

# Mifa Catalogue

Take part in the Mifa 2024!

# Mifa areas



# MIFA Accreditation - Prices

Early bird : €440

2<sup>nd</sup> period : €560

3<sup>rd</sup> period and on site: €660

Special rates for the following professional categories on presentation of documentary proof.

- Festival programmers
- Music composers
- Short film producers
- Authors/Screenwriters
- Cinema operators



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# 01

# INDUSTRY CONTENT

Conferences  
Make a splash!

# Conferences

*Tailor-made packages to suit your needs.  
Make a splash and inspire new collaborations!*

## Industry conferences

Take advantage of the Industry Conferences to discuss current industry issues and discover the ecosystem of a country or territory and learn more about its know-how and talents.

## Demo Sessions

Demonstrate the power and potential of your technical tools and solutions available for animation creation.

## Studio Focus

Create excitement and curiosity about your current or future projects and your talents.

*Aimed at animation studios or production companies.*

3 300 € \* 30 minutes session

\* offer only for Demo Sessions

5 500 € 75 minutes session

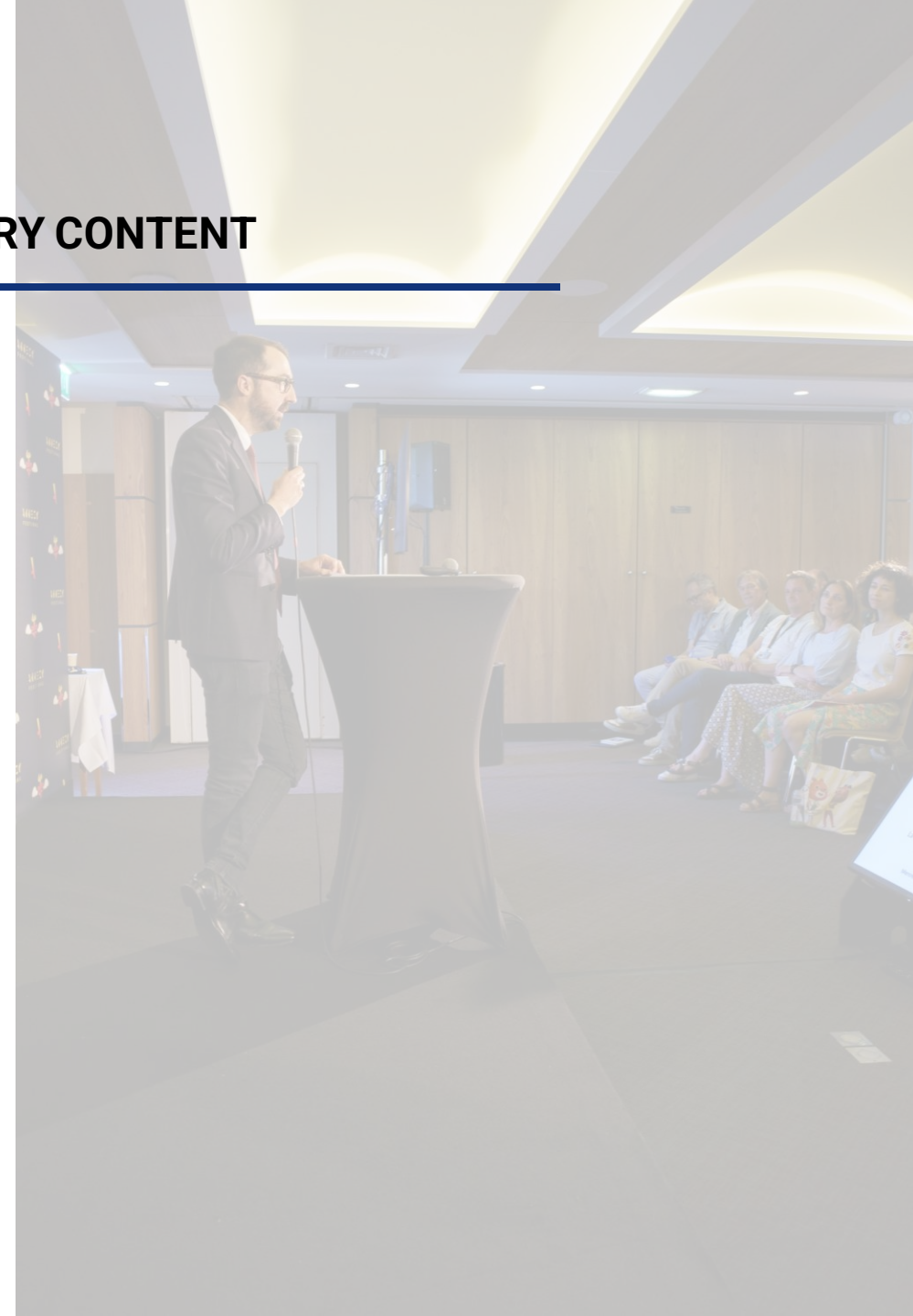
Contact

[benoitblanchard@citia.org](mailto:benoitblanchard@citia.org)

# 01

## INDUSTRY CONTENT

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# Press Conferences

- Present your investment strategy and animation market evolution
- Showcase your line-up for the next school year
- Introduce your new editorial lines

**5 500 €**

75 minutes session

**Contact**

[benoitblanchard@citia.org](mailto:benoitblanchard@citia.org)

# 01

## INDUSTRY CONTENT



# 02

## INDUSTRY CONTENT

Works

Come and present your works in progress or completed!



# 02

## INDUSTRY CONTENT

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### Mifa Pitches

Showcase the best original animation film projects in development, in 4 categories:

- Feature Films
- Short Films
- TV Series & Specials
- Digital Experiences

[More information online](#)

Contact

[geraldinebache@citia.org](mailto:geraldinebache@citia.org)

### Partner Pitches

Showcase a selection of the best animation projects in development or in production from a territory.

Attending in 2023:

- Mexico
- Ghana
- South East Asia
- South America
- European Women's Associations
- Spain

**5 500 €** 75 minutes session

Contact

[geraldinebache@citia.org](mailto:geraldinebache@citia.org)





# 02

## INDUSTRY CONTENT

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# Market Screenings

**Short film producers,** take advantage of a dedicated space within the Short Film area to present your latest productions to an audience of professionals, all categories included.

**500 €** 30 minutes

**Producers of feature films, series and TV specials or XR,** take advantage of a dedicated room to present your latest productions to an audience of professionals, all categories included.

**1 500 €** 60 to 75 minutes

**Contact**

[freciliazambaux@citia.org](mailto:freciliazambaux@citia.org)

03

# INDUSTRY CONTENT

Meetings

# Meet the...

# 03

## INDUSTRY CONTENT

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*Take advantage of exclusive, organised one-on-one meetings with a range of industry professionals suited to your goals.*

### **Meet The Festival Programmers**

- You are a festival programmer seeking new content for your next event.
- You are a film institute or commission with content to offer.

### **Meet The Composers**

- You are a composer.
- You are a director seeking a musical score for your upcoming production.

### **Meet The Sales Agents**

- You are a sales agent.
- You are a feature film producer.

***Register now!***  
***(subject to availability)***

### **Meet The Publishers**

- You are a book publisher with content to offer for audiovisual adaptation.
- You are a producer looking for an idea for your next film.

***Publishers, submit your work!***

### **Meet the Producers ... Gap Financing**

- You are a producer of a feature films, short films, TV series and specials or XR in the final development phase or in production, with already at least 70% of funding secured.
- You are a financial partner.

***Producers, submit your project!***

**Contact**

[frecliazambaux@citia.org](mailto:frecliazambaux@citia.org)



# 03

## INDUSTRY CONTENT

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# SHORT FILM FORUMS

Take advantage of a 50-seat venue to address an audience of professionals:

- The latest news on short films
- Financial support
- New concepts
- Support schemes for animation short films

**1 000 €**

45 to 60 minutes

**Contact**

[freciliazambaux@citia.org](mailto:freciliazambaux@citia.org)



# 03

## INDUSTRY CONTENT

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### Share With

Your needs in the spotlight!

Would you like professionals to know about your acquisition needs?

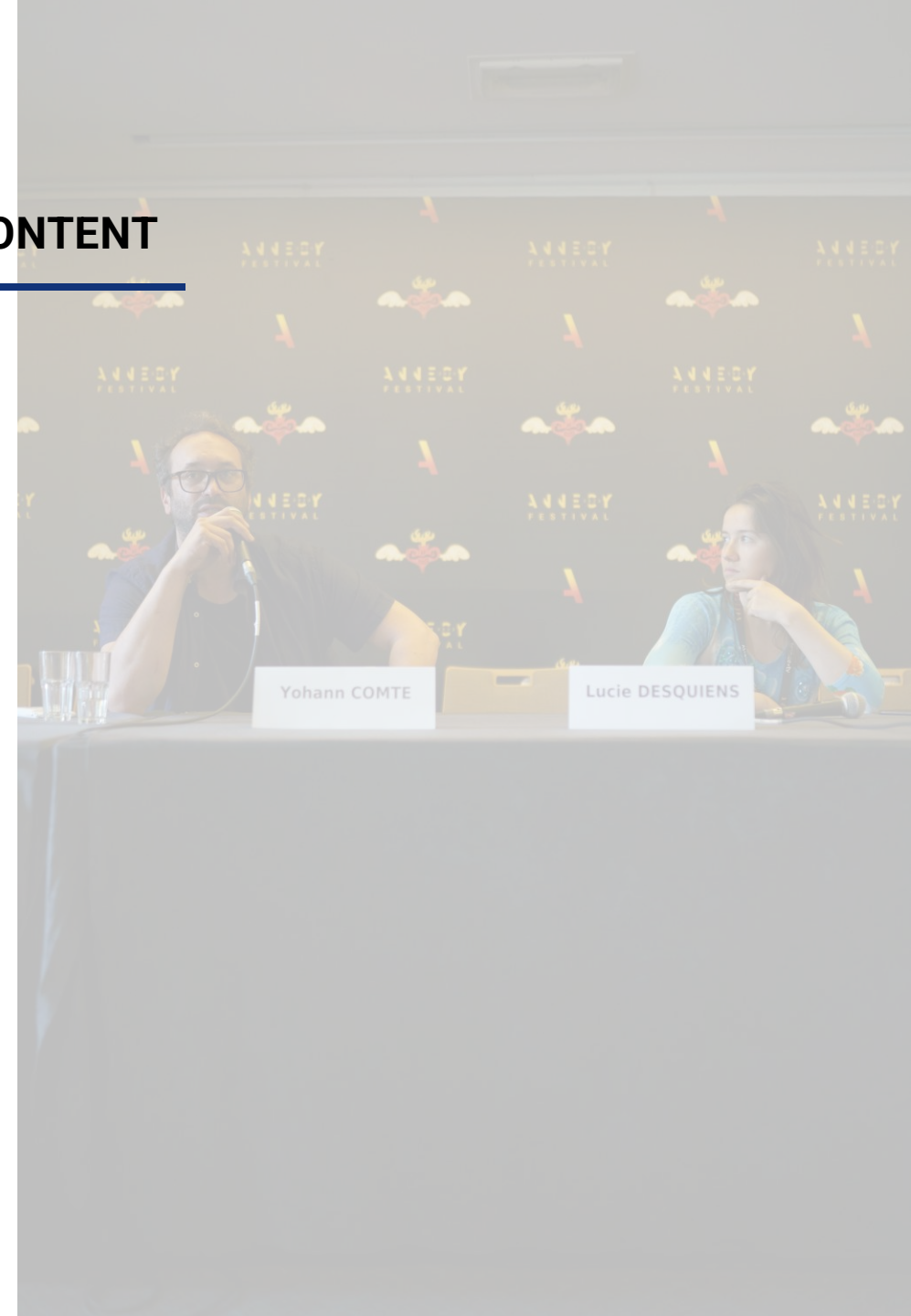
Take part to the Share With: 30-minute discussions followed by the After Share With, a social interaction with the participants.

The Share With are also open to national and regional sellers and funds to offer them broader visibility.

For more information, contact us

Contact

[fretiliazambaux@citia.org](mailto:fretiliazambaux@citia.org)



# 04

## TALENTS CONTENT

Training courses & Recruitment at Le Campus  
Showcase your studio and its talents!

# 04

## TALENTS CONTENT

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*Inspire future professionals by giving a special talk to young animators and students.*

### Talent Panels

**Showcase your studio's talents,** demonstrate your creative processes and reveal your filmmaking secrets!

Come and share some valuable tips with young industry professionals through **tool demonstrations, workshops and performances.**

### Recruiters Talk

**Training courses and employment are central to Le Campus:** address these themes to broaden young animators' skills and knowledge.

**To recruit candidates from around the world,** it is the perfect opportunity to outline your employment prospects and present your working environment.

Contact

[marionprovenzano@citia.org](mailto:marionprovenzano@citia.org)

**5 500 €** 75 minutes session



# Mifa Recruitment Sessions

*Greet your applicants in Le Campus and recruit the animation industry's top profiles.*

## Before your event

- Your job adverts are put online on the Annecy Network.
- The Mifa grants your teams access to a candidate pre-selection tool.
- Manage your adverts and applications on the Annecy Network.
- Select the applicants you would like to meet.

## On-site

- 1 table is provided in the open space for a 3-hour time slot.
- No more than 2 recruiters per table for 1 applicant.
- 1 team is responsible for greeting your applicants

### Contact

[marionprovenzano@citia.org](mailto:marionprovenzano@citia.org)

**700 €**

3h-time slot  
1 table in an open space

# 04

## TALENTS CONTENT



# Private event - Recruitment

*Organise your own Recruitment event*

Schools, institutions, and regional hubs, organise your own recruitment event. Benefit from a special private space to organise your meetings between talents and studios from all over the world. **You will be completely autonomous to set up and manage your session.**

**Important: the candidate selection tool will not be available to your teams.**

Contact

[marionprovenzano@citia.org](mailto:marionprovenzano@citia.org)

Prices on request,  
depending on the number of participants

# 04

## TALENTS CONTENT



# 05

## EXHIBITORS AREA

Exhibit at the Mifa:  
Give your company visibility!



# 05

## EXHIBIT AT THE MIFA

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# Exhibition Area

Conferences, workshops, B-to-B events: the essentials of animation condensed into 4 days, with an exhibition surface area of **+7,000m<sup>2</sup>** and dedicated meeting areas.

**+960** exhibiting companies from around the world

**+90** countries represented

### Contacts

[freciliazambaux@citia.org](mailto:freciliazambaux@citia.org)

[marionprovenzano@citia.org](mailto:marionprovenzano@citia.org)

# 05

## EXHIBIT AT THE MIFA

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### 1<sup>st</sup> floor

Open to all badgeholders

Mifa Welcome Area  
Recruitment stands  
New Technologies and XR stands  
Training Institutes stands

### Ground floor

Open to Mifa badgeholders

Production companies  
Distribution companies  
Television channels  
European and International pavilions  
Short Film Area  
"Creative Europe MEDIA" Umbrella

**Contacts**

[freciliazambaux@citia.org](mailto:freciliazambaux@citia.org)  
[marionprovenzano@citia.org](mailto:marionprovenzano@citia.org)



# EQUIPPED STAND



An example of an equipped 4m<sup>2</sup> stand (non-contractual photo)

An example of an equipped 9m<sup>2</sup> stand (non-contractual photo)

An example of an equipped 18m<sup>2</sup> stand (non-contractual photo)

## The equipped stand includes:

- the stand surface
- the structure : white melamine partitions
- equipment: 1 banner, 1 rail with spotlights, 1 TV screen, audio headsets
- a furniture package from our supplier catalogue

**The decoration of the walls is not included** in the price of the equipped stand, please contact our service provider for a quote.

**Different floor area sizes are available**

Please contact us for a customised package

# NON EQUIPPED STAND



If you choose a **non-equipped option:**

You must use your own stand designer to create and decorate your stand.



The Mifa team will only provide you with the surface.

**Different floor area sizes are available**

Please contact us for a customised package

06

# TARGETED OFFERS



# New Technologies offer

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Companies offering technological tools and solutions for animated creation, **take advantage of the 4 days of the Market** to exhibit your latest products to all the professionals in the sector.

## A dedicated range of events

- A stand during the 4 days of the Market  
(1<sup>st</sup> floor of the exhibiting marquee)
- Demo Sessions in a dedicated lounge

**If you would like to become a partner, contact us now!**

For more information, contact us

Contact

[freilizambaux@citia.org](mailto:freilizambaux@citia.org)

ANIMACY  
IVAL

# Short Film Area Offer

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Producers, directors, sales agents of short films, **take advantage of the 4 days of the Market** to meet industry players, screen your latest creations and present your latest news :

- A private table within the Short film area
- Market screening from 30 to 60 minutes
- Short film forum from 45 to 60 minutes

**If you would like to become a partner, contact us now!**

Contact

[frecliazambaux@citia.org](mailto:frecliazambaux@citia.org)



ANNÉCY  
FESTIVAL

# XR & Digital Experiences

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If you develop solutions to simplify XR creation or are a company that specialises in producing and distributing immersive works, **take advantage of the Market's 4 days** to present your latest innovations to all the industry's professionals.

- Present your creations in the XR area

And discover :

- XR Conferences
- XR Pitches
- XR WIPs

**If you would like to become a partner, contact us now!**

Contact

[benoitblanchard@citia.org](mailto:benoitblanchard@citia.org)



# Recruitment Offer

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## Do you need to complete your teams?

Take advantage of the animation professionals and students present to organise appointments and meet future talents.

### At Le Campus

- **Mifa Recruitment Sessions**

1to1 meetings, in open space

- **Recruiters Talk**

Reveal your studio's working environment, present your job prospects and profiles you are looking for.

### Mifa Exhibition area

- **A stand within the Recruitment Area**

Provide a meeting place for your recruitment teams for 4 days!

Contact

[marionprovenzano@citia.org](mailto:marionprovenzano@citia.org)

# Schools & Students Offer

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Schools/Training institutes, **be present on the 1<sup>st</sup> floor of the Exhibition Area with a stand** and give visibility to your training courses and your students' work.

## **Le Campus and its programming dedicated to your students :**

- The Campus events, from Tuesday to Friday
- Recruitment Sessions, Tuesday to Thursday
  
- Get accreditations for your students!

**Opening in February 2024**

07

# NETWORKING & COCKTAILS

# 07

## NETWORKING & COCKTAILS

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**Chill Out area**  
400m<sup>2</sup>

Located on the lake platform of  
the Exhibitors' marquee  
Capacity: 100-300 people



**Garden Party**  
200m<sup>2</sup>

Located in the grounds of the  
Imperial Palace  
Capacity: 100-200 people



**Congress Center**  
Imperial Palace

Lounge rental for 80 to 160  
people



**Cocktail on Stand**  
Exhibiting area

Take advantage of your stand  
to invite accredited guests



**La Cafet'**

Located in the heart of Le Campus  
Capacity: 50-80 people

For more information, contact us

**Contact**

[freciliazambaux@citia.org](mailto:freciliazambaux@citia.org)

For more information, contact us

**Contact Campus**

[marionprovenzano@citia.org](mailto:marionprovenzano@citia.org)

08

BECOME A PARTNER



# 08

## PARTNERSHIP

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# Options

Identify your company/brand to one of the major landmark film festivals, a global reference in animation film

Communicate to a targeted audience, professionals (directors, students, journalists)

Participate in the development of the Mifa and in its notoriety

**If you would like to become a partner, contact us now!**

**Contact**

[julietriano@citia.org](mailto:julietriano@citia.org)



# HOW TO TAKE PART?

# How to book a space at the heart of the Exhibition Area or organise an event and give visibility to your company or your talents?

- 1 Choose your formula.
- 2 Contact the Mifa team to establish a quote depending on your needs.
- 3 Confirm your order by sending the signed quote along with our General Sales Terms and Conditions.
- 4 **To order a stand:** contact with our Logistics team  
(technical file, stand design, furniture ordering and technical details)  
**For the organisation of your event:** contact with our Mifa Event Representative  
(reception of content elements, communication elements, technical and logistical details)
- 5 Invoicing and Payment

# Book now !

## Key Dates

Festival from **09<sup>th</sup> to 15<sup>th</sup> June 2024**

Mifa from **11<sup>th</sup> to 14<sup>th</sup> June 2024**

*Annecy – Imperial Palace*

## Mifa Accreditation:

Includes full access to the Exhibition Area and all the Meeting Areas, as well as access to Mifa and Festival events.

The Mifa Accreditation also gives you access to the Annecy Network and our online tools.

1 Mifa Accreditation = 2 Video Library submissions



ANNEXCY

FESTIVAL | MIFA

09th to 15th June 2024

11th to 14th June 2024