

**AVANT  
PREMIÈRE  
2027**

# **Sponsoring + Advertising**



**30 Jan – 3 Feb 2027**  
**MuseumsQuartier, Vienna**



## AVANT PREMIÈRE HAS A NEW HOME IN VIENNA

Avant Première is the world's leading trade fair for performing arts on screen. Featuring the latest music + dance film productions, an extensive conference programme and networking opportunities. Starting in 2027, it will take place in the historic MuseumsQuartier, one of the largest cultural districts in the world, right in the heart of the city.

Vienna is the Capital of Music, a city where culture isn't a backdrop. That spirit runs through everything Avant Première stands for: a B2B market rooted in culture, built on a single mission: getting the best of performing arts onto the screen.

The 2027 edition will introduce new formats, with an international conference bringing high-profile voices to the stage, and moments designed to bring the industry closer together. And at the very centre of it all, unchanged and unwavering: the Avant Première Screenings, the heart of the event.

- **SCREENINGS OF 500+ MUSIC + DANCE FILMS**
- **PANELS, KEYNOTES & PRESENTATIONS WITH INDUSTRY EXPERTS**
- **PITCHING SESSION FOR ARTS DOCUMENTARIES**
- **1000+ INDIVIDUAL MEETINGS**

### DATA

**PARTICIPANTS** 500+ from over 30 countries

**COMPANIES** 300+

**PRESENTING COMPANIES** 60+

**PRODUCTIONS** 500+ performing arts film productions in the catalogue

**NETWORKING** 1000+ individual meetings & 170 One-on-One Expert Session meetings

**MAILINGS** 6,000+ subscribers to the AP mailing list

**SOCIAL MEDIA** 9,500+ followers

**WEBSITE** 14,000 monthly visitors

**MEDIA COVERAGE** 20+ publications such as ORF, APA, Frankfurter Allgemeine Zeitung, The Strad, MDR, etc.





CATALOGUE

Gain exposure in our most essential publication: the Avant Première Catalogue. Featuring more than 500 music and dance film productions, it serves as a key guide and point of reference for participants – during the event and throughout the year.

FORMAT 210x297mm  
DISTRIBUTION 400 copies on site

PRICES

Cover: on request\*  
U2: €2,600  
U3: €2,300  
Back cover: €2,900  
Full page: €600  
Bookmark: €1,300

\*key visual, only available with the Sujet Partnership

PROGRAMME BOOKLET

Place your advert in one of the most prominent event publications: the Avant Première Programme Booklet. An essential item for participants, it is also distributed throughout the venue and at selected partner events, ensuring high visibility for your brand.

DISTRIBUTION 750 copies on site + partner events  
AD FORMAT 106x148mm (back cover)  
PRICE €1,800



n.b. All prices include the IMZ Member discount





### BOOTH

Present your company as an exhibitor to professionals across the media and performing arts industries. Enjoy four days of high visibility in the networking area (Ovalhalle), with opportunities to inform and engage your target audience. The package includes one Standard Online Booth in the Online Exhibitor's Area.

**BOOTH SIZE** 5m<sup>2</sup>

**PRICE** €2,500\*

\*includes 1 Free Festival Pass + Online Booth



### OVALHALLE PROJECTION

Display your visual on the big screen in the Ovalhalle, the central networking hub and home to all exhibitor booths. Gain prominent visibility in the heart of the event, where participants meet, connect and exchange.

**SCREEN SIZE** 4.2 x 2.3m

**PRICE** €1,400



### VIDEO COMMERCIAL

Show your commercial or advertisement to a captive audience directly before the Avant Première Screenings. A prime opportunity to put your brand in front of prominent buyers and decision-makers from the industry.

**PLACEMENT** 8 slots across 4 days

**DURATION** 15 sec.

**PRICE** €2,000



### PHOTO WALL

Prominent logo placement on the official Avant Première photo wall, alongside the IMZ and Avant Première logos. Your brand will feature in event photography, providing visibility among guests and industry professionals, as well as across communications, press coverage and social media.

**PRICE** €3,000





## OVALHALLE DOORS PRINT

Fully laminated print covering both doors connecting the main networking area (Ovalhalle) with the Baroque Suites. A branding opportunity in a key passageway used by participants throughout the event.

**SIZE** 207 x 89 cm (x2)

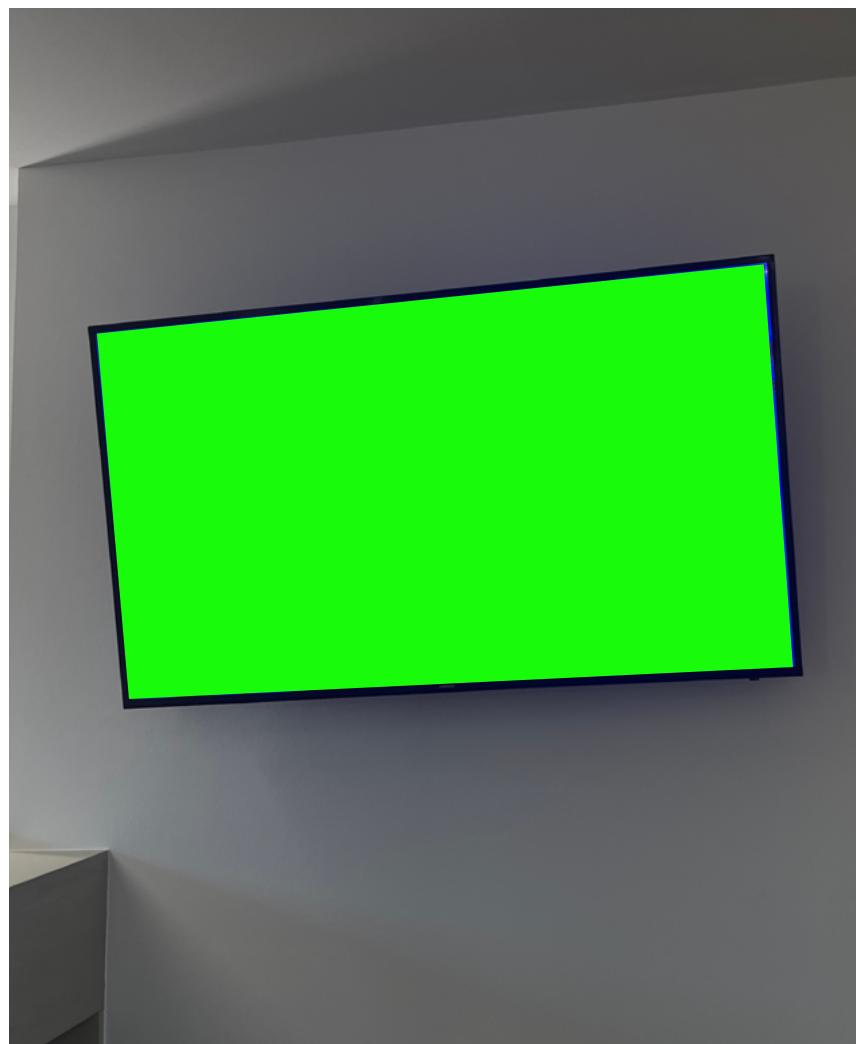
**PRICE** €2,500



## SCREENING HALL LOGO PROJECTION

8 logo projections on the walls of the Screening Hall (Arena21). Your logo will be displayed at the beginning and end of each programme point, and during each break, ensuring repeated visibility throughout the event.

**PRICE** €2,000 for two / €3,000€ for four



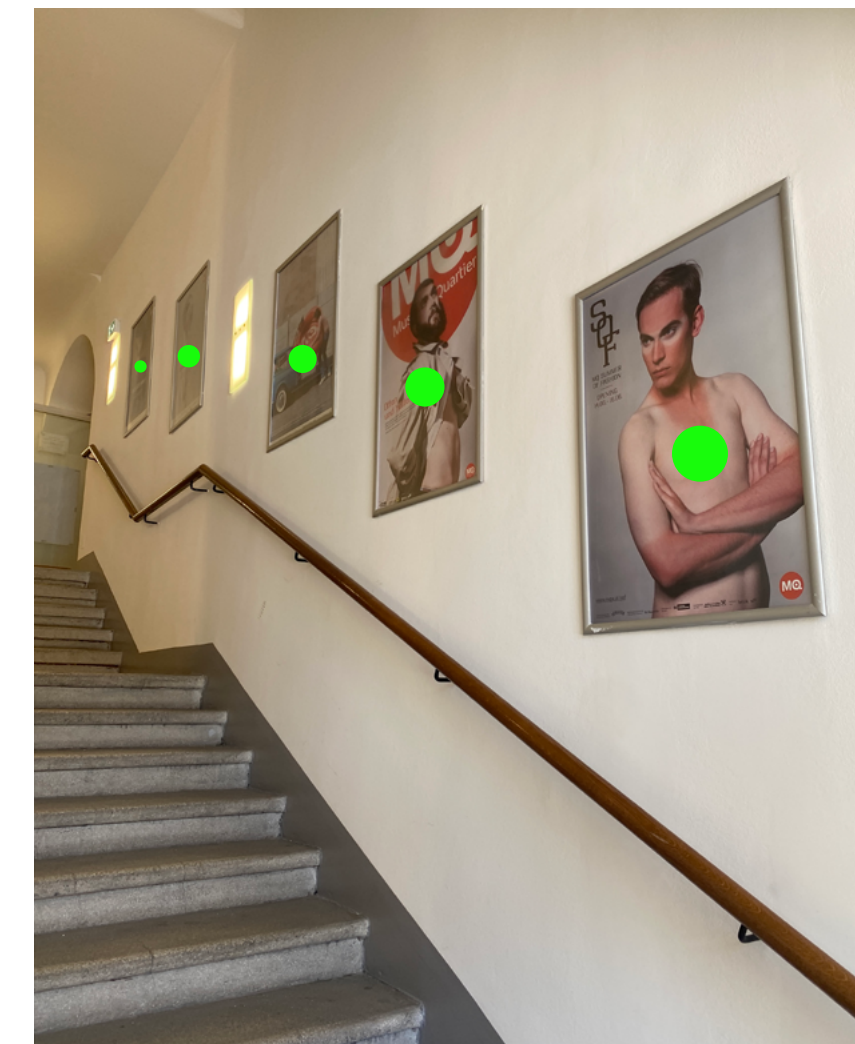
## TV LOOP

Feature your brand on the large TV screen at the Baroque Suites reception desk with permanent looping content, and on presentation TVs during breaks inside the Baroque Suites.

**FORMAT** Video or slide / 16:9 / silent

**MAX LENGTH** 30s

**PRICE** €700



## POSTERS

24 posters displayed along the staircase leading to the Baroque Suites, providing prominent and repeated brand visibility as participants move between key event areas.

**SIZE** A1 (59.4 x 84.1 cm)

**PRICE** €300 for one / 900€ for four



MARKET BAG

Place your logo on the back of the official Avant Première Market Bag – a high-quality cotton tote included in every participant’s welcome package. Practical and durable, the bags are often reused beyond the event and have even been spotted at other industry events throughout the year.

**INCLUDES** Logo featured on the back side  
**DISTRIBUTION** 500 bags on site  
**PRICE** €3,100

MARKET BAG INSERT

Include your flyer or goodie in every bag, reaching each Avant Première participant directly. Position your brand and give participants a clear first impression of your business as part of their welcome package.

**INCLUDES** 1 bag insert (goodie or printed)  
**DISTRIBUTION** 500 bags on site  
**PRICE** €630

LANYARD

Gain constant visibility with your logo on the official lanyards, worn by every participant, guest, and VIP throughout Avant Première. Your brand is seen at every networking moment and photo opportunity.

**INCLUDES** Logo featured 3–5 times on the front side  
**DISTRIBUTION** Provided to every participant, guest & VIP  
**PRICE** €2,100



n.b. All prices include the IMZ Member discount



ONLINE BOOTH

Present your company as a whole in this highly visible section of the digital Avant Première event platform (b2match): the Online Exhibitor Area. We offer the online booth in both standard and premium versions.

**INCLUDES** company logo · link to company website + profile on b2match · key visual · profile image · company trailer · promotion banner  
**PRICE** €450

WEB BANNER

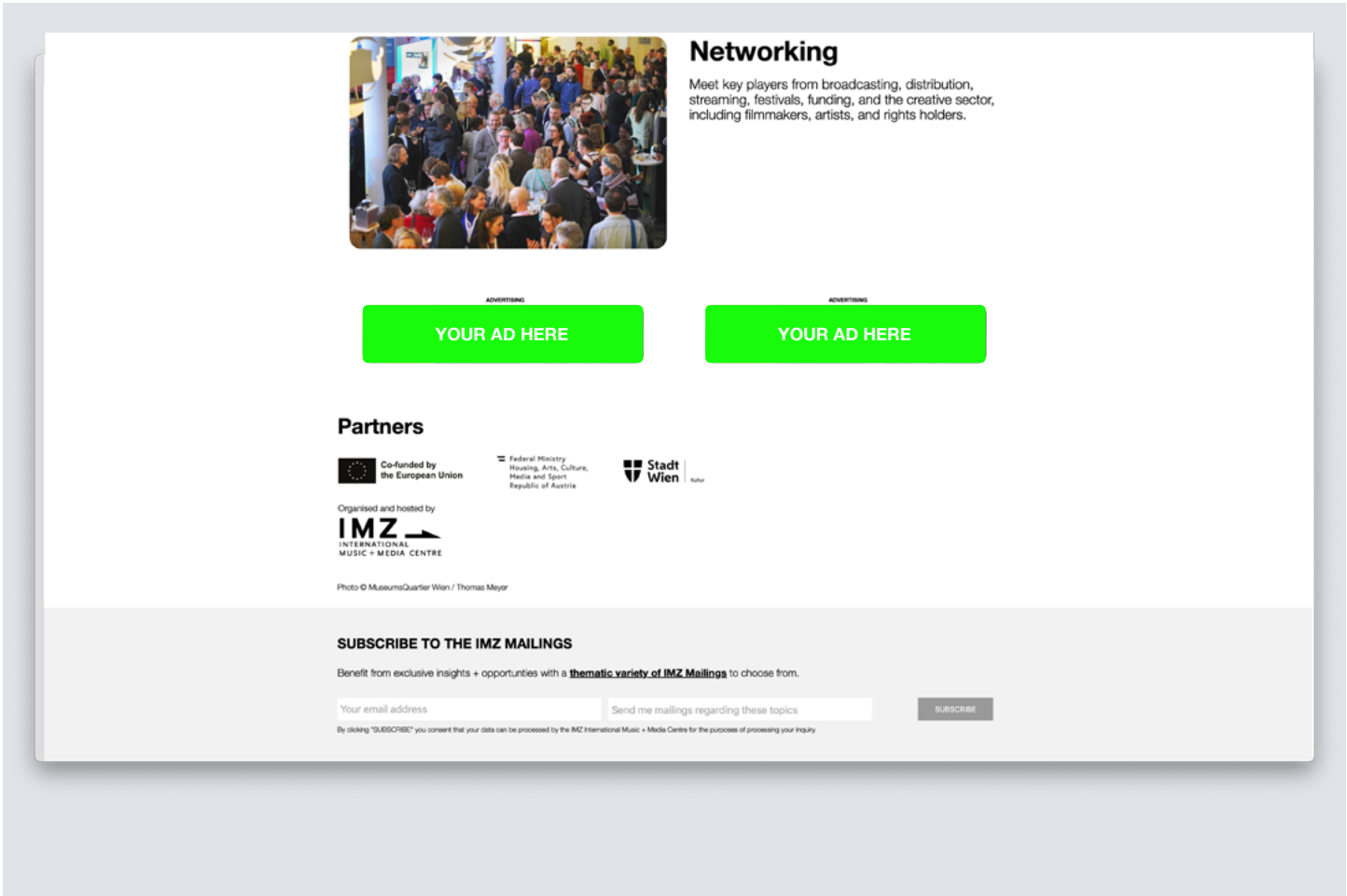
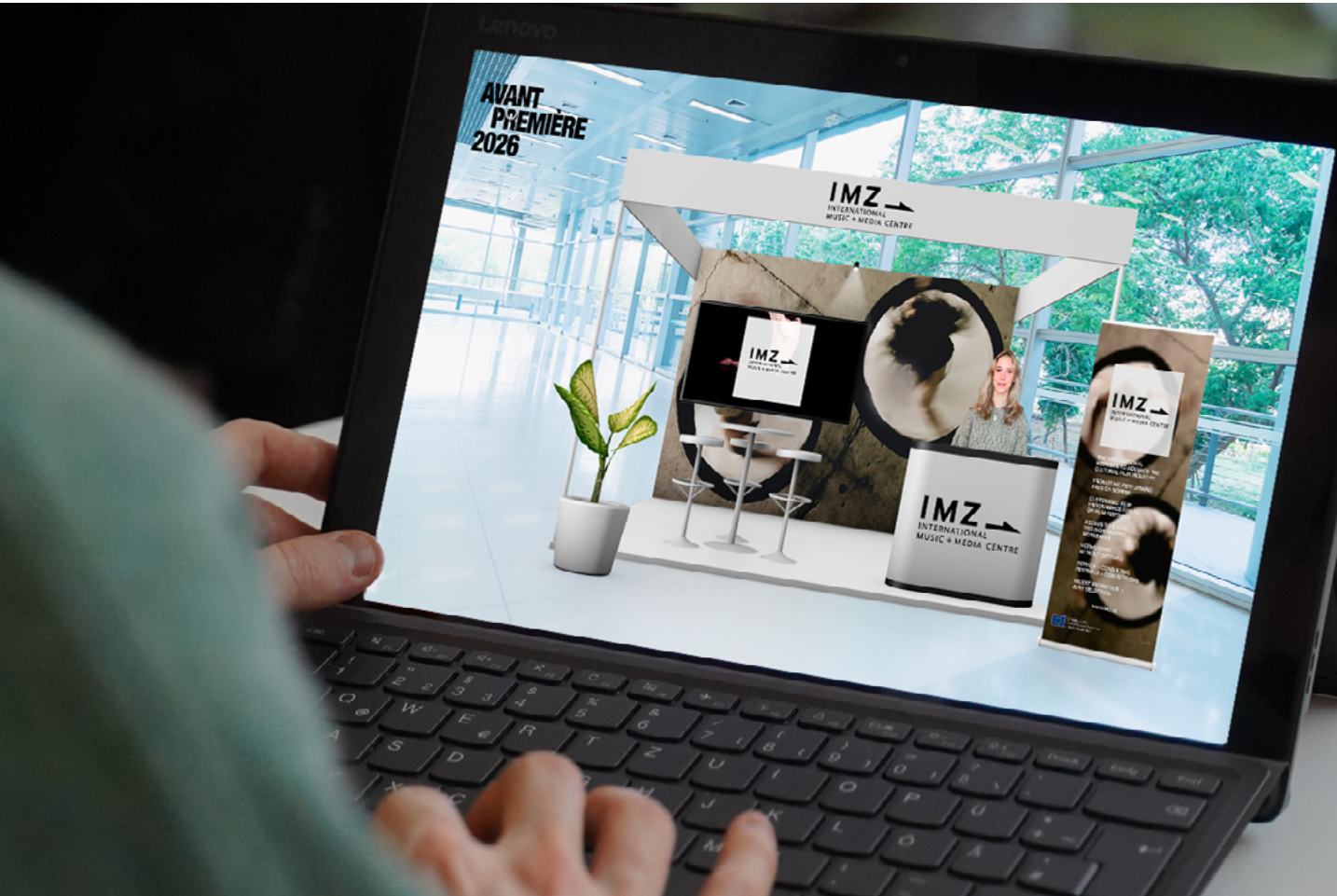
Place your web banner on the Avant Première home page, right above our partners section. With participants visiting not only during, but also before and after the market, you gain extensive visibility.

**BANNER FORMAT** 490 x 100px  
**DURATION** 1 month  
**PRICE** €210

NEWSLETTER BANNER

Put your banner in Avant Première email mailings, sent frequently to 6,000 contacts with key updates on submissions, tickets, programs, and guests. Reaching media, arts, and culture professionals, these mailings put your message directly in front of a relevant audience.

**BANNER FORMAT** 600 x 150px  
**DISTRIBUTION** 6,000+ contacts  
**OPEN RATE** >25% (average)  
**PRICE** €350



n.b. All prices include the IMZ Member discount



## **CONTACT**

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[www.avant-premiere.net](http://www.avant-premiere.net)