



THE GLOBAL ENTERTAINMENT
MARKETING ACADEMY OF
ARTS & SCIENCES

EUROPE
2026

A low-angle, upward-looking photograph of a modern building with a blue-tinted facade, showing geometric lines and a grid pattern. The building is the background for the main text.

Partnership
OPPORTUNITIES

2+3 JUNE
AMSTERDAM
NXT MUSEUM

The GLOBAL COMMUNITY *for*
**ENTERTAINMENT
MARKETING**

A 70-YEAR NONPROFIT INSTITUTION SERVING THE GLOBAL ENTERTAINMENT MARKETING INDUSTRY

The Global Entertainment Marketing Academy of Arts & Sciences (GEMA) is the professional community connecting the leaders and companies shaping entertainment marketing worldwide. For more than 70 years, GEMA has brought together studios, networks, streamers, agencies, and creative leaders to connect, share ideas, and celebrate the work driving the industry forward.

CONNECTION

Bringing together the global community behind entertainment marketing.

RECOGNITION

Celebrating the campaigns and creative teams setting the industry standard.

INDUSTRY INSIGHTS

Convening the leaders shaping entertainment, media, and culture.

OPPORTUNITY

Creating pathways for individuals, teams, and companies to grow.



ENTERTAINMENT MARKETING

IS BEING REWRITTEN

Across Europe and around the world, entertainment companies are navigating profound shifts in how audiences discover, engage with, and experience content. For marketers, the challenge is not just keeping pace, it's shaping what comes next.

FRAGMENTED PLATFORMS

Streaming and global distribution have transformed how audiences access entertainment.

EVOLVING AUDIENCE BEHAVIOR

Audiences move fluidly across platforms, cultures, and communities.

THE CREATOR ECONOMY

Digital creators and influencers are reshaping how stories reach audiences.


TECHNOLOGY & AI

New tools are redefining how campaigns are developed, distributed, and measured.

NEW OPPORTUNITIES FOR CREATIVITY

These shifts are opening new possibilities for storytelling and audience engagement.

Through relationships and strategic partnerships, GEMA helps the industry navigate these shifts, supporting innovation, advancing the work, and creating new opportunities for the people shaping entertainment marketing.



TOGETHER *in* AMSTERDAM



SHARED SPACES

2 JUNE

The day before the main event. Small-group gatherings hosted by local companies and industry leaders in the spaces where the work actually gets made. Designed to spark ideas, real conversations, and meaningful connections.



GEMADAY EUROPE

3 JUNE

A single shared experience, bringing together entertainment marketing and creative leaders for conversations, insights, and the ideas shaping the future of the industry.

70TH CELEBRATION + GEMA AWARDS

An evening honoring the campaigns, creative teams, and leaders defining excellence in entertainment marketing.

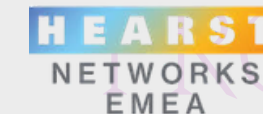


MARKETING
CREATIVE DIRECTORS
STORYTELLERS
AUDIENCE
ENGAGEMENT
STRATEGISTS
PARTNERSHIP
BRAND
CONTENT
LEADERS
PUBLICITY
CREATOR
DESIGNERS
INNOVATORS

PRODUCTION
LEADERS
INSIGHTS
DATA
PERFORMANCE
MARKETING
SPECIALISTS
CONTENT
CAMPAIGN
PRODUCERS
VISIONARIES
STORYCRAFT
EDITORIAL
COMMUNICATIONS

INSIDE *the* ROOM

An intentionally curated gathering of the leaders, strategists, creators and practitioners driving engagement, fandom, and growth across entertainment marketing.



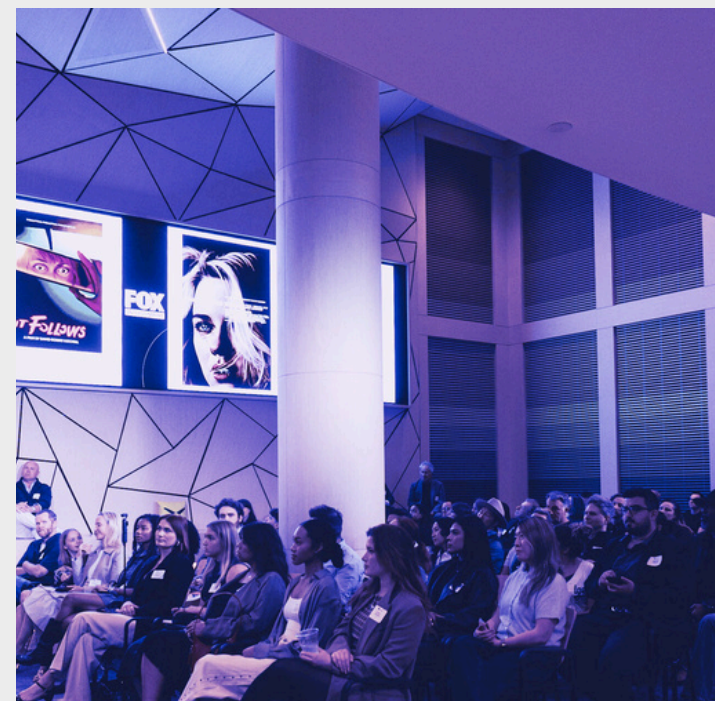
WHY PARTNER *with* GEMA EUROPE

GEMA holds a unique position in the entertainment ecosystem. Through ongoing dialogue with media companies, agencies, and the people driving the work, we gain a real-time view of the industry, allowing us to bring the right leaders and practitioners together to fuel innovation, advance the craft, and create new opportunities.



INDUSTRY ACCESS

Engage directly with senior leaders and creatives responsible for launching campaigns, building audiences, and shaping entertainment marketing across studios, platforms, and agencies.



THOUGHT LEADERSHIP

Position your brand within the conversations defining the future of entertainment marketing and creative storytelling.



BRAND ALIGNMENT

Align with a respected global organization celebrating creative excellence and advancing the entertainment marketing community.



MEANINGFUL RELATIONSHIPS

Build authentic connections in a curated environment designed for real conversation and collaboration.



PARTNERSHIPS
that EXTEND

BEYOND THE EVENT

While GEMA Europe is a key moment on the calendar, we welcome opportunities to develop partnerships that begin here and extend across GEMA's global ecosystem throughout the year, creating meaningful engagement and long-term value.

**INDUSTRY EDITORIAL &
SPOTLIGHT FEATURES**

**DIGITAL & SOCIAL
AMPLIFICATION**

**GLOBAL
GEMA EVENTS**

**GEMA AWARDS
PROGRAMS**

**YEAR-ROUND
INDUSTRY PROGRAMS**

**THE GLOBAL
COMMUNITY**

How PARTNERS **SHOW UP**

MEANINGFUL WAYS FOR PARTNERS TO ENGAGE WITH
THE COMMUNITY THROUGHOUT THE GEMA EUROPE EXPERIENCE.

CURATED INDUSTRY CONVERSATIONS

Position your team within the discussions shaping entertainment marketing while building relationships with the leaders and companies driving the work.

COMMUNITY GATHERING MOMENTS


Align your brand with curated networking experiences designed to spark meaningful connections that often lead to new collaborations and business opportunities.

CREATIVE CRAFT SESSIONS

Share the thinking and craft behind the work, giving the community insight into your approach while creating visibility with the teams commissioning and producing the next generation of campaigns.

EXPERIENTIAL BRAND MOMENTS

Create memorable touchpoints that place your brand inside the experience of the gathering, building familiarity, trust, and future opportunities for partnership.



PARTNERSHIPS OPPORTUNITIES

Opportunities for partners to connect directly with the GEMA Europe community, starting face-to-face at GEMA Day.

PRESENTING PARTNERSHIP

PRESENTING PARTNER

Anchor partner aligned with the full GEMA Europe experience.

- Opening experience presentation
- Brief welcome remarks
- Brand integration within program identity
- Host post-event networking drinks
- 5–8 complimentary tickets
- Participation in curated panel or fireside chat
- Featured in editorial and promotion

CREATIVE LEADERSHIP PARTNER

Align with creative excellence and industry craft.

- Present one Creative Craft Session
- Recognition as Creative Leadership Partner
- Brand presence during craft sessions
- Complimentary tickets
- Inclusion in recap editorial

EXPERIENCE PARTNERSHIP

COMMUNITY EXPERIENCE PARTNER

Own the networking and connection moments.

- Host Networking Lunch
- Host Coffee Breaks
- Host Closing Cocktail Mixer
- Brand presence in networking spaces
- 4–6 complimentary tickets

CREATIVE LEADERSHIP PARTNER

Align with creative excellence and industry craft.

- Present one Creative Craft Session
- Recognition as Creative Leadership Partner
- Brand presence during craft sessions
- Complimentary tickets
- Inclusion in recap editorial

COMMUNITY MOMENTS

NETWORKING LUNCH PARTNER

- Host the primary networking meal experience.

70TH CELEBRATION COCKTAIL PRE-AWARDS RECEPTION PARTNER

- Align with the 70th celebration of the gathering.

COFFEE BREAK PARTNER

- Support key connection moments throughout the day.

AFTER HOURS GATHERING PARTNER

“Meet Me at the Bar” — The Butcher Social Club. Own the final gathering moment of the event where the community connects for one last drink.

- Hosted closing toast
- Branded bar moment
- First drink for attendees

These opportunities are intended as starting points. We welcome conversations to design partnerships that align with your goals and extend across the GEMA ecosystem.

Let's BUILD SOMETHING
**MEANINGFUL
TOGETHER**

GEMA Partnerships are designed to create meaningful connections with the people shaping the future of entertainment marketing. We welcome conversations to explore partnerships that begin with GEMA Europe and extend across the GEMA ecosystem throughout the year.

LET'S START THE CONVERSATION

STACY LA COTERA

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THANKYOU

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