



3D Stereo MEDIA 2011

3D Film Mart (3DFM) 2011 Regulations

Article 1 – Context

The European Summit on Stereoscopic 3D for Science, Technology, and Digital Art, called **3D Stereo MEDIA**, comprises a **co-production 3D film market** and a 3D film festival, as well as a professional forum, a scientific conference, and a 3D academy, all dedicated to stereoscopic 3D (S-3D) and more. The 3D film market of 3D Stereo MEDIA is called the “**3D Film Mart**” or **3DFM** for short. It is referred to hereafter as the “Film Mart” and is the object of the present regulations. The participation to the Film Mart implies the knowledge and acceptance of these regulations.

The official language of the Film Mart is English.

The key dates and venues are listed in Article 14.

Article 2 – Organizers

The term “Organizers” refers to Pierre Collin, Alain Gallez, and Jacques Verly, who are also the organizers of 3D Stereo MEDIA.

The Film Mart is organized in collaboration with the TWIST Cluster and peacefulfish.

Article 3 – Participants

The participants to the Film Mart are:

1. Twenty (20) selected, qualified producers who have projects for stereoscopic-3D contents at the development stage. These participants are referred to here as “producers”.
2. Ten (10) selected, invited potential investors (co-producers, sale agents, financiers).
3. These participants are referred to here as “invited investors”.
4. Other properly-accredited potential investors.

The term “investor” refers to the combination of the invited investors and the other properly-accredited investors.

Each selected producer can be accompanied to the Film Mart by one person of his team.

Article 4 – Contents

The Film Mart is exclusively dedicated to projects for stereoscopic-3D (S-3D) movies that can be played from a digital cinema server (« theater-grade server »).

The terms “movie” and “film” are considered to be synonymous throughout. Depending upon the context, the term “movie” may refer to a “traditional” movie and/or an alternative content.

An alternative content is any type of non-fictional content that can also be shown in a movie theater from a digital cinema server, such as a documentary, a concert, or a sport event.

Article 5 – Eligibility

▷ Producers

To be eligible to participate to the Film Mart, the candidate producer must be one of the following:

1. An experienced 2D producer who would like to make the often-difficult transition to 3D for some of his/her projects.
2. An experienced 3D producer.
3. A person without any practical experience in movie-making, but with a demonstrated artistic ability, such as a director or a music composer.

The candidate producer must indicate on the submission form which of the above possibilities he falls under.

The candidate producer must demonstrate, at the time of submission of his project, his proficiency in English, which is the official language of the Film Mart.

Producers from outside the European Commission (EC) are welcome to submit projects, but they must realize that, as a result of the partial funding by the EC, a majority of the selected projects will be from producers based in the EC.

▷ Projects

To be eligible for submission to the Film Mart, the project must meet all the following requirements:

1. The producer must demonstrate that at least ten percent (10%) of the financing for the project is already in place.
2. At a minimum, the project must already have a complete preliminary script.

The movie of the project can fall in any of the main genres of 3D movie-making:

1. Short and feature movies using real or synthetic images or a combination thereof.
2. Alternative contents.

The genre of the movie does not come into consideration for the selection of the projects.

▷ Invited investors

The invited investors are selected by the Organizers.

▷ **Other investors**

Non-invited investors must be properly accredited by the Film Mart, which implies paying the corresponding accreditation fee.

Article 6 – Selection

A Pre-selection Committee designated by the Organizers will select the projects that will participate to the Film Mart. Up to twenty (20) projects will be selected.

About one-half of the projects will come from experienced 2D producers wishing to venture into 3D, and about one half of the projects will be from experienced 3D producers. Some projects may be from persons without any practical experience in movie-making, but with a demonstrated artistic ability. The Organizers reserve the right to adjust these proportions and to modify the total number of selected projects.

Article 7 – Publication

All submitted projects will be listed in the catalog of 3D Stereo MEDIA, except if the tenderer of a project that is not selected indicates in writing to the Secretariat of the Film Mart, immediately following the notification of non-selection, that his/her project should not be listed (see contact details in Article 13).

Article 8 – Pitching and meetings

The pitching is the most visible part of the Film Mart. It will take place during 3D Stereo MEDIA (see key dates and venues in Article 14).

The pitching sessions bring together the producers and the investors. The ten invited investors make up the Pitch Panel, which orchestrates the sessions.

There will be five pitching sessions. During each session, four projects will be presented. The pitch for each project consists of seven (7) minutes of presentation followed by 15 minutes of discussion and feedback.

Given the limited time, the producers will not be able to show S-3D contents during the pitching sessions. However, they will be able to show S-3D contents related to their project as part of the screening held in the Professional Forum of 3D Stereo MEDIA. Any S-3D content must be in the form of a DCP. Producer wishing to take advantage of this opportunity must contact the Secretariat of the Film Mart with sufficient advanced notice (see contact details in Article 13).

Producers and investors (whether invited or not) will have the possibility of having private meetings.

It is up to the producers and investors to strike business deals. Specifically, the Film Mart does not provide any type of financing for any of the projects.

The producers and investors must be aware that the pitching sessions will be open to all those who receive an accreditation. It is up to the producers and investors to make sure that the pitching and the discussions do not reveal information that they wish to keep confidential.

IMPORTANT: The Film Mart does not provide any type of financing for any of the projects.

Article 9 – Competition and award

The selected projects are automatically entered into a competition. The Pitch Panel, made up of the ten invited investors, will designate the best of the selected projects. This best project will receive the Pitch Prize, which consists in a € 3,000 (three thousand Euros) cash award, payable to the winning producer by check or bank transfer.

Article 10 – Submission

Each project submission must include all the following elements:

1. The submission form duly filled-in and signed.
2. A half-page cover letter indicating whether the producer is experienced in 2D, 3D, or some other form of art, and introducing the project (including logline, current status, etc.).
3. A one-page synopsis of the story of the project.
4. The CV of the producer including track record.
5. A photo of the producer, in JPEG, BMP, or TIFF format, with a resolution of at least 300 dpi,
6. A half-page demonstrating proficiency in English (the official language of the Film Mart).
7. A one-page financing plan demonstrating that ten percent (10%) of the financing is in place.
8. A one-page distribution plan addressing 3D and traditional distribution strategies.
9. If a director is involved, a link to one sample of his/her work on-line.

All elements must be sent as a single PDF file by email to the Secretariat of the Film Mart (see contact details in Article 13) by the submission deadline (see key dates and venues in Article 14).

In case of difficulty in providing some of these elements, the tenderer must contact the Secretariat of the Film Mart (see contact details in Article 13).

Article 11 – Financial conditions

There is no charge for submitting a project.

The financial contributions of the 3D Film Mart (3DFM) are limited to the following.

For the selected producers/projects:

1. The accreditation fee to 3DFM is waived for up to two professionals per project. The waivers are not transferable.
2. A full-pass to the Professional Forum of 3D Stereo MEDIA is provided free of charge for up to two professionals per project. The passes are not transferable.
3. The Organizers do not pay for the travel, accommodations, meals, etc. of the producers, except as specified in the next two points.
4. The winner of the Pitch Prize will receive the cash award in the form of a check or equivalent. This cash award will be given to the producer during the award ceremony of 3D Stereo MEDIA, and the producer must be physically present at the appropriate place and time to receive his award. Specifically, the producer who fails to meet this presence requirement loses any right to this cash award.

5. The Organizers may award some small financial travel grants (i.e. stipends) on the order of €200 (two hundred Euros) to two or three producers, on the sole basis of perceived financial difficulties for travelling to Liège. Producers interested in receiving such a grant must send a one-page letter to the Secretariat of the Film Mart with a clear justification for the request (see contact details in Article 13). This letter must be sent at the same time as the project is submitted. Later requests will not be considered.

For the invited investors:

1. The accreditation fee to 3DFM is waived. The waiver is not transferable.
2. A full-pass to the Professional Forum of 3D Stereo MEDIA is provided free of charge. The pass is not transferable.
3. The Organizers will cover the reasonable travel and accommodation expenses for each invited investor. All additional costs related to an accompanying person will not be covered by the Organizers. All travel and accommodation arrangements must be made in coordination with the Secretariat of the Film Mart (see contact details in Article 13). Accommodation will include up to two hotel nights. The Organizers do not cover the cost of meals.

All other persons who wish to participate to the pitching sessions during 3D Stereo MEDIA must obtain the corresponding accreditation (which implies paying the related accreditation fee) and take care of all their travel plans and expenses.

IMPORTANT: The Film Mart does not provide any type of financing for any of the projects. It is up to the producers and the investors (invited or not) to strike financial deals.

Article 12 – Elements not covered

The Organizers will make decisions without appeal concerning all matters not covered by the present regulations, in accordance with the accepted practices of international film markets.

Article 13 – Secretariat

The Secretariat of 3D Stereo MEDIA and of the Film Mart can be contacted for further information. The project proposal must be sent to the Secretariat.

Contact

Secretariat of 3D Stereo MEDIA
C/O Image&3D Europe
Avenue Constantin de Gerlache, 41
B-4000 Liège
Belgium
Tel: +32 (0)4 233 62 97
Fax: +32 (0)4 254 97 98
Email: festival@3dstereomedia.eu
www.3dstereomedia.eu

Article 14 – Key dates and venues

<i>Events</i>	<i>Dates</i>
Issuance of Call for Projects	6 June 2011
Deadline for submitting project proposals	1 September 2011
Notification of nomination or not	28 October 2011
3D Film Mart (Liège, Belgium)	7-8 December 2011

