

29 SEPTIEMBRE
AL 02 OCTUBRE
2026

**IBER
SERIES**

& platino

**IN
DUS
TRIA**

**MATADERO
MADRID**

MAI

INTERNATIONAL AUDIOVISUAL MARKET



ORGANIZERS



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IBERSERIES & PLATINO INDUSTRIA

A strategic meeting place for producers, creators, distributors and executives in the industry, designed to drive business, promote co-productions and connect professionals.

Direct access to decision makers from platforms, networks, production companies, distributors and buyers.

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NUMBERS 2025

+2.700

ACCREDITED
PROFESSIONNALS

+50

PARTICIPATING
COUNTRIES

+130

ACTIVITIES

+180

BUYERS

+200

JOURNALISTS

+1.500

COMPANIES

+10.000

MEETING PLANS

+12.000

ACCREDITED
PROFESSIONALS IN
FOUR EDITIONS

BUYER COMPANIES 2025





INTERNATIONAL
AUDIOVISUAL
MARKET

01 INDUSTRY STAND

INCLUDES

- 6m Stand
- lightbox with 1m x 2,5m printed canvas
- 2 methacrylate towers with 2 spotlights
- Furniture: 1 high table, 3 stools and a closet
- 2 accreditations

SERVICES

High speed Wi-Fi connection, 2 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 3m x 2 m.

Product ID: MAI001

Optional: 65" tv screen with pedestal stand - 600€



02 PREMIUM STAND

INCLUDES

- 6m Stand
- wooden frame with 2m x 2m x 0,8m white printed canvas
- 80" screen built into the frame
- light box with 1m x 2m printed canvas
- LED perimeter strip lighting for main frame, 15 m
- Furniture: 1 low table, 4 chairs and counter/closet, with personalized vinyl.
- 4 accreditations

SERVICES

High speed Wi-Fi connection, 2 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 3m x 2 m.

Product ID: MAI002



03 DOUBLE INDUSTRY STAND

INCLUDES

- 12 m Stand
- 2 lightbox with 1m x 2,5m printed canvas
- Furniture: 3 high table, 9 stools and a closet
- 2 methacrylate towers with 2 spotlights.
- **6 accreditations**

SERVICES

High speed Wi-Fi connection, 2 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 3m x 2 m.

Product ID: MAI003

Optional: 65" tv screen with pedestal stand - 600€



04 DOUBLE PREMIUM STAND

INCLUDES

- 12m Stand
- wooden frame with 2m x 2m x 0,8m white printed canvas
- 80" screen built into the frame
- 2 light box with 1m x 2m printed canvas
- 2 acrylic totems with 2 spotlights and custom vinyl
- Furniture: 3 high tables with 9 stools, a cabinet, and a counter with custom vinyl. Option: high table with 3 stools, low table with 4 chairs.
- **6 accreditations**

SERVICES

High speed Wi-Fi connection, 4 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 6m x 2 m.

Product ID: MAI004



05 EXECUTIVE TABLE

INCLUDES

- 1 table, 120cm x 50cm
- 4 chairs
- 1 accreditation
- High speed Wi-Fi connection
- 2 power outlets
- Cleaning and security services
- Assembly and dismantling

Product ID: MAI005



COUNTRY CORNER

Bring together in a single space institutions, associations, film commissions, or production companies from the same country or region.

Combine multiple stands to create a corner.

Allows sharing resources and enhancing the presence of each member and their country or region.



COUNTRY CORNER PACK DOUBLE INDUSTRY STAND

- Double Industry Stand: from 12m2
- 10 accreditations
- Optional: 30-minute Presentation
- Video spot from 10" to 1' (silent), displayed on digital screens (Market Area, Screening Area, Accreditations Area, and Networking Area).
- 1 newsletter (*top banner*)

Product ID: MP001



COUNTRY CORNER PACK DOUBLE PREMIUM STAND

- Double Premium Stand: from 12m2
- 15 accreditations
- Optional: 30-minute Presentation
- Networking Session: Breakfast / Brunch / Happy Hour (max. 100 people)
- Video spot from 10" to 1' (silent), displayed on digital screens (Market Area, Screening Area, Accreditations Area, and Networking Area).
- communiqué in newsletter

Product ID: MP002



SPACES PLAZA MATADERO



PRIVATE SPACE IN PLAZA MATADERO

2,500 m², estimated capacity of 1,200 people per day

**Epicentre of the event and extension
of the market area**

We offer three presence options:

- 01 Space rental
- 02 Container
- 03 Gourmet Food Truck

Plaza Matadero offers a chill-out atmosphere, a dining area, music, and a stage with an LED screen for activities and events.

This wonderful outdoor space at Matadero Madrid ensures greater visibility and a prominent presence for your brand.



01 SPACE RENTAL

What?

Exclusive promotional space that can be tailored to your needs, ideal for meetings, commercial activities, and networking events.

Characteristics

- 30 m2 space in Plaza Matadero
- Option to expand the space (€500 per additional m2)
- The rental fee only includes the space; any additional requirements will be at the expense of the client.
- **Includes 6 accreditations**

Product ID: MPM001



Ejemplo de montaje

02 CONTAINER

What?

Exclusive promotional space that can be tailored to your needs, ideal for meetings, commercial activities, and networking events.

Characteristics

- Standard container of approximately 6 × 2.70 m. Glazed, for increased privacy, while maintaining an outdoor terrace area.
- Total area at Plaza Matadero of approximately 30 m², including the container and the terrace area.
- The base price includes the space at Plaza Matadero, the container, branding, and basic furniture. Additional costs will be added based on the specific requirements of each client. The final quote will be requested from the provider according to these needs.
- Includes 6 accreditations.

Product ID: MPM002



03 GOURMET FOOD TRUCK

What?

A space designed for *Country Corner* representatives to showcase their cuisine through tastings at Plaza Matadero.

Characteristics

- Food trucks are delivered with vinyl wrapping and come equipped with basic kitchen appliances. Any additional equipment needed will be quoted separately.
- Kitchen equipment: Fully stainless steel-lined interior, extractor hood, sink, grill, fryer, refrigeration unit, freezer, and work surfaces.
- Sales operations will be managed directly by each client, in coordination with the organization to establish operating hours and prices. Each client will be responsible for their own payment system..
- All food items to be offered must be approved by the municipal health department, in accordance with public food sales regulations.

Product ID: MPM003



SERVICES ON DEMAND

01 Hostesses, table signage, roll-up banner, photocall

02 Networking Session:

- Breakfast
- Brunch
- Happy Hour

03 Emplazamientos publicitarios:

- Digital Display
- Banner advertising in venues
- Online: website, newsletter, DRR
- Printed publications
- Advertising objects

*consult rates.

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