TIFF Industry 2016 Promotional Opportunities

Contact
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tiff

Industry at the 2016 Toronto International Film Festival: Business. Connections. Exposure.

Promotional opportunities include:

Stands, Banners, Posters, Decals and more!

2015 Stats

5,400+
ACCREDITED INDUSTRY

2,100+
BUYERS

50+
FILM SALES ANNOUNCED

80
COUNTRIES REPRESENTED

1,200
PRESS
(in addition to Accredited Industry #)

900+
GUESTS
(Actors & Directors)

3,100+
COMPANIES

60,000+
VISITS TO INDUSTRY VENUES
(Industry Centre, Glenn Gould Studio, Scotiabank Theatre)

Key Dates

March 1	Hotel Booking Opens for Returning Delegates
May 5	Early Bird Registration Opens
June 14	Early Bird Registration Closes
August 26	Online Registration Closes
September 6	Onsite Registration Begins
September 8	Festival Begins
September 18	Festival Ends
July 6	Private Screening Rental Booking Window A Opens
August 1	Private Screening Rental Booking Window B Opens

Key Locations

TIFF Industry Centre @ the Hyatt Regency Hotel

- Industry Pass Pick Up & Registration, National Agency Stands
- Industry Box Office, Business Centre, Information Desk, Food & Beverage Stand
- Office Suites, Protocol Office, Meeting Space

Glenn Gould Studio @ the Canadian Broadcasting Building

- Industry Conference, Filmmakers Lounge

TIFF Bell Lightbox

- Private Screenings, Public Screenings, Event Rental Space

ScotiaBank Theatre

- Press & Industry Screenings, Buyers Lounge

Looking to host an event, party or reception during the Festival? Contact hospitality@tiff.net for assistance!

Email hotels@tiff.net to book your Festival accommodations starting March 1!

National Agency Stands

Promote your regions cinema and act as a national hub for filmmakers and sales agents in attendance.

- **Turnkey Set-up**

  Includes marketing materials (large wall banner, two retractable banners, display racks for brochures, and branded workstation and reception desk), furniture (coffee table, lockable cabinet, shelving unit, a combination of meeting tables and sofa chairs depending on the size of the stand), and tech set-up (LCD TV and stand, Blu-ray player, phone and phone line for local calls, access to printer and copier, and a laptop with high-speed WiFi internet connection).

- **Industry Centre Footprint**

  Standard: Minimum of 9 square metres
  Premium: Minimum of 12 square meters

- **Industry Access**

  Includes pass and ticketed access to our industry locations and screenings.

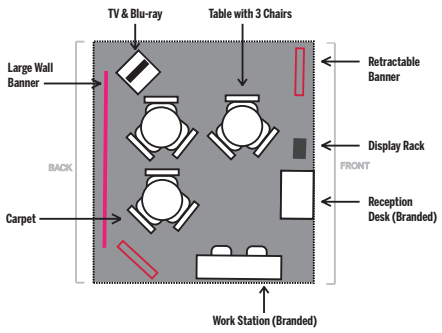
- **10-Day Rental Period**

  September 8 to 17, 2016. Exhibitors can access the space two days prior to the start of the rental period in order to set up.

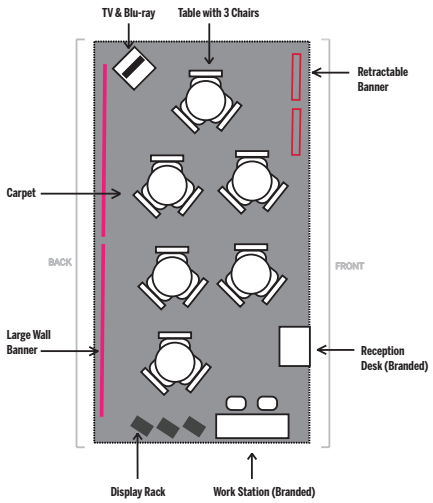
  Price: Stand packages start at $10,000.

Stand Options

STANDARD



PREMIUM



To learn more about stand regulations and price points, email us at sales@tiff.net, or call 416-934-5849.

Advertising Opportunities: Banners

Hanging Premier Banner

- 70.9" H x 96" W
- Price: **$3,000**
- Map Ref: H1–H8

Surrounding the main escalators, hanging banners offer maximum visibility and exposure. With various placement options to choose from, they are the perfect way to stand out in style.

Standing Premier Banner

- 110" H x 100" W
- Price: **$4,000**
- Map Ref: S1–S12

Slightly larger than its hanging counterpart, Standing Premier Banners are located in a high-traffic space in the Hyatt Regency mezzanine lobby.

There are a limited number available, so be sure to secure yours early

Standing Vertical Banner (Glenn Gould Studio)

- 79" H x 33.25" W
- Price: **$1,500 CAD**
- Map Ref: B9–B12

Located at the Canadian Broadcasting Centre, the Glenn Gould Studio is the home of Industry Conference events such as our Moguls and Keynote sessions, Happy Hours, Doc Conference, and Pitch This! competition. These sessions are attended by a range of delegates, from experienced filmmakers to buyers. It's an ideal location to advertise features, documentaries, and locations. The Vertical Banners located in the lower lobby are the first thing delegates see when they enter the building! **10,000** people visit this space during the Festival.

Standing Vertical Banner

- 110" H x 60" W
- Price: **$1,000 CAD**
- Map Ref: B1–B8

Located within the central area of the Industry Centre at the Hyatt Regency.

Hanging Vertical Banner

- 79" H x 33.25" W
- Price: **$1,200 CAD**
- Map Ref: 1–12

Located within the central area of the Industry Centre at the Hyatt Regency.

Double-sided for double the exposure!

Advertising Opportunities: Banners & Posters

Premier Column Banner (four-sided)

- 103" H x 53" W
- Price: **$1,800**
- Map Ref: C1–C15

Promote your film next to the pass pick up desks and Industry Box Office at the Industry Centre with our new four-sided column banners.

Vertical Poster Boxes (Scotiabank Theatre)

- 40" H x 27" W
- Price: **$1,200 CAD**
- Map Ref: 19–22

Promote your film at our premier Press & Industry screening venue, the Scotiabank Theatre. Poster boxes are located inside the main area of the venue. Your ad will be exposed not only to TIFF Industry delegates, but also to Festival-goers and the general public. **90,000** people visit this space over the course of the Festival.

Outdoor Premier Poster

The Outdoor Premier Posters are our most high impact public facing banners. These signs have a daily total of 45,000+ impressions during the Festival, as they are ideally located in the centre of the Festival Village.

Contact sales@tiff.net for more details on specs and pricing.

Advertising Opportunities: Decals

Outdoor Decal

- Price: $**7,000** PER SIDE
- Map Ref: D10–D11

These outdoor banners are ideal if you are looking to market your film both to industry and public audiences. Located on the corner of King and John Streets, they catch the attention of passersby at the Industry Centre (Hyatt Regency), P&I Screening Venue (Scotiabank Theatre), and TIFF Bell Lightbox.

Contact sales@tiff.net to find out more about our other highly impactful outdoor advertising opportunities.

Glenn Gould Decal

- Price: **$2,000**
- Map Ref: D12–D14

Located at the Canadian Broadcasting Centre, the Glenn Gould Studio is the home of large Industry Conference events such as our Moguls and Keynote sessions, Happy Hours Doc Conference, and Pitch This! competition. These sessions are attended by a range of delegate types, from experienced filmmakers (directors and producers) to emerging buyers. It's an ideal location to advertise features, documentaries, and locations.

Elevator Decal

- 83" H x 41" W
- Price: **$2,250**
- Map Ref: D1–D8

An elevator decal is a unique promotional opportunity because it has a high impact on all of the industry professionals staying at our host hotel, the Hyatt Regency. Delegates will see this decal not only when the TIFF Industry Centre is open, but also after hours as they are heading to their rooms or office suites following late meetings, screenings, or events.

Lobby Decal

- Price: **$5,000**
- Map Ref: D9

Located next to the main entrance, this ad space is one of the first things people see once they enter the building, and the last thing they see when they leave.

Stairway Decal

- Price: **$2,000**
- Map Ref: SD1–SD2

The entrance to the Industry Centre features a low staircase ideal for prominent branding. This ad opportunity is a good way to grab the attention of industry, press, and guests as they arrive.

Promotional Opportunities

Wall Projection (Hyatt Regency)

- Price: **$2,000**
- Map Ref: P1–P2

We'll be projecting ads on the large white walls alongside the main escalators to the mezzanine level of the Hyatt Regency. These ad opportunities are by far the largest we offer and allow sales agents and national agencies to animate their sales message for maximum impact.

Branded Key Cards (Hyatt Regency)

- Price: **$6,000**

We are offering you the opportunity to put an ad for your film or location in the hands of each delegate (industry, press, and guest) staying at the Hyatt Regency (our host hotel). Over **400** people use their key cards on a daily basis.

Delegate Bag Inserts

- Price: **$3,000**

Deliver your message directly into the hands of delegates. Branded items inserted into delegate bags in the past include reusable water bottles and coffee cups, note-pads, USB keys, smartphone cases, business card holders, packages of mini tissues, novelty gifts, compact umbrellas, and matchbooks.

Please note that you are responsible for the cost and branding of the items; TIFF Industry does not cover shipping charges.

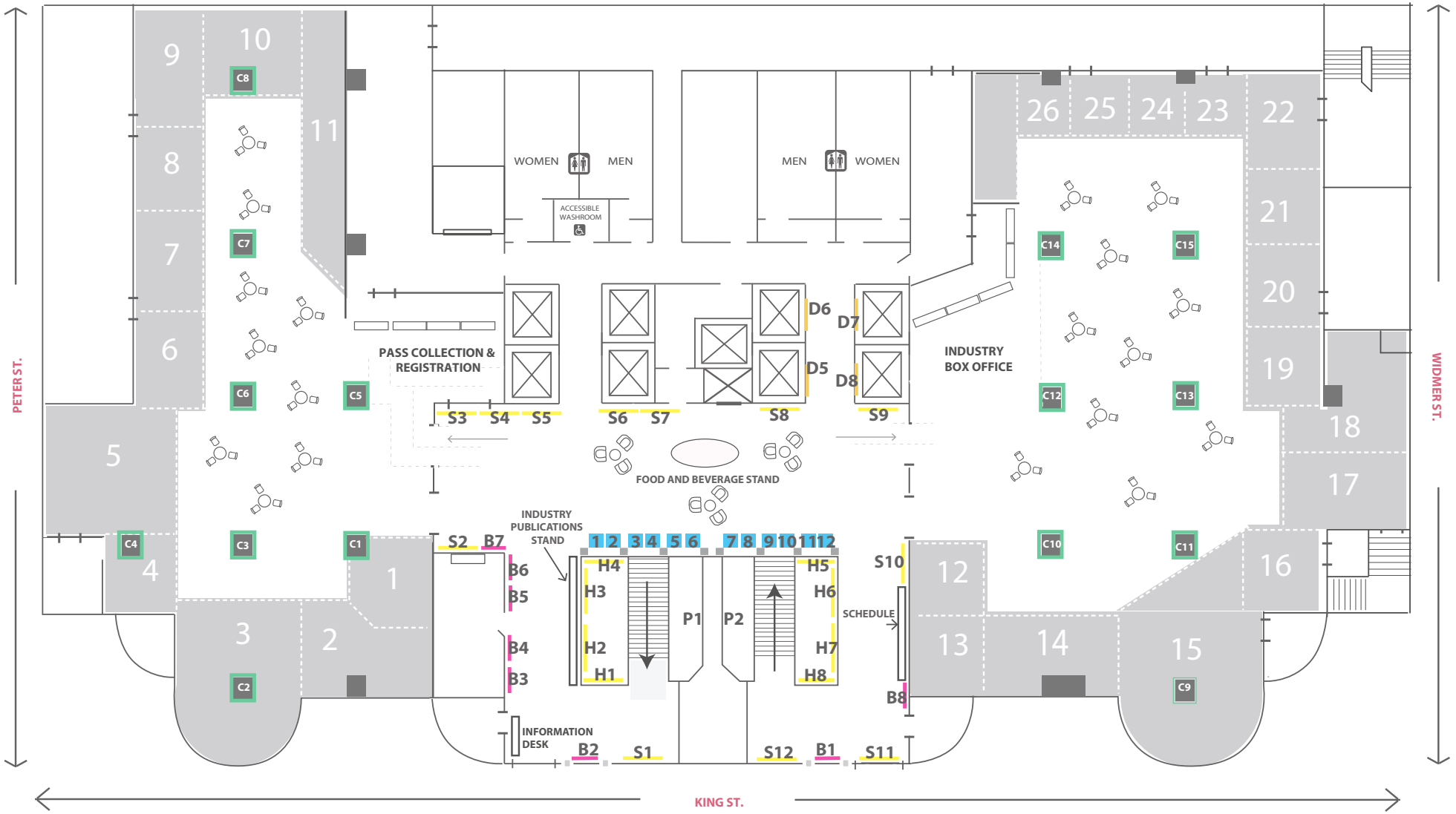
Important Information

- Advertising artwork submission deadline: **August 17, 2016**
- Delegate bag-insert approval deadline: **August 5, 2016**
- Promotional Regulations: Sales agents and national agencies with films in the Festival may market not only official selections, but also other titles on their slate. National and regional agencies may also promote locations, while trade magazines promote subscriptions and technical servicing companies promote equipment.

  All submitted artwork is subject to approval, in accordance with TIFF's advertising policy.

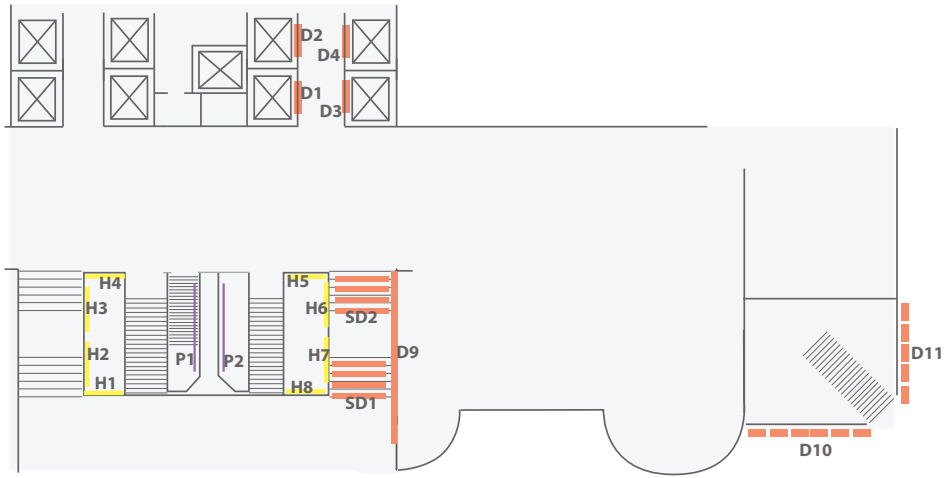
  Please contact us if you require TIFF's Official Selection logo.
- Promotional ads are sold on a first-come, first-served basis. Reserve your spot early!

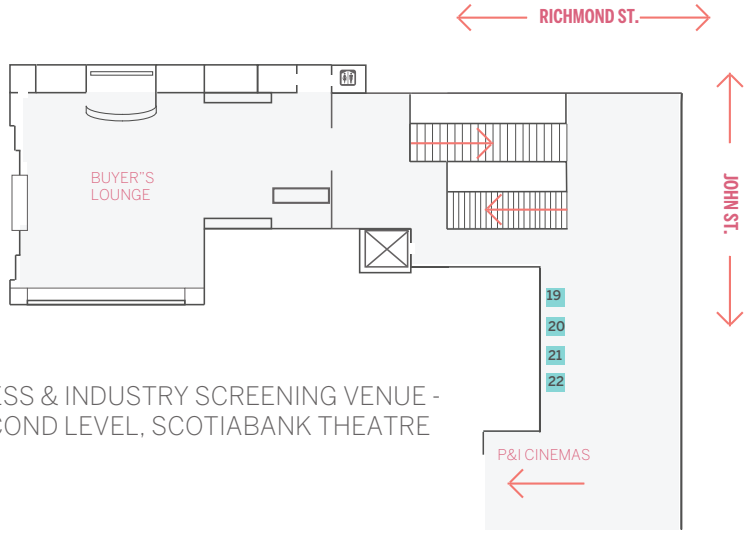
TIFF Industry Venue Maps



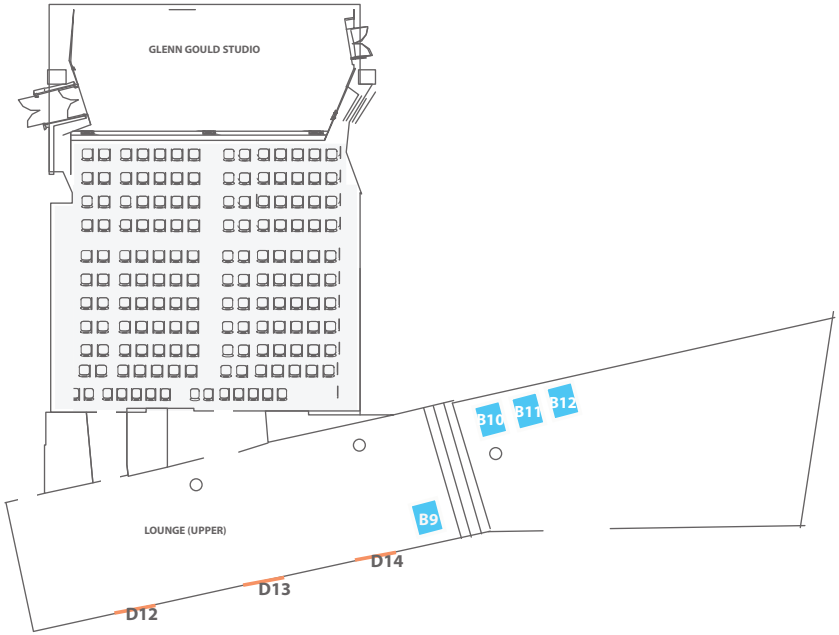
INDUSTRY CENTRE, MEZZANINE LEVEL, HYATT REGENCY

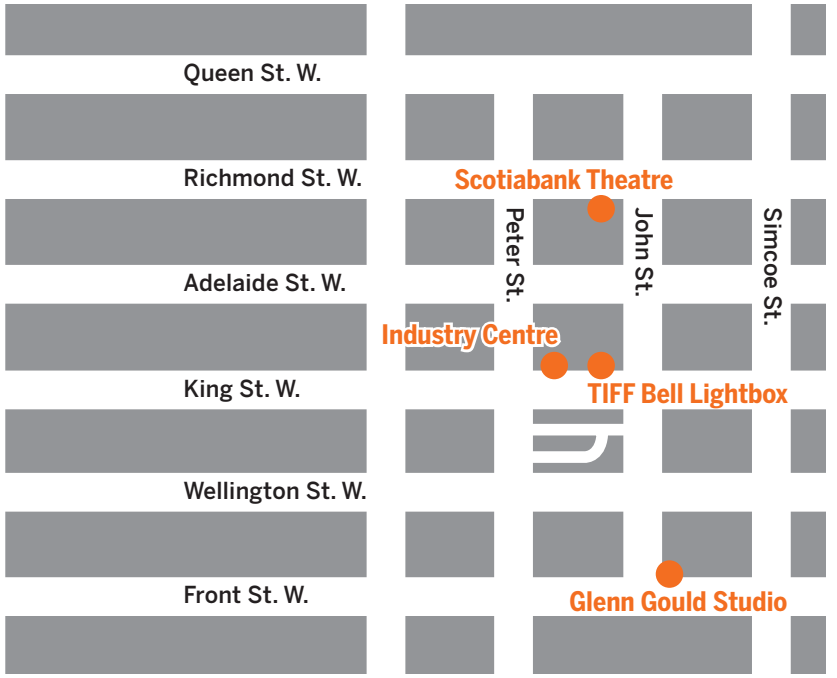
Layout subject to change.





PRESS & INDUSTRY SCREENING VENUE -
SECOND LEVEL, SCOTIABANK THEATRE





Layout subject to change.

Private Screening Rentals

The Festival has expanded its film sales support program to include three state-of-the-art private screening rooms inside TIFF Bell Lightbox. Take advantage of our rental program to screen films within and outside of Official Selection.

Want to host an Event, Party, or Cocktail Reception during the Festival?
Reach out to **hospitality@tiff.net** for assistance!

Want to book your Festival accommodations?
Reach out to **hotels@tiff.net** for more information.

Screening Rental Availability
September 8–18

- **Cinema 5 (48 seats): 9am, 12pm, 3pm**
  September 8: no 12pm, 3pm slots
- **Cinema 6 (41 seats): 9:15am, 12:15pm, 2:15pm, 6:15pm, 9:15pm**
  September 8: no 6:15pm, 9:15pm slots
- **Cinema 7 (66 seats): 9:30am, 12:30pm, 3:30pm, 6:30pm and 9:30pm**
  September 8: no 6:30pm, 9:30pm slots

Technical Format Options

- Cinema 5 – Blu-ray, DCP
- Cinema 6 – Blu-ray, DCP
- Cinema 7 – Blu-ray, DCP

Booking Window A: July 11 - August 7

- Cinema 5, 6 & 7: **$1,250** (Sept. 8–13), **$750** (Sept. 14–18)
- Screening material and publication status must be confirmed by **August 9**

Window A Regulations

- Open to companies with films in Official Selection, maximum two screenings per company
  - Bookings are filled on a first-come, first-served basis, with a 72-hour request-approval window
- Requests are confirmed upon receipt of credit card payment, which must be received within 48 hours of request approval to secure the booking or it will be released
- Screening material and publication status must be confirmed by August 9
- Material to be screened must not exceed 140 minutes in length and must be contained on one exhibition copy (i.e., all promos on one DCP drive)
- Refunds will not be issued for cancelled bookings

Booking Window B: August 8–September 18

Pricing for companies **with** films in Official Selection:

- Cinema 5, 6, & 7: **$1,750** (Sept. 8–13)
- Cinema 5, 6 & 7: **$1,000** (Sept. 14–18)

Pricing for companies **without** films in Official Selection:

- Cinema 5, 6, & 7: **$2,000** (Sept. 10–20)

Window B Regulations

- Open to companies with or without films in Official Selection; a maximum of five for Festival titles (including those made in Booking Window A) and two screenings for non-Festival films
- Bookings are made on a first-come, first served basis, with a 24-hour request-approval window
- Requests are confirmed upon receipt of credit card payment, which must be received within 48 hours of request approval or immediately if the request is made during the Festival. Should payment not be received in line with these regulations, the booking will be released
- Material to be screened must be confirmed within 48 hours of approval confirmation
- Material to be screened must not exceed 140 minutes in length and must be contained on one exhibition copy (i.e., all promos on one DCP drive, HDCAM tape)
- Refunds will not be issued for cancelled bookings

To request a booking, and for any additional information, please contact: privatescreenings@tiff.net

- Booking requests will not be accepted until July 11 at 9:00am EST
- All booking requests are subject to approval
- All bookings will be taken on a first-come, first-served basis
- If the material being screened is part of the Official Selection, an additional exhibition copy (format dependent) will be required
- 3D formats not accepted for private screenings
- Attendance reports will be sent to the booking contact following the screening
- Booking requests for dates prior to September 8 are subject to availability. Attendance reports will not be available for these screenings
- Extended 30 minute tech checks are available for $500. Subject to availability

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