

## 1. PRESENTATION

The Venice Production Bridge (VPB) welcomes film industry professionals, offering the infrastructure and services to support and encourage business activities within the framework of the 78th Venice International Film Festival.

## 2. ACCREDITATION

The Venice Production Bridge 2021 provides four kinds of accreditation, Industry Gold, Industry Trade, Online VPB and Industry Professional. Accreditation is assigned according to the individual professional activity.

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

Online payment is highly recommended and available until 28th August 2021. The Accreditation can be paid exclusively with traceable payment systems, such as credit and debit card, also for the purchase at the Accreditation Desk.

### 2.1 Access

**Industry Gold accreditation** gives first priority admission to the Press & Industry screenings of the 78th Venice International Film Festival, the possibility to see all selected films of the Festival, access to the On Site and/or Online VPB Market Screenings and to the Digital Video Library to view the titles presented at the Festival and at the **Venice Production Bridge 2021**. The accreditation also gives exclusive access to the Industry Gold Club and to the Industry Business Centre, as well as access the Exhibition Areas at the Excelsior Hotel to Final Cut in Venice, to the Venice Gap-Financing Market, to the Book Adaptation Rights Market, to the Venice VR Market, to the VOD Market Day and to all the services of the Industry Trade accreditation.

**Industry Trade accreditation** gives subsequent priority admission to the Press & Industry screenings of the 78th Venice International Film Festival and the possibility to see all selected films. It gives access to the On Site and/or Online VPB Market Screenings, to the Digital Video Library to view the titles presented at the Festival and at the **Venice Production Bridge 2021**, and to the Venice Production Bridge 2021 locations at the Excelsior Hotel, to the Industry Business Centre and to the Exhibition Areas; to Final Cut in Venice, to the Venice Gap-Financing Market, to the Book Adaptation Rights Market, to the Venice VR Market, to the VOD Market Day.

**Online VPB accreditation** gives online access to the services reserved to Industry Gold and Trade pass holders.

**Industry Professional accreditation** gives access to the Exhibition Areas, the possibility to

see all selected films of the 78th Venice International Film Festival and third priority admission to the Press & Industry screenings.

## 2.2 Services

Only **Industry Gold**, **Industry Trade** and **Online VPB accreditation** participants are entitled to make use of the Venice Production Bridge services.

The Digital Video Library presents titles from the official selection of the Festival as well as those submitted to the Venice Production Bridge 2021; the Industry Business Centre offers an Information desk, free Internet and Wi-Fi access; the Industry Gold Club in the Excelsior Hotel, reserved to the Industry Gold pass holders, is equipped with an Information desk, free Internet and Wi-Fi access, a quiet and comfortable meeting area, and coffee break organized daily by the Festival; the Exhibition Area is dedicated to the promotional activity of Film Commissions and film industry companies and gathers stalls and a special room for national and international panels.

All accredited production and world sales companies can submit one film or more films to the On Site and/or Online VPB Market Screenings and to the Digital Video Library; all Industry Trade, Gold and Online VPB pass holders are entitled to purchase one or more exhibition stalls in the Exhibition Area, display promotional brochures and flyers, organize conferences, cocktails or round tables to present projects or activities of their company. Industry Gold, Trade and Online VPB pass holders can access the reserved areas and functions of the Venice Production Bridge website, such as the booking of one-to-one meetings, the access to the Industry Guide and to the Digital Video Library catalogue. They also receive the catalogue of the Festival and all the VPB publications. The Industry Guide and the VPB Programme and Market Screening Schedule available on the website will be constantly updated until the beginning of the Festival.

## 2.3 Registration Fees

Early Bird Fee deadline: 30th June 2021

Full Fee deadline: 29th July 2021

Late Fee deadline: 28th August 2021

From 29th August 2021 the On Site Fee will be applied with payment available at the Accreditation Desk only

### Industry Gold Accreditation

Early Bird Fee for accreditation requests by 30th June 2021 with online payment by 8th July 2021, € 300

Full Fee for accreditation requests by 29th July 2021 with online payment by 10th August 2021, € 350

Late Fee for accreditation requests and online payment by 28th August 2021, € 400

From 29th August 2021 the On Site Fee of € 450 will be applied with payment available at the Accreditation Desk only.

### **Industry Trade Accreditation**

Early Bird Fee for accreditation requests by 30th June 2021 with online payment by 8th July 2021, € 250

Full Fee for accreditation requests by 29th July 2021 with online payment by 10th August 2021, € 300

Late Fee for accreditation requests and online payment by 28th August 2021, € 350

From 29th August 2021 the On Site Fee of € 400 will be applied with payment available at the Accreditation Desk only.

### **Online VPB Accreditation**

Fee € 200

We kindly inform you that in order to request a Venice Production Bridge services it is mandatory to be a Gold, Trade or Online VPB accreditation holder.

### **Industry Professional Accreditation**

Early Bird Fee for accreditation requests by 30th June 2021 with online payment by 8th July 2021, € 200

Full Fee for accreditation requests by 29th July 2021 with online payment by 10th August 2021, € 250

Late Fee for accreditation requests and online payment by 28th August 2021, € 300

From 29th August 2021 the On Site Fee of € 350 will be applied with payment available at the Accreditation Desk only.

Read more: [Accreditation Regulations](#)

## **3. SUBMITTING A FILM TO THE ON SITE AND/OR ONLINE VPB MARKET SCREENINGS**

### **3.1 Preliminary Remarks**

All Industry Gold, Trade and Online VPB accreditation holders can submit to the On Site and/or Online VPB Market Screenings films produced **starting from January 1st 2021**, respecting the copyright of all interested parties. It is also possible to organize private screenings for selected buyers. The Venice Production Bridge 2021 offers some screening rooms reserved to Industry screenings exclusively. All films must be submitted through the Industry Services Form.

Typologies of available On Site and/or Online VPB Market Screenings (upon acceptance of the VPB Office):

- Public screening only for titles selected for the 78th VIFF: available only to those titles that already officially premiered during the 78th VIFF. The access is reserved to Gold, Trade and Online VPB Accreditation pass holders only.
- Private screening only for titles selected for the 78th VIFF: the access is reserved to Industry Gold, Trade and Online VPB pass holders, specifically invited by the company in charge of

sales. The company must send the list of the invited guest to VPB Office one week before the screening.

- Public or Private screening for titles not in the Official Selection: the access is reserved to Industry Gold, Trade and Online VPB pass holders.

### 3.2 Submission Deadline

The Industry Services Form has to be sent to the Venice Production Bridge **no later than 2nd August 2021** and the On Site and/or Online VPB Market Screening Entry Form must be filled in on our website **no later than 5th August 2021**. Submitted materials will be returned after the Festival only if this has been requested beforehand, by filling in the relevant section of the On Site and/or Online VPB Market Screenings Entry Form.

### 3.3 Arrival of Films

Films must arrive to the Print Traffic in **DCP format no later than 17th August 2021**. All shipping costs to and from the Festival location, including custom charges, are upon the sender of the film.

Films for the On Site and/or Online VPB Market Screenings must be subtitled in English, except for those in the English language, and must be in DCP format. In case of different formats, please contact the VPB office. Films in 3D are not accepted.

All audio-visual material has to be sent by courier [DHL, FedEx, UPS, etc.], prepaid with a DOOR TO DOOR DELIVERY and delivered by 17th August 2021 directly to the address of the Festival indicating on the parcel 'copy for VPB Market Screening':

78. Mostra Internazionale d'Arte Cinematografica

Palazzo del Cinema, Lungomare Marconi - 30126 Lido di Venezia , Italy

Tel. +39 041 2726 527

email: [print.traffic@labiennale.org](mailto:print.traffic@labiennale.org) / [vpboffice@labiennale.org](mailto:vpboffice@labiennale.org)

The sender must inform the Print Traffic and the Venice Production Bridge by e-mail of the title of the film, the date and means of shipping as well as the AWB number in case of air-freight or courier service.

### 3.4 Costs and Payment

Payment for submitting a film to the On Site and/or Online VPB Market Screenings must be made in full and in advance by 11th August, 2021. All prices can be found in the Industry Services Form.

### 3.5 Returns

If the return of the audio-visual material has been requested beforehand, we remind you that the shipping is at the full expense of the sender, as per the instructions in the relevant section of the On Site and/or Online VPB Market Screenings Entry Form.

### 3.6 Responsibility

Submitting a film to the On Site and/or Online VPB Market Screenings is at the full responsibility of the participant, who guarantees to have taken all preliminary measures of a

legal and technical nature.

The organization cannot be held responsible for the cancellation of the submission, if the technical information supplied is incorrect. The payment for submitting the film will not be refunded in any case.

The purchase of the On Site and/or Online VPB Market Screenings service **does not give the right** to use the logos of the Festival and the La Biennale di Venezia.

Promotional material of any kind (posters, flyers, etc.) can't be displayed inside or outside of the VPB Screening rooms.

The Venice Production Bridge retains the right to cancel the On Site and/or Online VPB Market Screening in case of unauthorized use of the logos or inappropriate advertising activity.

### 3.7 Exclusions

Films **produced before 1st January 2021** and films that violate copyright are excluded from the On Site and/or Online VPB Market Screenings.

The Venice Production Bridge retains the right to refuse films for any reason at its sole discretion, especially films that disturb public order, encourage violence, offend religions, infringe human rights or have pornographic content. The payment for submitting the film will not be refunded in any case.

## 4. SUBMITTING A FILM TO THE DIGITAL VIDEO LIBRARY

### 4.1 Preliminary Remarks

All Industry Gold, Trade and Online VPB accreditation holders can submit films to the Digital Video Library, respecting the copyright of all interested parties. All films must be submitted through the Industry Services Form and **produced starting from 7th September 2020**. The Digital Video Library will be available for the entire duration of the Festival on Festival Scope Pro ([pro.festivalscope.com](http://pro.festivalscope.com)), the B2B internet platform for film professionals. All films must be submitted through the DVL Entry Form. An individual password will be given by Festival Scope Pro to all Industry Gold, Trade and Online VPB accreditation holders in order to view the registered titles.

### 4.2 Submission Deadline

The Industry Services Form has to be sent to the Venice Production Bridge **no later than 2nd August 2021** and the DVL Entry Form must be filled in on our website **no later than the 5th August 2021**. Submitted materials will be returned after the festival only if this has been requested beforehand, by filling in the relevant section of the DVL Entry Form.

### 4.3 Costs and Payment

Payment for submitting a film to the Digital Video Library must be made in full and in

advance **by 11th August 2021.**

All prices can be found in the Industry Services Form.

#### 4.4 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 organization cannot be held responsible for the cancellation of the submission, if the technical information supplied is incorrect. The payment for submitting the film will not be refunded in any case.

The purchase of the DVL service **does not give the right** to use the logos of the Festival and La Biennale di Venezia.

The Venice Production Bridge retains the right to cancel the service in case of unauthorized use of the logos or inappropriate advertising activity.

#### 4.5 Exclusions

Films produced **before 7th September 2020** and films that violate copyright are excluded from the Digital Video Library.

The Venice Production Bridge retains the right to refuse films for any reason at its sole discretion, especially films that disturb public order, encourage violence, offend religions, infringe human rights or are of pornographic content. The payment for submitting the film will not be refunded in any case.

### 5. PROMOTION AND PUBLICITY

#### 5.1 Promotional Material

Industry Gold, Trade and Online VPB accreditation holders are responsible for transportation costs, custom charges, 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 delivered to the Venice Production Bridge **no later than 17th August 2021.**

#### 5.2 Industry Bags

All Industry Trade, Gold and Online VPB accreditation holders can send promotional materials to be distributed in the bags given to Industry Trade and Gold accredited participants. The Venice Production Bridge cannot guarantee to place material received after **17th August 2021.**

#### 5.3 Advertising and Meeting Opportunities

The Venice Production Bridge 2021 offers 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 78th Venice International Film Festival, which may be liable to change. It will also be possible to purchase advertising pages in the VPB Programme and Market Screening Schedule, signposting spaces and banners in the Exhibition Areas of the Venice Production

Bridge 2021, tables for exclusive use of the company in the Industry Gold Club and slots for trailers shown all day, for the entire duration of the Festival, on TV screens in the Exhibition Areas.

#### **5.4 Prices and Payment**

Payment for the use of promotional spaces or any other form of advertisement must be made in full **no later than 6th August 2021**.

Prices and procedures to purchase the services can be found in the Industry Services Form.

### **6. FINAL POINTS**

#### **6.1 General Agreement**

Participation in the Venice Production Bridge constitutes acceptance of the present regulations. The General Manager of La Biennale di Venezia and the Artistic Director of the 78th Venice International Film Festival reserve the right to settle all unforeseen cases not included within the present set of regulations. To resolve any dispute, the Italian versions of the present set of regulations and of the general regulations will be taken as legally binding.

#### **6.2 Infringement**

Any breach of the present set of regulations may cause the Organizers to cancel the accreditation pass and to prohibit the participation to the Venice Production Bridge, without offering a refund of the registration fee or of any other fees previously paid.

#### **6.3 Responsibility**

The purchase of Industry services **does not give the right** to use the logos of the Festival and La Biennale di Venezia.

The Venice Production Bridge retains the right to cancel the service in case of unauthorized use of the logos, inappropriate advertising activity or services not paid within the deadlines.

#### **6.4 Costs**

All the prices of the VPB services will be available on the VPB website and on the VPB promotional brochure.