



effects²⁰ montreal

The biggest Hub for VFX and
animation industries in Montreal

2-3 June, 2020  **Montreal, Canada**

www.effects-events.com

TABLE OF CONTENTS

What is effects Montreal?	2
Sessions	3
effects19 statistics	5
What to expect at effects Montreal 20?	6
effects Montreal 20 passes	7
Some of the last year's exhibitors & sponsors	8
Why exhibit and sponsor?	10
Exhibiting offers	11
Pass offers	12
Sponsorship opportunities	13
Practical information	20
Map	21
Contact us	24

WHAT IS EFFECTS MONTREAL?

A 2 days conference to gather the VFX and animation communities

Effects Montreal brings together thousands of participants from the VFX and animation industries for 2 days of sessions, business meetings, job fair, award ceremony, training and networking in Montreal, Canada.

Connect with 2D/3D Artists, supervisors, business developers, producers from Canada, the USA, Europe and the rest of the world, who all gather in June 2020 on the Canadian east-coast.

Last year: effects 19 by the numbers

 **56** Sessions
 **6** Masterclasses

 **50** Exhibitors and sponsors
 **1,900** Participants



SESSIONS

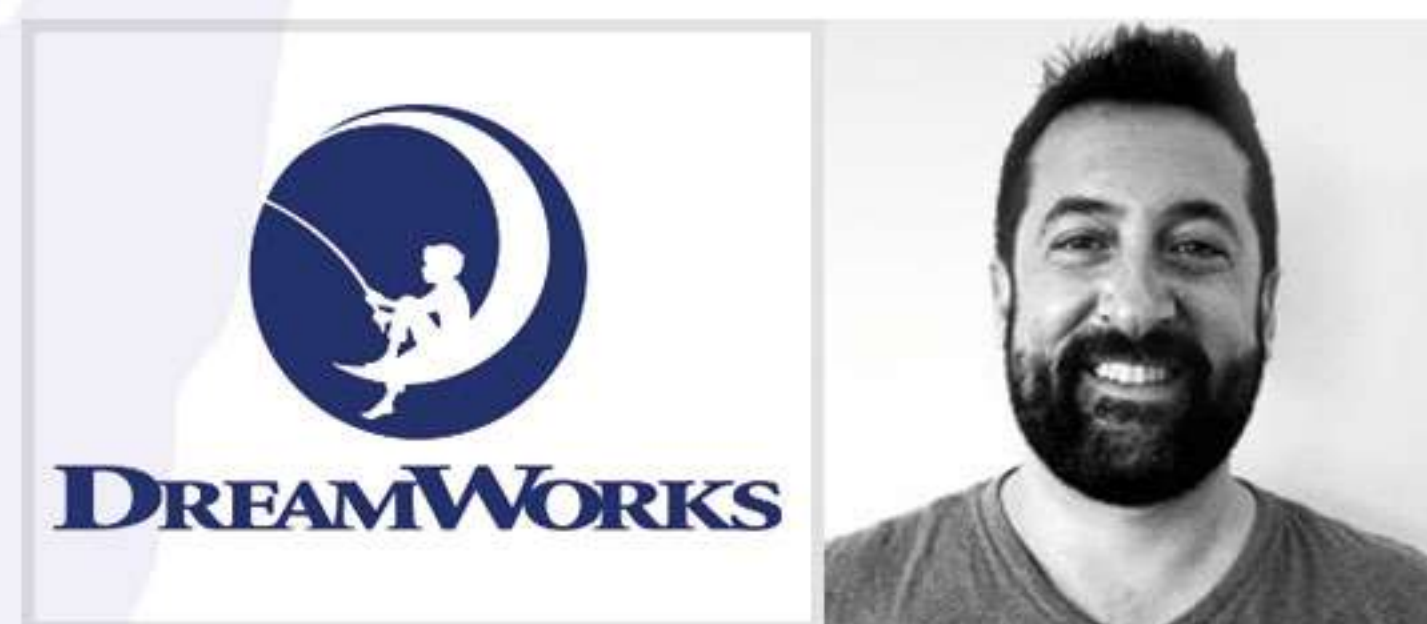
Among the most popular speakers at effects19



Dave Taritero
Senior vice president of
visual production
Disney



Joseph Kasparian
VFX supervisor
Hybrid Technologies



Gabriel Portnof
CG supervisor
Dreamworks



Patrick Tubach
VFX supervisor
Industrial Light & Magic



Joshua Beveridge
Animation supervisor
Sony



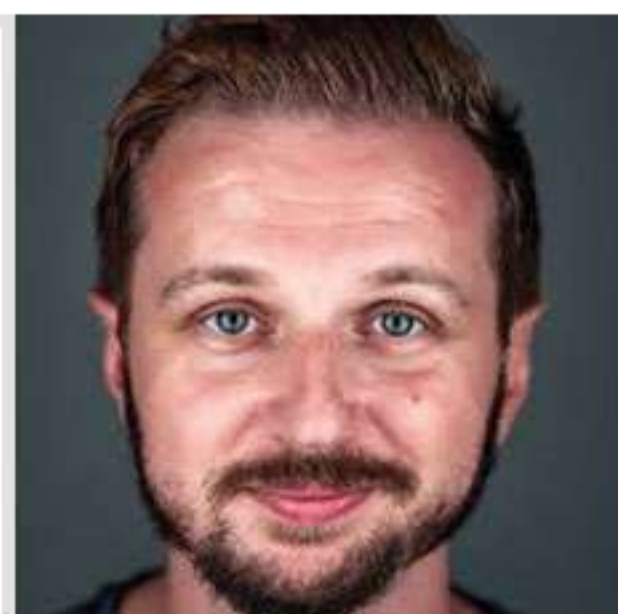
Bryan Grill
Visual effects supervisor
Scanline VFX



Michelle Einsenreich
VFX producer
DNEG



Jeffrey Higgins
VFX supervisor
Digital Domain



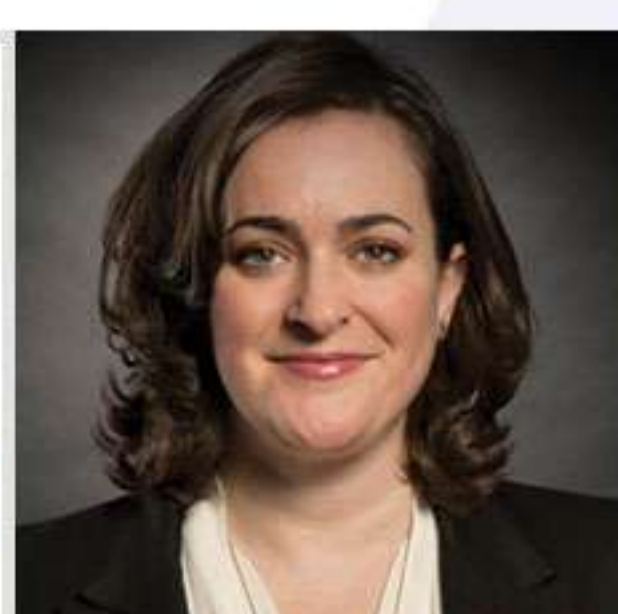
Alexander Richter
Technical director
Dwarf Studio



Andrew McPhillips
Visual effects supervisor
SpinVFX



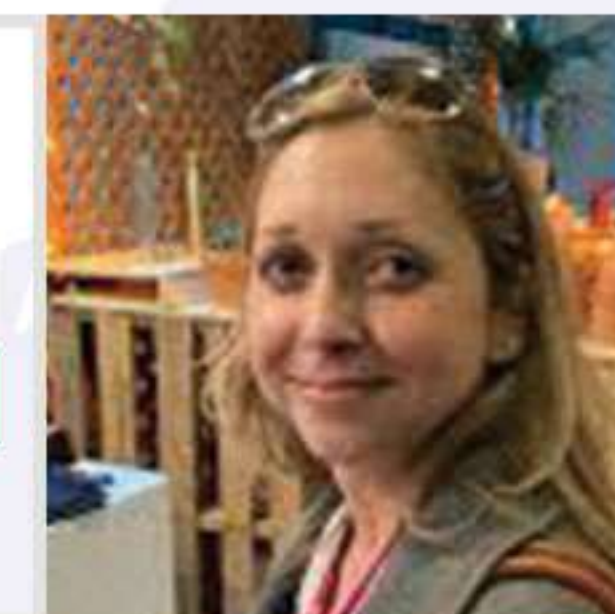
Chad Nixon
VFX executive producer
head of production
Cinesite



Chloe Grysole
Managing director
Framestore



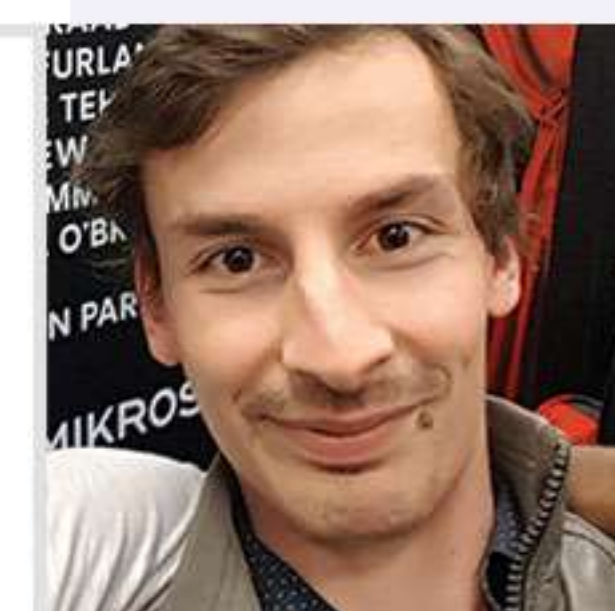
Nicolas Delval
Head of studio
Mikros



Jennifer Klotz
Head of learning &
development
Technicolor



Lauren McCallum
Global managing director
Mill Film



Mathieu Assemat
CG supervisor
MPC Film



Mark Rigley
Developer lead
Shopify



Katie Torunian
VFX production manager
Method Studio

1,900 PARTICIPANTS IN EFFECTS 2019



30% Artist 2D / 3D



22% Supervisors / TD / 2D / 3D / VFX



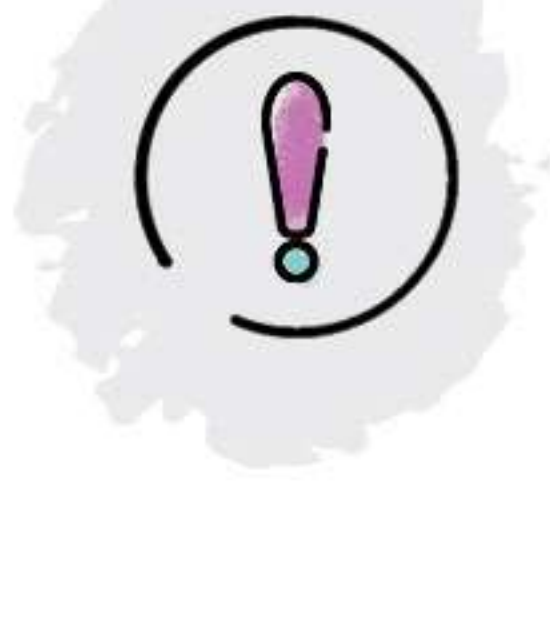
15% Students 2D / 3D



15% HR / Recruiter / Marketing



12% Business development, CEO /Founders
Producers, Coordinators

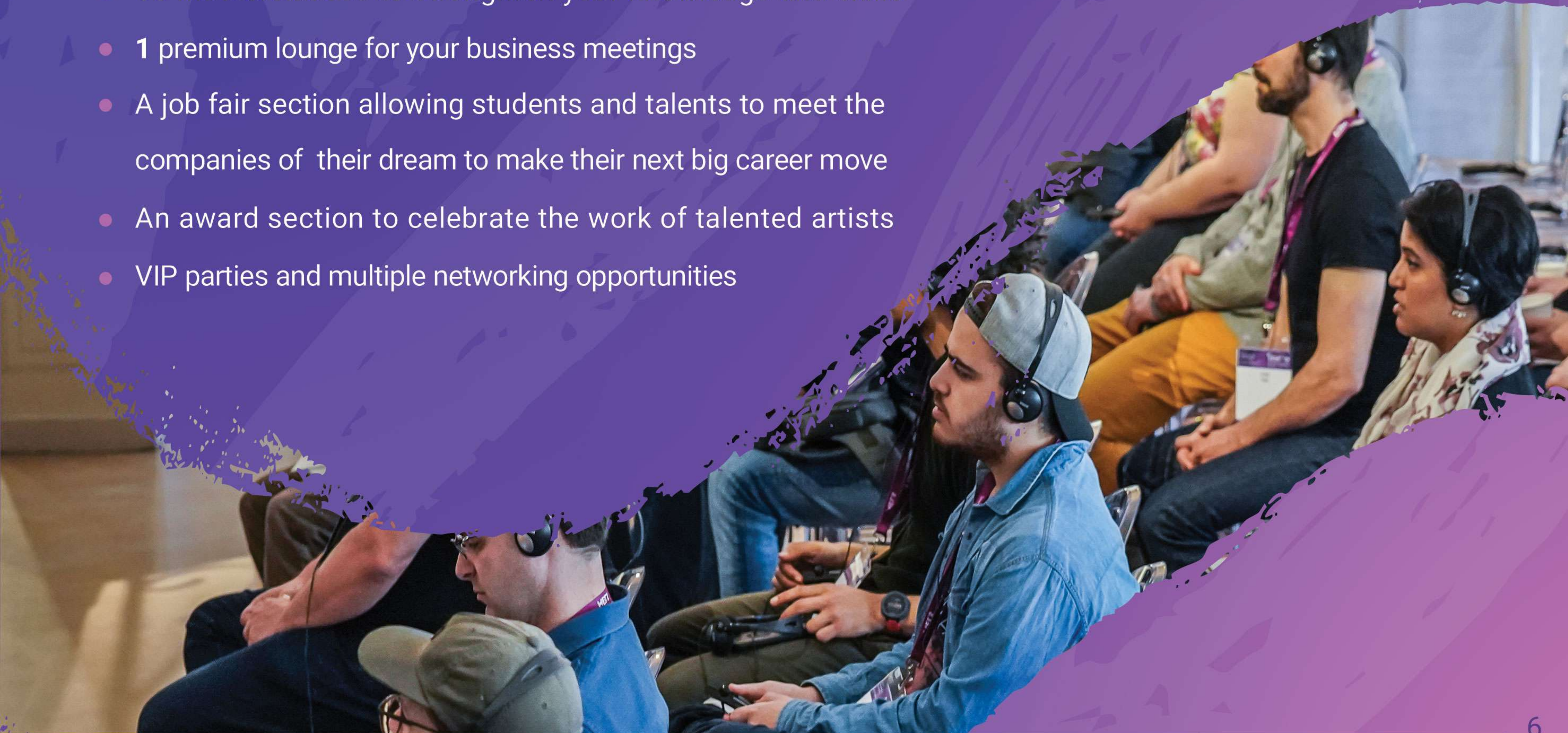


6% Other



WHAT TO EXPECT AT EFFECTS MONTREAL 20

- 2 days of celebration and gathering of the VFX & animation industries
- 1 expo zone with 80 exhibitors and sponsors
- 5 session rooms with a schedule of 60 top-quality sessions
- 10 masterclasses to strengthen your knowledge and skills
- 1 premium lounge for your business meetings
- A job fair section allowing students and talents to meet the companies of their dream to make their next big career move
- An award section to celebrate the work of talented artists
- VIP parties and multiple networking opportunities



EFFECTS MONTREAL 20 PASSES



Type of pass	Expo / show floor	Sessions	Business lounge	Master class
Expo pass	Anytime	Limited to 2 expo session rooms on the show floor	No	No
Premium pass	Anytime	2 expo sessions + 3 premium sessions	No	No
Premium plus pass	Anytime	2 expo sessions + 3 premium sessions	Unlimited access (including breakfast and lunch)	No
Masterclass	Anytime	2 expo sessions + 3 premium sessions	Unlimited access (including breakfast and lunch)	Access to one class

SOME OF THE LAST YEAR'S EXHIBITORS



SOME OF THE LAST YEAR'S SPONSORS





WHY EXHIBIT AND SPONSOR?

- **Showcase your products** and expertise to a professional audience: whether at your booth and/or during a live session, highlight the projects you are the most proud of, share your expertise
- **Grow brand awareness** among your top targets: whether they are potential recruits, prospects or existing partners, sponsoring opportunities are here to make sure that your company name is visible within the industry
- **Network** and reinforce relationships within the industry.
- **Celebrate** your community of artists, employees and/or users.

10

- 
- # WHY EXHIBIT AND SPONSOR?
- **Showcase your products** and expertise to a professional audience: whether at your booth and/or during a live session, highlight the projects you are the most proud of, share your expertise
 - **Grow brand awareness** among your top targets: whether they are potential recruits, prospects or existing partners, sponsoring opportunities are here to make sure that your company name is visible within the industry
 - **Network** and reinforce relationships within the industry.
 - **Celebrate** your community of artists, employees and/or users.
- 10

EXHIBITING OFFERS

Stand	Super Early Bird until 27/02	Early Bird until 17/04	Regular rate
Bronze 8^{ft} x 10^{ft} 1 premium pass +10 expo passes	2,700 CA\$	3,100 CA\$	3,500 CA\$
Silver 8^{ft} x 20^{ft} or 10^{ft} x 16^{ft} 2 premium passes +20 expo passes	5,400 CA\$	6,200 CA\$	7,000 CA\$
Gold 16^{ft} x 20^{ft} 3 premium passes + 30 expo passes + golden location + golden item (see sponsorship opportunities) + logo on the map	14,900 CA\$	16,500 CA\$	19,000 CA\$
Platinum 12^{ft} x 33^{ft} 5 premium passes + 40 expo passes + platinum location + platinum item (see sponsorship opportunities) + logo on the map	18,100 CA\$	20,500 CA\$	23,500 CA\$

PASS OFFERS

Pass	Super Early Bird until 27/02	Early Bird until 17/04	Regular rate
Expo	20 CA\$	20 CA\$	20 CA\$
Premium	150 CA\$	200 CA\$	250 CA\$
Premium Plus (Breakfast & Lunch)	250 CA\$	300 CA\$	350 CA\$
Masterclass	750 CA\$	750 CA\$	750 CA\$

SPONSORSHIP OPPORTUNITIES

SPECIAL OFFER

Diamond Package (Only 1 available)

ITEMS	WORTH CAD	YOU PAY
Premium lounge sponsor	5000	25.900 CA\$ Instead of 36.500 (your benefit 10.600 CA\$)
55 Minutes sponsored session	3500	
Wifi	2500	
Logo on tote bag / T-shirt / lanyard	7000	
Banner on the website	3000	
Speech in award ceremony	3000	
Emailing all attendees	3000	
Back cover Ad	1500	
Insert promotional items in the bag	1000	
Logo on all passes	3500	
Logo on the map	500	
Social media package	1500	
Sponsored trailer in award ceremony	1500	



SPONSORSHIP OPPORTUNITIES

SPECIAL OFFER

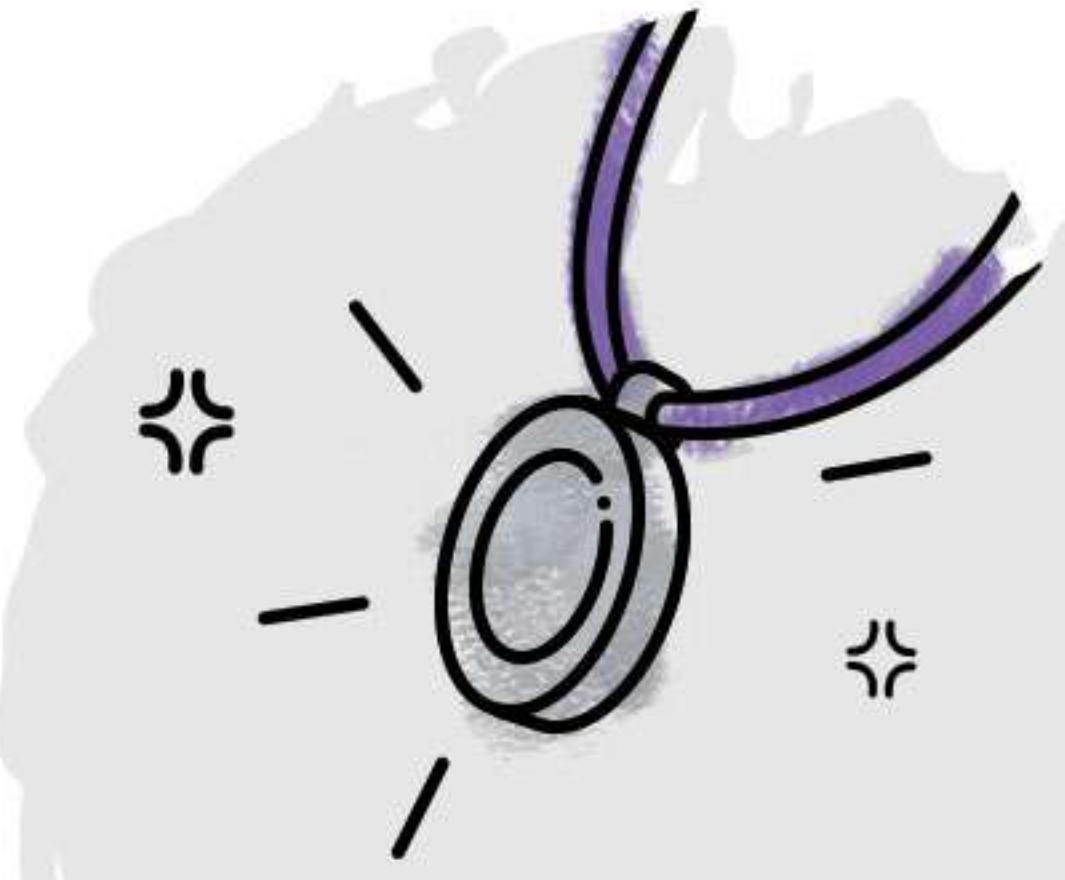
Gold Package (Only 2 available)

ITEMS	WORTH CAD	YOU PAY
55 Minutes sponsored session	3500	12.900 CA\$ (instead of 17.200) Your benefit: 4300 CA\$ 
Coffee break	1500	
Logo on all passes	3500	
Insert promotional items in the bag	1000	
Logo on the map	500	
Ad in 2nd page or 3rd page	1200	
Banner on the website	3000	
Social media package	1500	
Sponsored trailer in award ceremony	1500	

SPONSORSHIP OPPORTUNITIES

SPECIAL OFFER

Silver Package (Only 4 available)

ITEMS	WORTH CAD	YOU PAY
25 Minutes sponsored session	2000	6.500 CA\$ (instead of 9200) Your benefit: 2.700 CA\$ 
Insert promotional items in the bag	1000	
Logo on the map	500	
Ad in 2nd page or 3rd page	1200	
Sponsored trailer in award ceremony	1500	
Banner on the website	3000	

SPONSORSHIP OPPORTUNITIES

SPONSORED SESSION		
Session Room	Reach your target audience directly by sponsoring a conference room and position yourself as an industry leader. Includes the projection of an intro-mini trailer every time a session starts.	2000
55 Minutes Session with Video Recording	Present your products and share your experience in front of animation and VFX industry professionals.	3500
25 Minutes Session with Video Recording	Present your products and share your experience in front of animation and VFX industry professionals.	2000
Opening, Evening or Closing Keynote 55 Minutes Session	Host your own coffee break at your booth or at the bar for effects Montreal attendees. Includes coffee and tea for 30 minutes.	1500

SPONSORSHIP OPPORTUNITIES

NETWORKING		
Closing Party Day 2	Position your brand in front of all effects Montreal 20 attendees.	5900 Exclusive
VIP Opening Cocktail	Position your brand in front of effects Montreal 20 premium pass holders and VIPs.	3000 Exclusive
End of Day Happy Hour Day 1 5PM – 7PM	Keep your company front of mind by sponsoring the cocktail reception. This package includes 1 sign with your logo placed in the bar, online promotion and you can bring your own t-shirts for bartenders and place your banner-ups in the bar. Drinks not included.	7000 Excusive
Coffee Break	Host your own coffee break at your booth or at the bar for effects Montreal attendees. Includes coffee and tea for 30 minutes.	1500
PREMIUM LOUNGE		
Premium Lounge	Branding in the premium lounge including your trailer on TV, in the show guide and on the website, printed banners on site.	5000 Exclusive
Premium Lounge Breakfast + Lunch	Target professionals by treating them for breakfast and lunch.	2500 2 Availabe

SPONSORSHIP OPPORTUNITIES

PRINT- PLATINUM EXCLUSIVE (ONE ITEM OF CHOICE IN PLATINUM PACKAGE)		
Volunteer T-shirts	Promote your brand with your logo on all t-shirts worn by the volunteers during the event.	5000
Reusable Water Cups	Attendees drinking cups for hot and cold drinks, they will be used throughout the event & beyond after event has finished.	3000
Tote Bag	Show your support by sponsoring the official effects Montreal tote bag! Each attendee will receive the items during registration and will carry it around throughout the event and after.	7000
Logo on All Passes	Personalized badges worn by all participants at all times giving your brand maximum reach and visibility throughout the event. Your logo will be right in front of everyone during every interaction they have at the event.	3000
Lanyards	Every single attendees uses the lanyards during the event to carry their pass around their neck. Your logo will be right in front of everyone during every interaction they have at the event.	7000
PRINT		
Insert in the Bag	Your promotional item or literature will find its way into each official tote bag.	1000
Logo on the Map	Your logo next to your booth on every mini programs and banners.	500
PRINTED PROGRAM		
Back Cover Ad	Promote your company in the most visible place in the show guide that will be handed to every attendees during the show. The show guide includes the map of the event, the conference program and useful information.	1500 Exclusive
Ad in 2nd page or 3rd page	Promote your company in the show guide that will be handed to every attendees during the show. The show guide includes the map of the event, the conference program and useful information.	1200 Exclusive
Ad inside	Promote your company in the show guide that will be handed to every attendees during the show. The show guide includes the map of the event, the conference program and useful information.	1000

SPONSORSHIP OPPORTUNITIES

WEBSITE AND SOCIAL MEDIA		
Banner on the Website's Homepage	Your logo on the rotating slider on the homepage of effects website.	3000
Emailing All Attendees	Dedicated eblast to all attendees of effects montreal 20. Promote your presence and get more meetings with qualified prospects/potential partners.	3000
Social Media Package	Post announcing the partnership on Facebook, Twitter and LinkedIn. Post of one article with content provided by the sponsor on Facebook and LinkedIn	1500

WIFI		
Wifi	Branding the Wifi network creates awareness of the sponsor, actively engaging the attendees with your brand.	2500 Exclusive

AWARD		
Representative's Speech (15 Min)	A 15 minutes sponsored speech in the award ceremony	3000 2 Available
Sponsored Trailer	Showing the trailer of the sponsor in the award ceremony	1500 4 Available

PRACTICAL INFORMATION

Registration
opening

6 January

Super early bird
ending time

27 February

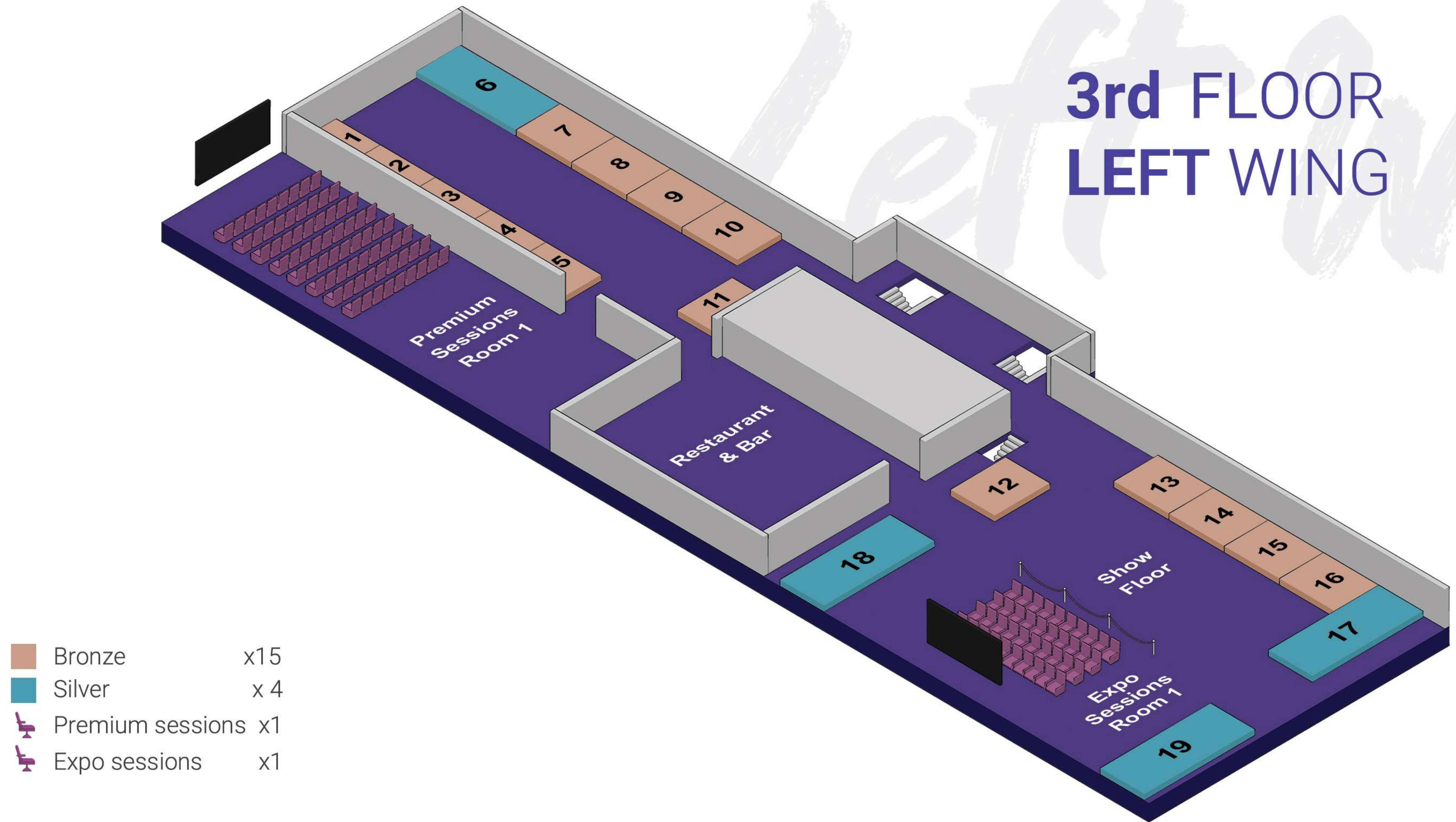
Early bird
ending time

17 April

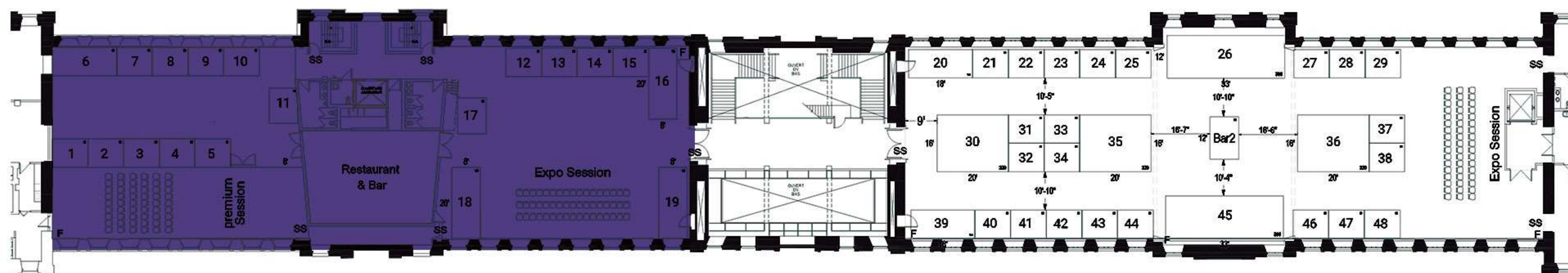
Event dates

2-3 June

3rd FLOOR LEFT WING



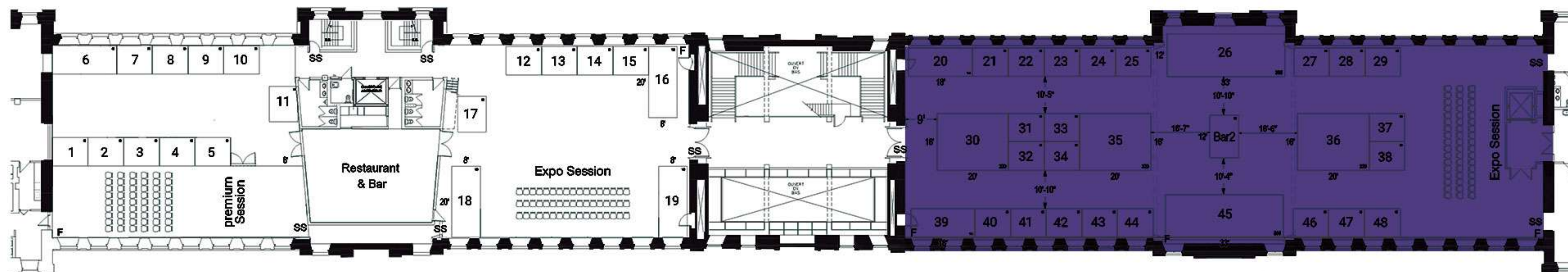
- Bronze x15
- Silver x 4
- Premium sessions x1
- Expo sessions x1



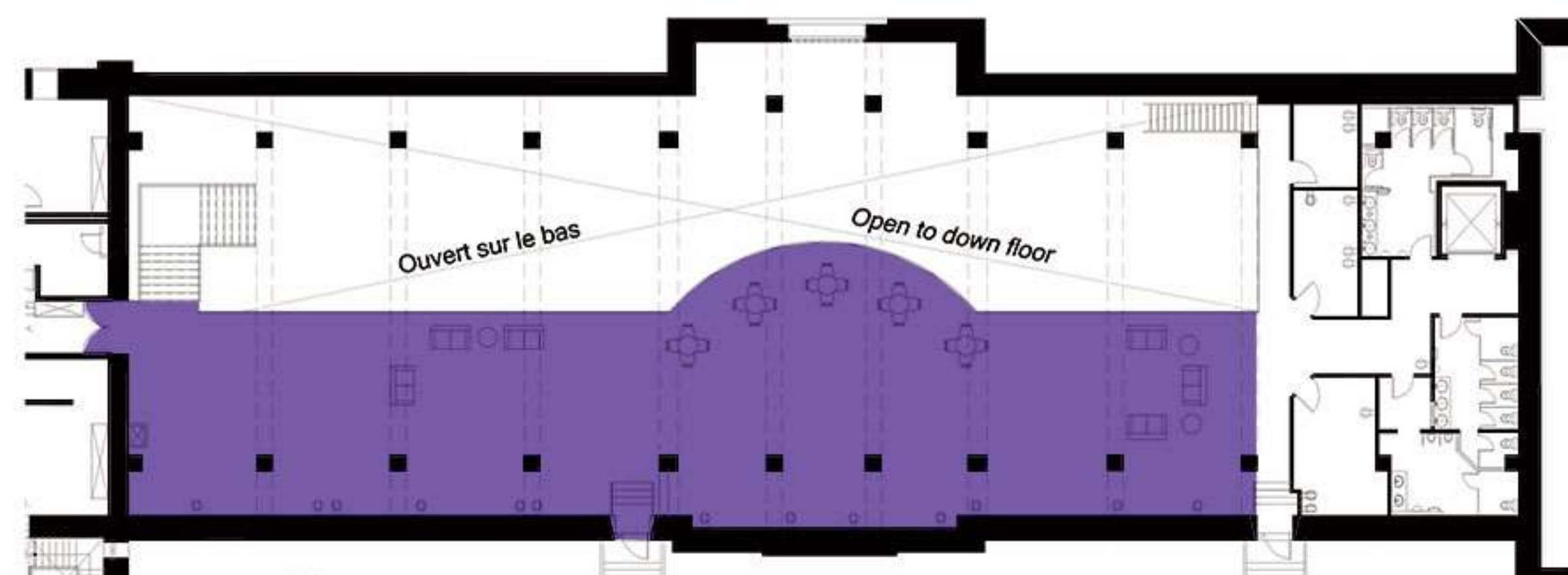
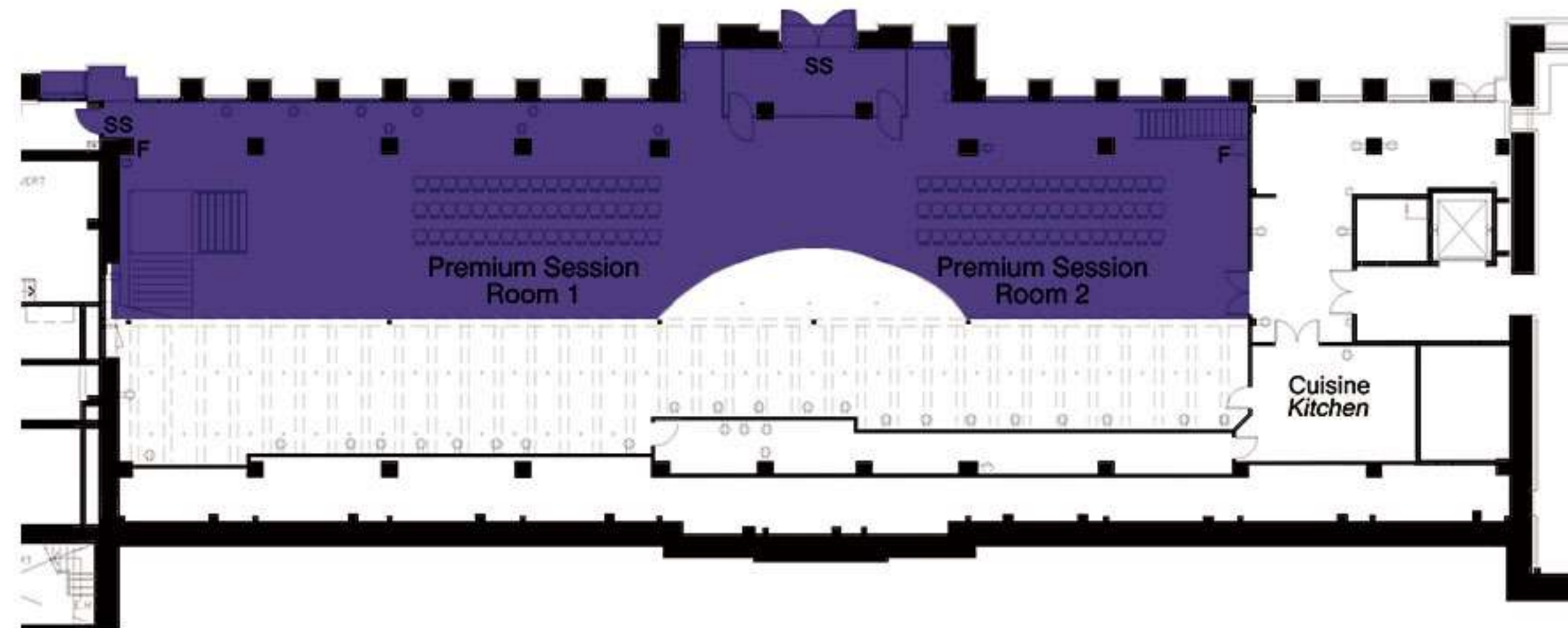
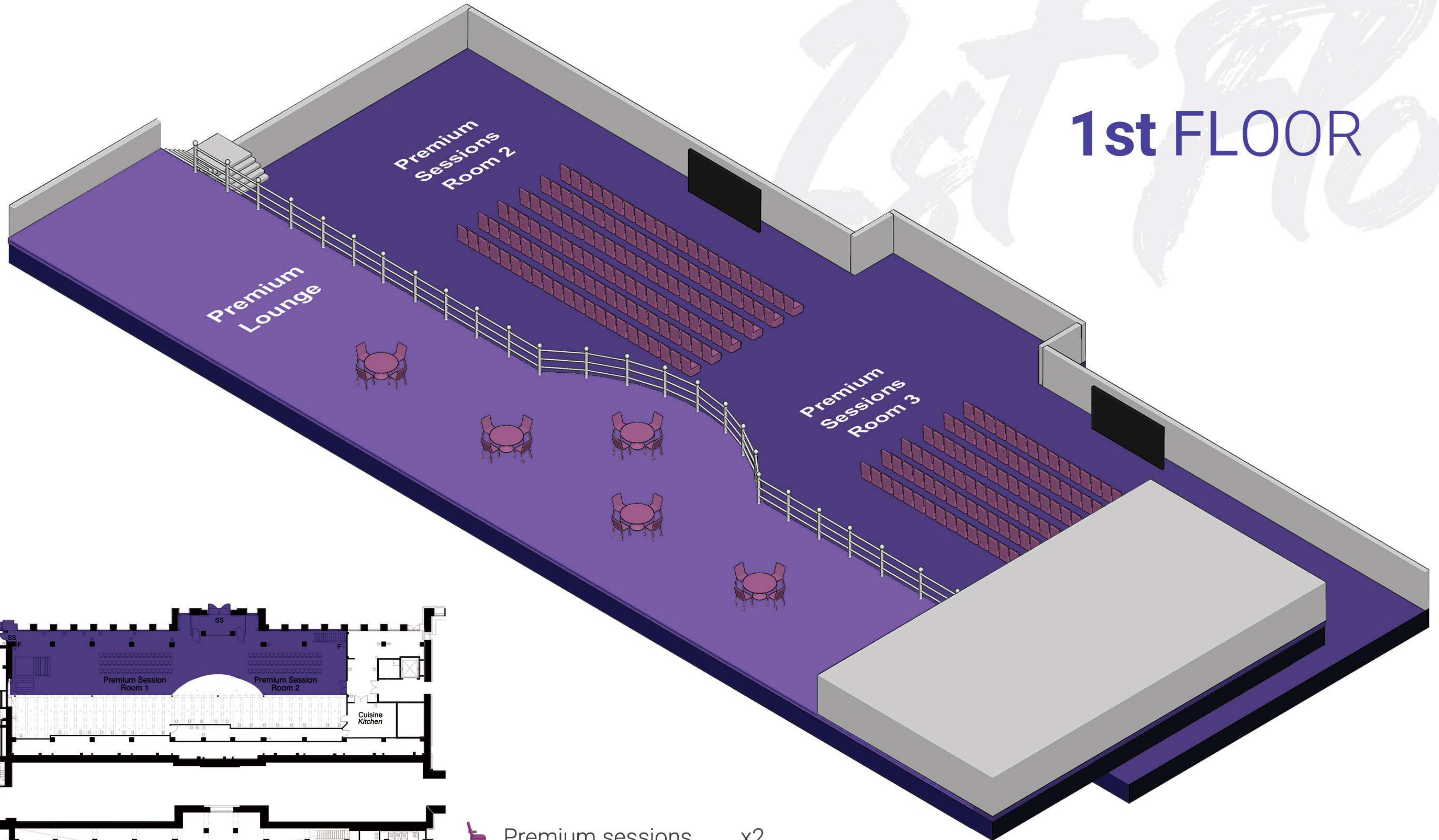
3rd FLOOR RIGHT WING

- Bronze x 22
- Silver x 2
- Gold x 3
- Platinum x 2
- SS

 Expo sessions x1



1st FLOOR



-  Premium sessions x2
- Premium lounge is located at the balcony over the premium session rooms

CONTACT US



Hassan Karimi

Event director

Hkarimi@effects-events.com



Paria Majidi

Sales representative

(Canada and America)

Pmajidi@effects-events.com



Saloomesh Ashtari

Head of sales

Sashtari@effects-events.com