CINEVERSE ROMA SPONSORSHIP OPPORTUNITIES

CineVerse gives exhibitors a presence that works: making the brand recognisable across the spaces, content and relationships shaping the industry.

AREAS / PREMIUM PRESENCE / SELECTED ASSETS

FEES EXCLUDING VAT

A sector-specific audience. Three scenarios.

CineVerse brings cinematography, production and professional technology together at Cinecittà. Two days, one qualified audience and a focused setting designed to turn visibility into relevant commercial relationships.

1,000

CONSERVATIVE

The expected baseline: a professional community already meaningful for a first edition.

1,500

REALISTIC

The central scenario: the strongest reference for planning presence and contact opportunities.

2,000

HIGH-POTENTIAL

The upper scenario: greater circulation across areas, stands, content and networking moments.

500

SPONSOR BAG / UNDER-35 AUDIENCE

Five hundred bags distributed through the Frame Bar to a selected under-35 audience. A targeted connection with the industry's next generation, not indiscriminate distribution to every attendee.

More than a logo.
A point of contact.

CineVerse places brands inside a coherent professional ecosystem where technology, expertise, products and people meet, creating concrete opportunities for discovery and relationship-building.

01 **Relevance**

Products and solutions appear in an environment built around real-world cinematography and production.

02 **Quality contacts**

Professionals, technical departments, rentals, productions, cinematographers and the industry's next generation.

03 **Recognisable presence**

Limited inventory and defined positions reduce visual clutter and make each participating brand easier to identify.

04 **Modular choice**

Area Sponsorship, Premium Partner and individual assets let each brand build around its own objective.

THE RIGHT BRAND, IN THE RIGHT CONTEXT, IN FRONT OF THE RIGHT AUDIENCE.

Three areas.
Three conversations.

The three CineVerse areas each offer a clear identity, audience and purpose. One Title Partnership per area gives the brand a distinctive position while preserving the programme's independent curation.

AREA	BRAND BENEFIT	AVAILABILITY	FEE
Frame Bar	Take a leading position at the heart of 250 sqm of networking, Project Clinic, inclusion and next-generation dialogue.	**1 PARTNER**	**€5,000**
Tech Room	Lead across 250 sqm of technical experience: touch & try, hardware, grip, video village and 14 demo sessions.	**1 PARTNER**	**€5,000**
AIC × IMAGO Panels	Build authority and reputation alongside 12 professional panels hosted in Sala Fellini.	**1 PARTNER**	**€3,000**

Area sponsorship does not automatically grant Premium Partner status. Any combination is contracted separately so that every purchased presence remains clear and verifiable.

A continuous presence. Four brands.

The CineVerse Premium Partner Programme connects multiple moments across the experience. The brand is recognised before, during and around the visit through a coordinated, non-intrusive presence.

4

AVAILABLE POSITIONS

€1,250

FEE PER BRAND

6

COORDINATED TOUCHPOINTS

01 **Physical recognition**

Position on the Sponsor Bag, Official Photo Wall and Premium Stand Marker.

02 **Digital discovery**

Premium Box on the website and dedicated status in the exhibitor directory.

03 **Call to action**

One of the first four Discount Carnet positions, designed to encourage a stand visit.

04 **Selective presence**

Four equivalent positions provide clarity and a balanced relationship between participating brands.

Five hundred bags.
One selected audience.

The CineVerse Sponsor Bag is reserved for under-35 visitors and distributed through the Frame Bar. A useful, recognisable object that connects the brand directly with the industry's next generation.

500	U35	4	€600
BAGS PLANNED	DEDICATED AUDIENCE	EXTERNAL POSITIONS	FEE PER BRAND

01 **Visibility that lasts**

The bag accompanies visitors throughout the event and continues to circulate beyond the two days.

02 **Access to next-gen**

Targeted distribution creates a more relevant connection for employer branding, products and community.

A maximum of four brands appear on the outside. The position is included in the Premium Partner Programme or available individually, subject to availability. Inside, all exhibitors may contribute gadgets, samples or vouchers at their own cost.

Everyday objects. Repeated presence.

Official CineVerse assets accompany every movement, meeting and decision. Lanyard, badge and programme become useful, high-frequency touchpoints reserved for a limited number of brands.

ASSET	BRAND BENEFIT	MAXIMUM	FEE
Official Lanyard	Repeated logo visibility during conversations and informal photography throughout the event.	**4 BRANDS**	**€500**
Badge Back	A functional position on the reverse of the accreditation worn throughout the experience.	**4 BRANDS**	**€300**
Programme & Map	The brand appears on the guide used to navigate spaces, appointments and stands.	**4 BRANDS**	**€300**

Positions are equivalent within each format. The four-brand limit keeps the composition clean and makes every presence immediately legible.

One precise objective. One dedicated asset.

At CineVerse, each exhibitor can focus its presence on a specific objective. Individual visibility tools work on brand recognition, stand traffic or digital discovery.

SERVICE	BRAND BENEFIT	MAXIMUM	FEE
Sponsor Bag Position	Reach 500 under-35 participants through one of four external brand positions.	**4 BRANDS**	**€600**
Official Photo Wall	Place the brand where official photographs, meetings and social content originate.	**4 BRANDS**	**€350**
Featured Website Profile	Box with logo, image, stand reference, product and link to support visit planning.	**4 BRANDS**	**€300**
Priority Carnet Position	One of the first four carnet offers, designed to encourage a visit or direct contact.	**4 BRANDS**	**€200**
Dedicated Social Feature	A dedicated post or carousel based on partner-supplied materials and agreed with CineVerse.	**8 BRANDS**	**€250**

Assets included in the Premium Partner Programme depend on remaining availability and are never sold twice. Purchasing an individual service does not grant Premium Partner status.

Choose the objective.
We build the presence.

CineVerse opportunities may be purchased individually or combined. The starting point is not the number of logos, but the result the brand wants to achieve across the two days.

01 **Area Partnership**

For association with a clear identity and a leading presence within a relevant conversation.

02 **Premium Partner**

For coordinated recognition across multiple points in the CineVerse experience.

03 **Individual asset**

For concentrating investment on one physical, digital or commercial touchpoint.

04 **Tech Room Slot**

A one-hour technical demonstration and touch & try. Fourteen slots available at €400 each.

PRODUCTION VALUE / QUOTATION

Stand photography, product reel, short interview or Tech Room session recording: each output extends the life of the brand's presence beyond the event and is quoted according to the partner brief.

Your brand.
In the right place.

CineVerse gives exhibitors a selective, legible partnership system built around real objectives: reputation, recognition, stand traffic and relationships with a professional audience.

01 **Audience**

From 1,000 to 2,000 expected professionals, with a central estimate of 1,500 unique visitors.

02 **Next generation**

500 Sponsor Bags reserved for the under-35 audience and distributed through the Frame Bar.

03 **Limited inventory**

One Title Partnership per area and a defined maximum for each asset protect brand recognition.

04 **Tailored proposal**

The team checks availability, asset combinations and the production services best suited to the brand.

NEXT STEP

CHECK AVAILABILITY AND BUILD A PRESENCE ALIGNED WITH YOUR COMMERCIAL OBJECTIVE.