



MARCHÉ INTERNATIONAL DE CIRQUE CONTEMPORAIN
INTERNATIONAL MARKET OF CONTEMPORARY CIRCUS

MEDIA KIT

Annual Market

JULY 6-9, Montréal



ABOUT THE INTERNATIONAL MARKET OF CONTEMPORARY CIRCUS

The International Market of Contemporary Circus (MICC), produced by TOHU, brings together professionals committed to the creation and dissemination of contemporary circus from around the world. MICC is the largest network for circus arts distribution and circulation in North America. It plays a key role in positioning Montréal as the international capital of circus arts, shining a global spotlight on the city's creative circus scene and its one-of-a-kind Cité des arts du cirque.

Throughout the year, MICC connects more than 1,000 contacts. At the 2025 Annual Market, 285 professionals from 17 countries attended, including nearly 100 performing arts presenters.

This year, from July 6 to 9, during the MONTRÉAL COMPLÈTEMENT CIRQUE festival, MICC will host the 12th edition of its Annual Gathering. These four days provide North American, European, and international presenters from all disciplines a unique opportunity to meet, connect, and discover artists and works from around the globe.

Participants will enjoy a broad range of activities : professional and artistic events, round tables, pitch sessions, and more.



ENJOY EXCLUSIVE VISIBILITY DURING THE ANNUAL MARKET

Each participant receives a welcome kit with a must-have catalog to guide them through the four days. Activities are hosted across various festival hubs, each offering physical (banners) and digital (TV screens) advertising opportunities.

WHY PARTNER WITH MICC ?

As a sponsor, your organization will benefit from exceptional visibility in front of a targeted audience of presenters, agents, and circus industry professionals. Building on last year's success, we expect to welcome nearly 350 participants in 2026 – an ideal platform to promote your productions and strengthen your market presence.

Sponsorship offers a chance to communicate directly with a targeted audience and feature your information in a dedicated space. Your organization's name may appear on promotional materials like programs, lanyards, banners, social media, and the website – enhancing your visibility.

In short, sponsoring MICC offers a unique opportunity to promote your work, build fruitful professional relationships, and strengthen your presence in the circus arts world.



OFFICIAL CATALOG ADVERTISING OPTIONS

Distributed to a targeted audience during the MICC ANNUAL MARKET and MONTRÉAL COMPLÈTEMENT CIRQUE festival. An essential tool to guide participants, this catalog will accompany them throughout the entire event.

Several options are available for placing your advertisement :

Inside Front Cover (Full Color) 6.625" W x 8.5" H / 0.125" bleed all around / 0.375" safety margin all around / No crop marks / 300dpi / CMYK color / High-quality PDF	600 \$ CAD
Full Page (Full Color) 6.625" W x 8.5" H / Bleed of 0.125" on all sides / Safety margin of 0.375" on all sides / No crop marks / 300 dpi / CMYK color / High-quality PDF (HQ) Traditional	500 \$ CAD
Half Page (Horizontal/Vertical) Horizontal: 5.875" W x 3.75" H Vertical: 2.9375" W x 7.75" H No bleed or crop marks / 300 dpi / CMYK color / High-quality PDF (HQ)	400 \$ CAD
Quarter Page (Vertical) 2.9375" W x 3.75" H / No bleed or crop marks / 300 dpi / CMYK color / High-quality PDF (HQ)	250 \$ CAD



Reservation & Material Deadline: May 21, 2026

If you are registered for the annual MICC event, you get a 10% discount on a media placement in the catalogue!

SCREENS

Register now to broadcast your ads on our exclusive TV screens during the event !

In the TOHU Hall, the dynamic Symbiose screen is strategically positioned in a high-traffic area, ensuring strong visibility to attendees of the Annual Market.

Standard TV screens will also be installed at key locations throughout the MICC activity venues.

Symbiose screen	1000 \$ CAD
1 TV screen	250 \$ CAD

Tech Details : Max 1min30s videos shown hourly over 4 days. Promotional videos, teasers, and visuals accepted. No interviews. Max 3 companies per screen.



Reservation & Material shipping deadline : June 30, 2026

BRANDED ITEMS (WELCOME KIT)

Customize the welcome kit given to all participants of the Annual Gathering with your own items. Each attendee will receive a welcome kit that can include your postcards, brochures, tote bags, and more. Participants will wear and use these items, ensuring ongoing visibility for your organization well beyond the event itself.

Essential for accessing the Annual Gathering program: each participant will be given a lanyard for their accreditation.

Lanyards* (for all 300 participants)	500 \$ CAD
Small printed items (flyer, postcard, etc.)* placed in the welcome bag (limited to 5 items)	200 \$ CAD
Printed materials of more than 5 pages (leaflets)* placed in the welcome bag (limited to 5)	300 \$ CAD
Tote Bags*	500 \$ CAD
Other items* (pens, mugs, etc.)	200 \$ CAD

*Items must be supplied directly by the sponsor

Delivery Deadline to TOHU: June 30, 2026



ROLL-UP BANNERS

Associate your organization's image with the 2025 edition of the MICC Annual Market !

Set up your roll-up banner at strategic locations throughout TOHU (both indoors and outdoors) during the four days of the Gathering to ensure maximum visibility to participants, visitors, and even media attending the event.



1 banner

500 \$ CAD/day

Banners supplied by the sponsor



SPONSORED EVENTS

The MICC Annual Market brings together more than **350 professionals** from the circus arts presenting sector from around the world. Over four days, participants take part in a wide range of activities including professional and artistic events, round tables, pitch sessions, and more

As sponsors of a program activity, you will be **listed in the catalog** as 'presented by' and mentioned in the welcome note of the catalog.

You will be able to display **your branding** during the supported activity.

Your organization will be mentioned and thanked in all **announcements** related to the activity.

You will have the opportunity to broadcast **your own videos** on all screens during the activity.

Your logo will appear in the **MICC partners** section on our website.



You will be featured on our **social media** through the MICC and MCC accounts (in stories) for each sponsored event you purchase.

Please note that sponsoring an activity **does not grant the right to modify** its topic or content, in whole or in part.

In the case of panels and pitch sessions, **sponsorship does not include speaking time** to present your organization.

SPONSORED EVENTS

<p>Morning Coffee</p>	<p>700 \$ CAD per event (4 dates available)</p>	<p>This friendly morning gathering brings together presenters, producers, and agents to share a coffee, prepare for the day's events, and get updates on what's ahead during the festival.</p>
<p>Panels</p>	<p>900 \$ CAD per event (3 dates available)</p>	<p>Thematic conferences featuring expert guests from the festival and around the world, exploring current and relevant topics in the field of contemporary circus and, more broadly, the international performing arts sector.</p>
<p>Pitches</p>	<p>1400 \$ CAD per event (2 dates available)</p>	<p>Discover works that are about to be created and/or currently on tour during this presentation session showcasing circus artists and companies from around the world.</p>
<p>Cocktails</p>	<p>4500 \$ CAD per event (2 dates available)</p>	<p>An open gathering of over 350 artists/companies, presenters, agents, and producers to explore new opportunities over a drink.</p>



DIGITAL & SOCIAL MEDIA PROMOTIONS


Choose our sponsored posts on social media and our website to ensure strong digital visibility during the event.

Your logo can be prominently displayed on our official website for the entire duration of the festival, ensuring continuous exposure to site visitors.

By opting for content sharing in our newsletter (available year-round), you'll have the opportunity to share exclusive content with our network of over 1,000 circus arts professionals.

Clickable Logo on Website (until July 31, 2025)	300 \$ CAD
Website Banner (until July 31, 2025)	500 \$ CAD

MICC Newsletter Banner	500 \$ CAD
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 @le_micc : 1450 followers
@mtlccirque: 22K followers

 MICC : 444 followers
Montréal complètement cirque : 53k followers

 + 1500 members

MICC Annual Market

July 6-9, 2026

<https://micc.tohu.ca/fr/rendezvousannuel>

MONTRÉAL COMPLÈTEMENT CIRQUE :

July 2-12, 2026

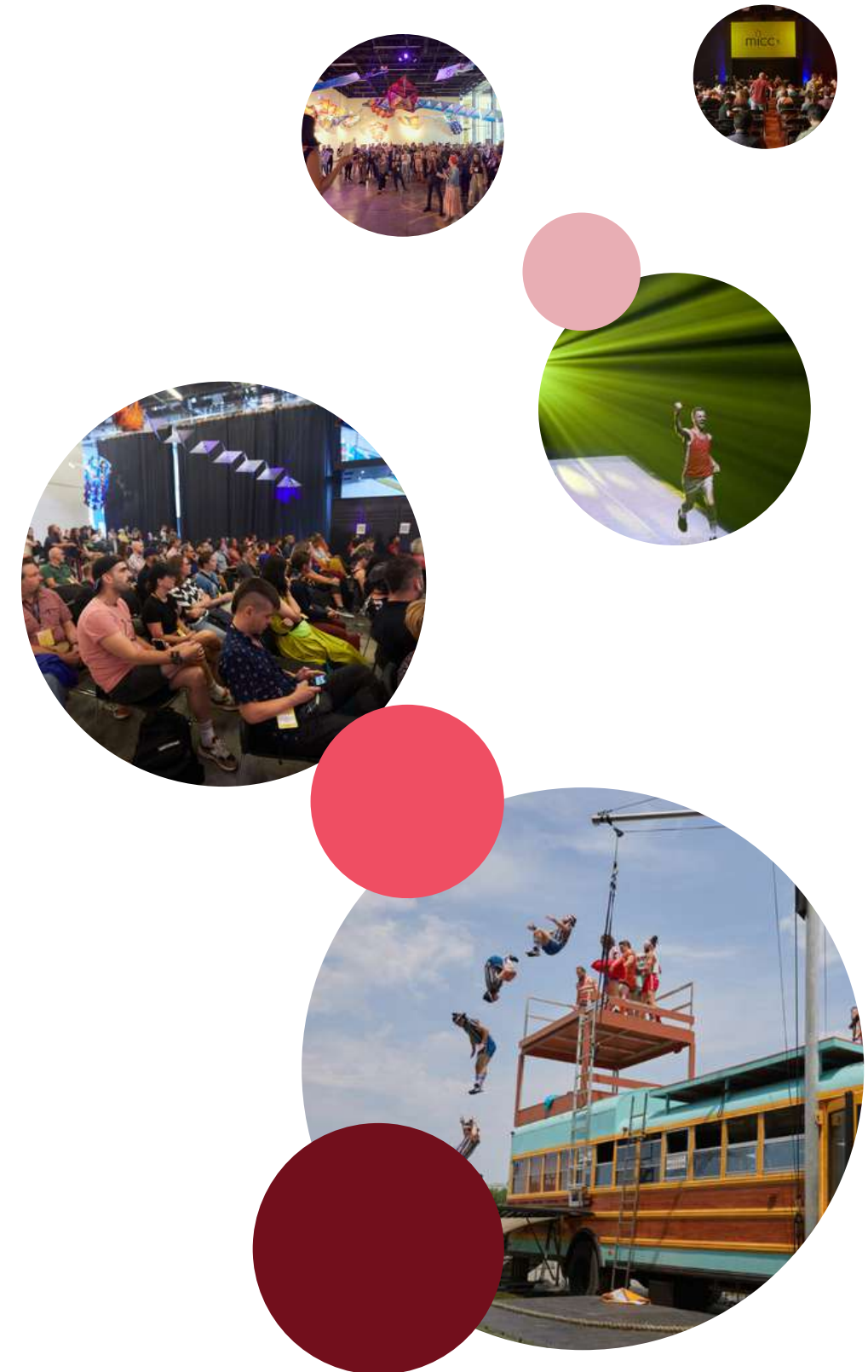
<https://montrealcompletementcirque.com/fr/>

For all inquiries and advertising space reservations

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The use of the masculine gender has been adopted to facilitate reading and is not intended to be discriminatory