REGULATIONS

1. PRESENTATION

The **Industry Office** welcomes all film industry professionals, offering the infrastructure and services to support and encourage business activities within the framework of the Festival.

2. ACCREDITATION

Applicants interested in participating in the Industry Office can choose between two different types of accreditation: Industry Trade and Industry Professional.

2.1 Access

Industry Trade accreditation gives absolute priority access to all the Festival films, as well as preferential access to the Industry Club at the Lido Excelsior Hotel and to the Industry Lounge at the Lido Palazzo del Casinò.
Industry Professional accreditation gives priority access to all Festival films and admission to the Industry Lounge of the Lido Palazzo del Casinò and to the Industry Club at the Lido Excelsior Hotel.

2.2 Services

Industry Trade participants can take full advantage of all the services offered by the Industry Office to foster and strengthen their business activities.
The Industry Lounge, situated on the second floor of the Lido Palazzo del Casinò, offers to Industry Trade pass holders an information and business centre, one mailbox per company, Internet and Wi-Fi access, an open bar and a meeting point. The Industry Club at the Excelsior Hotel has Internet and Wi-Fi access, an open bar and a desk for meetings.
Industry Trade pass holders are entitled to set up a stand, to display publicity material within the Industry areas, as well as to organise conferences and round tables to present their activities.
All Industry Trade pass holders have priority access to the Press and Industry screenings of Festival films. Industry Trade participants will receive the Festival catalogue and the Industry Guide with full listing of all participants.
Access to the Digital Video Library is exclusively provided to buyers.
Pass holders will also enjoy advantages and reductions at the hotels, shops, restaurants and services of the Movie Village and throughout the Lido.
Industry Professional pass holders have priority access to the Industry Lounge at the Palazzo del Casinò, to the Industry Club at the Excelsior Hotel, excluding services available to Industry Trade participants. They have priority admission to all the Festival films, advantages and reductions at the hotels, shops, restaurants and services of the Movie Village and throughout the Lido.
All participants who apply before the deadline (July 8 2009) will be included in the Industry Guide, which they will receive upon arrival in Venice.

2.3 Registration fees

Industry Trade Accreditation

- Registration	€ 250,00 Euro
- Late registration (after July 8 2009)	€ 300,00 Euro

Industry Professional Accreditation

- Registration	€ 150,00 Euro
- Late registration (after July 8 2009)	€ 200,00 Euro

Please see the Accreditation Regulations at:
http://www.labiennale.org/en/cinema/festival/accreditation/industry.html

Please see the Accreditation Request at:
http://web1.labiennale.org/fmi/iwp/cgi?-db=db_richieste_Web_Industry_2009&-loadframes

3. ADVERTISING AND PROMOTION

3.1 Promotional Material

Industry Trade participants are responsible for shipping, handling, customs and distribution expenses, as well as any other costs associated with their promotional material. Participants are urged to send adequate quantities of promotional material in English and Italian to the Industry Office, for distribution in the Industry areas.
The material should be sent to the direct address of the Industry Office **by and not later than August 21 2009**.

3.2 Industry Bags

All Industry Trade pass holders can send promotional material to be included in the Industry Bags reserved to all Industry Office participants. Material received by the office after **August 21 2009**, cannot be guaranteed to be included in the bags.

3.3 Industry Guide

The Industry Guide includes full and detailed listing of all companies and professionals accredited through the Industry Office. During the Festival it is the central reference point for buyers and all other professionals of the film industry present in Venice. It therefore forms the best outlet for promotion and advertising.
The Guide will be placed in the Industry Bags handed to all participants. This invaluable book offers clients the possibility of purchasing advertising pages in full colour or in black and white, guaranteeing promotion of the company's activity throughout the Festival. For publication it is necessary to send each page in PDF and high resolution **by and not later than August 7 2009**.
The Fondazione La Biennale di Venezia cannot be held responsible for any missing information.

3.4 Advertising and Meeting Opportunities

The Industry Office offers a range of possibilities to display posters or other forms of promotion, in the Industry areas and in other Festival locations. Participants are encouraged to specify their individual preferences and to enclose samples of the promotional material.
Conferences, meetings, round-table discussions and promotional corners can be organised upon reservation. Such preferences are subject to availability within the already established general calendar of the Festival, which may be liable to change.

3.5 Prices and payment

Payment for the use of promotional areas or any other form of advertisement must be made in full **by and not later than August 7 2009**.
Prices, procedures and means of purchasing can be consulted on the *Industry Services Form*.
For any further information please contact the Industry Office directly at indoffice@labiennale.org

4. FINAL POINTS

4.1 General Agreement

Those companies and individuals participating in the Industry Office must agree to the present regulations. The Festival Director and the Managing Director of the Cinema Department reserve the right to settle all unforeseen cases not included within the present regulations.
In any dispute, the Italian version of the present regulations and of the general regulations will be taken as authority.

4.2 Festival Liability

The Festival can only be held responsible for the current laboratory costs involved in creating a new standard print in case a print is damaged or has been lost.
Claims for damaged or lost prints will not be considered unless the Industry Office is notified in writing **within two weeks from the end of the Festival**.
The Industry Office cannot be held responsible for defective materials.

4.3 Infringement

Any breach of the present regulations may cause the Organisers to withdraw the accreditation badge and to cancel the participation in the Industry Office, without refund of registration fee or any other fee previously paid.