

ANNÉCY FESTIVAL MIFA
MARCHÉ
DU FILM

CROSS IP

Discover the Mifa's brand-new Cross IP Area, which is dedicated to bringing together all forms of storytelling to promote the adaptation and expansion of your intellectual property.



Immersive Experiences



Video Games



Comics



Books



Webtoon



On the 1st floor of the Exhibition Area
Open to Mifa badgeholders



Here you will find stands, meeting areas, networking opportunities and cocktail receptions during the entire 4 days of the Mifa.

CONTACT

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Exhibit in the Cross IP Area



CROSS IP MEETING AREA

Use the meeting table area to connect with industry professionals throughout the 4 days of the Market.

- 1 table + 4 chairs
- Visibility as an exhibitor and your logo displayed on the corner
- Access to the connected area to contact professionals and organize your appointments
- 1 Mifa accreditation

€1,500
VAT not incl.



STANDS

Showcase your latest technological solutions or your work at a stand.

The equipped stand package includes the stand space, structure, equipment (signage, spotlights, TV screen), a furniture package to be chosen from the supplier's catalogue, and a set number of Mifa accreditations based on the stand size.

From €3,159.74
VAT not incl.



IMMERSIVE WORKS SHOWROOM

Discover all the immersive works selected for the Festival in a 40 m² space and use this opportunity to showcase your content.

Open to Mifa badgeholders from Tuesday to Friday, 9 am to 7 pm.

Please contact us for further information.

Create an event in the Cross IP Area



NETWORKING



COCKTAIL RECEPTIONS

Present your publishing, immersive experiences or video games-related works or technologies to a target audience at a special networking venue.

- Private hire of the 48 m² space for 60 minutes
- Seating capacity: 20
- Audiovisual equipment
- Featured in the Mifa "The Business Extras" programme

€2,000 VAT not incl.

*The catering offer is not included

**A new area dedicated to French-language
publishers**

The logo for 'SHOOT THE BOOK!' is displayed in a white box. It features the words 'SHOOT THE BOOK!' in a bold, black, sans-serif font. The word 'THE' is smaller and positioned between 'SHOOT' and 'BOOK!'. The entire phrase is enclosed within two thick horizontal black bars. Below the main text, the copyright notice '© SCELF' is written in a smaller, black, sans-serif font.

SHOOT THE BOOK!
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