



FMX2022

CHANGING THE GAME

ON SITE MAY 3-5 | ONLINE MAY 6



■ FMX IS BACK ON SITE!

In 2022, FMX – Film & Media Exchange will return to its home base in Stuttgart after having been hosted online in 2021. From May 3-5, 2022, FMX will open its doors with a first-class program on site at Haus der Wirtschaft in Stuttgart. On May 6, FMX will shift to virtual mode, offering an exclusive online program that will be available worldwide.

Changing the Game!

The conference will be inspired by the central theme **Changing the Game**, with director and producer Hasraf 'HaZ' Dulull joining FMX as its first ever Program Chair.

For more than a century, creativity and technology have been challenging each other to deliver ever more exciting and efficient ways to tell stories on screens. With the evolution of virtual production, realtime, remote and virtual workflows have increasingly improved collaboration and flexibility on the most ambitious projects.

Accelerated by the global pandemic, projects of all sizes are now embracing iterative realtime workflows over the traditional linear model.

FMX 2022 will look at people and projects that are further developing and democratizing media & entertainment production, changing the game in unprecedented ways.

Why come to FMX?

FMX is a globally influential conference dedicated to media & entertainment production, including but not limited to animation, visual effects, immersive and interactive media. Every year, media creators share insights into the latest creative developments, cutting edge technologies and innovative business models.

Their contributions are complemented by the Marketplace, which allows visitors to get a hands-on experience on the latest innovations and products of industry-leading companies and start-ups.

Workshops and Company Suites dig deep into the expertise of our international partners. To round things off, established as well as up and coming studios scout talent at the Recruiting Hub, and media schools from all over the world present themselves at the School Campus.

Through its international yet intimate atmosphere, FMX offers professionals and students a unique platform to mingle, network, and share insights about art, technology and business.

Become an FMX Partner today and present your organization to the world's digital arts, technology and business communities!



■ PREMIUM PARTNERSHIPS

Capture strong attention as a **Silver** or **Gold Partner** of FMX 2022. Or achieve the highest impact by becoming **Platinum Partner**!

Platinum Partner

Please note, there will **only be one Platinum Partner**.

The booking of the Platinum Partnership comprises:

- Listing as **Platinum Partner** in boilerplate of the FMX trailer, played before every presentation
- Exclusive entry on FMX website with logo, company description, and images
- Entry on FMX online platform with logo, company description and video clips
- Company logo in the **Platinum Partner** section of the FMX website, linked to your website
- Company logo in the **Platinum Partner** section of the printed program guide
- Banner on FMX website
- Mention as **Platinum Partner** in press and social media activities
- Inclusion of company one-pager in FMX press kit
- Up to **15 free tickets** for FMX 2022
- Additional discounted tickets for staff on request

Entry Level **30,000 EUR minimum, will go to highest bidder***

Gold Partner

The booking of a **Gold Partnership** comprises:

- Listing as **Gold Partner** in boilerplate of the FMX trailer, played before every presentation
- Exclusive entry on FMX website with logo, company description, and images
- Entry on FMX online platform with logo, company description and video clip
- Company logo in the **Gold Partner** section of the FMX website, linked to your website
- Company logo in the **Gold Partner** section of the printed program guide
- Banner on FMX website
- Mention as **Gold Partner** in press and social media activities
- Inclusion of company one-pager in FMX press kit
- Up to **10 free tickets** for FMX 2022
- Additional discounted tickets for staff on request

Entry Level **20,000 EUR***

Silver Partner

The booking of a **Silver Partnership** comprises:

- Listing as **Silver Partner** in boilerplate of the FMX trailer, played before every presentation
- Exclusive entry on FMX website with logo, company description, and images
- Entry on FMX online platform with logo, company description and video clip
- Company logo in the **Silver Partner** section of the FMX website, linked to your website
- Company logo in the **Silver Partner** section of the printed program guide
- Banner on FMX website
- Mention as **Silver Partner** in press and social media activities
- Inclusion of company one-pager in FMX press kit
- Up to **5 free tickets** for FMX 2022
- Additional discounted tickets for staff on request

Entry Level **10,000 EUR***

■ WORKSHOPS

Workshops constitute an important part of our FMX program. You will find yourself in a perfectly fitting environment, benefiting from the excellent reputation of the conference and its engaged audience, presenting your products and services within the high-quality tracks at FMX.

A one-hour slot consists of 50 minutes of presentation and 10 minutes for both tech check and room arrangements.

Your presentation will also be made available as part of FMX Online from May 6 onwards to make sure you gain maximum reach (if you agree).

The booking of a Workshop comprises:

- Conference room equipped with projection, audio system, technical on-site support
- WiFi
- Entry in the printed program guide
- Entry on FMX website with logo, company description, workshop description, speaker bio, and images
- Entry on FMX online platform with logo, company description, workshop description, speaker bio, and images
- Company logo in the partner section of the FMX website, linked to your website
- Company logo in the partner section of the printed program guide
- Mention in press and social media activities
- Accreditation for the speaker (conference pass plus access to the exclusive Networking Lounge and an invitation to a Speakers Dinner)
- 1 x conference pass for staff
- Additional discounted conference passes for staff on request

We are happy to communicate all of your technical and catering requirements on request.

	Price until 27.02.2022*	Price from 28.02.2022*
1 hour Workshop within the program of FMX Conference room with 90-110 seating capacity	€ 1,800	€ 2,000
2 hours Workshop within the program of FMX Conference room with 90-110 seating capacity	€ 2,800	€ 3,000

■ COMPANY SUITES

Company Suites offer room for your presentations, workshops or networking events. They help to shape your company's presentation to support your specific requirements from within your own selected room.

Both location and individual branding give you a chance to make your company, products and services stand out and build a deep connection with our audience.

Seating will be arranged according to your wishes – just pick the right room for your needs!

Your presentation will also be made available as part of FMX Online from May 6 onwards to make sure you gain maximum reach (if you agree).

The booking of a Company Suite comprises:

- Conference room equipped with projection, audio system, technical on-site support
- WiFi
- Entry in the printed program guide
- Entry on FMX website with logo, company description, presentation descriptions, speaker bios, and images
- Entry on FMX online platform with logo, company description, presentation descriptions, speaker bios, and images
- Company logo in the partner section of the FMX website, linked to your website
- Company logo in the partner section of the printed program guide
- Mention in press and social media activities
- Accreditation for the speakers (conference pass plus access to the exclusive Networking Lounge and an invitation to a Speakers Dinner)
- An allocation of conference passes for staff
- Additional discounted conference passes for staff on request

We are happy to communicate all of your technical and catering requirements on request.

	Price until 27.02.2022*	Price from 28.02.2022*
1 day Company Suite Conference room with 90-110 seating capacity	€ 9,000	€ 10,000
1 day Company Suite Conference room with 50 seating capacity	€ 6,000	€ 6,500
3 days Tower Suite Room with 75 m ² , height 5.2 m, Ø 9.8 m	- on request -	

* 19% VAT (sales tax) will be added to prices if applicable. General terms and conditions of FMX 2022 apply.

MARKETPLACE

The Marketplace complements the conference program with an exhibitor area for hardware, software and services as well as research projects, start-ups and exhibits. Here, an international audience of professionals and students come to learn about the latest products and developments.

The Marketplace is both a professional fair and a meeting space for the industry and community. Furthermore, FMX's interdisciplinary character allows you to address potential target groups of neighboring industries as well as early adopters and future users.

Booth sizes from 4-30 m² are easily feasible within the Octanorm system.

The booking of a booth at the Marketplace comprises:

- 3 days booth in the Octanorm system
- Booth height 2.5 m (2 m under the gallery)
- Power connection
- WiFi
- Entry on FMX website with logo and company description
- Entry on FMX online platform with logo and company description
- Listing in the exhibitor index in the printed program guide
- Company logo in the partner section of the FMX website, linked to your website
- Company logo in the partner section of the printed program guide
- Mention in press and social media activities
- 1 x conference pass for booth staff per 3 m² booth size
- Additional discounted conference passes for staff on request

We are happy to communicate all of your technical and catering requirements on request.

Invite your customers:

We offer you the opportunity to invite customers and business partners to the Marketplace. For this purpose you receive a ticket allocation free of charge.

	Price until 27.02.2022*	Price from 28.02.2022*
Booth at the Marketplace for 3 days	350 €/m ²	400 €/m ²

RECRUITING

The Recruiting Hub is the international job fair at FMX where animation, VFX and games studios, production companies and agencies connect with a large crowd of aspiring creative talents.

A Recruiting Presentation is the perfect addition to a booth at the Recruiting Hub. Use your live presentation in a fully equipped conference room to showcase your company, current and upcoming projects, and workplace, then invite the audience to your Recruiting Booth or Company Suite for interviews. A half-hour slot consists of 20 minutes of presentation and 10 minutes for both tech check and room arrangements.

Please note: A Recruiting Presentation on site can only be booked if you also book a booth.

The booking of a booth at the Recruiting Hub comprises:

- 3 days booth in the Octanorm system
- Booth size 3 m x 3 m, height 2.5 m
- Seating for 4 with table
- Power connection
- WiFi
- Entry on FMX website with logo and company description
- Entry on FMX online platform with logo and company description
- Listing in the exhibitor index in the printed program guide
- Company logo in the partner section of the FMX website, linked to your website
- Company logo in the partner section of the printed program guide
- Mention in press and social media activities
- 1 x job ad on FMX website
- 3 x conference passes for booth staff
- Additional discounted conference passes for staff on request

The booking of a Recruiting Presentation comprises:

- Conference room equipped with projection, audio system, technical on-site support
- WiFi
- Entry in the printed program guide and on the FMX website
- Accreditation for the speaker (conference pass plus access to the exclusive Networking Lounge and an invitation to a Speakers Dinner)

We are happy to communicate all of your technical and catering requirements on request.

	Price until 27.02.2022*	Price from 28.02.2022*
Booth at the Recruiting Hub for 3 days	€ 3,000	€ 3,200
1/2 hour Recruiting Presentation	€ 500	€ 600

* 19% VAT (sales tax) will be added to prices if applicable. General terms and conditions of FMX 2022 apply.

■ SCHOOL CAMPUS

The School Campus is the education fair at FMX where international faculties and courses that offer programs in the art and technology of computer animation, visual effects, computer games and VR/AR showcase their curricula and projects. Thus, prospective students can gather first-hand information from faculty staff, alumni and students.

The booking of a booth at the School Campus comprises:

- 3 days booth in the Octanorm system
- Booth size 2 m x 2 m, height 2.5 m
- 1 counter/desk and 2 chairs
- Power connection
- WiFi
- Entry on FMX website with logo and school description
- Entry on FMX online platform with logo and school description
- Listing in the exhibitor index in the printed program guide
- School logo in the partner section of the FMX website, linked to your website
- School logo in the partner section of the printed program guide
- 2 x conference passes for booth staff
- Additional discounted conference passes for staff on request
- Students from participating schools are eligible for discounted conference passes

	Price until 27.02.2022*	Price from 28.02.2022*
Booth at the School Campus for 3 days	€ 1,000	€ 1,100

■ MARKETING & PROMOTION

FMX provides excellent marketing opportunities to promote your company and present your brand to our visitors!

Whether it is classic branding or the hosting of networking events such as the FMX Get-Together or a Speakers Dinner, you can be sure to make an impact at FMX 2022!

Here is how you can support FMX with your marketing and promotional activities.

	Prices
Speakers Dinner	from € 12,000
FMX Get-Together	€ 6,500
Branding of barriers outside of FMX venue (extra large visibility)	€ 10,000
Lanyards	€ 6,500
Visitor bags	€ 6,500
Flyers/Give-Aways in visitor bags	€ 1,500

Room Branding

We also offer you the chance to brand the biggest conference rooms at the FMX venue! The room will be "brought to you by (*your company name*)", and your company reel (up to 30 seconds) will be played before every presentation in that room.

Please note: Room Branding is only available to Premium Partners.

	Prices
König-Karl-Halle (672 seating capacity)	€ 12,000
Meidinger-Saal (448 seating capacity)	€ 9,000
Bertha-Benz-Saal (250 seating capacity)	€ 6,000

FMX Program Guide

	Prices
One page ad	€ 1,000
One page ad on inside cover (IFC, IBC)	€ 2,000
One page ad on back cover (BC)	€ 3,000

* 19% VAT (sales tax) will be added to prices if applicable. General terms and conditions of FMX 2022 apply.



■ ONLINE EXCLUSIVE

If you are unable to travel to Stuttgart for the on site part of FMX, we offer you the chance to show your content online and reach an audience all over the world!

From May 6, 2022, FMX will present your online presentation via video-on-demand.

Take a look at our options!

	Prices
1 hour workshop	€ 500
Series (3 consecutive slots)	€ 1,200
30min Recruiting Presentation	€ 300

WANT TO BECOME AN OFFICIAL PARTNER?

Take a look inside and find all information and prices for your contribution to the FMX Forum!

Contact us with your questions and enquiries, and be part of FMX 2022.

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