



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

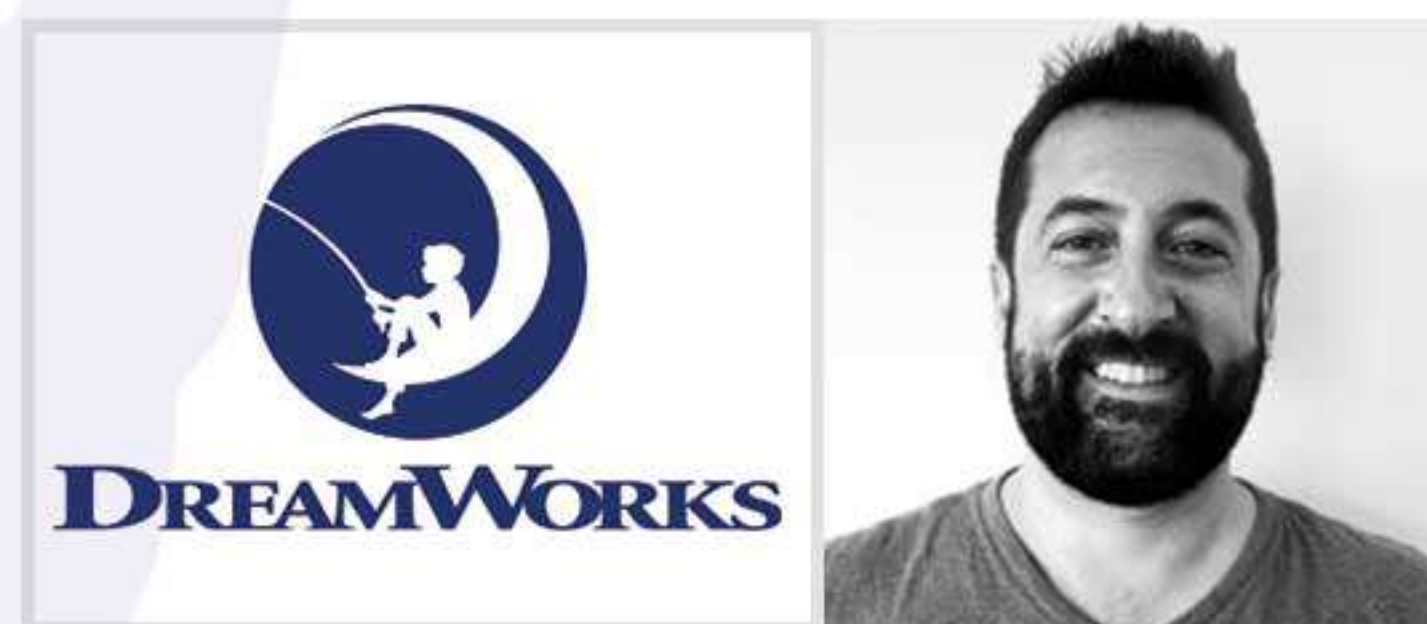
Among the most popular speakers at effects19



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

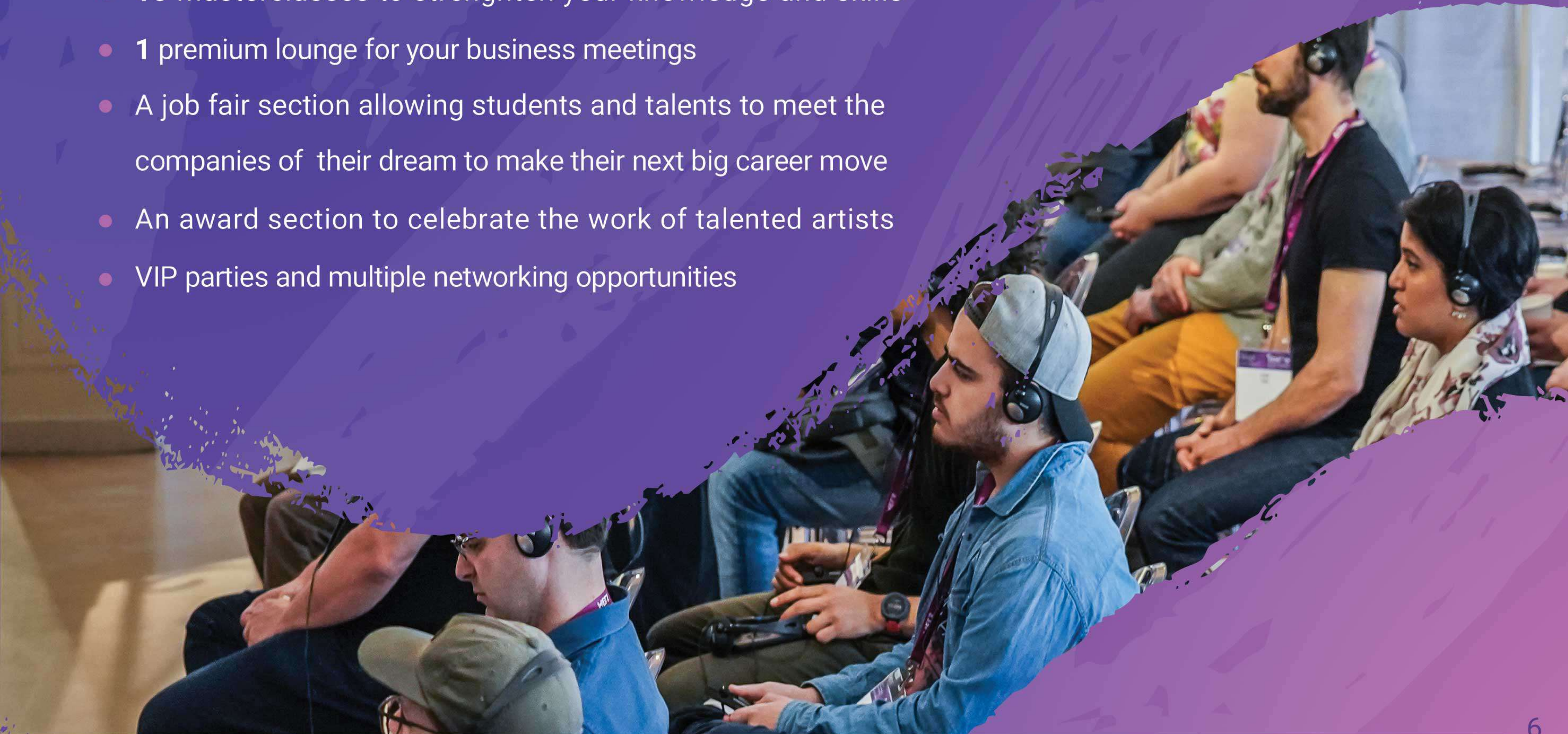


6% Other



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

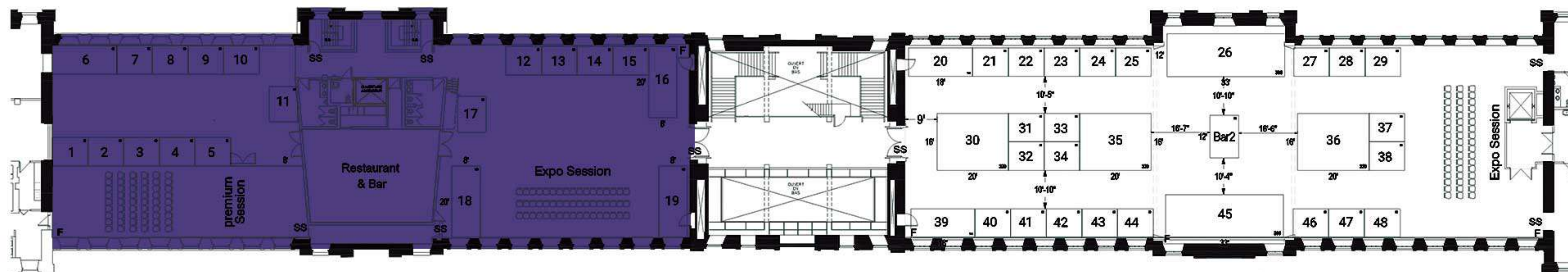
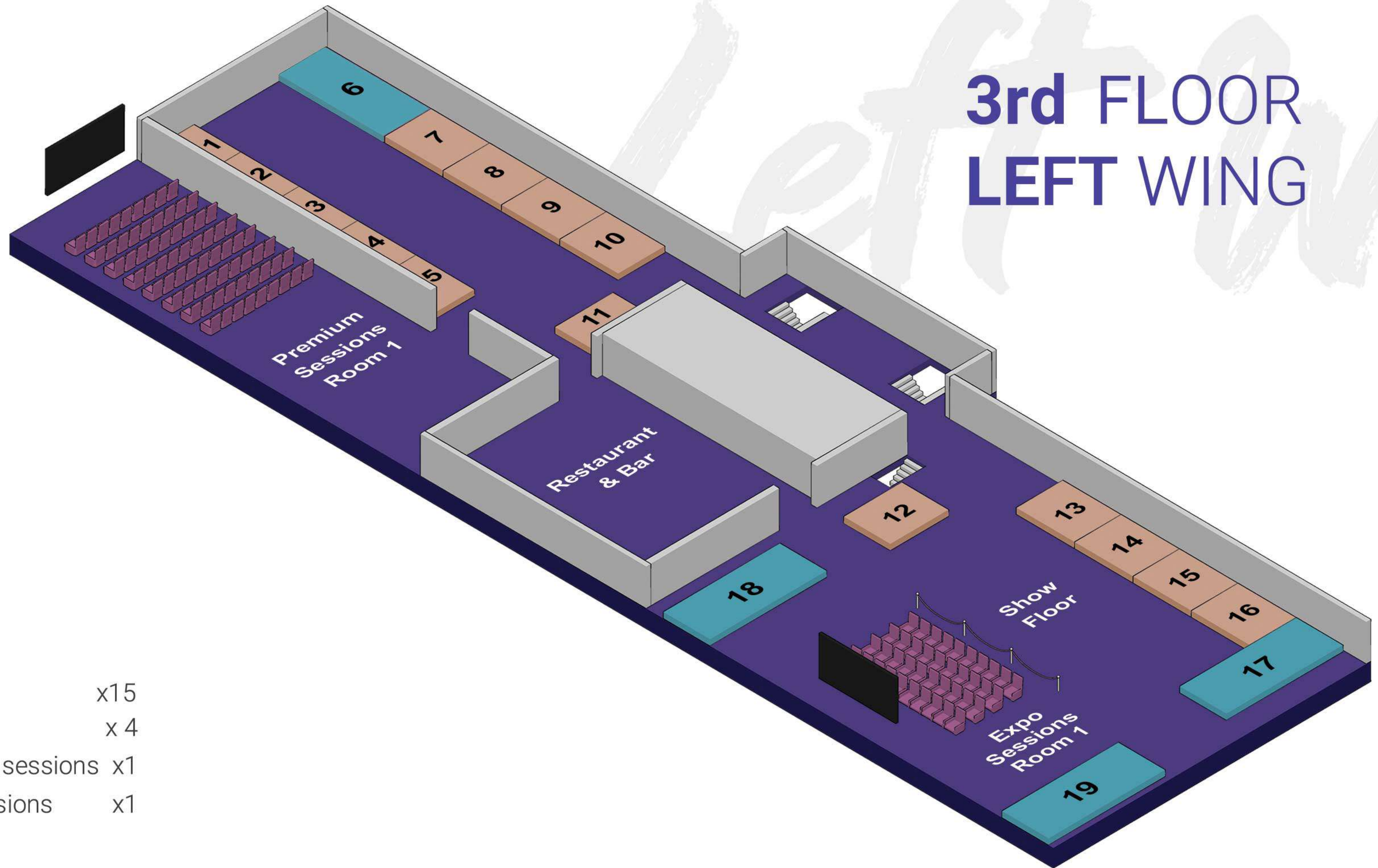
17 April

Event dates

2-3 June

3rd FLOOR LEFT WING

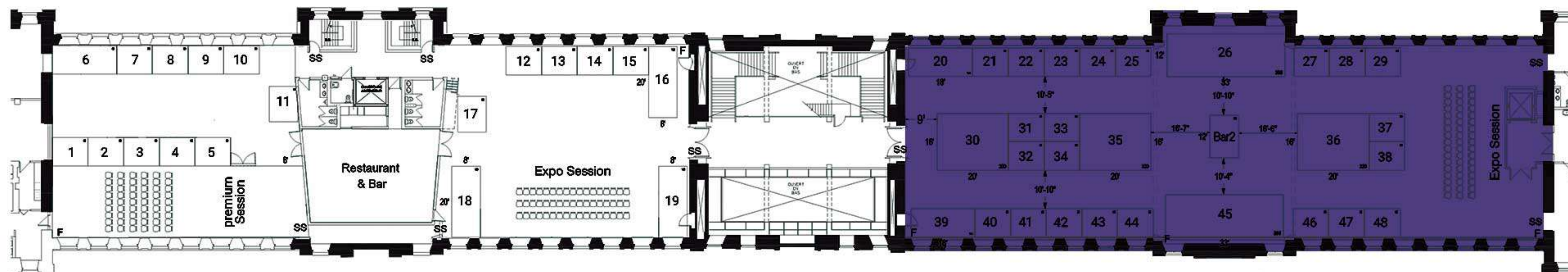
- Bronze x15
- Silver x 4
- Premium sessions x1
- Expo sessions x1



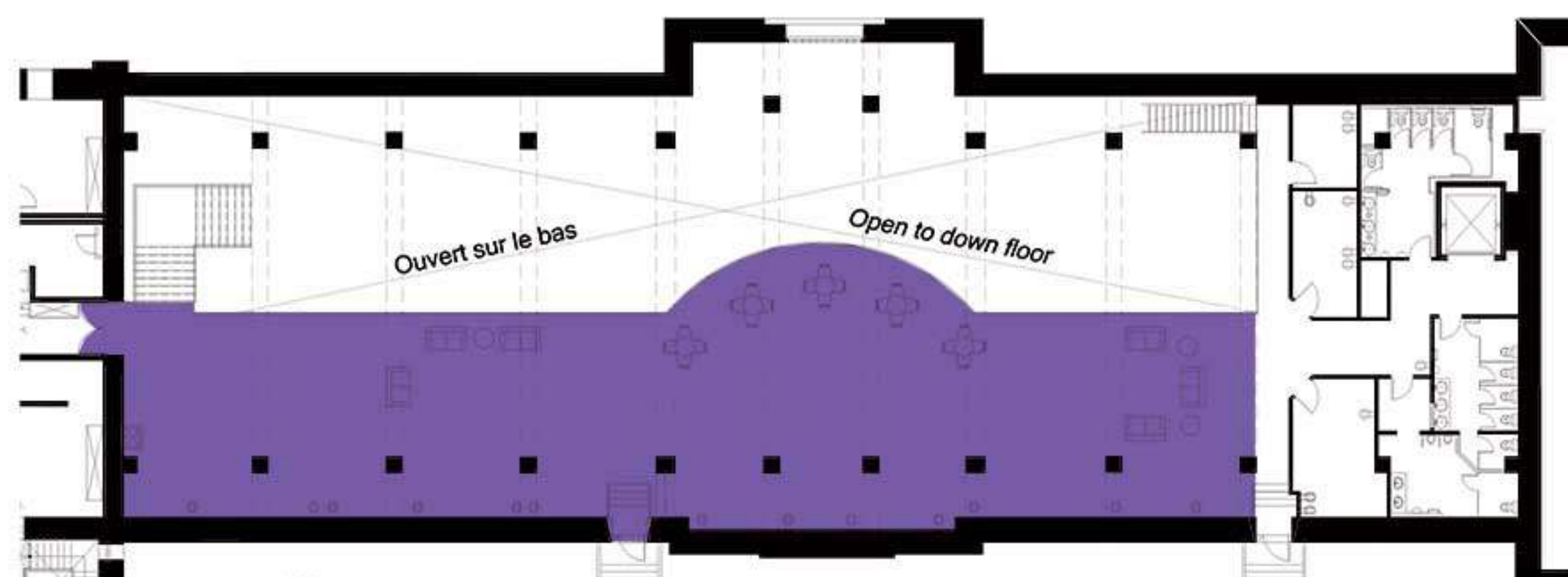
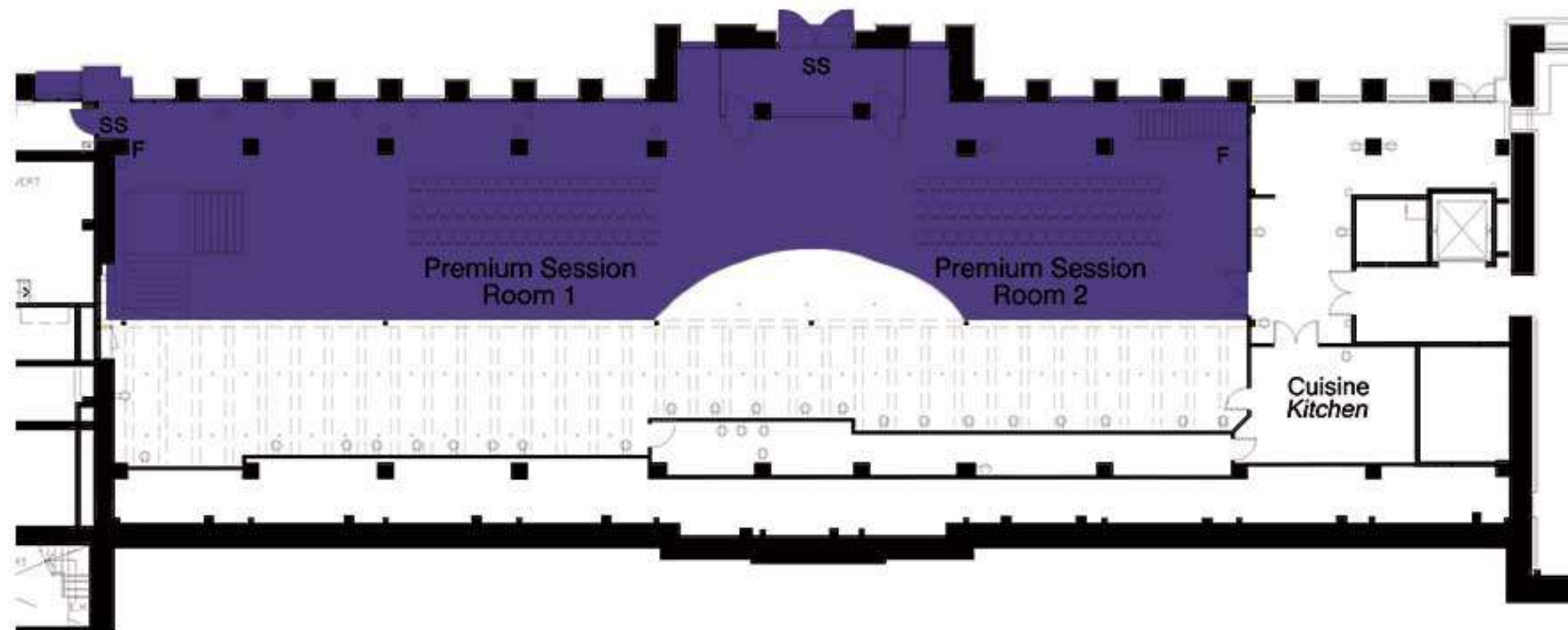
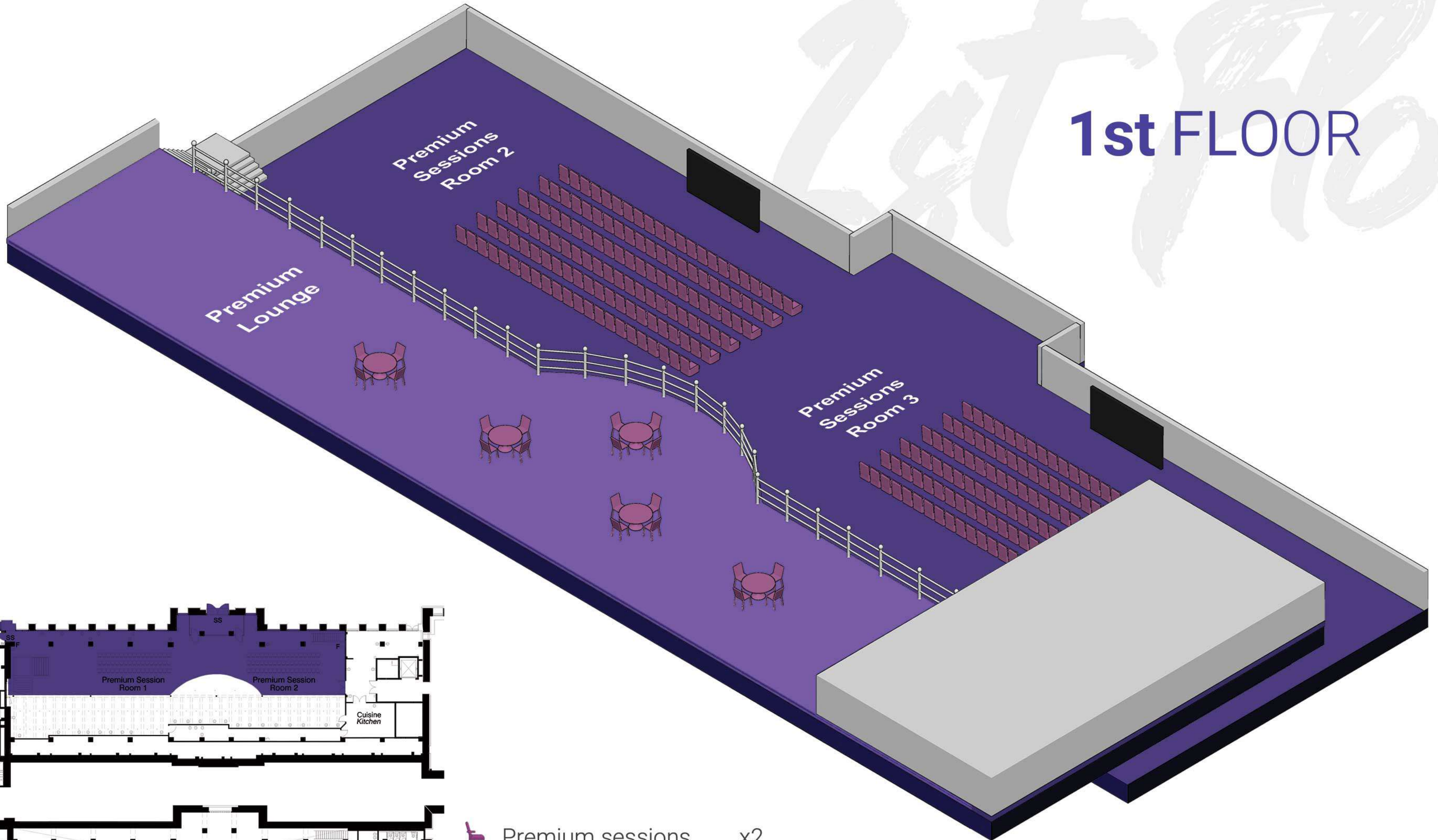
3rd FLOOR RIGHT WING


- 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



Saloomah Ashtari

Head of sales

Sashtari@effects-events.com