2017 Promotional Opportunities

tiff

Join the biggest names and brightest minds

5,400+	accredited industry
2,100+	buyers
50+	film sales announced
83	countries
1,300	press in addition to industry
900+	actors & directors
3200+	companies
60,000+	visits to industry venues
80	private screenings

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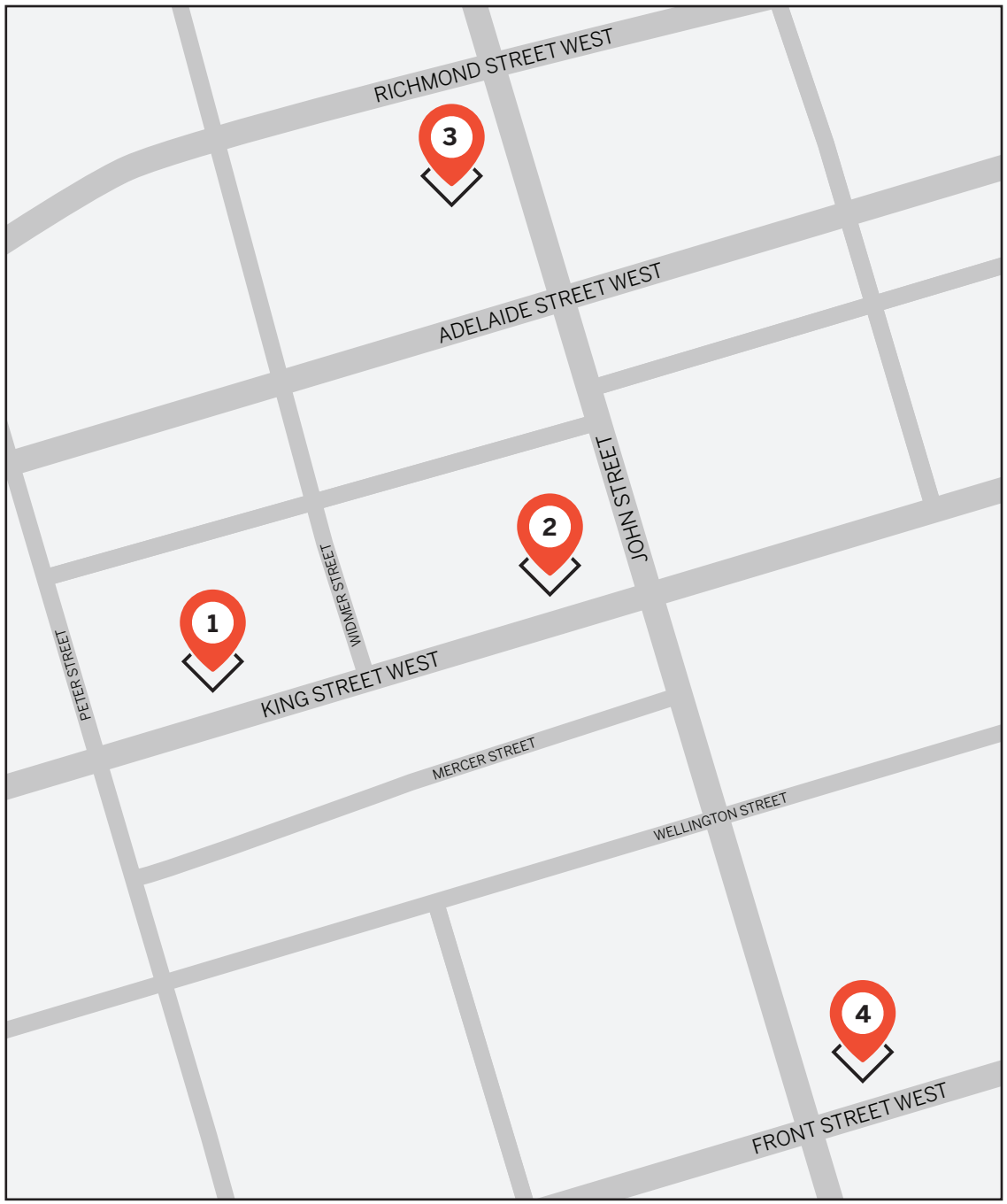


1 TIFF Industry Centre
Hyatt Regency Hotel

- Industry Pass Pick Up & Registration
- National Agency Stands
- Office Suites
- Press & Industry Box Office
- Business Centre
- Protocol Office
- Meeting Space

2 ScotiaBank Theatre

- Press & Industry Screenings
- Buyers Lounge
- Private Screenings

3 TIFF Industry Forum
Glenn Gould Studio

- Industry Forum

4 TIFF Bell Lightbox

- Private Screenings
- Public Screenings
- Event Rental Space

Feb 7
Film submissions open

March 1
Hotel booking opens for returning delegates

May 5
Early bird registration opens

Film submissions deadline

June 2
Late submission deadline
(additional fee applies)

June 13
Early bird registration closes

July 10
Private screening rental bookings open

August 25
Online registration closes

September 5
Onsite registration begins

September 7–17
Festival

September 8–13
Industry Forum

Regional hub for filmmakers and sales agents at TIFF.

Turnkey set-up

Marketing Materials

- Large wall banner
- Two rectangular banners
- Display racks
- Branded workstation
- Reception desk

Furniture

- Coffee table
- Lockable cabinet
- Shelving unit
- Meeting tables
- Sofa chairs

Tech set-up

- LCD TV & Stand
- Blu-ray player
- Phone line for local calls
- Printer and copier
- Laptop & WiFi

Passes & Tickets

Stands include access to press & industry screenings and industry locations

10 day rental

Sep 5-6: Set up

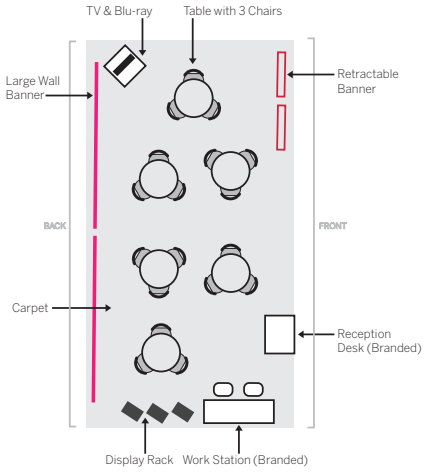
Sep 7-16: Open for business.

Price

Stand packages start at $10,000.

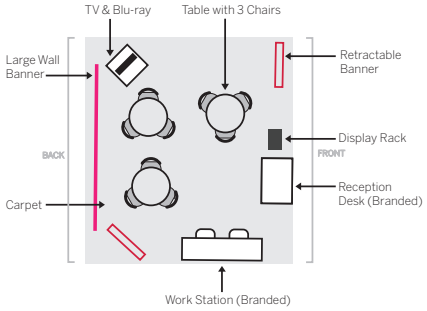
Premium

Minimum of 12 square metres



Standard

Minimum of 9 square metres



Premium Hanging Banner
Industry Centre

- 70.9" H x 96" W
- Price: **$3,000**
- Map Ref: H1–H7

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.

Premium Standing Banner
Industry Centre

- 72" H x 96" W
- Price: **$4,000**
- Map Ref: S1–S8

Premium Standing Banners are located in a high-traffic space on the Hyatt Regency mezzanine.

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

Standard Vertical Banner
Industry Centre

- 79" H x 33.25" W
- Price: **$1,500**
- Map Ref: 1–6, 16–19

Located in the heart of the Industry Centre.

Hanging Vertical Banner
Industry Centre

- 79" H x 33.25" W
- Price: **$1,200**
- Map Ref: 7–15

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

Double-sided for double the exposure!

Column Banner
Industry Centre

- 103" H x 53" W
- Price: **$1,800**
- Map Ref: C1–C6

Capture delegates' attention with four-sided banners.

Poster Boxes
Scotiabank Theatre

- 40" H x 27" W
- Price: **$1,200**
- Map Ref: 20–23

Promote your film at our main Press & Industry screening location. Showcase your message to Industry delegates, Festival-goers, and the general public. **90,000** people visit this space during the Festival.

Standard Vertical Banner
Glenn Gould Studio

- 79" H x 33.25" W
- Price: **$1,500**
- Map Ref: 24–27

The Glenn Gould Studio is the home of the Industry Conference, Moguls and Keynote sessions, Happy Hours, Doc Conference, and Pitch This! competition. 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.

Outdoor Poster
King Street West

- 68" H x 47" W
- Price: **$3,500**

As our most high impact public facing banners these signs have a daily total of **45,000+** impressions during the Festival.

Outdoor Decal
King Street West

- Price: **$7,000** PER SIDE
- Map Ref: D15–D16

Market your film both to industry and public audiences. Located on the corner of the Hyatt Regency, these catch the attention of public and industry heading to the Industry Centre, Scotiabank Theatre and TIFF Bell Lightbox.

Elevator Decal
Industry Centre

- 103" H x 53" W
- Price: **$2,250**
- Map Ref: D1–D13

A unique promotional opportunity with a high impact on all of the industry professionals staying or working at our the Hyatt Regency.

Lobby Decal
Industry Centre

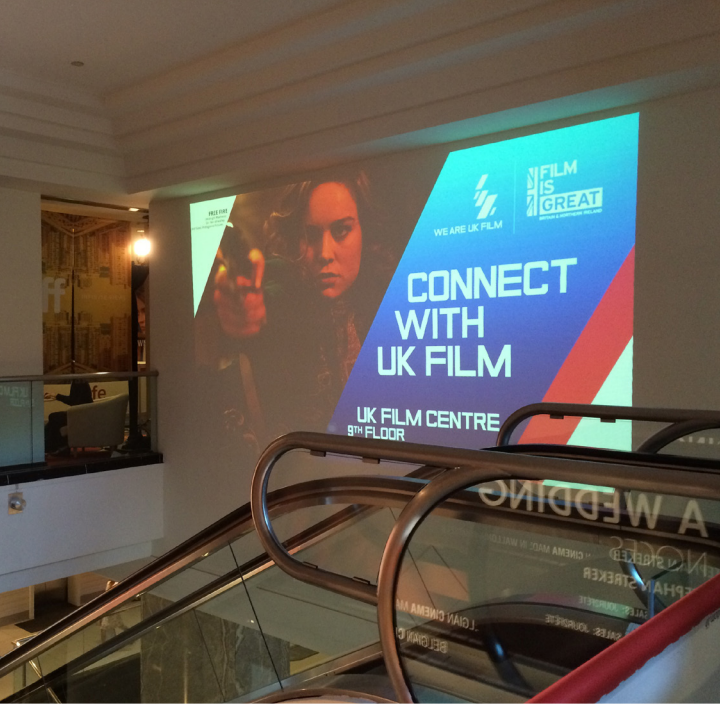
- x" H x x" W
- Price: **$5,000**
- Map Ref: D13

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

Stairway Decal
Industry Centre

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

The entrance to the Industry Centre features a wide and welcoming staircase ideal for prominent branding. A great way to grab the attention of industry, press, and guests as they arrive.



Wall Projection
Industry Centre

- Size
- Price: **$5,500**
- Map Ref: P1–P2

Project your ad on the large white walls alongside the main escalators to the mezzanine level. These opportunities are by far the largest we offer and allow you to animate your sales message for maximum impact.

Branded Key Cards
Industry Centre

- Size
- Price: **$6,000**

Place your message in the hands of every delegate staying at the Hyatt Regency. Over **400** people use their key cards on a daily basis.

Delegate Bag Inserts
Industry Centre

- Price: **$3,000**

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

Deadlines and Regulations

August 9, 2017:
Delegate bag-insert approval deadline

August 16, 2017:
Advertising artwork submission deadline

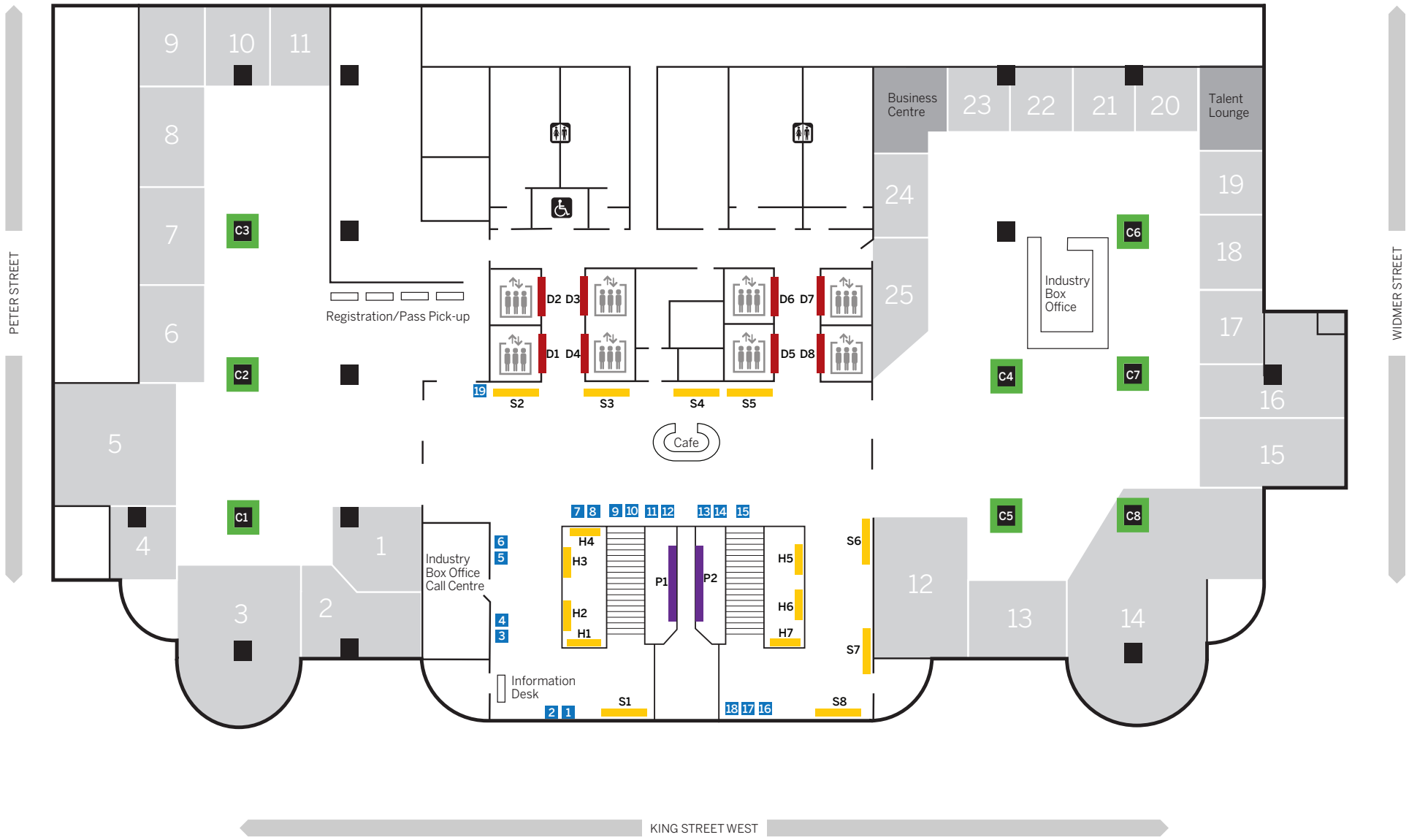
Our regulations allow you to promote all titles on your slate as well as subscriptions, locations and technologies.

Outdoor signs are specifically for films in Official Selection.

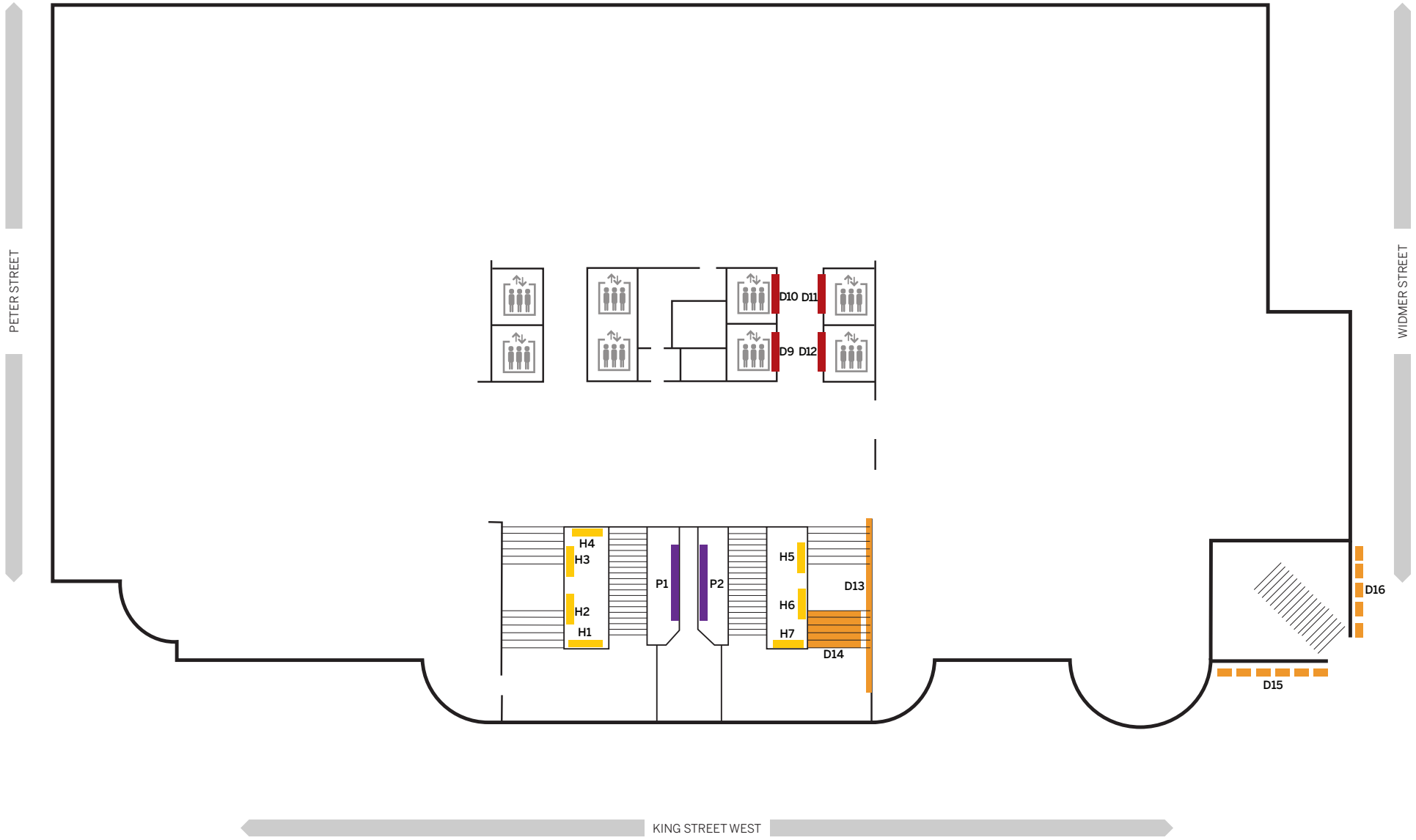
All submitted artwork is subject to approval, in accordance with TIFF's advertising policy.

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!



Layout Subject to Change



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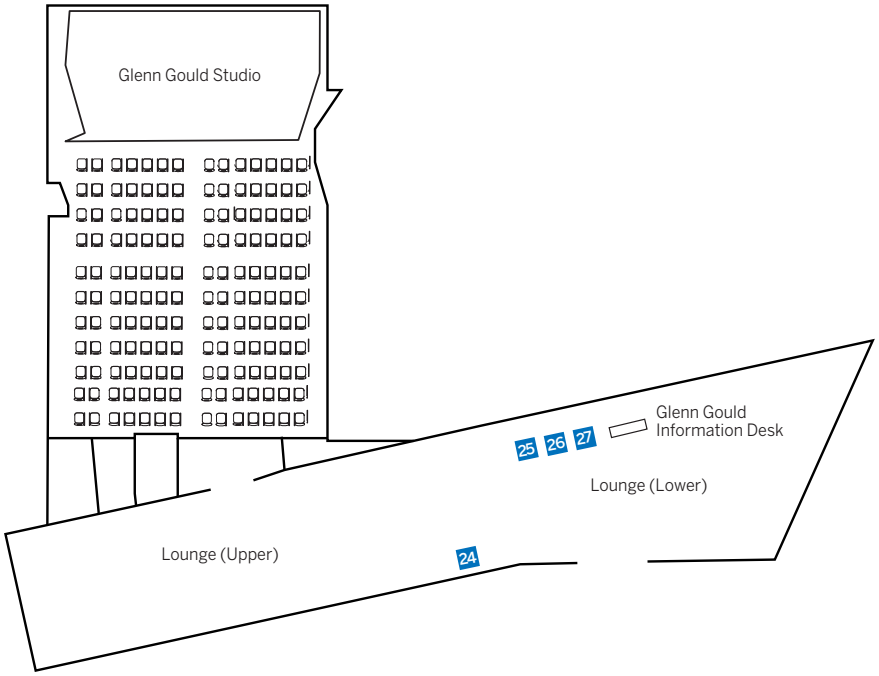
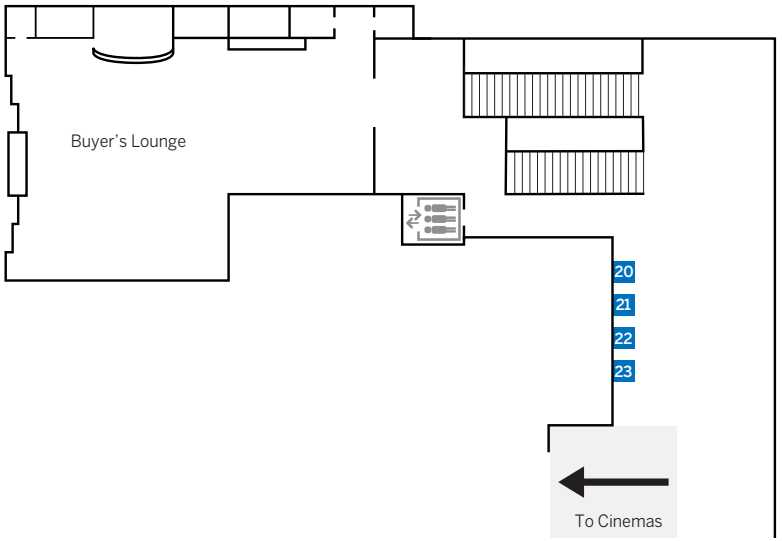
Glenn Gould Studio



Scotiabank Theatre



Layout Subject to Change

We're here to help you make the most of your festival-going experience. Contact us with any questions.

National Agency Stand and Advertising Bookings
sales@tiff.net

Private Screening Rentals
privatescreenings@tiff.net

Event, Party or Reception Rentals
hospitality@tiff.net

Festival Accomodations
hotels@tiff.net

Film Submissions
submissions@tiff.net

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MAJOR SPONSORS

MAJOR SUPPORTERS