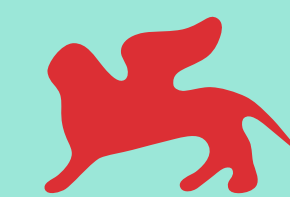




MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
La Biennale di Venezia 2017



la Biennale di Venezia

74. Mostra
Internazionale
d'Arte
Cinematografica

V E N I C E
P R O D U C T I O N
B R I D G E

PROMOTIONAL AND STAND OPPORTUNITIES

AUGUST 31ST – SEPTEMBER 5TH, 2017

VENICE PRODUCTION BRIDGE

PROMOTIONAL AND BUSINESS
OPPORTUNITIES TO PROMOTE YOUR COMPANY
AND TO BOOK A STAND

Venice
August 31st – September 5th, 2017

Dear Professional, the second edition of the Venice Production Bridge will take place from August 31st to September 5th at the third floor of the Excelsior Hotel of the Lido di Venezia.

The idea of building an opportunity for networking for all the professionals involved in production, not only in cinema but across all the audiovisual sector, has shown its relevance in the huge success of the first edition, with a 35% increase of accredited professionals and an enthusiastic feedback from all participants.

The **Venice Production Bridge** is providing the producers with a unique possibility of meeting the multiple categories of financiers who are participating in the creation of the necessary financial package to create a film. Distributors, sales agents, banks, private and public investment funds, regions and film commissions, broadcasters, video aggregators and Internet platforms...

Confirming its worldwide uniqueness, the Venice Production Bridge will propose the following events:

- **Venice Gap Financing Market** (Sept 1-3): The number of international projects will increase from 40 to 47 and will include the Biennale College Cinema Virtual Reality projects. During 3 days, the VGFM offers to the producers of feature films and documentaries, TV series, Web series, Interactive and VR projects the possibility to encounter financiers through 30-minute one-to-one meetings.
- **Final Cut in Venice** (Sept 3-5): The fifth edition of this work-in-progress workshop program will present a limited number of quality rough cuts coming from all African countries, Iraq, Jordan, Palestine, Syria and Lebanon and will give them the opportunity of finding the post-production financing through our partners and the participants.
- **Book Adaptation Rights Market** (Sept 1-3): 20 International publishers will propose the adaptation rights of their works (novels, essays, graphic novels, children literature...) through one-to-one meetings with producers.
- **European Film Forum** (Sept 2-3): In association with the EU Media program, La Biennale will organize the third edition of the EFF with new themes and as last year with the coming of European Commissioners and key industry leaders. This unique rendez-vous is now on all professionals' agendas.



The Venice Production Bridge will continue to work as it has in past years throughout the entire 74th Venice International Film Festival (August 30th to September 9th), offering many services to our guests: Exhibition stands or corner, table in the Industry club, VPB Market Screenings, Digital Video Library, Business center, advertising pages in the Industry Guide or in the online DVL Catalogue, insertion of flyers or equivalent materials in the Industry Bags, poster and signposting, spots for trailers shown on TV screens, booking of the Events Area.

PREVIOUS EDITION

- 6 exhibitors with stand: INCAA, Eurimages, Regione Umbria, Regione Friuli Venezia Giulia, China Film Promotion, Shanghai Film Festival
- 1130 international producers, distributors, financiers, institutions, broadcasters, sales agents, including: Netflix, The Weinstein Company, UGC, Wild Bunch, Sony Pictures, Focus Features, Foundation Cartier, ZDF, ARTE, Casa Kafka Pictures, Wallimages, Cinemage, The Match Factory
- 1720 professionals such as producers, Institutions, film commissions, exhibitors, festival programmers etc.

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 BIENNALE INTERNAZIONALE
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 VENICE PRODUCTION BRIDGE
 MARKET SCREENINGS SCHEDULE

SEPTEMBER 1	SEPTEMBER 2	SEPTEMBER 3	SEPTEMBER 4	SEPTEMBER 5
Palazzo del Cinema Sala Pasinetti h. 12.00 - 13.00 MY HEART 94 by Jean-Luc Godard Gold and Trade accreditation only	Palazzo del Cinema Sala Pasinetti h. 09.30 - 11.30 A PEINE, J'OUVRE LES YEUX 102 by Leyla Bouzid DocuFilm International Gold and Trade accreditation only	Palazzo del Cinema Sala Pasinetti h. 09.30 - 12.00 FINAL CUT IN VENICE: FELICITY 121 by Alan Gomis + GAA Gold and Trade accreditation only	Palazzo del Cinema Sala Pasinetti h. 09.30 - 11.30 FINAL CUT IN VENICE: ONE OF THESE DAYS 92 by Nadim Tabet + GAA Gold and Trade accreditation only	Palazzo del Cinema Sala Pasinetti h. 09.30 - 11.30 FINAL CUT IN VENICE: ISTYAD ASHBA / GHOST HUNTING 90 by Raed Andou + GAA Gold and Trade accreditation only
h. 11.30 - 13.30 I love GAI - Concorso per Autori Italiani by Giuseppe Altan Gold and Trade accreditation only	h. 11.30 - 13.30 I love GAI - Concorso per Autori Italiani by Giuseppe Altan Gold and Trade accreditation only	h. 12.00 - 13.30 FINAL CUT IN VENICE: OTMAN / OBSCURE 69 by Souad Kaadan + GAA Gold and Trade accreditation only	h. 11.30 - 13.30 FINAL CUT IN VENICE: WARD MASMOUM / POISONOUS ROSES 80 by Ahmed Fawzi Saïh + GAA Gold and Trade accreditation only	h. 11.30 - 13.30 FINAL CUT IN VENICE: SINO / THE WOUND 95 by Akin Hangar + GAA Gold and Trade accreditation only
h. 14.00 - 16.00 PRIVATE SCREENING - The Match Factory By invitation only	h. 14.00 - 16.00 PRIVATE SCREENING - The Match Factory By invitation only	h. 14.00 - 16.00 PRIVATE SCREENING - The Match Factory By invitation only	h. 14.00 - 16.00 PRIVATE SCREENING - The Match Factory By invitation only	h. 14.00 - 16.00 PRIVATE SCREENING - The Match Factory By invitation only

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Hotel Excelsior
 VENICE
 PRODUCTION BRIDGE
 Industry Club

JAEGER-LECOULTRE
 RENAULT
 Persol
 L'ORÉAL PARIS
 Rai

VENICE PRODUCTION BRIDGE

Three women are seated at a white reception desk. A vase of white orchids sits on the desk. The background wall features the event logo and name.

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EXHIBITION AREA

This unique venue offers various opportunities of exhibition space with:

- Corner (2 m x 2 m) € 3.000
- Exhibition stand (3 m x 3 m) € 6.000
- Exhibition stand (5 m x 4 m) € 12.000
- Table in the Industry Club (only for Gold pass holders) € 250
- Graphic customization € 100/mq

PANELS, DISCUSSIONS AND WORKSHOPS

The Events Area Spazio Incontri hosts national and international panels and discussions covering all aspects of the film industry

Spazio Incontri (max 70 seats/ up to 2 hours) € 600

VPB MARKET SCREENING ROOMS

This year, the VENICE PRODUCTION BRIDGE is glad to offer to Industry Gold / Trade participants 2 screening rooms (equipped with 120 seats)

Rates:
per Hour € 400
< 30 minutes for shorts Film only € 250

DIGITAL VIDEO LIBRARY

The 74th Venice International Film Festival offers to Industry Gold / Trade participants access to the Digital Video Library to view films from the official selection of the Festival and titles submitted through the Venice Production Bridge. Priority admission is reserved for Buyers.

1 Film ≤ 30 min € 100
1 Film > 30 min € 200
From 2nd Film > 30 min € 150 each

ADV AND OTHER PROMOTIONAL OPPORTUNITIES

AD IN INDUSTRY GUIDE

Full Advertising color pages in the Industry Guide listing all the Industry companies registered

Inside page € 1.500
2nd and 3rd pages € 4.000

AD IN ONLINE DIGITAL VIDEO LIBRARY CATALOGUE

Full Advertising color pages in the online Digital Video Library catalogue (except cover and back cover)

Inside page € 500

BROCHURE / SAMPLING IN INDUSTRY BAGS

The opportunity to include promo material (sampling, gadgets, brochures and notebooks) into the Industry Bag represents an excellent chance to get in touch with Professionals accredited.

Insertion of flyer or equivalent materials in the Industry bags (2000 bags)

A4 or less € 2.000

POSTER AND SIGNPOSTING

Totem 100 cm x 200 cm € 1.500

Prices are for the period of the 74th Venice International Film Festival (August 30th to September 9th, 2017)

SPOT ON SCREEN

Spots on screen in the Exhibition Area and meeting area 3 to 5 min x 15 times x 10 days € 1.500

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Only for registered professionals




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Hotel Excelsior

**VENICE
PRODUCTION BRIDGE
Networking Area
Venice Gap-Financing Market**



PACKAGE OFFERS

OFFER 1 including:

- 4 Industry Trade Accreditations
- Furbished Corner
- Submission of 5 Video in the DVL
- 1 totem (cm 100 x 200) in the Venice Production Bridge areas
- 1 spot on screen in the Venice Production Bridge area (3 to 5 min x 15 times x 10 days)
- Only for registered professionals

€ 5.000

OFFER 2 including:

- 6 Industry Trade Accreditations
- Furbished Stall of 9 sm
- Submission of 10 Videos in the DVL
- 1 colour advertising page in the Industry Guide
- 2 totem (cm 100 x 200) in the Venice Production Bridge areas
- 1 spot on screen in the Venice Production Bridge areas (3 to 5 min x 15 times x 10 days)
- Only for registered professionals

€ 10.000

OFFER 3 including:

- 8 Industry Trade Accreditations
- Furbished Stall of 20 sm
- Submission of 15 Videos in the DVL
- 1 colour advertising page in the Industry Guide
- 2 totem (cm 100 x 200) in the Venice Production Bridge areas
- 1 spot on screen in the Venice Production Bridge areas (3 to 5 min x 15 times x 10 days)
- Only for registered professionals

€ 15.000

NOTES:

ACCREDITATIONS AND VENICE PRODUCTION BRIDGE SERVICES

With the purchase of the exhibition stall in the Exhibition Area, the accreditations included are Industry Trade badges (please see the Venice Production Bridge regulations at www.labiennale.org). If you require additional Industry Trade badges, these may be purchased at a reduced price of € 160.

For those who acquire a package, additional accreditations can be requested, apart from those already included, at a reduced price of € 230 each for Industry Gold and € 160 each for Industry Trade.

The advertising page has to be approved before publication by the Venice Production Bridge.

EXHIBITION SPACES

The pre-furnished exhibition stall consists of side and back walls, electric fitted with light and 2 kw socket, emblem with the name of the exhibitor, 1 table, 2 chairs, 1 locker, coat-hanger, bin.

The Corner includes back wall, 1 desk, 1 stool, 2 Kw socket, bin.

THE VENICE PRODUCTION BRIDGE IS LOOKING FORWARD TO WELCOMING YOU

74th VENICE INTERNATIONAL FILM FESTIVAL
(August 30th to September 9th, 2017)

VENICE PRODUCTION BRIDGE
(August 31st to September 5th, 2017)

Pascal Diot Head of the Venice Production Bridge
pascal.diot@labiennale.org
Mob. +33607269033

Venice Production Bridge
74th Venice International Film Festival
indoffice@labiennale.org
Ph. +390412726595

Photos by Andrea Avezzi and Jacopo Salvi





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