



europa
cantat



EUROPA CANTAT XIX
Hungary, Pécs 2015
24 July - 2 August

OFFER

for publishers, festival or competition organizers
and others interested in exhibiting or spreading information
at the festival EUROPA CANTAT XIX in Pécs 2015

Following the traditions of previous EUROPA CANTAT Festivals, the Festival EUROPA CANTAT XIX in Pécs (July 24th to August 2nd 2015) – which will attract over 3.000 singers, conductors, composers and managers from around the World as well as over 100 VIPs – will offer a platform for music publishers, choir organizations, festival and competition organizers as well as other partners in different ways.

What we offer at the EUROPA CANTAT festival in Pécs 2015:

- 1 Be present at the Expo Area in the Csontváry Museum with opportunity to sell material
- 2 Attend festival events
- 3 Meet and greet the conductors and composers at their “Festival Hotspot”
- 4 Offer a Reading Session in the Programme for Conductors and Composers
- 5 Spread your information to festival participants through different channels
- 6 Book your hotel and order meals through us

Be present at the Expo Area in the Csontváry Museum with opportunity to sell material

Open July 28th to August 1st 2015 from 15.00 to 20.30 (concerts start at 21.00) with one “long Expo Night” where the expo will be open until midnight.

(July 28th is the last day of the first part of the festival with some participants leaving the festival on July 29th / August 1st is the last day of the festival, with all participants leaving on August 2nd, many participants will have free days on July 29th, 30th 31st or August 1st if they are participating in a 5 to 7-day atelier and prolonging their stay)

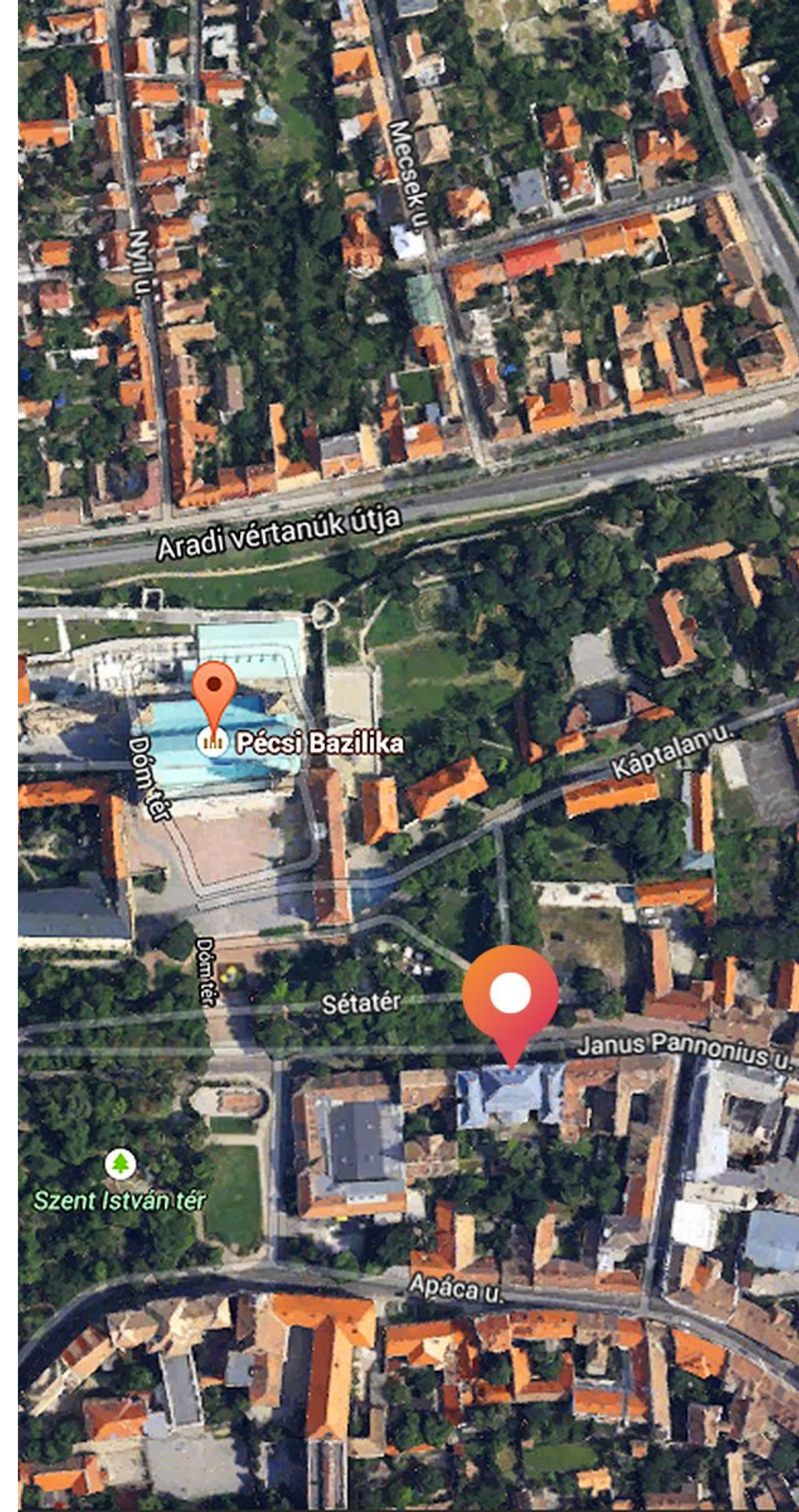
The Museum is situated very near Cathedral Square which will be the main venue for daily Open-Air Open Singing (at 19.30) and one of several parallel evening concerts (at 21.00). The square is situated in the heart of Pécs and near to the dinner facilities. There will be two big halls in the ground floor of the museum where the expo will be hosted.

A standard expo space (3*2 m) with a table (180x80cm) and two chairs will cost €250 per exhibitor.

It will be possible to order additional furniture and equipment at extra costs (see list on page 11). If you need additional space please contact musicexpo@ecpecs2015.hu.

If enough publishers are interested, we can also organize an “Expo Night” with late opening hours. **There will be surveillance of the Area / the room will be locked outside Opening Hours.**

The festival will provide a document with **local regulations on taxes, VAT, receipts** to be handed out etc. The **list of exhibitors** will be published on www.ecpecs2015.hu in May 2015.



Attend festival events

Those who rent a space at the Expo area will receive one festival bag with programme book and open singing booklet as well as an exhibitors' badge per booth allowing free access to all events of the festival (for some concerts tickets will need to be reserved in advance and will be limited). Further passes for additional representatives can be bought for the special price of **€50**.



Meet and greet the conductors' and composers' at their "Festival Hotspot"

Possible from July 25th to August 1st 2015 from 9.00 to 13.00

The conductors' and composers' programme will be organized at the Music Institute in the Zsolnay Cultural Quarter. Every morning between 100 and 150 conductors (individual conductors or conductors of participating choirs) and composers will attend the rich programme of lectures, workshops and round tables. In the "Conductors' and Composers' Café" on the 3rd floor of the Music Institute, you will be able to:

- Display your catalogues
- Distribute free sample scores
- Meet and talk to conductors and composers
- Let them listen to audio files
- Show them your websites
- Share a coffee with them

The conductors and composers will have lunch in a restaurant nearby, joined also by the atelier conductors who would like to meet their colleagues and share a coffee with them after lunch.

This service is free of costs for those who have booked a space on the expo.



Offer a Reading Session in the Programme for Conductors' and Composers'

Publishers can finance a 60-minute Reading Session in the programme for conductors and composers and participate in a Round Table discussion on the challenges and chances of digital development and its impact on copyright questions. Interested publishers should send a message to discovery-fringe@ecpecs2015.hu indicating the subject of the reading session they would like to suggest, the names of persons involved and – if there is a preference – the preferred day(s) on which the reading session could take place. They should also indicate if they are interested in participating in the round table discussion.

All costs in relation to the Reading Session must be directly covered by the publisher (presence of singers / a choir / one or several conductors / scores to be distributed etc.). Publishers may sell scores to the participants of the reading session. In return the name of the publisher will be printed next to the reading session.



Spread your information to festival participants through different channels

- Place an advert in the festival Programme Book
- Place an advert in the festival Newspaper
- Place a brochure/flyer in the bags of all participants (about 4.000 or more copies needed)
- Place a brochure/flyer in the bags of conductors, composers, VIPs (400 copies needed)
- Place an advertising banner or appear in the news section on the festival Website
- Appear in the Newsletter of the festival
- Appear on the LED screen next to the main stage between the concerts with a 20 sec spot or with a still pic
- Place a banner in the catering tent (size: 4 x 3 m)
- Place a place-mat with standardized design in the catering tent
- Rent a room near the dinner venue where you can invite guests for an aperitif or digéstif (some of you may remember “Casa Feniarco” in Utrecht or the Hungarian wine and food at the Pécs Booth in Torino)

For prices see list on page 10.



Book your hotel and order meals through us

The festival has reserved most hotel rooms in the centre of Pécs for festival participants, VIPs, Atelier conductors and staff. We offer the service of booking a hotel room on your behalf. You may also order meal tickets for the festival Restaurant through us.

Costs:

Accommodation in hotel:

double room: 30€/person/night (+1,35€ tourist tax/person/night)

single room: 50€/person/night (+1,35€ tourist tax/person/night)

Accommodation in student dormitory:

double room: 18€/person/night (+1,35€ tourist tax/person/night)

single room: 28€/person/night (+1,35€ tourist tax/person/night)

Meals:

lunch: 8€

dinner: 9€

Accommodation booking and meal order is possible through the online reservation form!



We will spread the word about the Expo

The Expo will be advertised for intensely:

- On the big screen on Cathedral Square before/after Open Singing
- On the screens in the Music Institute (Programme for Conductors and Composers)
- With a common advertising/bonus flyer in all 4.000 bags (coordinated by Edition Helbling - extra costs per exhibitor who wishes to participate in this common initiative)
- With a common advert in the Programme Book/in the daily newspaper
- With announcements on stage
- With big banners/Posters in front of the building and good signaling in the building

Apply in February!

Online application will be open in February 2015, deadline for applications will be March 31st 2015. For more information and to subscribe to the newsletter sent to our partners regarding the expo please write to musicexpo@ecpecs2015.hu!

Advertisement space prices

Online advertisements

Sponsored news item in the Festival newsletter (5000 subscribers)	€250,00 / occasion
Banner, apperience in the news section, pinned news on official site	customized prices / occasion

Advertisements in the Programme book (A5)

1 page	€1 000,00
½ page	€600,00
¼ page	€350,00

Advertisements in the Festival's Newspaper (A2)

	/occasion
1 page	€650,00
½ page	€400,00
¼ page	€250,00
⅛ page	€120,00

Other advertising possibilities

Banner in the catering tent (4x3m)	€250,00 / banner / day
Space on the place-mat with festival design in the catering tent	€500,00 / occasion+manufacturing price TBA
Appearance on LED screen next to the main stage (still pic or 20 sec spot) in between programs	€100,00 / 20 sec / occasion
Own marketing brochure placement in the participants pack with printed material delivered, approx. 4000	€800,00
Own marketing brochure placement in the conductors/ VIPs pack with printed material delivered, approx. 400	€400,00

Additional furniture for rent

Name	Size	Unit price/piece in EUR (Gross)
Show-case cupboard (colour: white and it can be locked)	100/100 x 50	€25
	100/100 x 75	€25
	100/100 x 100	€25
Dustbin (colour: white or black, simple plastic dustbin)		€8
Wall of posters		€15



© EUROPA CANTAT XIX Pécs 2015