



MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
la Biennale di Venezia 2010

INDUSTRY OFFICE

REGULATIONS

1. PRESENTATION

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

2. ACCREDITATION

The Industry Office provides three kinds of accreditation, Industry Trade Gold, Industry Trade and Industry Professional. Accreditation is assigned according to the individual professional activity.

Accreditation passes are strictly personal and must be collected in person from the Industry Accreditation desk, presenting the same ID as used in the accreditation form as well as a copy of the registration confirmation.

2.1 Access

Industry Trade Gold accreditation gives first priority admission to Press & Industry Screenings at the festival, the possibility to see all selected films, exclusive access to the Digital Video Library (with priority for Buyers) presenting titles from the official selection of the festival and products submitted through Digital Expo, the Industry Club at the Excelsior Hotel and as well as all other admissions reserved to Industry Trade pass holders.

Industry Trade accreditation gives subsequent priority admission to Press & Industry Screenings at the festival and in general the possibility to see all selected films. It gives access to the Industry Office locations at the Excelsior Hotel: the Digital Video Library to view products presented through Digital Expo, the Business Centre and the Digital Expo exhibition area.

Industry Professional accreditation gives access to the Digital Expo exhibition area, the possibility to see all selected films and second priority admission to the Press & Industry screenings.

2.2 Services

Only **Industry Trade Gold** and **Industry Trade accreditation participants** are entitled to make use of all the Industry Office services.

The Digital Video Library, developed in cooperation with Expo Venice, will present titles from the official section of the festival as well as those submitted at the Digital Expo project; the Business Centre will offer an Information desk, mailboxes per company, free Internet and Wi-Fi access; the Industry Club on the Excelsior terrace which is equipped with an Information desk, free Internet and Wi-Fi access, a quiet and comfortable meeting area, an area for conferences, cocktails, breakfasts and aperitifs organised daily by the festival; the Digital Expo area organised with Expo Venice and which is dedicated to the promotional activity of Film Commissions and technology companies.

All accredited production and world sales company can submit one film or more to the Digital Video Library; all Industry pass holders are entitled to purchase an exhibition stall in the Digital Expo exhibition area; display promotional brochures and flyers in the Industry Office areas; organize a conference, cocktail or round table to present projects or activities of their company. Upon request all Buyers can receive a Press Mailbox.

All participants will receive the catalogue of the festival and the Industry Guide, listing all company details of the Industry Trade/ Gold professionals registered through the Industry Office.

The guide will also be available online, and is updated in real-time as attendance and contact information of delegates is received.

All **Industry Trade Gold**, **Industry Trade** and **Industry Professional participants** will receive discounts at shops, restaurants and services in the Movie Village, the Cinema Garden and of the entire island

2.3 Registration Fees

Industry Trade/ Gold Accreditation

- Registration until 7th July 2010 250,00 Euro
- Registration after 7th July 2010 300,00 Euro

Industry Trade/ Gold at a reduced registration fee (200,00 Euro) is available for those who have acquired an exhibition stall.

Industry Professional Accreditation

- Registration until 7th July 2010 150,00 Euro
- Registration after 7th July 2010 200,00 Euro

Please see the Accreditation Regulations at:

<http://www.labiennale.org/en/cinema/mostra/accrediti/industry.html>



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3. SUBMITTING A FILM TO THE DIGITAL VIDEO LIBRARY

3.1 Preliminary Remarks

All producers and world-sales agents accredited through the Industry Office may submit a film or other audio-visual content to the Digital Video Library, respecting the copyright of all interested parties.

All films are submitted through the *Industry DVL Form*.

3.2 Submission deadline

The *Industry DVL Form* has to be sent to the Industry Office by no later than 20th August 2010.

Submitted materials will be returned after the festival only if this has been requested beforehand, by filling in the relevant section of the *Industry DVL Form*.

3.3 Technical Specs:

Films have to be submitted in double copies in original version with English subtitles or in English version.

The films in the Digital Video Library will be made available on individual stations with 32 inch screens.

All information regarding the films can be found through an easily accessible interface, by way of the clients credentials corresponding to their Industry pass.

The Venice International Film Festival guarantees that the security of the technology used corresponds to the standard for prevention of film theft /video piracy.

All films in the Digital Video Library will be encoded in Quicktime H.264 and loaded into a centralised server, which will not be directly accessible to the client. Films can be seen by streaming only.

Viewing stations will operate through a restricted LAN, set up so as to prevent any interaction of the client with the desktop or any external resources.

There will be no wireless streaming of the films. At the end of the festival all films will be deleted from the server.

3.4 Shipment of films

All audio-visual material must be sent to the Industry Office by no later than 20th August 2010.

All shipping costs to and from the festival location (including those incurred by custom charges from Non-European countries and those to and from the Airport of Venice) are charged to the sender of the film.

All audio-visual material has to be sent directly to the address of the office at:

Industry Office
Fondazione La Biennale di Venezia
67. Mostra Internazionale d'Arte Cinematografica
Palazzo del Cinema, Lungomare Marconi
I - 30126 Lido di Venezia
Tel. +39 041 2726595 - Fax +39 041 5218800
indoffice@labiennale.org
www.labiennale.org

The sender must inform the Industry Office, by e-mail or fax, of the title of the film, the date and means of shipping and the AWB number in case of air-freight or courier service.

3.5 Costs and payment

Payment for submitting a film to the Digital Video Library must be made in full and in advance by **20th August, 2010**.

All prices can be found in the *Industry DVL Form*.

For further information, please contact the Expo Venice at marketing@expovenice.it

3.6 Returns

If the return of the audio-visual material has been requested beforehand, we remind you that this is at the full expense of the sender, following the original instructions.

3.7 Responsibility

Submitting a film to the Digital Video Library is at the full responsibility of the participant, who guarantees to have taken all preliminary measures of a legal and technical nature.

The organisation cannot be held responsible for the cancellation of the submission, if the technical information supplied is incorrect.

3.8 Exclusions

Films produced **before the 1st January 2009** are excluded from the Digital Video Library.

Also excluded are films that have previously been shown at the Venice International Film Festival or films that infringe international conventions on intellectual or copyright.

The Industry Office retains the right to refuse films for any reason, as well as those that disturb public order, encourage violence, offend religions, infringe human rights or are of pornographic content.



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4. PROMOTION AND PUBLICITY

4.1 Promotional Material

Industry Trade/ Gold pass holders are responsible for transportation costs, custom charges, the distribution and all other costs that could be connected with their promotional material. The promotional material, in English and Italian, to be distributed to accredited guests, must be sent to the Industry Office not later than 20th August, 2010.

4.2 Industry Bags

All Industry Trade/ Gold pass holders can send promotional material to be distributed through the bags given to Industry Trade/ Gold participants. The office cannot guarantee to place material sent **after 20th August, 2010**.

4.3 Industry Guide

The Industry Guide lists all company details of the Industry Trade/ Gold participants and during the festival is a reference point for all attending buyers and all professionals of the film industry, and therefore the best tool for publicity. The guide can be found in the Industry bags, which will be given to all Industry Trade/ Gold participants and offers the opportunity to acquire advertising pages in colour or b/w to promote the activity of the company. For publication it is necessary to send the advertisement in high-resolution pdf by **no later than August 6th, 2010**. La Fondazione La Biennale di Venezia cannot be held responsible for missing data.

4.4 Publicity and meeting opportunities

The Industry Office gives various opportunities to set up promotional events, such as areas to hold cocktails, conferences, round-table talks and meetings. The preferences are subject to availability within the already established general calendar of the Festival, which may be liable to change.

4.5 Prices and Payment

Payment for the use of promotional space or any other form of advertisement must be made in full not later than 6th August, 2010

Prices, procedure and means of acquiring the services can be found in the *Industry Services Form*.

For further information please contact the Industry Office directly at indoffice@labiennale.org

5. FINAL POINTS

5.1 General Agreement

Participation in the Industry Office constitutes acceptance of 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 set of regulations. To resolve any dispute the Italian edition of the present set of regulations and of the general regulations will be taken as legally binding.

5.2 Infringement

Any breach of the present set of regulations may cause the Organisers to cancel the accreditation pass and to prohibit access to the Industry Office, without offering a refund of the registration fee or on any other fees previously paid.