

ANNÉCY FESTIVAL MIFA
MARCHÉ
DU FILM

Exhibitor Guide

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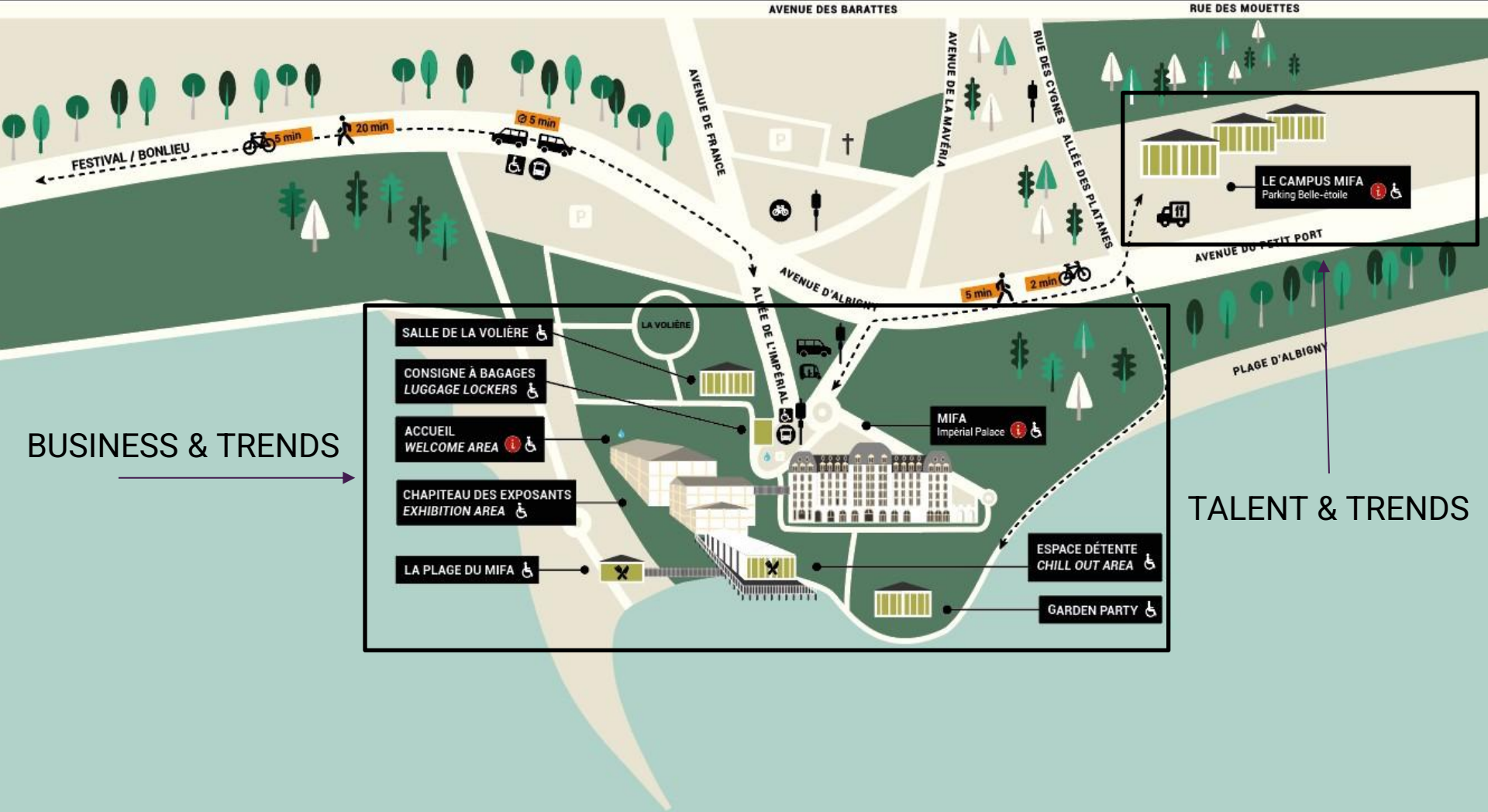
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1. The different venues and events



BUSINESS & TRENDS

TALENT & TRENDS

- SALLE DE LA VOLIÈRE ♿
- CONSIGNE À BAGAGES
LUGGAGE LOCKERS ♿
- ACCUEIL
WELCOME AREA ⓘ ♿
- CHAPITEAU DES EXPOSANTS
EXHIBITION AREA ♿
- LA PLAGE DU MIFA ♿
- MIFA
Impérial Palace ⓘ ♿
- ESPACE DÉTENTE
CHILL OUT AREA ♿
- GARDEN PARTY ♿

- LE CAMPUS MIFA
Parking Belle-étroite ⓘ ♿

1. The different venues and events



1. CENTRE DE CONGRÈS – IMPÉRIAL PALACE

Business & Trends Content

- Mifa Conferences
- Industry Panels
- Press Conferences
- Demo Sessions
- Partners Pitches
- Meet the...
- Share With



2. LE CAMPUS MIFA

Talent & Trends Content

- Talent Panels
- Recruiters Talk
- Mifa Recruitment Sessions
- Partners Recruitment Sessions
- Workshops
- Student Pitch
- The Talent Extras



3. LA VOLIÈRE

Business & Trends Content

- Studio Focus
- Mifa Pitches



4. EXHIBITION AREA

- Stands & Pavilions
- Training Institutes & Schools Area
- Technology & Innovation Area



5. CHILL-OUT AREA

- Catering, meeting place, evening parties and cocktail receptions



6. GARDEN PARTY

- The Business Extras

2. Exhibition Area



2. Presentation

The Exhibition Area is located in the Impérial Palace gardens.

It covers **more than 7,000 m²** across two floors.

In 2025, the Exhibition Area hosted **196 stands** with **975 exhibiting companies** from **101 countries**.

Access is reserved primarily for **Mifa-accredited professionals**.

However, Festival and Students badgeholders are welcome on the Exhibition Area's 1st floor (Training Institutes & Schools and Technology & Innovation Areas).

Important: Student badgeholders are welcome to the Exhibition Area to meet professionals in the "Mifa" areas for a day of their choice.

➤ 1st floor – areas open to all badgeholders

Includes the Mifa Welcome Area (badges pick-up and Info Point), a technical desk for Exhibitors and the Exhibition Area open to all badgeholders (Mifa, Festival and Students): **Training Institutes & Schools Area** and the **Technology & Innovation Area**.

➤ 1st floor – area open to Mifa badgeholders

Hosts animation studios, production and distribution companies, national and international pavilions, as well as TV channels.

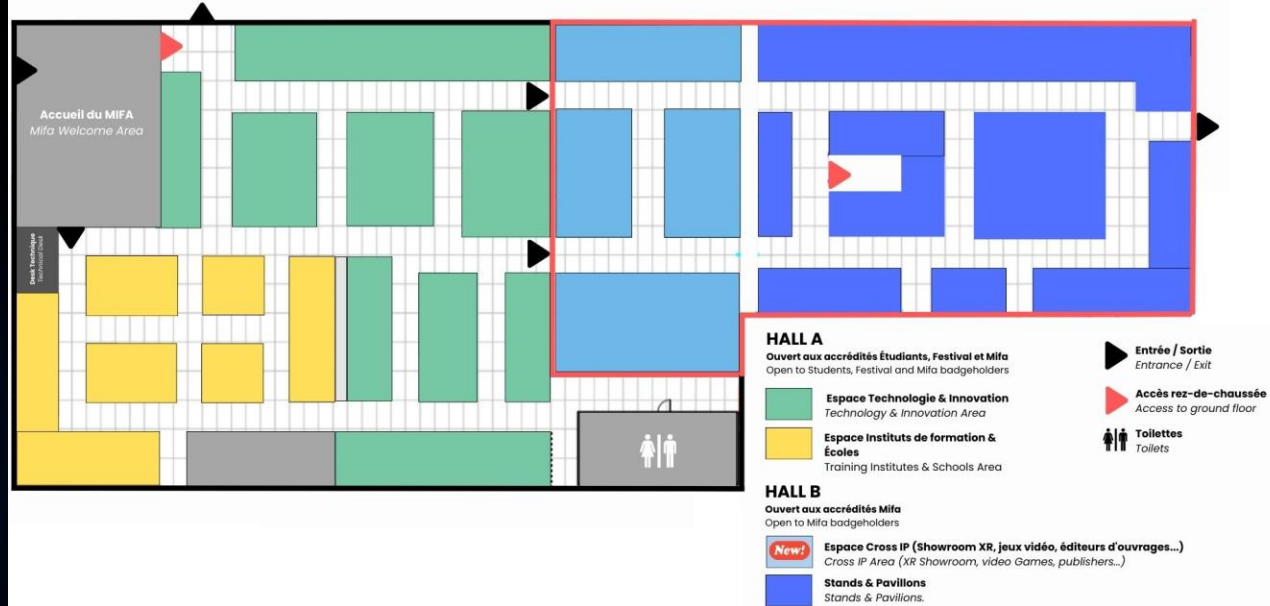
New in 2026: the **Cross IP Area** area dedicated to players in immersive creation, video games, book publishers, comic books and webtoon.

➤ Ground floor and Lake Platform

Includes regional, national and international pavilions. Studios, production and distribution companies, as well as TV channels.

Exhibition Area – 1st floor

- Mifa Welcome Area and Technical Desk
- Bar and Catering Area
- Training Institutes & Schools Area
- Technology & Innovation Area
 - > *Open to Mifa, Students and Festival badgeholders*
- Stands & Pavilions Area
- Cross IP Area
 - > *Open to Mifa and Students badgeholders (Students for one day of their choice)*

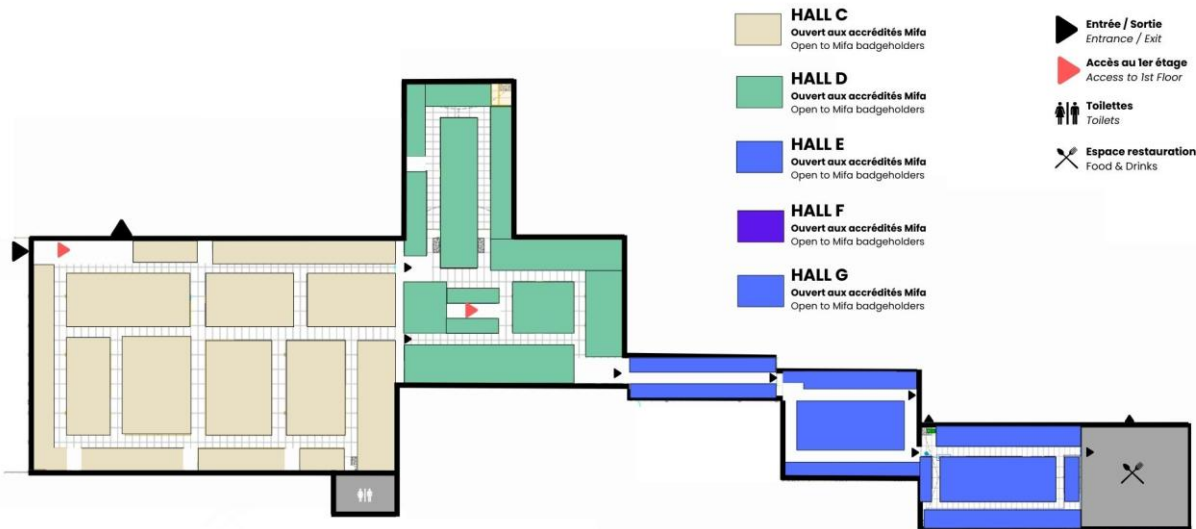


Exhibition Area – Ground floor

- Stands and Pavilions – Hall C
 - Stands and Pavilions – Hall D
 - Stands and Pavilions – Hall E
- > *Open to Mifa and Students badgeholders (Students for one day of their choice)*

Lake Platform

- Stands and Pavilions – Hall F
 - Stands and Pavilions – Hall G
- > *Open to Mifa and Students badgeholders (Students for one day of their choice)*
-
- Chill-Out Area: catering and meeting area
- > *Open to Mifa, Students and Festival badgeholders*



3. Reserve my stand

Our stand packages

Two stand options are available depending on your needs: **equipped or non-equipped**.

Our stand packages offer a **surface area in m²** and a set number of **Mifa accreditations**, which are calculated based on the allocated surface area.

NB: the Mifa accreditations quota in the package cannot be separated from the stand option chosen.

EQUIPPED STAND

Spaces available from 4 m²

What's included:

- ✓ The stand's surface area
- ✓ The structure: white partition walls
- ✓ Equipment: sign, spotlights, TV screen
- ✓ A furniture package of your choice from our service provider's catalogue

Wall customisation is not included in this package. Please contact our service provider for a quote.

Contact:

freciliazambaux@citia.org

marionprovenzano@citia.org



Example of a 4 m² equipped stand, non-contractual image



Example of a 9 m² equipped stand, non-contractual image

Our stand packages

Two stand options are available depending on your needs: **equipped or non-equipped**.

Our stand packages offer a **surface area in m²** and a set number of **Mifa accreditations**, which are calculated based on the allocated surface area.

NB: the Mifa accreditations quota in the package cannot be separated from the stand option chosen.

NON-EQUIPPED STAND

Spaces starting from 9 m²

- ✓ You must hire your own stand builder to construct and decorate your stand.
- ✓ The Mifa team only provides the floor space.
- ✓ Contact us for a tailor-made offer and a list of local stand builders

Contact:

freciliazambaux@citia.org

marionprovenzano@citia.org



The terrace offers

TERRACES

Spaces starting from 10 m²
(subject to availability)

- ✓ Benefit from additional space in a perfect setting to host your clients and promote your company.
- ✓ Various terrace options are available on the Exhibition Area's 1st floor and ground floor.

Contact:

freciliazambaux@citia.org

marionprovenzano@citia.org



Please contact us if you would like further details of our stand and terrace rates and to find out about the available spaces:

freciliazambaux@citia.org
marionprovenzano@citia.org

Stand sizes m ²	Mifa accreditations quota	Equipped package € VAT not incl.	Non-equipped package € VAT not incl.
4 m ²	4	€3,159,74	Not available
9 m ²	6	€5,723.99	Not available
18 m ²	9	€10,678.41	€9,189.47
27 m ²	12	€15,476.27	€13,505.77
36 m ²	15	€20,587.24	€17,822.08

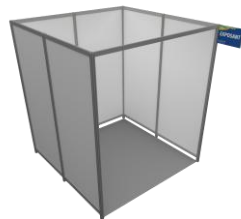
Terrace sizes m ²	1 st floor	Ground floor	Lake Platform
10 m ²	€2,937.71	€1,045.45	€2,509.08
15 m ²	€4,406.57	€1,568.18	€3,763.62
20 m ²	€5,875.43	€2,090.90	€5,018.16
30 m ²	€8,813.14	€3,136.35	€7,527.24

Prices for customising your partition walls

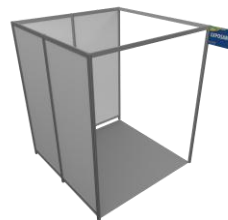
The following prices give you a rough estimate of the cost of decorating your stand.

Please contact us for further details.

m ²	Number of partition walls	Price VAT not incl.
4 m ²	6	€858
9 m ²	9	€1,287
18 m ²	12	€1,716
36 m ²	16	€1,866.50
45 m ²	19	€2,090
60 m ²	22	€2,460



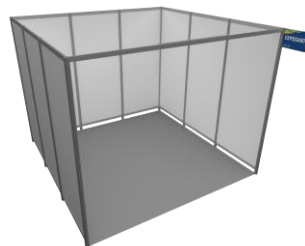
4 m² – 6 partition walls



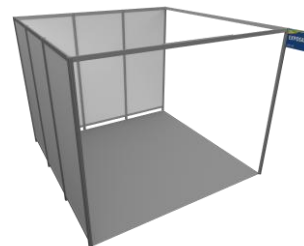
4 m² – 4 partition walls



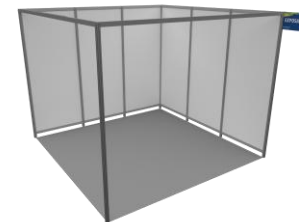
4 m² – 4 partition walls



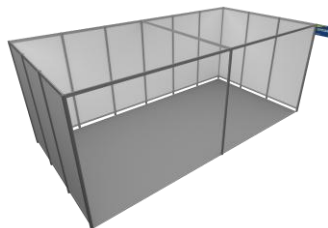
9 m² – 9 partition walls



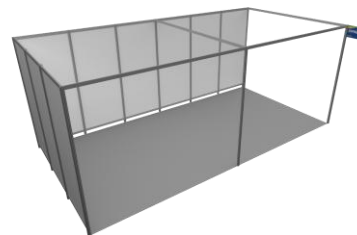
9 m² – 6 partition walls



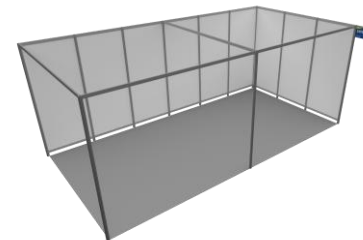
9 m² – 6 partition walls



18 m² – 12 partition walls



18 m² – 9 partition walls



18 m² – 9 partition walls

The steps to reserve a stand



1. Request a quote

Contact the Mifa team to calculate the space you will need for your stand based on your specific requirements.

2. Confirm your order

Return the signed quote along with our General Terms and Conditions of Sale and payment terms. You will then receive an invoice from our accounting department.

3. Get your stand location

The Mifa team will send you a plan of the Exhibition Area indicating your location. We will do our utmost to accommodate your wishes within the limitations of our facilities.

4. Set up your stand

Once the location has been confirmed, you will be put in touch with the technical team, who will send you the details you need to set up your stand.

5. Register your accreditations

You will receive a link to register your Mifa accreditation and transfer the rest of your accreditations to your colleagues.

4. Manage my accreditations

Mifa accreditation details can be found [here](#)

The Mifa accreditation is the most comprehensive badge available among our various offers. It gives you full access to Festival content as well as all Mifa venues (Impérial Palace, Exhibition Area, Campus Mifa) and all their content.

As an exhibitor, you will receive a Mifa accreditation marked "Exhibitor", giving you access to your stand from the Monday before the Mifa opens and 30 minutes before it opens to visitors each morning.

Environmental contribution – a collective commitment to having a more responsible Festival

As part of its CSR policy and its commitment to a more sustainable event, this year the Festival is introducing a €2.50 (VAT not incl.) environmental contribution associated with accreditation.

By participating in the Festival, you are taking part in a collective effort to reduce the environmental impact of the event and support key initiatives for the region.

Order additional accreditations for your stand teams

As an exhibitor, a set number of accreditations is included in your stand package. If you wish to order additional Mifa accreditations, you have two options:

Option 1:

If you reserve your stand before **27th February 2026**, you can order your additional accreditations at the Early Bird rate.
(€420 VAT not incl.)

The number of additional Mifa accreditations at this rate is set by the Mifa based on your stand size. You must return your signed quote and pay your deposit for the stand to take advantage of this offer.

Option 2:

For any stand order confirmed and paid for from **1st March 2026**, you will be entitled to additional accreditations at **the special rate** reserved for exhibitors.
(€460 VAT not incl.)

Additional accreditations are reserved for your team members or companies participating in your pavilion. The Mifa reserves the right to refuse your request

5. Promoting my presence

Organising an event on your stand

Optimise your presence at the 4-day market, from Tuesday to Friday, to showcase your company or pavilion to industry professionals.

Hosting a social event is an excellent way to promote your image, connect with your partners and create new opportunities for collaboration.

Key tips for organising your event:

You are responsible for sending invitations out to your business network. Please ensure you check access rights in line with each guest's accreditation:

- ✓ Festival badgeholders do not have access to the "Mifa" areas.
- ✓ Students are eligible for one-day access, they must activate their chosen day on their badge before visiting these Mifa areas. Check the map for more details.

Please note: The Exhibition Area is not a venue for recruitment meetings. We recommend that you avoid organising this type of event on your stand to minimise crowding and congestion in the aisles (especially due to queues, which are difficult to manage).

Please ensure that your event respects all those in proximity.

If you are planning to host events at your stand (cocktail receptions, meetings, etc.) and would like to discuss possible options, please contact us so that we can provide you with optimal assistance.

Become a partner or advertise

The Annecy Festival is the global benchmark for animation film, and the Mifa is the third largest international film market, where the entire animation industry comes together: professionals, creators, directors, students, the general public and the media.

The 2025 edition in figures:

- **18,200** accredited attendees from 118 countries
- **6,550** Mifa badgeholders
- **396** buyers
- **400** journalists
- **350** screenings
- **200** events and professional meetings

On social media:

- **73,000** Facebook followers
- **111,000** Instagram followers
- **50,000** X followers
- **211,000** subscribers to our YouTube channel

Contact us for bespoke visibility offers

6. Access the connected area

Access your connected area, which contains all the necessary tools for your business.

Available tools:

- **Directory:** to develop your network, access the list of participants (exhibitors, buyers, investors, etc.) and companies.
- **Message service:** contact professionals and arrange on-site meetings.
- **Video Library:** promote your projects and productions by registering them in the Video Library, then access the catalogue of films and projects submitted and contact the rights holders directly.
- **Ticketing Service:** once your accreditation is approved, log in and update your connected area to access the ticketing service. On your connected area's home page, you will find the date and time your ticketing service opens.

Commercial and technical team



Frécilia Zambaux
Mifa Project Manager
Stand Sales Representative
frecliazambaux@citia.org



Marion Provenzano
Mifa Project Manager
Stand Sales Representative
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Pauline Launoy
Production Manager
Stand Technical Manager
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AFTERMOVIE

ANNECY

FESTIVAL

MIFA

21st to 27th June 2026

23rd to 26th June 2026

ANNECY FESTIVAL MIFA
MARCHÉ
DU FILM