the **official program** and catalogue

Presence on the **MIA digital platform** (with profiles of featured projects) as “Hosted Pitch and Showcase”

Dedicated page on MIA website with **Sponsor full program**

Promotion through **official MIA communication** channels (4 dedicated promotional newsletters during MIA dates)

MIA Sponsor Mention: Recognition as a **Main Sponsor** across event materials

10 Complimentary Industry Badges

COUNTRY IN FOCUS ACTIVITIES

HOSTED DELEGATION - PROMOTION

Inclusion of a text curated by the Sponsor in the press kit during the **MIA opening press conference**;

Mention of the Sponsor's delegation in the **official MIA text announcing** the program in the official MIA press release

Launch of the **Sponsor program** in a dedicated newsletter;

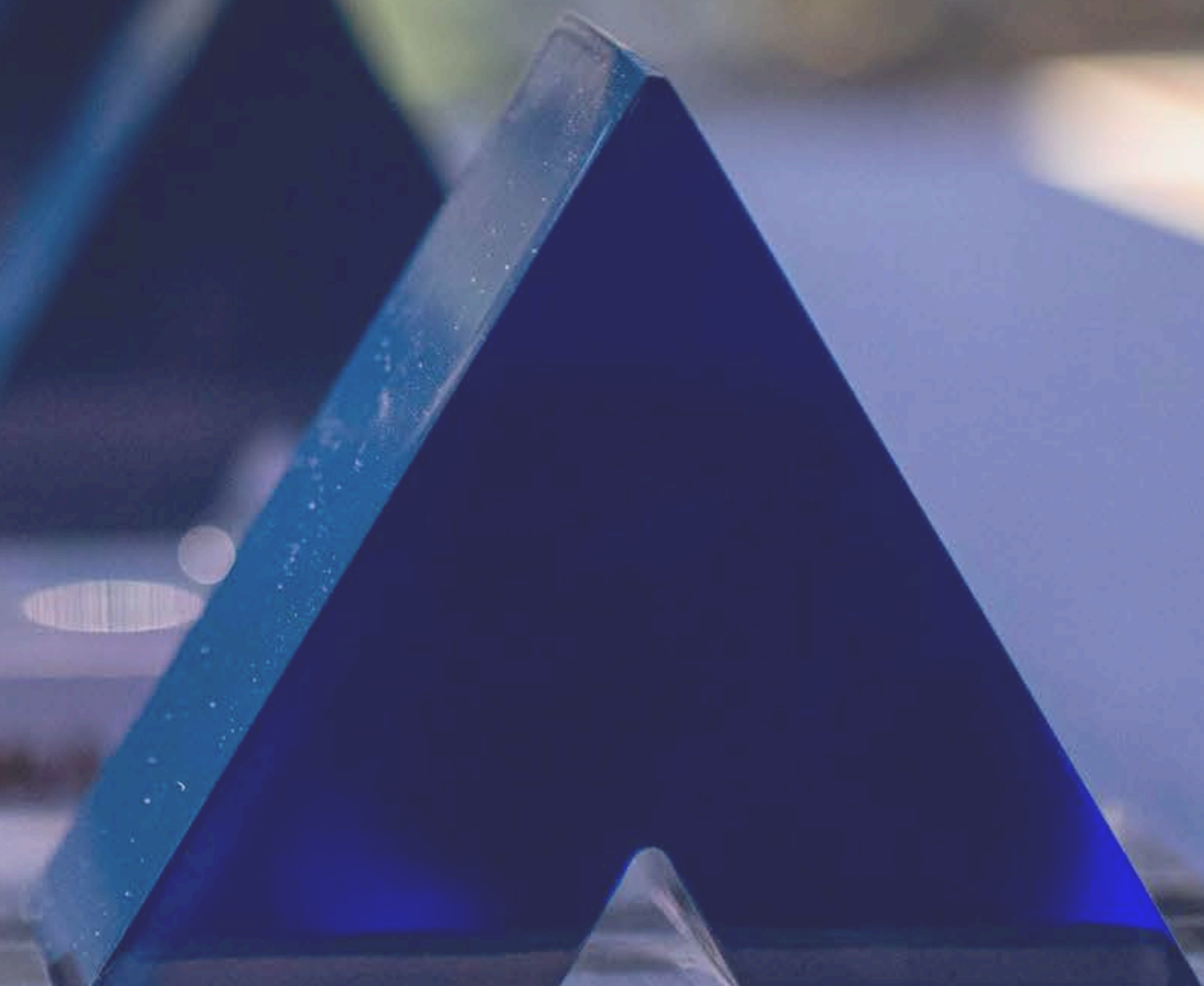
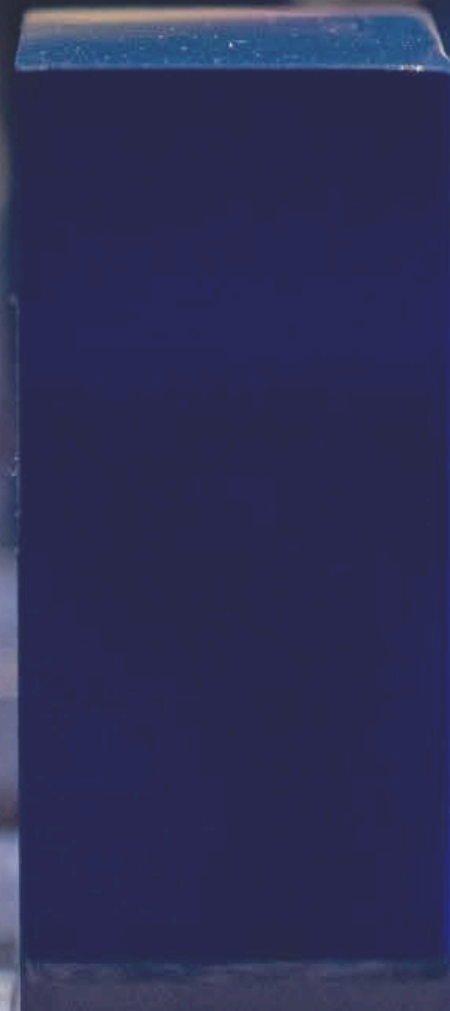
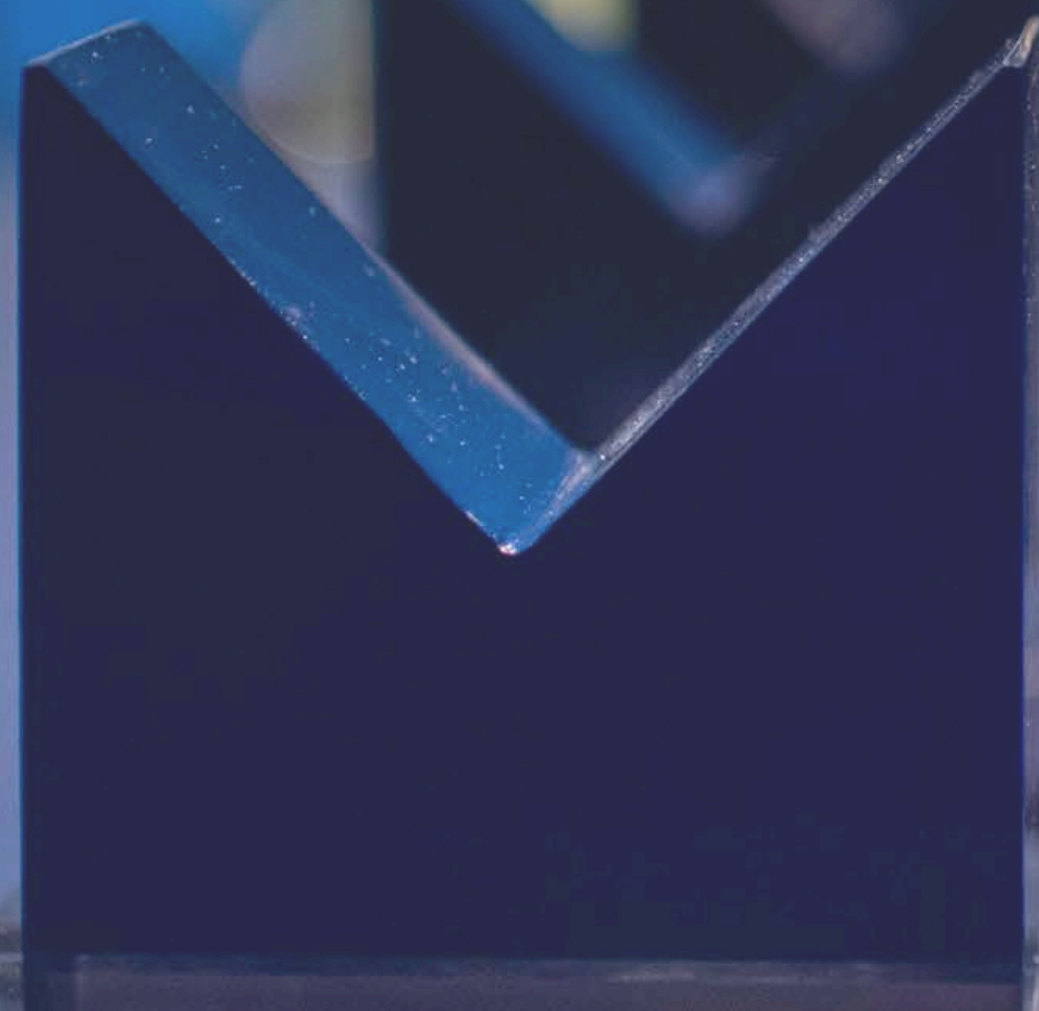
Advertising page in one of the official publications produced by MIA;

Presence of the **partner logo** in the **official MIA colophon**;

This package is flexible depending on the sponsor's needs



AWARDS & ITEMS



BRANDED AWARDS

Award Branding: Prominently featured as the sponsor of the award.

MIA Sponsor Mention: Recognition as a key sponsor across event materials

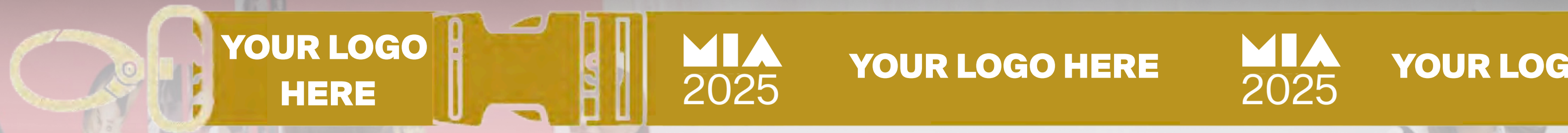
Jury Nomination: The opportunity to nominate one or more members to join the award jury.

Media Coverage: Increased visibility through official press releases, trade publications, and event coverage.

Presence at the Awards Ceremony: Be a key part of the prestigious awards night, highlighting your brand among the evening's main events.

Dedicated Page on the MIA Website: A special page featuring your brand and sponsorship details on the official MIA website.

LARGE BRANDED LOUNGE AT PALAZZO BARBERINI GARDENS | OUTDOOR



MIA Sponsor Mention: Recognition as a key sponsor across event materials

Distribution of over **2,500 badges** with **branded lanyards**

Branded Eco Lanyards – made with eco and **recycled fabrics**

The badges and lanyards are made from 100% natural materials sourced from recycled sources. They are not made from plastic.

RIPETIZIONE LOGHI - ALTEZZA LANYARD 2,5 CM

**YOUR LOGO
HERE**

**MIA▲
2025**

**YOUR LOGO
HERE**

**MIA▲
2025**

**YOUR LOGO
HERE**

**MIA▲
2025**

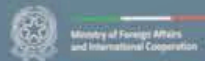
ADVERTISING



ADV PRINT | MEGA HORIZONTAL BANNER

PALAZZO BARBERINI

#beit madeinitaly.gov.it



Italian
audiovisual
is simply
extraordinary:



YOUR ADV HERE



bITes of excellences

Audiovisual

A juggernaut which employs more than 1.5 million workers!

The audiovisual industry is a solid market that positions Italy as the third most productive country in Europe and among the top 10 countries in the world for added value.

These considerations are a testament to Italian creativity and business.



ADV PRINT VERTICAL BANNER

PALAZZO BARBERINI



**YOUR
LOGO
HERE**

ADV PRINT VERTICAL BANNER PALAZZO BARBERINI

**YOUR
ADV
HERE**



ADV PRINT | MEGA HORIZONTAL BANNER PALAZZO BARBERINI

**YOUR
ADV
HERE**

**YOUR
ADV
HERE**



**ADV PRINT | CINEMA BARBERINI
FOYER FLOOR**

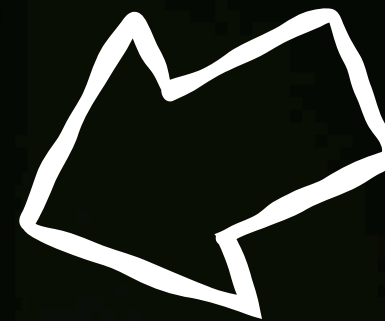
**YOUR ADV OR
LOGO HERE**

ADV DIGITAL CINEMA BARBERINI MONITOR



MIA

**YOUR ADV OR
LOGO HERE**



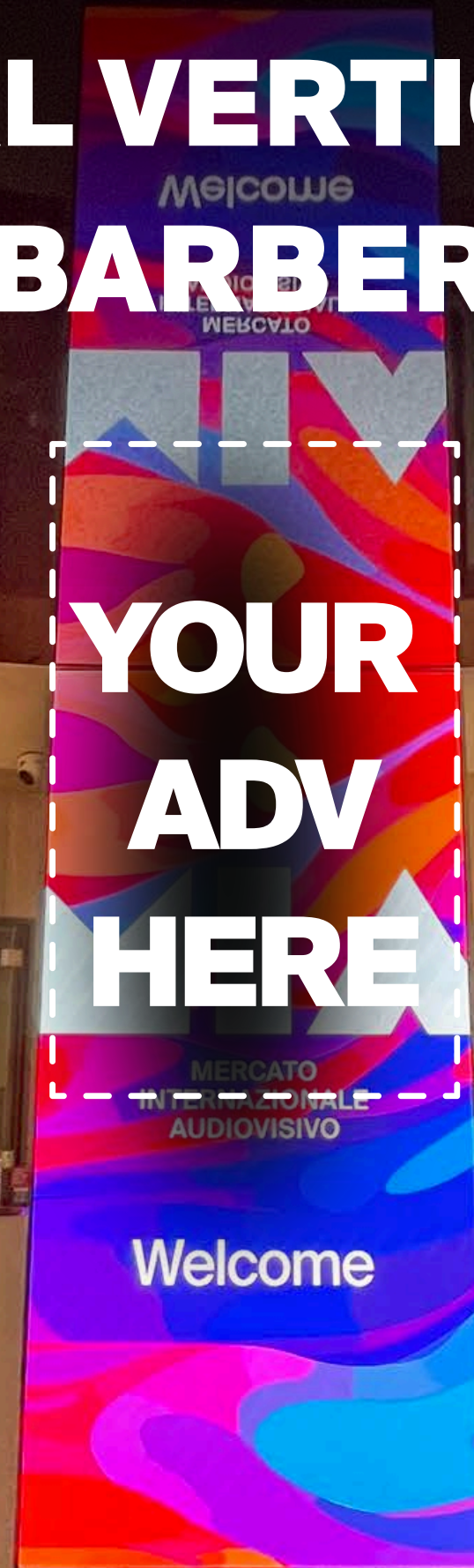
ADV DIGITAL BANNER BIG SCREEN | PALAZZO BARBERINI

YOUR
ADV
HERE

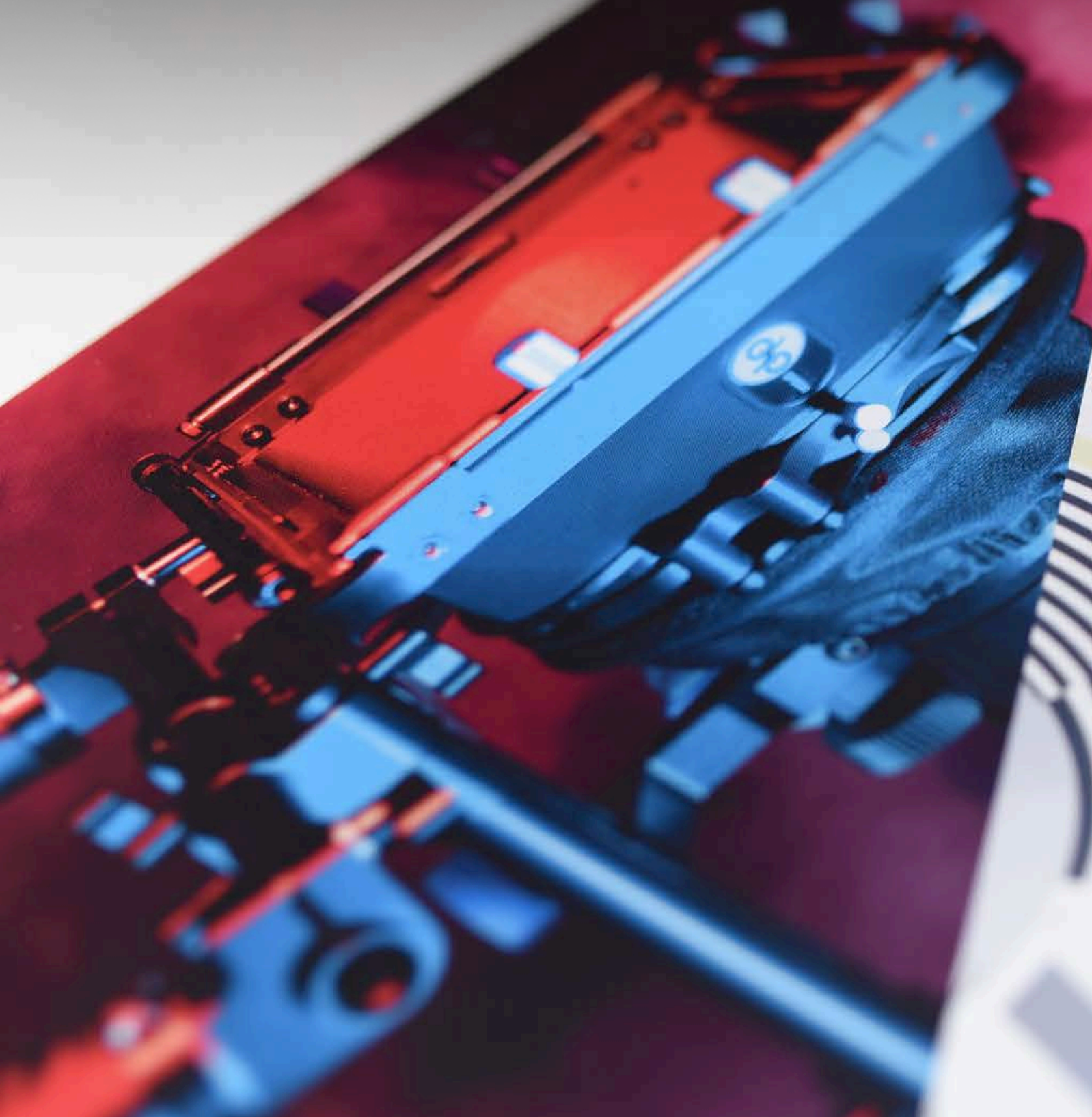


ADV DIGITAL VERTICAL BANNER CINEMA BARBERINI FOYER

YOUR
ADV
HERE



ADV PAGE ON MIA CATALOGUES PRINTED & DIGITAL ITEMS



asei
a giapponese
36
HAMASE

SCREENINGS

everybody Loves
DIAMONDS

#EverybodyLovesDiamonds | @PrimeVideoIT



PREMIÈRE SCREENINGS

Gala Première Screenings (from 7.30 pm - by invitations only)

System for receiving **digital master files** for screening (via Aspera or DCP)

Technical staff on-site and for tech rehearsal

Red Carpet and Photocall

Cocktail Reception



A crowd of people is gathered in a well-lit indoor space, likely a film festival or conference. In the background, a large digital screen displays a schedule for Tuesday, October 15th, with various time slots and program listings. The people in the foreground are diverse in age and appearance, some looking towards the camera and others looking away. A woman in the foreground wears a tan jacket and a lanyard with a badge. A man with a beard and a tan beanie is also visible. The overall atmosphere is busy and professional.

BUYERS CLUB

Screenings | Comin'UP

MARKET SCREENINGS & COMIN'UP

Market Screenings (daily slots - only for Theatrical Buyers)

- Screening Room #2 (31 seats)
- Screening Room #7 (36 seats)
- Screening Room #3 (77 seats)
- Mention in the Buyer's Club Program

Comin'UP (daily slots - only for Theatrical Buyers)

- Screening Room #3 (77 seats)
- 30-min slot for Distribution Companies
- Breakfast included for buyers
- Mention in the Buyer's Club Program





**For further details and customized
sponsorship opportunities
feel free to reach out:
marketing@miamarket.it**