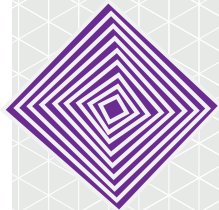




CASTILLA Y LEÓN



**SPANISH  
PERFORMING ARTS  
MARKET**

# MERCARTES

30 NOVEMBER, 1 & 2 OF DECEMBER  
FAIR OF VALLADOLID



# Mercartes 2021: meeting, debate & business place



In its last edition, MERCARTES received more than a thousand of professionals and 125 exhibiting organizations of the entire value chain: creators, producers, distributors, exhibitors, service providers, etc.

MERCARTES is a consolidated sectoral unit project, which aims to give greater visibility to the performing arts sector, strengthen the sense of belonging and promote the business.

Its 9th edition will be held on 30 of November, 1 & 2 of December in Valladolid. The first two days will consist of market, while on December 2nd, the MERCARTES Forum will be celebrated.

# Our goals

- ◆ To establish as a reference cultural market, business-oriented, multiplier of opportunities and showcase of novelties.
- ◆ To strengthen the sense of belonging to the professional performing arts community, which allows to set in the memory its unquestionable value as a factor of cohesion.
- ◆ To improve the relationship framework by encouraging the dialogue among professionals.
- ◆ To tackle an internationalization plan that, through the "guest country" figure, promotes the participation of international professionals and the exchange of experiences.

# What does MERCARTES offers to you?

- ◆ **Extrella MERCARTES**, consulting service to exhibitors, to guide them in the design of their commercial strategy.
- ◆ **Godfathers and godmothers**, an activity that allows the exchange of experiences between professionals of different generations.
- ◆ **MERCARTES Forum** designed for reflection and learning.
- ◆ **Speed meetings**, with the ability to filter searches by professional activity, field of interest and provenance.
- ◆ **Facilitators**, who will promote meetings between professionals, specialized in: theatre, dance, circuits-art street, music and young audiences.
- ◆ **MERCARTES catalogue**, online and printed, to put face to the exhibitors and professionals assistants.
- ◆ **MERCARTES APP** with updated information of the 2021 edition.
- ◆ **Guides and private online area** to help the exhibitors and professionals assistants.
- ◆ **Discounted rates** for booking hotels and restaurants.
- ◆ Information about the **cultural programme** of the main performing arts venues of the city.

## Portugal: guest country

One of the main objectives of MERCARTES 2021 is to open up to the international market, in order to attract professionals from other countries who have an interest in sharing their projects and knowing the Spanish performing arts market.

The Portuguese performing arts scene has evolved significantly in recent years. The innovative vision of many of its festivals, the development of contemporary dramaturgy of high artistic level and the recognition of the performing arts sector in public policies, are the basis of its change.

We understand that it may be interesting to link both territories and both models, in order to try to find similarities, promote initiatives and projects of joint collaboration.

# How to participate?

BOOKING  
BEFORE  
SEPTEMBER, 14TH

Formats	Rates 2021		Reduced Rates
	Booths	6 m <sup>2</sup>	770 €
12 m <sup>2</sup>		1.155 €	924 €
24 m <sup>2</sup>		2.100 €	1.680 €
Space only	16 m <sup>2</sup>	800 €	640 €
	32 m <sup>2</sup>	1.400 €	1.120 €
	48 m <sup>2</sup>	2.000 €	1.600 €
Information point	1 m <sup>2</sup>	250 €	200 €
Registration fee		35 €	Free
<b>Advertising in catalogue</b>			
	1/2 Page	250 €	--
	1 Entire Page	350 €	--
	2 Entire Pages	650 €	500 €



**From June 16th to September 14th, 14 h (GMT+2):** 20% discount on the booth booking, free professionals registration and reduced rates on the advertising of 2 entire pages in catalogue.



**Online system** to facilitate de booth booking. The location choice will depend on the date of booking.

## CONTACT INFORMATION



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#mercartes

[www.mercartes.es](http://www.mercartes.es)



All the news about MERCARTES,  
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#### ORGANIZERS

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FEDERACIÓN ESTATAL  
DE ASOCIACIONES DE  
EMPRESAS DE  
TEATRO Y DANZA

**La Red**  
española  
de Teatros,  
Auditorios,  
Circuitos y  
Festivales  
de titularidad pública

#### VENUE

**FERIA DE  
VALLADOLID**

#### COLLABORATION

**feced**  
DANCE FROM SPAIN

**AC/E**  
ACCIÓN CULTURAL  
ESPAÑOLA



**Ayuntamiento de  
Valladolid**  
Fundación Municipal de Cultura

**cofae**  
coordinadora de ferias  
de artes escénicas  
del estado español

**ADGAE**

**GESTIÓN CULTURAL**  
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Y DEPORTE

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**Junta de  
Castilla y León**