Berlinale
EFM

Rental Contract Marriott 2026

Invoice recipient & billing address

Legal company name:

Street:

Postcode/City:

Country:

European VAT ID no.:

Non-European companies: please email a Tax Residence Certificate, Certificate for Business Registration or US IRS form 6166

Stand information

Legal company name of exhibiting company, if different:

Stand name (for EFM publishing):

Contact person for stand coordination:

Direct email:

Marriott stands	Size in sqm	Regular Rate
stand prices depending on size[1] 6-15 sqm: 550 €/sqm 16-30 sqm: 525 €/sqm 31-55 sqm: 510 €/sqm from 56 sqm: 499 €/sqm		

Early Bear discount until 9 Oct 2026 (from 9 sqm)[2]	Institutes: -5% / Sales: -10%	

	Price	Quantity	Total
On-site sharing fee[3]	500 €/sharing company		

Advertising Packages, including discount	Price[1]	Quantity	Total
Small Package	€ 5,250.00		
Medium Package	€ 6,450.00		
Large Package	€ 7,350.00		

1) The fee includes all applicable services and items as detailed on page 2
2) To receive the Early Bear discount, payment deadlines must be met and the contract must be signed by 09 October, 2026
3) The contracting party needs to pay 500€ for each additional company participating at the stand; The sharing fee/s will be invoiced in January
4) No VAT with European VAT ID, or by providing a document showing that your company is registered for taxes outside Germany

Total net amount	
+ VAT (currently 0% or 19%)[4]	
Total amount	

Terms of payment

50 % to be paid by 26 November 2026
not refundable in case of cancellation

50% to be paid by 27 January 2027

Means of payment (please tick)

☐ Bank transfer
☐ Credit card (a payment link will be sent to you along with the invoice)

Please note for payment with credit card:
Only American Express, Visa and Mastercard will be accepted.

Acceptance of the above terms

The undersigned has read and fully recognises the General Terms & Conditions for stand rental. The undersigned accepts all terms as binding and agrees to comply with all ensuing obligations for the contract. In order for the present contract to be valid, the EFM will need to confirm the reservation accordingly.

Date / Signature Contracting Party

Tanja Meissner / Peter Domsch
Date / Signature EFM

Please return the completed stand rental contract to: efm-exhibitor@berlinale.de

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EFM

Included stand items

All stands	online stand within EFM online structures, full access to all online services, wall segments (white, height 250cm) - *only where necessary to separate from adjacent stands*, basic lighting, electricity (power supply line and consumption), carpeting (red), signage, daily waste disposal and final cleaning, planning, construction and dismantling of the stand

Additional equipment based on size:

6-8 sqm	1 standard table, 4 standard chairs, 1 wifi code for 4 devices, 2 badges (market with online & festival)
9-15 sqm	1 standard table, 4 standard chairs, 1 sideboard (lockable), 1 wifi code for 4 devices, 2 badges (market with online & festival)
16-30 sqm	2 standard tables, 8 standard chairs, 1 sideboard (lockable), 1 wifi code for 8 devices, 4 badges (market with online & festival)
31-55 sqm	3 standard tables, 12 standard chairs, 1 sideboard (lockable), 1 wifi code for 10 devices, 5 badges (market with online & festival)
from 56 sqm	4 standard tables, 16 standard chairs, 1 sideboard (lockable), wifi and badges (based on size)

Advertising Packages

Save 30% on advertising by booking a package:

Small Package	1 trailer à 2min (on 3 monitors in the Gropius Bau), 1 digital poster, 1 web banner (duration of 2 weeks)
Medium Package	1 banner (except Gropius Bau Atrium), 2 digital posters, 1 web banner (duration of 2 weeks)
Large Package	1 banner (except Gropius Bau Atrium), 1 poster, 2 digital posters, 1 web banner (duration of 2 weeks)

For general information on advertising spaces please contact efm-advertising@berlinale.de.

Please note:
We will do our best to fulfill your requests in terms of stand size and location.
However, the EFM reserves the right to make changes in size and location of stands at its own discretion.

General terms and conditions for stand/office rental at the EFM 2027

1. Preliminary
The European Film Market (EFM) is one of the official sections of the Berlin International Film Festival (Berlinale). The Berlinale legally constitutes a division of the Kulturveranstaltungen des Bundes in Berlin GmbH (KBB GmbH), and is funded by the Federal Government Commissioner for Culture and the Media upon a decision of the German Bundestag.

2. Registration
Participation in and general access to the EFM is only permitted to registered professionals, particularly producers, distributors, film financiers, cinema operators, buyers and sellers as well as representatives of the TV, home entertainment/ VoD, and new media market.

Any representative of a company renting a stand at the EFM (hereafter named individually „the exhibitor" or collectively „exhibitors") will have to register through the festival's online accreditation (accessible on the EFM website via „My Account") even if they receive a free market badge and/or a different type of accreditation.

3. Data protection
Address and contact details submitted will be published in official festival and EFM publications, including the participants guide, and the screening report (provided to exhibitors) based on EFM screenings attendance.

We take the security of all the data we hold very seriously. Further details of our privacy policy can be found here: https://www.kbb.eu/en/datenschutz

4. Conditions of payment
The conditions of payment and deadlines for each instalment are set out in the rental contracts. All payments must be made by either bank/wire transfer or credit card.
In the case of late payment of any instalment of the stand rental fee, the exhibitor will forfeit any right to previously agreed discounts for the stand rental.
In the case of non-payment of invoices at the date due and exhibitor's failure to cure within ten (10) days after a payment reminder, the EFM reserves the right:
- to cancel the respective stand rental contract with immediate effect. In such case, the exhibitor remains obliged to fully comply with the payment obligations under the stand rental contract.
- to exclude the exhibitor from participation in the EFM and to cancel their badges at its sole discretion.
- to charge the exhibitor with a penalty of 20% of the total amount due.

5. Conditions of stand/office rental
5.1. Location of stands/offices
The reservation of an exhibition space at the EFM does not guarantee a specific space in terms of the actual position of the stand. The EFM will decide on distribution of stands/offices taking into consideration the overall layout of the EFM and the nature of the exhibitor's activities. The EFM will do its best to fulfil the exhibitor's requests in terms of stand/office size and location and will endeavour to give priority to companies returning from year to year, however, without the guarantee of the same space being available each year. The EFM reserves the right to make the final decision regarding the size and location of each stand/office at its own discretion, as well as to change or move stands if necessary and will use best efforts to provide exhibitors with a stand/office that is reasonably equivalent in space to that which is requested. The EFM holds exclusivity rights for the rental of exhibition space in the Gropius Bau, the Gropius Park as well as the Marriott Hotel for the whole duration of the market.
The deadline for stand/office rentals is January 15, 2027.

5.2. Decorating of stands/offices at the EFM
For decorating the stand/offices the exhibitor must use the EFM adhesive tape for all stand constructions and offices. The material is provided by the technical service. For any damage caused not using the EFM material the exhibitor will be charged.

5.3. Visitor Passes
Each stand is eligible to book visitor passes based on its total stand size. Visitor passes may only be booked by the contracting party of the stand.
9–15 sqm: up to 5 entries per day; 16–30 sqm: up to 10 entries per day; 31 sqm and above: up to 15 entries per day

5.3. Audio
Please note that for screenings at the stand headphones are obligatory in order to secure undisturbed business for fellow stand holders.

5.4. Staffing of physical stands/offices during the EFM
The EFM will take place from February 10 - 16, 2027. Stands/offices must be set up in time for the opening of the EFM. Dismantling cannot start before the last day of the EFM. Stands/offices have to be staffed and operated by at least one of the representatives of the exhibitor during the opening hours of the EFM and for its entire duration.

In case of non-compliance with the above rule, i.e. if the exhibitor leaves before the official end of the EFM, the stand must be left fully decorated and any rubbish must be cleared away before departure. The costs for taking down posters, clearing away publicity material and, if applicable, shipping material back to the exhibitor at the end of the EFM, will be fully charged to the exhibitor by the EFM.

5.5. Sharing a stand/sharing fee
The EFM permits companies to share an on-site stand as follows:

5.5.1. Two companies sharing a stand still constitute an individual stand. The stand rental contract needs to be signed by the main contractual partner. For the second company a sharing fee of 500€, to be invoiced to the main contractual partner, applies. Both companies will receive a company profile page, be listed separately in the participants guide, appear on on-site signage and will each benefit from all advantages of official exhibitors.

5.5.2. If three or more companies share a stand, this constitutes an umbrella stand, which is subject to the following conditions:
- the rental contract for the umbrella stand needs to be signed by the designated main contractual partner who is solely responsible for its execution, payment of all invoices and ordering furniture, equipment and stand design for the entire stand,
- the main contractual partner agrees to provide the EFM with a full list of sharing companies by a date specified by the EFM,
- for each sharing company to be present at the on-site stand, a sharing fee of 500€ has to be invoiced to the main contractual partner.

Each sharing company will receive an online stand, be listed separately in the participants guide, appear on on-site signage and will each benefit from all advantages of official exhibitors.

5.6. Liability of the organiser

The premises of the EFM are under surveillance day and night throughout the EFM. However, the EFM is not liable for any theft of property (private or rented), and exhibitors are expected to take all necessary measures to protect any valuable items, particularly technical equipment, laptops, and other portable items.

To mitigate potential risks, it is strongly recommended that exhibitors obtain sufficient insurance coverage, including public liability insurance and trade fair insurance, to protect against any loss, damage, or liability that may arise during the event. The EFM reserves the right to charge exhibitors for any damage caused to stand construction, offices, equipment, or furniture by the exhibitor. In all other cases, the EFM will be solely liable for such damage.

5.7. Happy hour reception at the stand

Each stand may host a maximum of two Happy Hours between 6:00 PM and 8:00 PM during the market, subject to compliance with all applicable EFM health and safety regulations. In cases where a stand is shared, the participating exhibitors are jointly limited to two Happy Hours per stand.
A maximum of one Happy Hour may take place between Wednesday and Sunday of the first week of the market, and one additional Happy Hour may be held on either Monday or Tuesday of the second week. Access is restricted to invited guests with appropriate accreditation.

Catering must be provided by the official EFM caterer assigned to the respective location. In exceptional cases, and only upon prior written agreement, the organizer may be permitted to forgo the use of the official caterer and handle food and beverages independently. In such cases, a corkage fee will apply.

If the organizer handles food and beverages independently, they are also responsible for the post-event cleaning of the stand and the proper disposal of any related waste or packaging. Failure to comply will result in the full cost of cleanup being charged to the organizer by the EFM.

6. Cancellation policy

The EFM will provide the exhibitor with an invoice for a down payment of 50% of the total rental fee. This payment is not refundable under any circumstances and will be kept as compensation in case of cancellation until November 26, 2026. The reservation of the stand/office will only be confirmed once the down payment has been received in full by the EFM. If a cancellation is made after 26 November 2026, the full rental price is due (companies that book after 26 November are therefore subject to a 100% cancellation 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

7. Health & Safety Policy

The exhibitor agrees to comply with any health and safety regulations implemented by the EFM. These may include, but are not limited to, hygiene protocols, access conditions, or attendance limitations imposed in response to public health concerns or applicable legal requirements.
The EFM reserves the right to update or expand these policies at any time in the interest of protecting the health and safety of all participants. Full policy details will be provided closer to the event.

8. Remedies

In the event of an infringement of any article of the present general terms and conditions for stand/office which the exhibitor has agreed to upon signature of the rental contract, the EFM's remedies shall be limited solely to an action at law for monetary damages actually suffered, if any.

9. Exclusion

The EFM is entitled to exclude an exhibitor from the current event, if the exhibitor breaches EFM's house rules or there are other reasons that justify instant termination of the stand rental agreement. In this case, no refund of the stand rental (in whole or in part) shall apply.

10. Jurisdiction

The legal relationship between the EFM and the exhibitor is construed in accordance with the laws of the Federal Republic of Germany. Any lawsuit between the exhibitor and the European Film Market will be under the sole jurisdiction of the courts of Berlin. Should any individual provision of these General Terms and Conditions be or become invalid, unenforceable, or void, the validity of the remaining provisions shall remain unaffected. In such a case, the invalid provision shall be replaced by a valid provision that most closely approximates the economic purpose of the original.

11. Severability

Should any individual provision of these General Terms and Conditions be or become invalid, unenforceable, or void, the validity of the remaining provisions shall remain unaffected. In such a case, the invalid provision shall be replaced by a valid provision that most closely approximates the economic purpose of the original.