| | PRESENTING PARTNER | SCREENING PARTNER | PROGRAMME PARTNER | SUJET PARTNER | MEDIA PARTNER | TECH PARTNER | VENUE PARTNER |
|---|---|---|---|---|---|---|---|
| COST | 4 days 16.000 EUR | 4 days 11.000 EUR<br>2 days 7.000 EUR | 4 days 11.000 EUR<br>1 programme 4.000 EUR | | Services from 6.000 EUR | Services from 6.000 EUR | Services from 6.000 EUR |
| FOR IMZ MEMBERS | 4 days 13.600 EUR | 4 days 9.350 EUR<br>2 days 5.950 EUR | 4 days 9.350 EUR<br>1 programme 3.400 EUR | 7.500 EUR | Services from 5.100 EUR | Services from 5.100 EUR | Services from 5.100 EUR |
| FREE REGIST-RATION | **4 free Festival Passes** | **2 free Festival Passes***<br>**1 free Festival Pass**** | **2 free Festival Passes*** | | **1 free Festival Pass** | **1 free Festival Pass** | **1 free Festival Pass** |
| PRINT | **Avant Première Guide**<br>Words of welcome +<br>full page advert<br>(4c, circulation: 500) | **Avant Première Guide**<br>Words of welcome +<br>full page advert<br>(4c, circulation: 500) | **Avant Première Guide**<br>Words of welcome +<br>full page advert *<br>(4c, circulation: 500) | **Avant Première Guide**<br>Sujet on the cover<br>(4c, circulation: 500) | **Avant Première Guide**<br>full page advert *<br>(4c, circulation: 500) | | |
| | **Avant Première Catalogue**<br>Logo placement + full page advert<br>(bw, circulation: 600) | **Avant Première Catalogue**<br>Logo placement + half page advert<br>(bw, circulation: 600) | **Avant Première Catalogue**<br>Logo placement + half page advert<br>(bw, circulation: 600) | **Avant Première Catalogue**<br>Sujet on the cover<br>+ Logo placement<br>(bw, circulation: 600) | | | |
| | **Avant Première Flyer**<br>Logo placement<br>(circulation: 10.000) | **Avant Première Flyer**<br>Logo placement<br>(circulation: 10.000) | **Avant Première Flyer**<br>Logo placement<br>(circulation: 10.000) | **Avant Première Flyer**<br>Logo placement<br>(circulation: 10.000) | **Avant Première Flyer**<br>Logo placement<br>(circulation: 10.000) | **Avant Première Flyer**<br>Logo placement<br>(circulation: 10.000) | **Avant Première Flyer**<br>Logo placement<br>(circulation: 10.000) |
| | **EFM and Berlinale Talents**<br>Logo placement<br>(part of overall circulation: 2000) | **EFM and Berlinale Talents**<br>Logo placement<br>(part of overall circulation: 2000) | **EFM and Berlinale Talents**<br>Logo placement<br>(part of overall circulation: 2000) | **EFM and Berlinale Talents**<br>Logo placement<br>(part of overall circulation: 2000) | **EFM and Berlinale Talents**<br>Logo placement<br>(part of overall circulation: 2000) | **EFM and Berlinale Talents**<br>Logo placement<br>(part of overall circulation: 2000) | **EFM and Berlinale Talents**<br>Logo placement<br>(part of overall circulation: 2000) |
| ONLINE + SOCIAL MEDIA | **Avant Première Webseite**<br>Company profile<br>+ Logo placement +<br>web banner +<br>words welcome + url<br>(10.000 visitors/month) | **Avant Première Webseite**<br>Company profile<br>+ Logo placement +<br>web banner +<br>words welcome + url<br>(10.000 visitors/month) | **Avant Première Webseite**<br>Company profile<br>+ Logo placement +<br>web banner* +<br>words welcome + url<br>(10.000 visitors/month) | **Avant Première Webseite**<br>Company profile<br>+ Logo placement + url<br>(10.000 visitors/month) | **Avant Première Webseite**<br>Company profile<br>+ Logo placement +<br>words welcome + url<br>(10.000 visitors/month) | **Avant Première Webseite**<br>Company profile<br>+ Logo placement + url<br>(10.000 visitors/month) | **Avant Première Webseite**<br>Company profile<br>+ Logo placement + url<br>(10.000 visitors/month) |
| | **IMZ Newsletter**<br>Editorial about partnership +<br>Logo placement<br>(6.000 receivers + 2.000 online readers) | **IMZ Newsletter**<br>Editorial about partnership +<br>Logo placement<br>(6.000 receivers + 2.000 online readers) | **IMZ Newsletter**<br>Editorial about partnership +<br>Logo placement<br>(6.000 receivers + 2.000 online readers) | **IMZ Newsletter**<br>Editorial about partnership +<br>Logo placement<br>(6.000 receivers + 2.000 online readers) | **IMZ Newsletter**<br>Editorial about partnership +<br>Logo placement<br>(6.000 receivers + 2.000 online readers) | **IMZ Newsletter**<br>Editorial about partnership +<br>Logo placement<br>(6.000 receivers + 2.000 online readers) | **IMZ Newsletter**<br>Editorial about partnership +<br>Logo placement<br>(6.000 receivers + 2.000 online readers) |
| | | | | **Avant Première Email Signature**<br>Inclusion of sujet in all Avant Première Emails ** | | | |
| | **Avant Première Trailer**<br>Logo placement | **Avant Première Trailer**<br>Logo placement | **Avant Première Trailer**<br>Logo placement | **Avant Première Trailer**<br>Logo placement | **Avant Première Trailer**<br>Logo placement | **Avant Première Trailer**<br>Logo placement | **Avant Première Trailer**<br>Logo placement |
| | **Facebook**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(3.600 Likes) | **Facebook**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(3.600 Likes) | **Facebook**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(3.600 Likes) | **Facebook**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(3.600 Likes) | **Facebook**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(3.600 Likes) | **Facebook**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(3.600 Likes) | **Facebook**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(3.600 Likes) |
| | **Twitter**<br>Reference to partnership<br>+ logo placement<br>(13.000 clicks /<br>reaching 22 737 885 user worldwide) | **Twitter**<br>Reference to partnership<br>+ logo placement<br>(13.000 clicks /<br>reaching 22 737 885 user worldwide) | **Twitter**<br>Reference to partnership<br>+ logo placement<br>(13.000 clicks /<br>reaching 22 737 885 user worldwide) | **Twitter**<br>Reference to partnership<br>+ logo placement<br>(13.000 clicks /<br>reaching 22 737 885 user worldwide) | **Twitter**<br>Reference to partnership<br>+ logo placement<br>(13.000 clicks /<br>reaching 22 737 885 user worldwide) | **Twitter**<br>Reference to partnership<br>+ logo placement<br>(13.000 clicks /<br>reaching 22 737 885 user worldwide) | **Twitter**<br>Reference to partnership<br>+ logo placement<br>(13.000 clicks /<br>reaching 22 737 885 user worldwide) |
| | **Google +**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(4.700 clicks) | **Google +**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(4.700 clicks) | **Google +**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(4.700 clicks) | **Google +**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(4.700 clicks) | **Google +**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(4.700 clicks) | **Google +**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(4.700 clicks) | **Google +**<br>Presentation of partnership +<br>company profile<br>+ logo placement + url<br>(4.700 clicks) |
| BRAND VISIBILITY ON-SITE | **Advertising video**<br>before Avant Première Screenings<br>(2 x per day, max 15 sec.) | **Advertising video**<br>before Avant Première Screenings<br>(1 x per day, max 15 sec.) | | | | | |
| | **Stand**<br>at the Booth Area | | | | **Representation at the IMZ Stand** | | |
| | **Main screen**<br>Logo placement<br>between the Avant Première Sreenings and in between other programme items | **Main screen**<br>Logo placement<br>between the Avant Première Sreenings and in between other programme items | **Main screen**<br>Logo placement<br>between the Avant Première Sreenings and in between other programme items | **Main screen**<br>Logo placement + Sujet between Avant Première Screenings and other programme items | **Main screen**<br>Logo placement + Sujet between Avant Première Screenings and other programme items | **Main screen**<br>Logo placement + Sujet between Avant Première Screenings and other programme items | **Main screen**<br>Logo placement + Sujet between Avant Première Screenings and other programme items |
| | **Flag**<br>Logo<br>(1,4m x 4m) | | | **Flag**<br>Sujet<br>(1,4m x 4m) | | | |
| | **Meeting Desk**<br>Free use of a<br>branded Meeting Desk | **Meeting Desk**<br>Free use of a<br>branded Meeting Desk | **Meeting Desk**<br>Free use of a<br>branded Meeting Desk* | | | | |
| | **Avant Première Bag**<br>1 Bag insert<br>(circulation: 500) | **Avant Première Bag**<br>1 Bag insert<br>(circulation: 500) | **Avant Première Bag**<br>1 Bag insert<br>(circulation: 500) | **Avant Première Bag**<br>1 Bag insert<br>(circulation: 500) | | | |
| | **Exclusive distribution of flyers**<br>in the Screening Hall | | | | | | |
| | **Roll-up**<br>in the Screening Hall | **Roll-up**<br>in the Screening Hall | **Roll-up**<br>Positioning in the Screening Hall* | | **Roll-up**<br>Positioning at the IMZ Stand | **Roll-up**<br>Positioning at the Networking Lounge | |
| PR + COMMUNICATION | Acquisition of the official title **„Avant Première-Presenting Partner“** | Acquisition of the official title **„Avant Première-Screening Partner“** | Acquisition of the official title **„Avant Première-Programme Partner“** | Acquisition of the official title **„Avant Première-Sujet Partner“** | Acquisition of the official title **„Avant Première-Media Partner“** | Acquisition of the official title **„Avant Première-Tech Partner“** | Acquisition of the official title **„Avant Première-Venue Partner“** |
| | **Avant Première Opening**<br>Address during Avant Première Opening | | | | | | |
| | **Avant Première Mailings**<br>Logo placement** | **Avant Première Mailings**<br>Logo placement** | **Avant Première Mailings**<br>Logo placement** | **Avant Première Mailings**<br>Logo placement** | **Avant Première Mailings**<br>Logo placement** | **Avant Première Mailings**<br>Logo placement** | **Avant Première Mailings**<br>Logo placement** |
| | **Press release**<br>Announcing partnership to 700 international press contacts | **Press release**<br>Announcing partnership to 700 international press contacts | **Press release**<br>Announcing partnership to 700 international press contacts | **Press release**<br>Announcing partnership to 700 international press contacts | **Press release**<br>Announcing partnership to 700 international press contacts | **Press release**<br>Announcing partnership to 700 international press contacts | **Press release**<br>Announcing partnership to 700 international press contacts |
| | **Advertising / communication**<br>Logo placement with promotion of Avant Première in industry related networks and calendars worldwide | **Advertising / communication**<br>Logo placement with promotion of Avant Première in industry related networks and calendars worldwide | **Advertising / communication**<br>Logo placement with promotion of Avant Première in industry related networks and calendars worldwide | **Advertising / communication**<br>Logo placement with promotion of Avant Première in industry related networks and calendars worldwide | **Advertising / communication**<br>Logo placement with promotion of Avant Première in industry related networks and calendars worldwide | **Advertising / communication**<br>Logo placement with promotion of Avant Première in industry related networks and calendars worldwide | **Advertising / communication**<br>Logo placement with promotion of Avant Première in industry related networks and calendars worldwide |