



Every year 3000 documentary professionals visit IDFA. You can create a perfect network opportunity by hosting a breakfast, lunch or drink for professionals. You gain great visibility with the included benefits such as an ad on the IDFA website, Program Guide or the IDFA Daily

Important dates



IDFA

November 14 – 25

● Accreditation opens July 2; [the deadline is October 1](#).



IDFA DocLab

November 15 – 25

Key DocLab events: November 15 – 21

DocLab Exhibition: November 15 – 25

DocLab Academy: November 15 – 19

IDFA Forum

November 19 – 21

Rough Cut Screenings: November 18

Crossmedia Forum: November 19 – 20



Docs for Sale

November 16 – 22

Rough Cut Screenings: November 18

IDFAcademy IDFA

November 15 – 18



Guests meet Guests (GMG)

If you'd like to reach all festival guests, hosting a GMG drink would be your best option. All guests of IDFA (with a guest pass) are invited to the daily GMG (November 15 – 22). This year the GMG are held in various festival locations (Café de Jaren and De Zuiderkerk) at about 18:00 till 19:30.

You can choose whether you'd like to go for free drinks for all guests offered by your organization. In this case the costs are €6,000. You can also choose to host a GMG and receive 200 vouchers (with your logo/name on them) to pass out to the guests for a free drink. Those who don't have a voucher pay a reduced price for the drinks. This last option costs €3,000.

When you decide to host a GMG, we'll announce it in our Program Guide, on our website and we'll send out an email invite to all accredited guests. You can screen your logo or a short video/trailer on a number of TV screens and place max. 6 banners (roll ups) and other promotional material (such as goodie bags, flyers, stickers, buttons, etc.) in consultation with IDFA and the location. Furthermore you can invite about 20 extra people to the GMG (who don't hold an IDFA festival pass). During the GMG IDFA will take care of snacks for all guests.

DATE	PRICE
Thursday 15 Nov	€3,000 or €6,000
Friday 16 Nov	€3,000 or €6,000
Saturday 17 Nov	€6,000
Sunday 18 Nov	€6,000
Monday 19 Nov	€6,000
Tuesday 20 Nov	€6,000
Wednesday 21 Nov	€6,000
Thursday 22 Nov	€3,000 or €6,000



Forum and Interactive Drinks

If you're interested in reaching all Forum and DocLab participants, you could host the Forum and Interactive Drinks on Sunday evening. **Forum and Interactive Drinks is the informal kick-off on Sunday November 18 from approx. 21:00-22:30.** All participants of the Forum are invited to this party. During the party there'll be free drinks for all guests and snacks are provided by IDFA. It's possible to do a speech during the party and promotional material could be at the venue. Furthermore IDFA will place your logo in the Forum Catalogue.

Hosting the Forum and Interactive Drinks costs €4,500. If you host it, we'll announce it in our Program Guide and we'll send out an invitation per email.

IDFA Forum lunch

Hosting one of the three Forum lunches (12:30 – 15:00, 3-course lunch) is also an option. In this case, we will place your logo in the Program Guide and the Forum Catalogue. You can also place leaflets or other promotional material on each table. Furthermore we can screen a slide 'IDFA Forum lunch hosted by...' after the first part of the plenary sessions in the Compagnietheater (19-21 nov). There is no room for verbal or audio-visual presentations at the Forum lunch. A number of 300 guests can attend to the lunch, which is only for Forum delegates (ca. 500 guests). Hosting one of the lunches costs €3,500. It is also possible to host all 3 lunches.

Closing drink of IDFA Forum

To round up three days of pitching and networking an informal closing drink is organised at the Forum venue. So if you are interested in this specific target group, you might be interested in hosting this reception (Wednesday November 21 at 17:00).

For the price of €3,000 you may host the closing drink of IDFA Forum. During the drink IDFA will take care of snacks for all guests. IDFA will place your logo in the Forum Catalogue and an announcement in the Program Guide. We will also send an email invitation per email. Only for Forum delegates (ca. 500 guests).

Forum Producers Breakfasts

You can reach all the producers attending the Forum by hosting the Breakfasts for Forum Producers (November 19-21). During the Forum period IDFA organises a networking breakfast for all the invited producers (ca. 180). Per breakfast a max. number of 60 producers will be invited (allocated seating). Furthermore we will mention you as a partner with logo in the forum catalogue and on the Industry website. It is also possible to have max. 2 banners and/a short video/trailer on a screen on site. For the price of €2,500 you may host all breakfasts (November 19-21).

Docs for Sale Happy Hour

If you want to reach the Docs for Sale guests, you can be one of the hosts of the daily Docs for Sale Happy Hour (November 16-20). The Docs for Sale Happy Hour is hosted by a group of organisations that are all together visible as the joint hosts of the Docs for Sale Happy Hour.

For the price of €1,750 we can offer you the following:

- An eye catching spot for your poster (size 1x2 meter)
- Visibility on the IDFA website
- Your logo in the Program Guide on the DfS Happy Hour page
- Your logo in the email invitation to all Docs for Sale and Forum guests
- Your logo at the Happy Hour spot
- 100 vouchers in total for free drinks to hand out during the Happy Hours



DocLab Conference Lunch

If you'd like to reach all the DocLab professionals, hosting the DocLab Conference Lunch would be your best option. The high point of the DocLab program is a one-day international conference on November 18, 2018. The conference will welcome over 300 guests, and is aimed at documentary makers, autonomous media artists, professionals originating from various media, emerging new media talent and festival audiences interested in the artistic possibilities of digital and interactive media.

IDFA will take care of the Lunch (including drinks), which will be handed out in the foyer of the Brakke Grond at about 11:00 till 12:00 midday. When you decide to host the DocLab Conference Lunch, we'll announce it in our Program Guide, on our website and we'll send out an email invite to all attending Conference guests. Moreover we can place flyers in the lunch bags and you can place 1 roll-up banner on location in consultation with IDFA and the Brakke Grond. For the price of €2,500 you may host the DocLab Conference Lunch.

Price Overview (All prices exclusive of VAT)

Guests meet Guests	€6,000 / €3,000
Forum and interactive drinks	€4,500
Forum lunch	€3,500 each
Forum closing drink	€3,000
Producers Breakfasts	€2,500 all
Docs for Sale Happy Hour	€1,750
DocLab Conference Lunch	€2,500

Options for more visibility

Of course there are several ways to increase your visibility at IDFA. To start with, there are possibilities to advertise in our Forum Catalogue, Program Guide, Delegates guide and/or newspaper. Furthermore it's possible to place a banner on the website. It's possible to include some promotional material (flyers/leaflets) in the guest bags that all professionals receive when arriving in Amsterdam. And IDFA can screen your commercial during the festival. If you are interested in one of these options, please let us know. The prices of these possibilities depend on the package.

Contact

We are already in contact with some organizations, so please let us know what your preferences are and we will let you know what's possible.

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