

tiff

Industry Sales Guide

Toronto International Film Festival
September 6–16, 2018



Mary J. Blige, *Mudbound* premiere

Contents

Services, facilities, promotional opportunities, and programming designed to maximize your TIFF experience.

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Key Dates

February 12	Film submissions open
March 5	Hotel bookings open for returning delegates
April 2	<ul style="list-style-type: none">• TIFF Talent: Filmmaker Lab applications open• TIFF Talent: Rising Stars applications open• TIFF Talent: Telefilm Canada's Pitch This! applications open
May 4	<ul style="list-style-type: none">• Early-bird registration opens• Advertising bookings available• Hotel bookings open• Early film submission deadline
May 19	TIFF Talent: Filmmaker Lab applications close (Canadian)
June 1	<ul style="list-style-type: none">• Late film submission deadline• TIFF Talent: Filmmaker Lab applications close (international)
June 12	Early-bird registration closes
June 15	TIFF Talent: Rising Stars applications close (Canadian)
June 20	TIFF Talent: Telefilm Canada's Pitch This! applications close
August 13	Private screening bookings open
August 14	Deadline to buy advertising
August 24	Online registration closes
September 4	<ul style="list-style-type: none">• Industry Pass collection opens• Onsite registration opens
September 4–8	TIFF Talent: Filmmaker Lab
September 6–16	43rd Toronto International Film Festival
September 7–10	TIFF Talent: Rising Stars
September 7–12	TIFF Industry Conference

Accommodation

With over 20 hotel partners to choose from, we can provide delegates with the best possible rates and locations.

- Easy online navigation and over-the-phone booking
 - Assistance in booking office suites at our Host Hotel
 - Complimentary internet at all partner hotels
 - Discounts for group bookings of six or more rooms
-

From \$350/night

- Official Host Hotel
Hyatt Regency

From \$150/night

- Strathcona Hotel
- Super 8 Downtown Toronto

From \$260/night

- Delta Toronto
- DoubleTree by Hilton
- Hilton Toronto
- One King West Hotel & Residence
- Radisson Admiral Toronto Harbourfront
- Sheraton Centre Toronto
- Novotel Toronto Centre

From \$305/night

- Fairmont Royal York
- Hotel Le Germain Maple Leaf Square
- InterContinental Toronto Centre
- Marriott Residence Inn
- Omni King Edward Hotel
- Marriott Toronto City Centre

From \$600/night

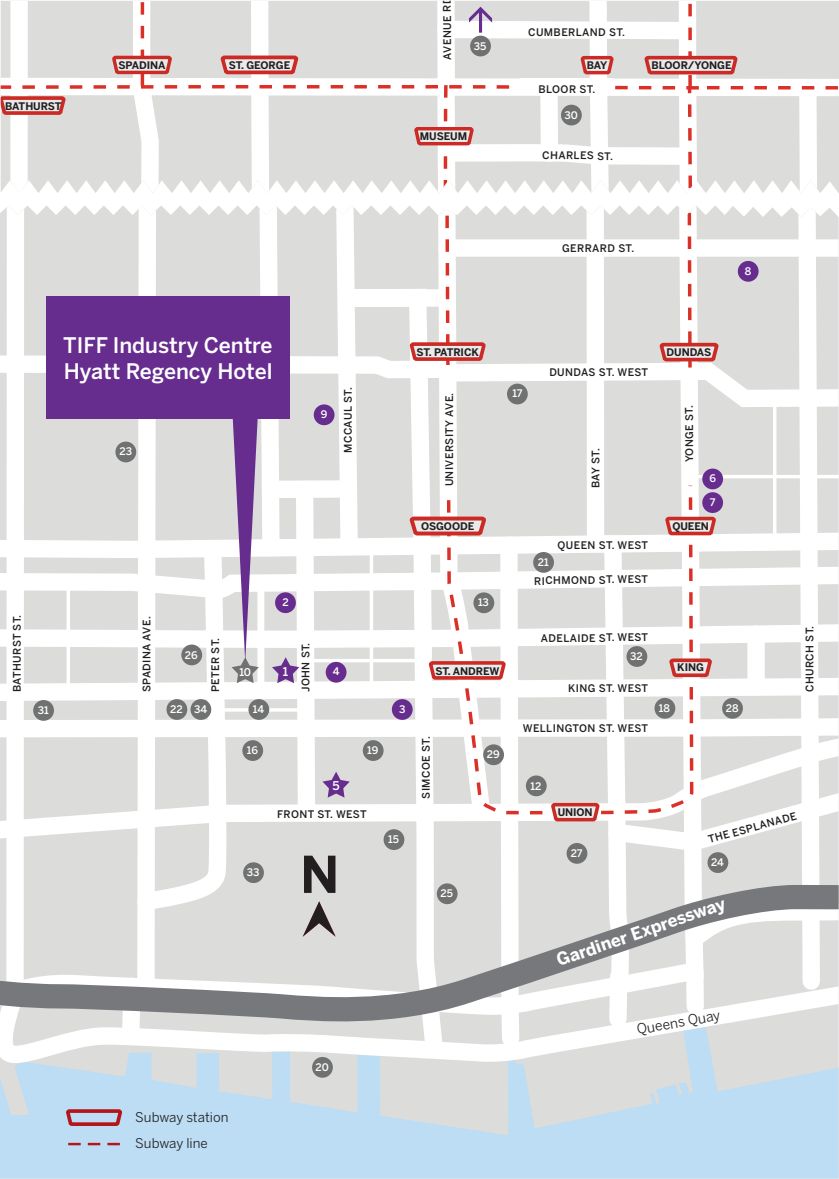
- Hazelton Hotel
- Bisha Hotel Toronto
- Windsor Arms Hotel

By Request

- Hotel Le Germain (Mercer St.)
- Ritz-Carlton Toronto
- Shangri-La Toronto
- Soho Metropolitan
- Thompson Hotel
- Adelaide Hotel (by St. Regis)

All properties have a five-night minimum. Rates do not include taxes or booking fees.

Locations



Legend

Press & Industry Screening Venue

- 2 Scotiabank Theatre

Private Screening Venue

- 1★ TIFF Bell Lightbox

Public Screening Venues

- 1★ TIFF Bell Lightbox
2 Scotiabank Theatre
3 Roy Thomson Hall
4 Visa Screening Room at the Princess of Wales Theatre
- 5★ Glenn Gould Studio
6 Elgin Theatre
7 Winter Garden Theatre
8 Ryerson Theatre
9 Jackman Hall (Art Gallery of Ontario)

Festival Hotel Partners

- 10★ Official Host Hotel: Hyatt Regency Toronto
- 12 Fairmont Royal York
13 Hilton Toronto
14 Hotel Le Germain Toronto
15 InterContinental Toronto Centre
16 Marriott Residence Inn
17 DoubleTree by Hilton
18 One King West Hotel & Residence
19 Ritz-Carlton Toronto
20 Radisson Admiral Hotel Toronto-Harbourfront
21 Sheraton Centre Toronto
22 SoHo Metropolitan
23 Super 8 Downtown Toronto
- 24 Novotel Toronto Centre
25 Delta Toronto
26 Hilton Garden Inn
27 Hotel Le Germain Maple Leaf Square
28 Omni King Edward Hotel
29 Strathcona Hotel
30 Windsor Arms
31 Thompson Toronto
32 The Adelaide Hotel (by St. Regis)
33 Toronto Marriott City Centre Hotel
34 Bisha Hotel Toronto
35 Hazelton Hotel



TIFF Bell Lightbox

- Festival Press Conference at the Gallery
- Press Office
- Programming Office
- Private screenings
- Event spaces
 - Founders' Lounge
 - Boardrooms



Hyatt Regency

- Industry registration
- Industry Pass pickup
- Industry Protocol Office
- Press & Industry Box Office
- Business Centre
- Food & beverage service
- Meeting space
- National Agency Stands



Glenn Gould Studio and Conference Centre

- Industry Conference
- Doc Conference
- Happy Hours



Rebecca Liddiard, Margaret Atwood, *Alias Grace* premiere

Industry Passes

Early-bird registration opens May 4

\$130 **Doc Conference Pass**

Learn from innovators and decision-makers in documentary filmmaking.

After June 12, pay \$150

\$410 **Conference Pass**

Ideal for emerging players who want to be creatively inspired and learn more about the business. Access to Industry venues and Happy Hours is included.

After June 12, pay \$480

\$610 **Industry Pass**

Ideal for professionals, with fluid access to Press & Industry screenings, the Industry Centre, and the Industry Conference.

After June 12, pay \$695

\$725 **Film Rep Pass**

Exclusively for producers and sales agents representing films in Official Selection.

\$765 **Premium Pass**

Ideal for anyone looking to fully experience both the industry and public sides of the Festival.

After June 12, pay \$870

\$840 **Buyer Pass**

Exclusive to established distributors and acquisition executives.

After June 12, pay \$955

Prices do not include HST.

TIFF prefers Visa.

Advertising and Promotion

50+ unique advertising opportunities.

Targeted exposure to buyers, sales agents, producers, and press.



Deliver your message directly into the hands of delegates.

Previous branded items include bottles, cups, notebooks, USBs, smartphone cases, business-card holders, novelty gifts, and umbrellas.

Advertising locations

- **TIFF Industry Centre, Hyatt Regency** 60,000 visits during Festival
- **Scotiabank Theatre** TIFF's main P&I screening venue – 90,000 visits
- **Glenn Gould Studio** TIFF Industry Conference and Happy Hour venue – 10,000 visits
- **King Street West** 45,000 impressions daily



Standard, premium, and outdoor advertising

Premium hanging banner
Industry Centre
\$3,000

Premium standing banner
Industry Centre
\$4,150

Standing vertical banner
Industry Centre
\$1,650

Hanging vertical banner
Industry Centre
\$1,200

Column banner
Industry Centre
\$1,850

Elevator decal
Industry Centre
\$2,250

Lobby decal
Industry Centre
\$5,000

Stairway decal
Industry Centre
\$2,000

Wall projection
Industry Centre
\$5,500

Branded key cards
Industry Centre
\$6,000

Poster boxes
Scotiabank Theatre
\$1,200

Standard vertical banner
Glenn Gould Studio
\$1,250

Outdoor poster
King Street West
\$3,500

Outdoor decal
King Street West
\$7,000

Delegate bag inserts
5,600 industry bags
\$3,000

Press & Industry Guide
Full-page ad
\$2,500

National Agency Stands

Promote your country at the Industry Centre, the hub for filmmakers and sellers at TIFF. Exclusively offered to agencies representing their national cinema.



Stand set-up

Marketing materials

- Large wall banner
- Two standing 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

Access to Press & Industry screenings and locations.

10-day rental

Sept 5–6: Set-up

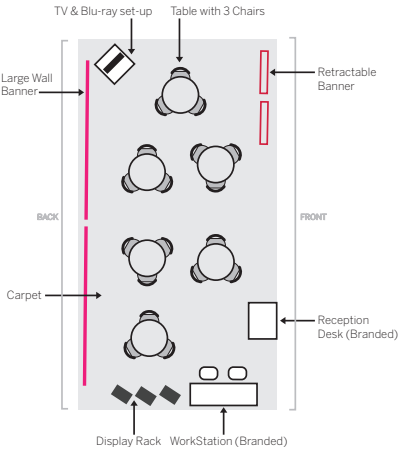
Sept 7–16: Open for business

Price

Packages start at \$10,500

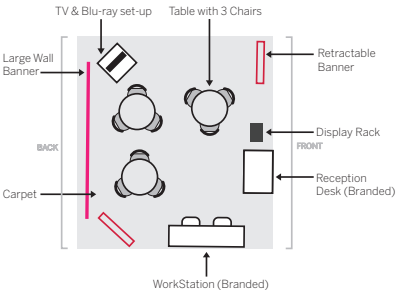
Premium

Minimum of 12 square metres.

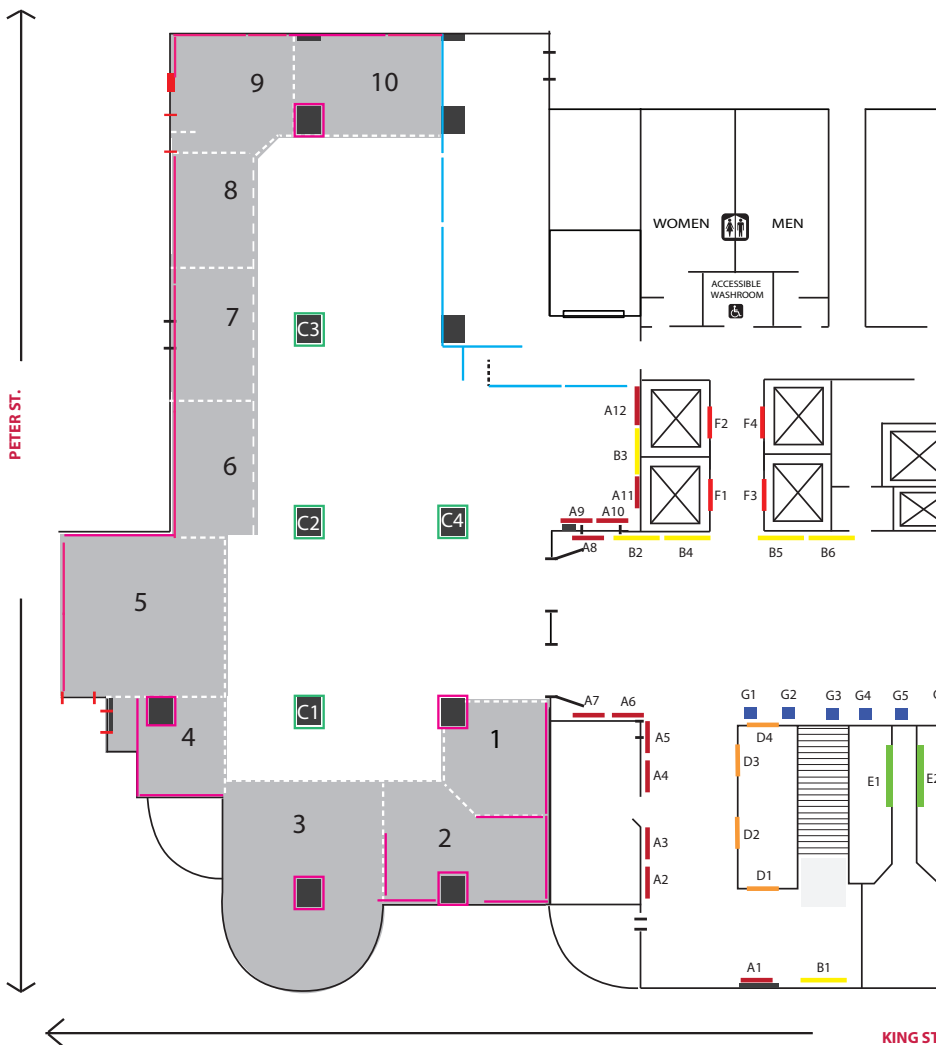


Standard

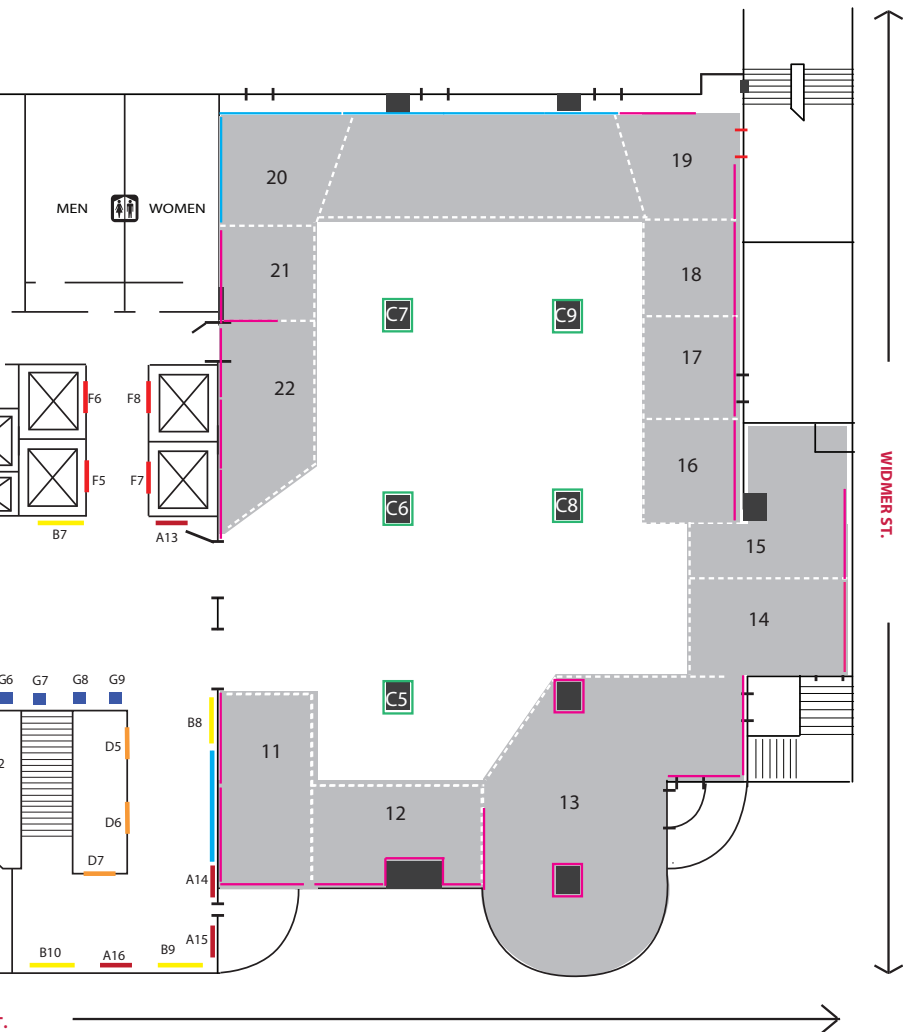
Minimum of 9 square metres.



Industry Centre Map



Mezzanine level
Hyatt Regency Hotel



Breakfast at TIFF



Host a Breakfast at TIFF to raise awareness of your industry's unique offerings, and to connect your delegation with international producers.

Conveniently located at Luma and the Founders' Lounge in TIFF Bell Lightbox, the breakfasts have a relaxed and welcoming atmosphere, while granting an exclusive association with TIFF.

- National agencies have priority booking access
- Breakfasts are promoted directly to delegates and included in the Press & Industry schedule
- Breakfast spots are available between September 7 and 11
- Capacity is 50 to 100 people
- The TBLB rooftop is available for larger events
- Prices start at \$3,500

Private Events



Be at the centre of the action and host your event at TIFF Bell Lightbox. Our team can custom-design your event, and arrange for the ideal space. Our range of spaces can accommodate 30 to 120 guests, with catering options tailored to suit your needs. We look forward to welcoming you and your guests.

Event Space	Pricing*	Capacity**
Founders' Lounge	\$1,000 – \$4,500	120

*Rates are sliding scale, based on the date and time of day.

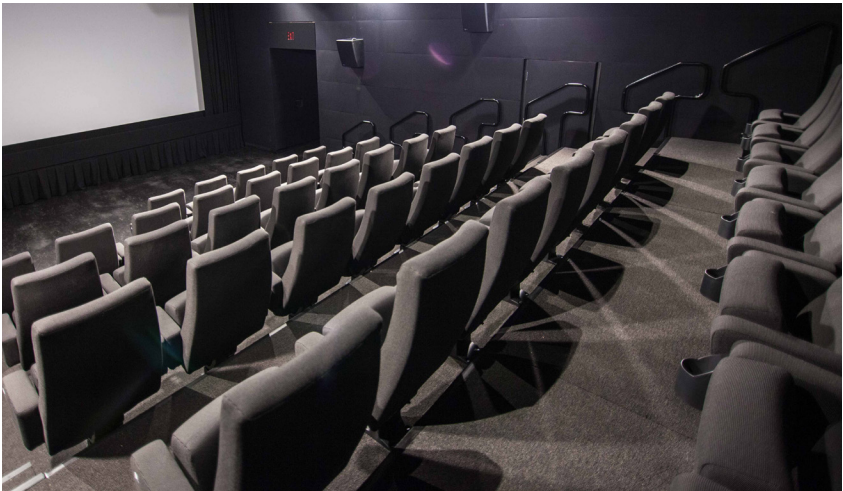
**Indicates standing capacity.

TIFF prefers Visa.

Corporate Partners

Reach TIFF fans and industry constituents through a customized sponsorship of TIFF and our many year-round festivals! We approach sponsorships as true partnerships. An association with TIFF will provide your company with incomparable access to valuable audiences.

Private Screenings



Dates Available	September 6–16, 2018				
Cinema	TBLB 5	TBLB 6	TBLB 7	SB5*	SB6*
Capacity	45	41	66	134	137
Time Slots	9:00 AM	9:15 AM	9:30 AM	9:00 AM	9:15 AM
	12:00 PM	12:15 PM	12:30 PM	12:00 PM	12:15 PM
	3:00 PM	3:15 PM	3:30 PM	3:00 PM	3:15 PM
	6:00 PM	6:15 PM	6:30 PM	6:00 PM	6:15 PM
	9:00 PM	9:15 PM	9:30 PM	9:00 PM	9:15 PM
Technical Formats	Blu-ray DCP	Blu-ray DCP	Blu-ray DCP	DCP	DCP
Booking Window & Cost	September 6–11: \$2,000 September 12–16: \$1,000				

*Scotiabank 5 and Scotiabank 6 only available September 6. Companies invited to book in earlier windows will be notified. TIFF prefers Visa.

Talent Development



TIFF Talent offers a unique lineup of programmes at the Festival that are designed to inspire and support.

TIFF Filmmaker Lab

September 4–8

Deadline for Canadian candidates to apply: May 19

Deadline for international candidates to apply: June 1

TIFF Filmmaker Lab provides 20 emerging directors with a bespoke introduction to the global community of filmmaking. Participants from around the world have the opportunity to interact with and learn from internationally acclaimed filmmakers.

TIFF Industry Conference

September 7–12, Glenn Gould Studio

Join us for enlightening keynotes, provocative panel discussions, and user-friendly presentations. The Conference is designed to help delegates build resourceful, innovative, and financially-sustainable business practices.

TIFF Rising Stars

September 7–10

Deadline for Canadian actors to apply: June 15

International actors: TIFF will select these based on films in Official Selection

TIFF Rising Stars puts the emphasis on the next generation of actors poised for success. Eight exciting new talents will experience four days of workshops, events, media, and networking.

Festival Programmes

Galas

Movie stars. Red-carpet premieres.
Major audience interest.

Special Presentations

High-profile premieres and the world's leading filmmakers.

Platform

Directors' cinema now.

Discovery

Directors to watch. The future of world cinema.

Contemporary World Cinema

Compelling stories, global perspectives.

Masters

The latest from the world's most influential art-house filmmakers.

Midnight Madness

The wild side: midnight screenings of the best in action, horror, shock and fantasy cinema.

Primetime

Serial storytelling: television in its artistic renaissance.

TIFF Docs

Candid and unscripted: the best non-fiction cinema from around the world.

Wavelengths

Daring, visionary, and autonomous voices.

Short Cuts

The world. In short form.

In Conversation With...

Engaging onstage conversations with leaders in the film industry and beyond.

TIFF Cinematheque

Curated gems from the history of cinema.

Festival Programme sub-selections:

TIFF Kids

Entertaining and illuminating family-friendly films from around the world.

TIFF Next Wave

Perspectives for the next generation of film lovers.

TIFF Speaker Series

Watch, experience, and participate in post-screening discussions with film directors and subject experts.

Festival Programmers

Piers Handling

Director & Chief Executive Officer, TIFF

Western Europe, Italy, Poland; Platform,
Gala Presentations

Michèle Maheux

Executive Director & Chief Operating
Officer, TIFF

Ireland, the Netherlands; Gala Presentations

Cameron Bailey

Artistic Director, TIFF

South Asia; Gala Presentations,
Special Presentations

Kerri Craddock

Director of Programming,
Toronto International Film Festival

Western Europe, USA, Turkey;
Gala Presentations, Special Presentations

Jennifer Barkin

TIFF Kids & Festival Street

Brad Deane

TIFF Cinematheque

Dimitri Eipides

Central and Eastern Europe, Central and
Western Asia

Giovanna Fulvi

East and Southeast Asia

Danis Goulet

Canada

Steve Gravestock

Canada, the Philippines, Nordic Region

Peter Kuplowsky

Midnight Madness

Michael Lerman

Primetime

Andrea Picard

Wavelengths

Thom Powers

TIFF Docs

Kiva Reardon

Africa and the Middle East

Diana Sanchez

Spain, Portugal, Latin America, Caribbean

Theresa Scandiffio

In Conversation With...

Jane Schoettle

Producer, TIFF Talent

Australia, New Zealand, Israel, USA

Jason Anderson

Short Cuts

Lisa Haller

Short Cuts

Karina Rotenstein

TIFF Industry Conference

Natalie Semotiuk

TIFF Rising Stars



Anna Serner, Chief Executive, Swedish Film Institute

Stats

5,600 accredited industry members

1,900 buyers

50+ sales announced

89 countries

950 screen talent

1,300 press

3,300 companies

60,000 visits to Industry venues

83 private screenings

Contact Us

Industry

Registration

registration@tiff.net

Advertising and promotion

sales@tiff.net

General inquiries

industry@tiff.net

Festival Programming

Submissions

submissions@tiff.net

Accommodation and Space Rentals

Hotels

hotels@tiff.net

Private screenings

privatescreenings@tiff.net

Private events

events@tiff.net

Corporate partnerships

sponsorship@tiff.net

Breakfast at TIFF

industry@tiff.net

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de l'Ontario

TELEFILM
CANADA