



**EUROPEAN  
FILM MARKET 2026  
SEE YOU IN BERLIN!**

**EFM-BERLINALE.DE**

# IMPORTANT DATES 2025/2026

- **EFM DATES:**

- Feb 11 – 18, 2026 (Gropius Bau)
- Feb 11 – 17, 2026 (Marriott)

- **EXHIBITION SPACE RENTAL:**

- Early Bear rate: till Oct 10, 2025

- **MARKET SCREENINGS:**

- Feb 11 – 18, 2026 (Wednesday – Wednesday)
- entry starts in Mid Nov, 2025

- **Associated Events:**

- Feb 11 – 18, 2026 (Wednesday – Wednesday)
- All prices are net prices, 10% Early bear until Nov 28, 2025

- **BERLINALE SERIES MARKET:**

- Feb 16 – 18, 2026 (Monday – Wednesday)
- *soft start on Sunday Feb 15, 2026*

- **BERLINALE CO-PRODUCTION MARKET:**

- Feb 14 – 17, 2026
- Sept 18, 2025: deadline for feature project submissions
- Oct 1, 2025: deadline for CoPro Series Pitch

- **ACCREDITATION/EFM REGISTRATION**

- Early Bear rate: Nov 2025
- Regular rate: as of Dec 2025
- Late rate: as of January 2026

# IMPORTANT CONTACTS 2025/2026

## EXHIBITION SPACE RENTAL

efm-exhibitor@berlinale.de  
+49 30 259 20 646

## MARKET SCREENINGS

efm-screenings@berlinale.de  
+49 30 259 20 642

## BERLINALE CO-PRODUCTION MARKET

coproductionmarket@berlinale.de  
+49 30 259 20 517

## ADVERTISING

efm-advertising@berlinale.de  
+49 30 25920 638

## EFM INDUSTRY SESSIONS

efm-industrysessions@berlinale.de  
+49 30 259 20 629

## EVENT VENUES BOOKING

efm-events@berlinale.de

## ACCREDITATION/EFM REGISTRATION

accreditation@berlinale.de  
+49 30 259 20 198

## BERLINALE SERIES MARKET

seriesmarket@berlinale.de  
+49 30 259 20 635

## STAND DESIGN / OFFICE DESIGN

efm-standdesign@berlinale.de

**SALES & EXHIBITION**

# PRICING 2025/2026

All prices are net prices

## EXHIBITION SPACE RENTAL

### GROPIUS BAU

Stands	
Up to 15sqm	from 500 €/sqm
16 – 30 sqm	from 490 €/sqm
31 – 55 sqm	from 475 €/sqm
From 56sqm	from 465 €/sqm

**Gropius Bau Innovation Hub (second floor)** from 1500€

**GROPIUS PARK** upon request

### MARRIOTT HOTEL

Stands	
9 – 15 sqm	from 500 €/sqm
16 – 30 sqm	from 490 €/sqm
31 – 55 sqm	from 475 €/sqm
From 56 sqm	from 465 €/sqm

Classic office from 9.800 €  
Exclusive suites from 10.500 €

Sharing fee 500 €/company

Early bear discount (5% or 10%) until 11 Oct (as of 9 sqm)

### ONLINE

Virtual stand 500 €  
1 Online Market Badge (from 111,22 €) to be ordered additionally  
(virtual stand already included in on-site space rentals)

## ACCREDITATION

### ON-SITE

#### MARKET BADGE

Early Bear rate	Mid Nov – Dec, 6, 2025	299,07 €
Regular rate	Dec 7, 2025 – Jan 9, 2026	364,49 €
Late rate	as of Jan 10, 2026	420,57 €

#### MARKET BADGE + FESTIVAL ACCREDITAION

Early Bear rate	Mid Nov – Dec, 6, 2025	429,91 €
Regular rate	Dec 7, 2025 – Jan 9, 2026	495,33 €
Late rate	as of Jan 10, 2026	551,41 €

#### BUNDLE (Market Badge + Festival Accreditation)

Book 10, pay 9

#### DAY PASS

As per availability during the market 140,19 €

#### VISITOR PASS

150,00 €  
It may only be used for clients' meetings at your stand.  
A Visitor Pass grants up to 5 one-time-entries per market day throughout the entire EFM.

### ONLINE

#### ONLINE MARKET BADGE

Early Bear rate	Mid Nov – Dec, 6, 2025	111,22 €
Regular rate	as of Dec 7, 2025	148,60 €

# PRICING ARCHIVE MARKET

ALL PRICES ARE NET PRICES

The Archive Market will take place on Tuesday, February 17 at 'Documentation Centre for Displacement, Expulsion, Reconciliation' in walking distance from Gropius Bau from 11am to 6pm.

The Archive Market will be enhanced by two archive-related panels in Café Connect, as well as an archive panel/case study featured in the conference programme.

One day to meet with the Archive representatives and Archive producers.

1 Archive Business Table including up to 4 chairs | electricity | Wi-Fi access for 2 devices | table signage

1 Market Badge | plus 10 invitations for non-Market Badge holders | coffee & snacks, finger food & canapés included

Listing in the EFM Event Schedule and presentation within the Participants Guide online.

**1.200€** (1 person)

**+ 350€** (if a second person will attend | 1 Market Badge | coffee & snacks, finger food & canapés included)

On request additional equipment can be booked through the EFM.

SERVICES

# SERVICES 2025/2026

ALL PRICES ARE NET PRICES

## ADVERTISING

### ON-SITE

Printed banners	from 2.500 €
Illuminated banners	from 5.000 €
Printed posters	from 900 €
Digital posters	from 950 €
Trailer	from 1.000 €
Printed stickers	from 850 €
Ads in EFM publications	from 1.500 €

### ONLINE

Various web banners	from 2.000 €
Newsletter banners	from 2.800 €

### PACKAGE DEALS including discounts

Large Package	7.350 €
Medium Package	6.450 €
Small Package	5.250 €

## STAND DESIGN

### GROPIUS BAU & MARRIOTT HOTEL

Forex Wall / Fabric Panels	115 €/sqm
Backlight Panels	upon request

Counter Front	150 €
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Banner (for museum walls only)	75 €/sqm
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Posters various sizes and materials	from 55 €
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Logo Print	upon request
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Table Sticker various sizes	from 41 €
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## OFFICE DESIGN

### MARRIOTT HOTEL ONLY

Easydot Wall Foil	135 €/sqm
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Posters various sizes & materials	from 55 €
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Rollup Displays various sizes	from 180 €
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SCREENINGS

# SCREENINGS 2025/2026

ALL PRICES ARE NET PRICES

ON-SITE CINEMAS	EFM Exhibitors		Other Companies	
	Feb 11 – 15	Feb 16 – 18	Feb 11 – 15	Feb 16 – 18
CinemaxX 1-10	700 €/h	575 €/h	2100 €/h	1,725 €/h
Gropius Bau	675 €/h	550 €/h	2,025 €/h	1,650 €/h
Cinemobile	625 €/h	500 €/h	1,875 €/h	1,500 €/h
ON-SITE STUDIOS				
CinemaxX 11-19	500 €/h	400 €/h	1500 €/h	1200 €/h
Other Studios	450 €/h	350€/h	1350 €/h	1050 €/h
Marriott Studio	400 €/h	300 €/h	1200 €/h	900 €/h
ONLINE SCREENINGS*	Feb 11 - 18		Feb 11 - 18	
One Screening	180 €		540 €	
Two Screenings	220 €		660 €	

Incl. VoD (optional); available from Feb 20 – March 15, 2026

Companies ordering Online Market Screenings in addition to an on-site screening (of the same title) will receive a discount of 100€ on the on-site screening if the screening is longer than 60 minutes and 50€ if the screening is shorter than 60 minutes.

# EVENT VENUES

# EFM EVENT SALES CATALOGUE

## **YOUR EVENT – YOUR STAGE @ EFM**

During the EFM, we offer the opportunity to host events that gain visibility, credibility, and valuable industry connections.

Create your Event or become a Programme Partner

## **EVENT CATEGORIES**

### **1. Associated Events – see event venues**

Ideal for: Self-managed event organizers seeking visibility during the EFM; Advisory feedback provided for better integration.

→ You're in charge – we help with guidance.

### **2. Programme Partner – upon request**

Ideal for: Events looking for a collaborative spotlight; Joint branding & strategic alignment with EFM themes.

→ Your content, our partnership – increased visibility with shared impact.

# EFM EVENT SALES CATALOGUE

## OUR PROCESS

1. Submit your event idea
2. Feedback by EFM team
3. Strategic matchmaking with programme slots
4. Support in logistics, promotion & execution

## INCLUDED SERVICES (DEPENDING ON CATEGORY)

- Event listing in official programme
- Professional venue coordination
- On-site technical support
- Participant management & check-in
- Joined communication & promotional support
- Strategic consultation by EFM experts

## WHY PARTNER WITH EFM?

- Centralized application process
- Tailored event formats to match your goals
- Access to 12.000+ international film professionals
- Boosted credibility through EFM branding
- Flexible formats for all budget sizes

# EFM EVENT VENUES 2026

## RECEPTIONS, HAPPY HOURS, PARTIES, PRESENTATIONS, SHOWCASES

ALL PRICES ARE NET PRICES, 10% EARLY BEAR UNTIL NOV 28, 2025

### Mirror Tent / Gropius Park

Up to 350 pax

9am – 11am / 3pm – 6pm

7pm – 11pm

from 6.600 € for up to 2h

from 8.600 € for up to 3h

### EFM Conference Lounge / Gropius Park

Up to 100 pax

From 9am

from 5000 € for up to 2h

### Gropius Bau Meeting Room / Gropius Bau, basement floor

Up to 20 pax

From 9am

from 350 € for 1h

### EFM Business Lounge / Gropius Bau, basement floor

Up to 150 pax

6 – 8pm

from 3000 € for up to 2h

### Gropius Bau Foyer

Up to 200 pax

From 9pm

from 4500 € for up to 2h

### Producers Hub / Gropius Bau, second floor

Up to 100 pax

From 4pm

from 4500 € for up to 2h

### Room 237 / Gropius Bau, second floor

Up to 50 pax

From 9am

from 1500 €

### Innovation Hub Café/ Gropius Bau, second floor

Up to 150 pax

From 6pm

from 3000 € for up to 2h

### Berliner Freiheit / next to Marriott Hotel

Up to 150 pax

from 3.500 € for up to 2h

### CinemaxX Lounge

- screening & reception package

- Reception-only

Up to 100 pax

From 9am

from 2200 € for up to 2h

### Marriott Café

Up to 130 pax

From 6pm

from 3000 € for up to 2h

### Happy Hour at your stand

Must be booked through the EFM Catering Service

### Listing in EFM Event Schedule

Associated Event taking place:

Within the EFM Event Venues

Outside of the EFM Event Venues

incl. in the rental fee

1.500 €



**BERLINALE SERIES MARKET**

# BERLINALE SERIES MARKET OFFERS

ALL PRICES ARE NET PRICES

## Industry Table

Present, connect and do business  
Table with 4 chairs with table signage  
Ground Floor Gropius Bau Central Hall  
Including branding of the table for the duration  
of the EFM in a designated area in the central hall

**3.000 €**

Including 1 Market Badge  
Including 1 Virtual Stand  
Monday – Wednesday  
Listing on the Berlinale Series Market website

## Market Screening

@ Studio at CinemaxX  
Monday – Wednesday  
programme

**525 €/h (exhibitor price)**

Intimate venue with 22 seats  
Screenings listed online as part of Berlinale Series Market

## Market Screening

@ Cinema at CinemaxX  
Monday – Wednesday  
programme

**700 €/h (exhibitor price)**

Big venue with up to 186 seats  
Screenings listed online as part of Berlinale Series Market

## Industry Table + Market Screening

@ Studio at CinemaxX

**4.000 €**

## Online Screenings

**180 € 1 Screening, 220 € 2 Screenings**



# BERLINALE SERIES MARKET OFFERS

ALL PRICES ARE NET PRICES

## Panel / Showcase

Topic and expert for an industry talk / On-stage presentation at CinemaxX

**9.500 €/45 min**

Early bear 10% discount until Nov 26, 2025

Listed as part of Berlinale Series Market programme

Logo on backdrop

3 Market badges

Guestlist for 30 invitees including industry and press

## Happy Hour @ CinemaxX Lounge

**Starting from 2.200 € / 45 min**

Early bear 10% discount until Nov 26, 2025

Detailed offer on request

## Reception

Networking reception

**Starting from 4.000 € / 90 min**

Early bear 10% discount until Nov 26, 2025

Detailed offer on request

## Showcase + Happy Hour

**Starting from 11.500 €**

Early bear discount until Nov 26, 2025

All of the above in an exclusive package deal

## Showcase + Reception

**Starting from 13.000 €**

Early bear discount until Nov 26, 2025

All of the above in an exclusive package deal

# ACCESS & CANCELLATION

# ACCESS POLICY

## **Regulations 2026 – Badges & Benefits**

**Prio.** : BB; MB; FA with Exhibitor Label, Visitor Pass, Day Pass

**Prio.** : Press

**Prio. (Fr-Mo from 17:00)** : Festival Accreditation& Press

# CANCELLATION POLICY

## EXHIBITION SPACE RENTAL

For any cancellation received **until 15 Dec 2025**, the compensation fee will be 50% of the total rental fee.

For any cancellation received **after 15 Dec 2025**, the compensation fee will be 100% of the total rental fee.

In the event that the EFM cancels or significantly modifies the on-site exhibition due to public health concerns or other force majeure circumstances (e.g. government-imposed travel restrictions or health emergencies), any payments made for on-site rental space may be reimbursed, in whole or in part, at the sole discretion of the EFM. In such cases, on-site participation will automatically be converted into digital participation. This conversion is mandatory and not optional.

The following fees will apply:

Institutions: 2,000 € for a virtual stand including one online market badge

Sales companies: 500 € for a virtual stand including one online market badge

All EFM online services including the online services (company profile page, online market badge) within the stand rental contract are non-refundable, regardless of the on-site EFM's occurrence.



**WE LOOK FORWARD TO  
WELCOMING YOU  
IN BERLIN IN 2026.**

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