

PROMOTION

**& ADVERTISING
OPPORTUNITIES**





+ 2500 participants
from 58 countries

43 Projects presented at the Film|Doc|Drama co-production market and Pitching Forum

61 Contents presented at MIA showcase sessions

63 Conferences, panels, workshops

150 screenings

+500 one-to-one meetings

Presentation

Since 2015 MIA has grown to become the leading international audiovisual market in Italy.

MIA presents five days of specific programs for the whole industry, featuring dedicated Co-production Market and Pitching Forums, showcases, tailor-made networking activities, as well as an impressive line-up of conferences.

MIA activities are designed to encourage international business and creative ties, promote exchanges and networking among professionals, to showcase the latest productions, to foster the circulation of films and series and to discuss the upcoming trends in the audiovisual ecosystem.

Barberini District Home to MIA

Since 2017, MIA has made the Barberini district the heart of its activities.

The MIA takes place between Cinema Barberini and Palazzo Barberini.

Everything is at hand, between the newly renovated Cinema, whose terrace is directly accessible from the square of the museum, a superb 17th century palace that today houses the National Gallery of Ancient Art, one of the most important painting collections in Italy.

Palazzo Barberini's majestic halls and its gardens host indoor and open-air spaces and lounges entirely dedicated to networking, exhibitors and co-production meetings.



VENUES

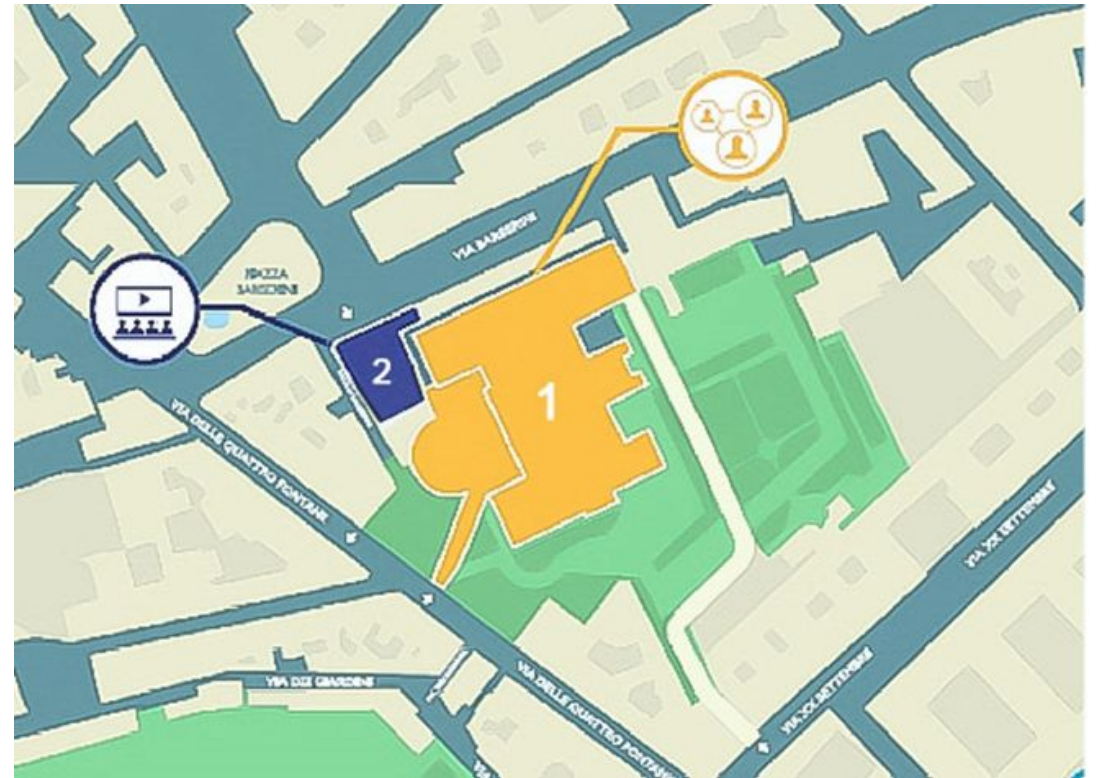
Palazzo Barberini

MIA headquarters:

Over 6.000 square meters devoted to the Film, Drama Series, Animation, Doc and Factual co-production market meetings, sales agents and buyers meetings, exhibitors' areas, a cafeteria and meeting point for all accredited professionals.

Multiplex Barberini

The historical multiplex has been fully renovated and features six screens equipped with state of the art technology, an open-air cafeteria on the terrace with a breathtaking view on Piazza Barberini.



SPAZI

- 1 ■ Palazzo Barberini (via delle Quattro Fontane, 13)
- 2 ■ Cinema Barberini (Piazza Barberini, 24/26)

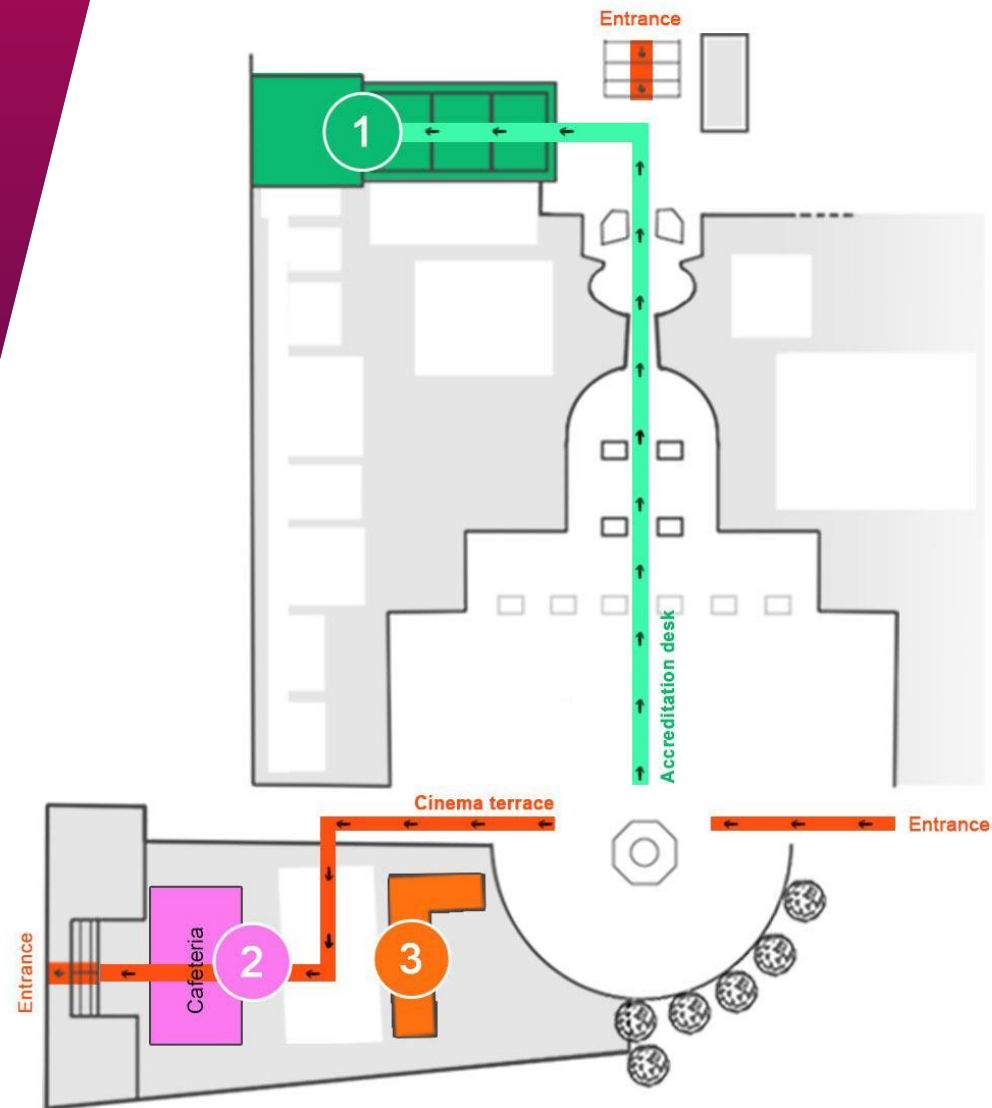
PALAZZO BARBERINI

Ground Floor > Cinema Terrace

Palazzo Barberini | Cinema Barberini
The two main locations becoming one!

The Cinema Barberini is directly accessible from the courtyard at the main entrance of Palazzo Barberini, via its brandnew terrace. The terrace hosts a series of outdoor stands and a cafeteria, and networking lounge facing Piazza Barberini.

Accreditations Desk at Sala delle Colonne
straight on, along the arcade, on the left.



SPAZI

- 1 Accreditations desk
- 2 Cafeteria and Networking lounge
- 3 Exhibitors areas (outdoor stands)

PALAZZO BARBERINI

First Floor

Two main entrances to the first floor, from the arcade and from the helicoidale steps.

First floor features:

9 rooms dedicated to the co-production market and Pitching Forum meetings

4 rooms dedicated to Exhibitors (indoor booths)

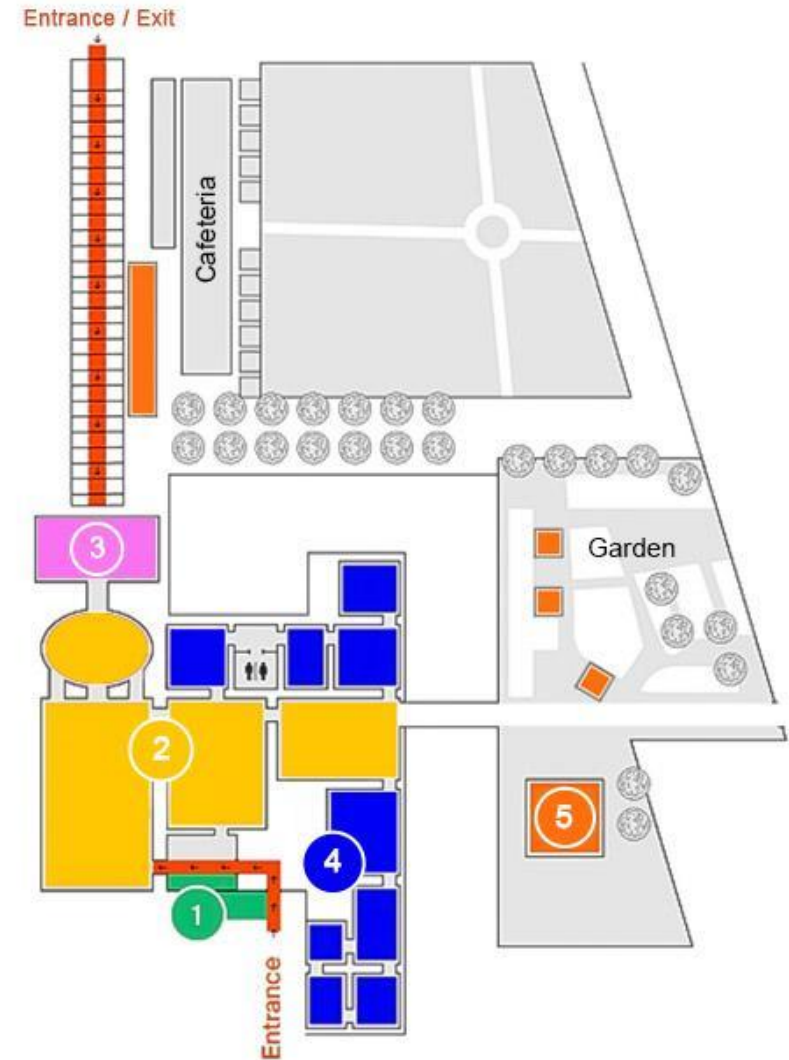
1 networking lounge

1 info point






1 cafeteria

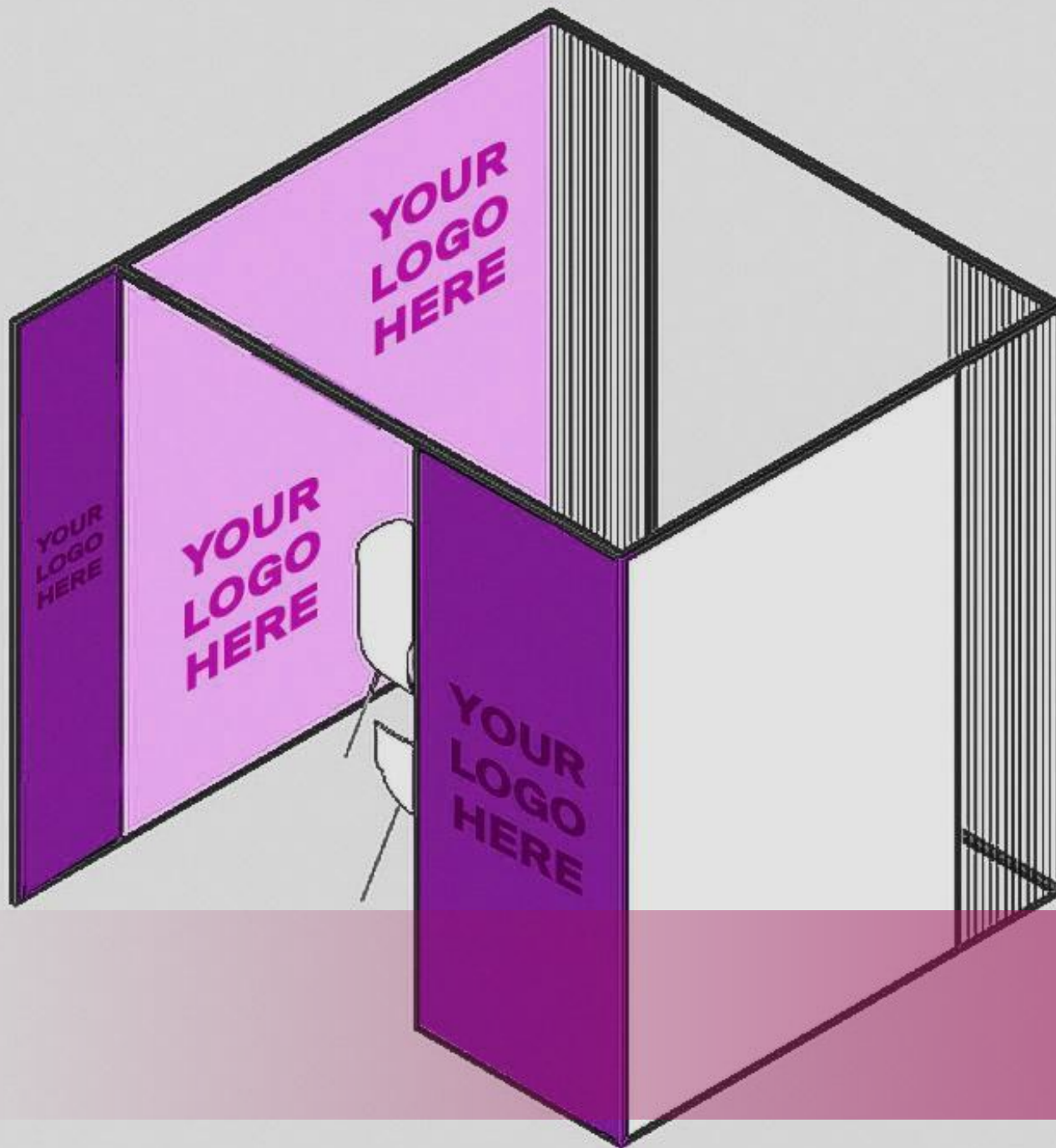
1 bar

Exhibitors areas in the gardens



SPAZI

- 1  Info point
- 2  Exhibitors rooms (Indoor booths)
- 3  Networking lounge
- 4  Co-production rooms
- 5  Exhibitors areas (Outdoor stands)



Single Module

INDOOR SINGLE MODULE

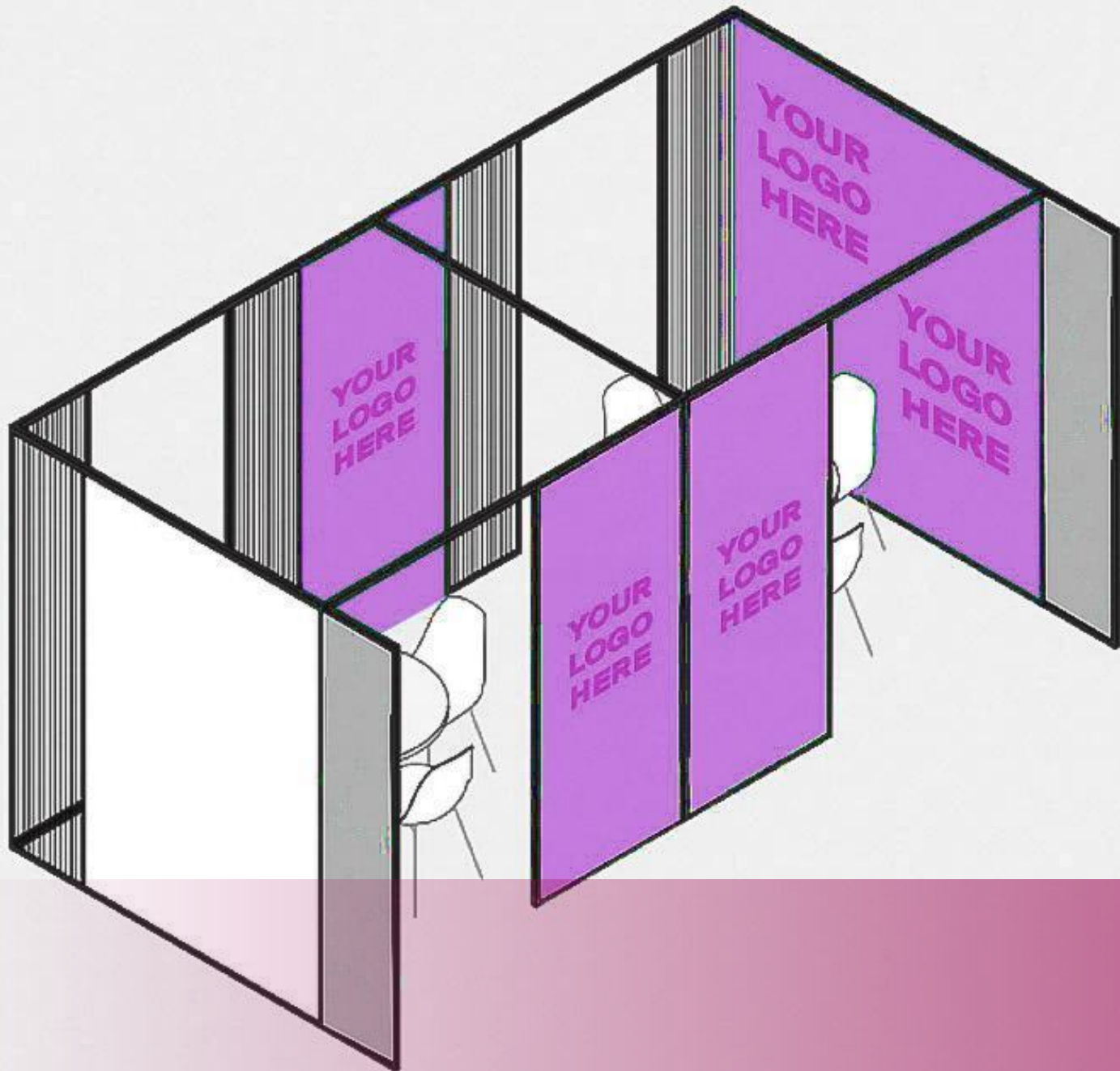
200x250

2 Market badges + 1 at discounted rate

Booth equipment: 1 table, 4 chairs, 1 closet, panels, sound isolating plasterboard, Wi-fi connection

5% discount on advertising

€ 2.100



Double Module

INDOOR DOUBLE MODULE

200x500

3 Market badges+ 2 at discounted rates

Booth equipment: 2 tables, 8 chairs, 1 closets, panels, sound isolating plasterboard, Wi-fi connection.

10% discount on advertising

€ 4.200

«X» Module

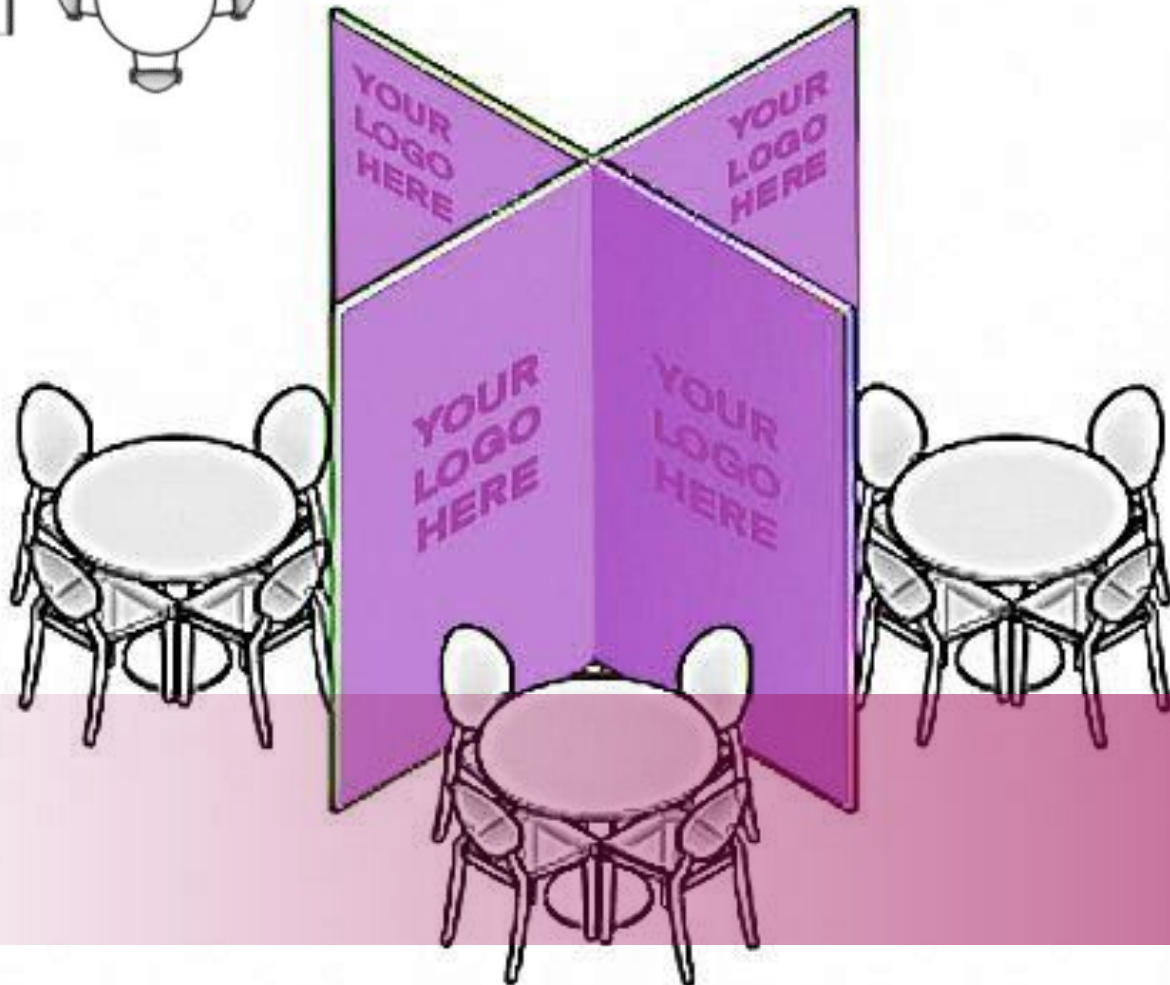
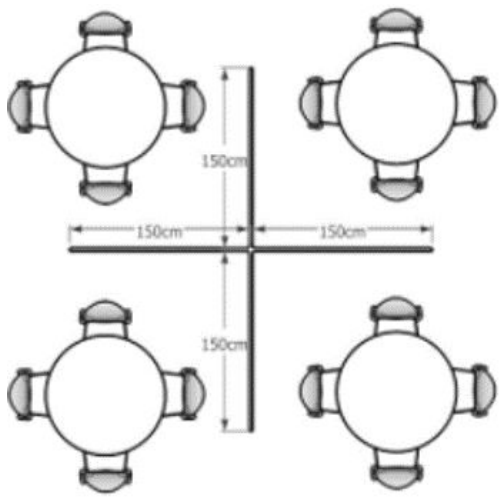
FREE STANDING «X»

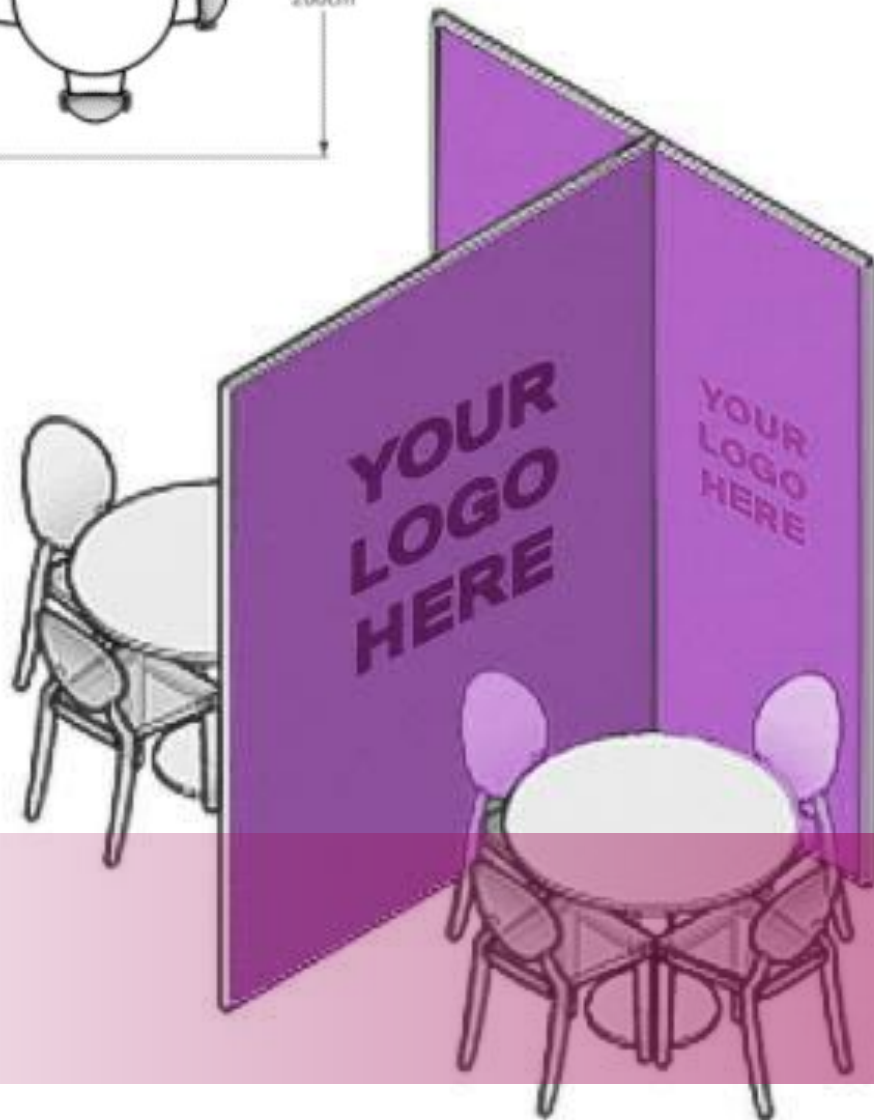
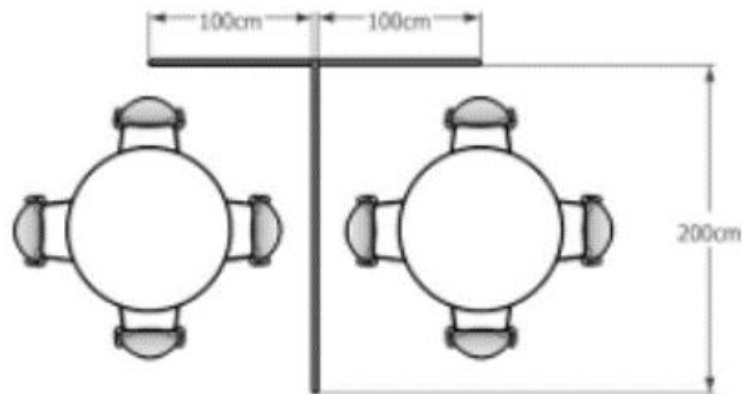
DIMENSIONS
300 x 300 cm

FURNITURE & EQUIPMENT

4 tables ; 16 chairs
Wi-fi connection
4 market badges, + 1 at
discounted rate

€ 5.200





«T» Module

FREE STANDING «T»

DIMENSIONS

200 x 300 cm

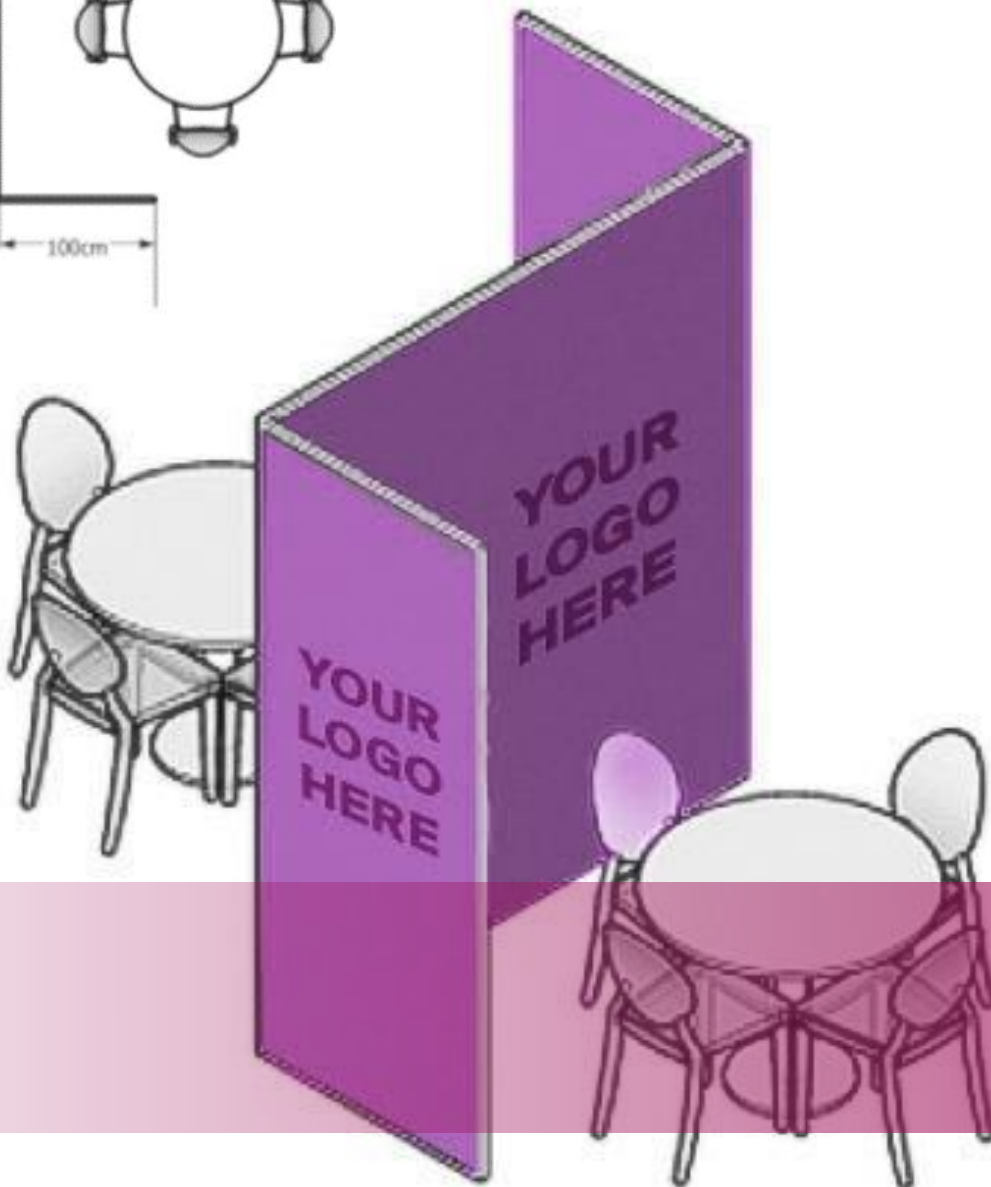
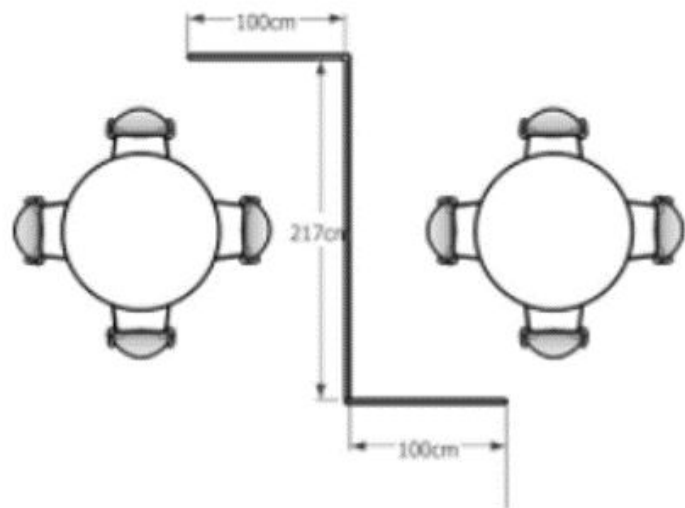
FURNITURE & EQUIPMENT

2 tables ; 8 chairs

Wi-fi connection

2 market badges + 1 at
discounted rate

€ 2.600



«Z» Module

FREE STANDING «Z»

DIMENSIONS

200 x 200 cm

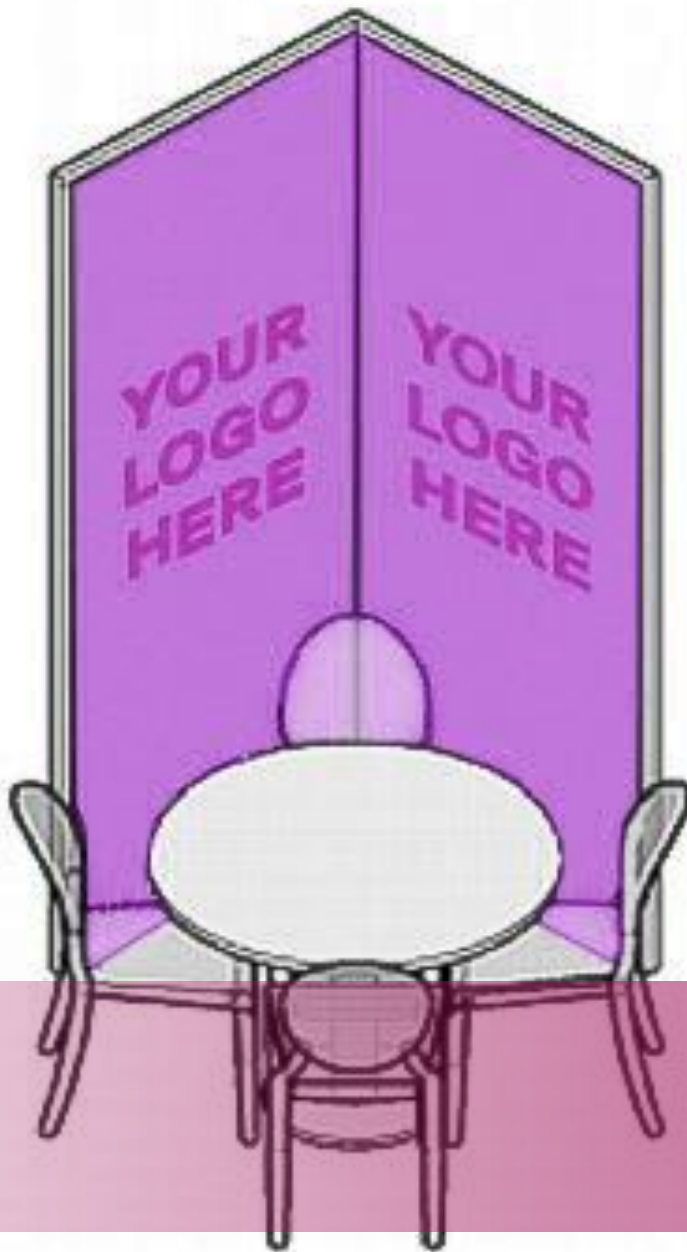
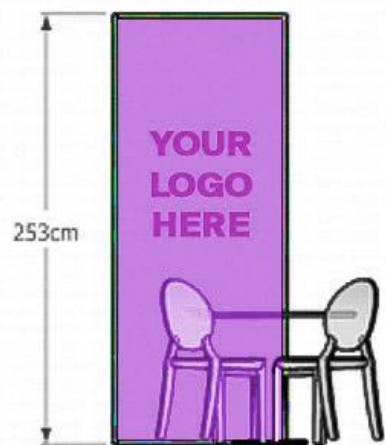
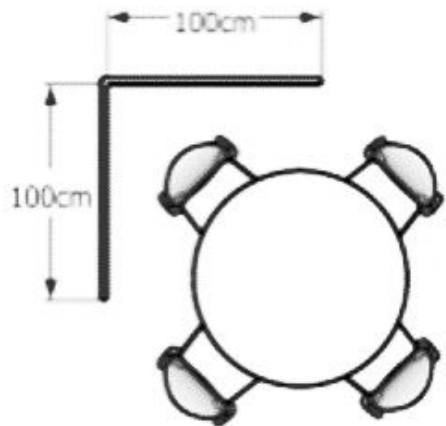
FURNITURE & EQUIPMENT

2 tables; 8 chairs

Wi-fi connection

2 market badges + 1 at
discounted rate

€ 2.600



«L» Module

FREE STANDING «L»

DIMENSIONS

100 x 100 cm

FURNITURE & EQUIPMENT

1 table; 4 chairs

Wi-fi connection

1 market badge + 1 at
discounted rate

€ 1.300

Single Module (16 square meters)

FURNITURE & EQUIPMENT

2 tables; 8 chairs; 1 coffee table two armchairs; branded panels, Wi-fi connection

4 market badges + 3 at discounted rate

6.950 Euros

Double Module (32 square meters)

FURNITURE & EQUIPMENT

4 tables; 16 chairs; 2 coffee table two armchairs; branded panels, Wi-fi connection

8 market badges + 5 at discounted rate

13.900 Euros

OUTDOOR BOOTHS
