

stereopsia

**3D Film Booster 2017**

## **Regulations**

### **Article 1 – Context**

The **3D Film Booster (3DFB)** is one of the main components of the **Stereopsia** event.

3DFB, now in its 2<sup>nd</sup> edition, is an **international training and pitching event dedicated to stereoscopic-3D projects for cinema and virtual reality (VR)**. 3DFB is the only program of its kind anywhere in the world.

The official language of 3DFB is English.

The Best project & Pitch Award is given to the winner during the **Awards Dinner** of Stereopsia, held at the end of the last day of this event, at the prestigious Center for Fine Arts (BOZAR) of Brussels, Belgium.

The participation to 3DFB implies the knowledge and acceptance of the present regulations.

The Secretariat of Stereopsia, referred to below as the “Secretariat”, should be contacted for any question about the present regulations. The contact details appear near the end of the document.

The key events and dates appear on the AC webpage.

In the text, one uses, for conciseness, the generic masculine "he" and "his" for he/she and his/her, respectively.

### **Article 2 – Organizers**

The term “Organizers” refers to Alain Gallez and Jacques Verly. They are also the organizers of Stereopsia and the representatives of the Image&3D Europe nonprofit organization overseeing Stereopsia.

3DFB is coordinated by Sylvain Grain, one of the most active European specialist of stereoscopic-3D cinema and award-winning producer of several large format 3D documentaries. Sylvain Grain is also chairman of the United Professionals of stereoscopic-3D (UP3D), France, and Producer at Cube Creative Productions (France). The term "Coordinator" refers to him.

Important: The Organizers reserve the right to change the present regulations at any time.

## Article 3 – Participants

The participants to 3DFB are:

1. A number (a few tens) of selected, qualified producers who have projects for S-3D contents at the development stage. These participants are referred to here as "Producer(s)".
2. Four international experts selected to drive the training sessions. These participants are referred to here as "Expert(s)".
3. About five to ten (5-10) selected, invited potential investors (co-producers, film funds, investors, sale agents,...). These participants are referred to here as "Financier(s)".

As further discussed below, the Financiers make up the Pitch Panel.

## Article 4 – Content

3DFB is exclusively dedicated to projects for stereoscopic-3D (S-3D) contents.

Two categories of S-3D contents are of primary interest:

- contents (or, synonymously, films) that are intended for theatrical release (Cinema);
- contents that are intended for virtual reality devices/platforms (VR);

All contents must also have significant international sales potential.

The contents are primarily of the following genres/types: fiction, documentary, animation, and alternative (concert, sport event...).

## Article 5 – Eligibility

### ▷ *Producers*

To be eligible to participate to 3DFB, the candidate Producer must be at least one of the following:

1. An experienced S-3D producer (for any of the types of contents listed in Article 4).
2. An experienced 2D producer who would like to make the often-difficult transition to S-3D (Cinema or VR) for some of his projects.
3. A person with a limited experience in production, but with a demonstrated artistic ability, such as a director or an artist.

The candidate Producer must indicate on the submission form which of the above three categories he (mainly) falls under.

The candidate Producer must demonstrate, at the time of submission of his project, his proficiency in English, both oral and written. The Organizers reserve the right to decline a Producer if his proficiency in English is not sufficient to present his project.

**IMPORTANT: The Producer of an accepted project is also the person presenting the project.  
Said concisely, the Producer is also the pitcher.**

There are no restrictions on the country of origin of the Producers.

#### ▷ **Projects**

To be eligible for submission to 3DFB, the project must meet, at a minimum, all of the following requirements:

1. The content to be produced must be as specified in Article 4.
2. The content must have significant international sales potential.
3. The content/project must already have at least a complete treatment or script and must be at the stage of development
4. The content/project for Cinema must have a minimum duration of 40 minutes.

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

The Organizers reserve the right to reject projects that are not compatible with the general spirit of 3DFB and Stereopsia.

#### ▷ **Financiers**

The Financiers are selected by the Organizers and the Coordinator. In previous editions of the 3DFB, the Financiers represented companies such as AS Media Consulting, Creative Europe, Diversion Cinema, Entertainment One, Film Fund Luxembourg, Impulse Brussels, nWave Pictures, Okio Studio, RedBull Media, SCF Films International, Scope Invest, Umedia, VRrOOM, VR Society, and Wallimage Creative. The names of the Financiers will not be made publicly available until the start of 3DFB, during Stereopsia.

## **Article 6 – Selection**

The Organizers and the Coordinator will set-up a Selection Committee (“Committee”) made from their representatives as well as from other representatives from the S-3D & VR sector. The role of this committee is to select, among the submitted projects, those that will be presented during 3DFB.

The Committee will start by eliminating (1) all submissions that are incomplete and (2) all projects that are not eligible (where eligibility is defined in Article 5).

Among the remaining projects that are eligible (as defined in Article 5), the Committee will identify the "N best projects", where N will be around five (5) Cinema projects and around five (5) VR projects.

The Organizers will make every effort to ensure that (1) part of the N best projects come from experienced S-3D producers, and that (2) part of the N best projects come from experienced 2D producers and/or other persons with demonstrated artistic abilities, all wishing to venture into S-3D.

## **Article 7 – Commitment and registration**

The Organizers very strongly emphasize that the Producers of selected projects must be present throughout the whole duration of 3DFB and must pitch their project. In other words, the Organizers expect the Producers to invest themselves thoroughly in the process of 3DFB. In particular, all Producers must attend all training sessions in full. Furthermore, all Producers must provide the elements required by the Coordinator/Secretariat to guarantee the best presentation/publicity of the projects by the 3DFB (see Article 8).

At the time of notification of selection to a Producer, this Producer will also receive a Commitment form - for him to sign and return - that will specify a deadline.

By this deadline, two things must have happened:

- the Secretariat must have received the signed Commitment form;
- the Producer (which is also the pitcher) must have registered, and the Secretariat/Organizers must have received an official proof of the payment of his registration fee.

If either of these conditions is not met (by the deadline), the project will be de-selected and another project will be selected to replace it. This policy will be strictly enforced to guarantee that 3DFB is well attended; this is obviously in the best interest of all participants.

If a project is de-selected, it will not appear in the catalog of Stereopsia, it will not be included in the program of pitches, and it will not be allowed to be pitched in any way.

The Producer is kindly requested to make explicit reference to his participation in all relevant circumstances. In particular, the Producer must ensure that 3DFB will be mentioned in the credits of all presentation folders, pilot projects, as well as audiovisual pieces and advertising materials (posters, press advertisements, press book, etc.) as follows: "Project developed with the support of 3D Film Booster yyyy" (where yyyy stands for the year of the event, as shown on the first page)), accompanied by the Stereopsia logo.

## **Article 8 – Publication**

The final selection of projects will appear in the catalog of Stereopsia.

The Organizers will use the information provided by the Producer (of a selected project) on his submission form as a main basis for writing the corresponding text for the catalog. It is thus up to each Producer to provide all the required information on this form. If the Organizers need information not initially asked for in the submission form, they will contact the Producers, who are then expected to provide the required information in a timely fashion.

## **Article 9 – Training sessions**

The training sessions consist in a series of master classes and workshops led by the Experts.

The master classes will give the Producers insights, trends, and tips on the four (4) following themes:

- Art of pitching;
- 3D film industry and market;
- VR industry and market;
- Transmedia - open your horizon.

Each master class will be followed by a workshop that will allow each Producer to challenge his project and to get a hands-on coaching, taking benefits from the related Expert and the other Producers.

The name of the Experts will be announced before 3DFB. The full program of the training sessions will be available on the webpage of 3DFB.

## **Article 10 – Pitch sessions**

The pitch sessions constitute the most visible part of 3DFB. They take place on the third day of the 3DFB, during Stereopsia.

The pitch sessions bring together the Producers, the Financiers, the Experts, and the Stereopsia attendees. The Financiers make up the Pitch Panel, which orchestrates the sessions, under the guidance of the Coordinator.

The pitch for each project consists of **about seven (7) minutes of presentation** followed by **about 7 minutes of discussion and feedback**, for a **total of about 14 minutes**. The Producer of the project (as indicated on the Submission form) must make the presentation. If he is not present in person at the time of his pitch, the project will not be pitched. The above durations are tentative and will be adjusted when the final program of 3DFB is built.

Given the short duration of each presentation, each Producer is required to organize his presentation according to instructions that will be provided by the Coordinator and the Experts. This will ensure that each presentation covers all the key points that are of interest to the Financiers, and will guarantee the highest possible level of quality. The instructions will also indicate whether the Producer can show a relevant teaser during his presentation, and whether he can show relevant S-3D contents. The Producers will be able to pitch their projects using S-3D projection. The Producers of VR projects will not be able to show samples/clips on VR devices during the pitch session.

Each Producer must submit his completed presentation by a deadline that will be specified. The presentation will be checked by the Organizers and/or the Coordinator. A Producer may be asked to revise his presentation.

The Producers and Financiers must be aware that the pitch sessions will be open to all those who are properly registered for 3DFB. It is up to the Producers and Financiers to make sure that the presentation and the discussions do not reveal any information that they wish to keep confidential.

## **Article 11 – Meetings and deals**

The Organizers will make every effort to arrange specific meetings between Producers, Experts, Financiers, and Stereopsia attendees. It is up to the Producers, Financiers, and Attendees to strike business deals. Specifically, 3DFB, while acting as a coordinator and facilitator, does not provide any type of financing for any of the projects; it only tries to get the appropriate people together.

## **Article 12 – Competition and award**

The selected projects are automatically entered into a competition. The Pitch Panel, made up of the Financiers and the Experts, will designate the best of these projects on the basis of the combination

of two criteria: best project and best pitch. The winning Producer will receive the **Best Project & Pitch Award**. The award will be given out during the ceremony of Stereopsia where all awards are given out. The winning producer MUST be present at this ceremony to receive the award. If he is not present, he loses any right to this award, and the award will not be given out to him or to anyone else at any time. This rule will be strictly enforced.

The prize offered to the winner of the Best Project & Pitch Award will be announced before Stereopsia.

## Article 13 – Submission

Each project submission must include all the following elements:

1. The dully filled-in and signed Submission form found on the 3DFB webpage.
2. About the content:
  - Synopsis (max. 3000 characters)
  - Producer's or Director's statement (max. 3000 characters)
  - Visual elements showing the key art of the project (max. 5 pages)
  - Financing plan (including secured sources)
  - Distribution strategy (max. 3000 characters)
  - *(Optional) Link to the teaser/trailer of the project*
3. About the team (producer and/or director):
  - Biography and Filmography of the producer (max. 1500 characters)
  - Biography and Filmography of the director (max. 1500 characters)
  - Link to one sample of work (from the producer or the director)

All elements must be sent as **a single PDF file** by email to the Secretariat by the submission deadline. The PDF file will be names as following: "3DFB17-PROJECT-NAME.pdf"

In case of difficulty in providing some of these elements and/or in meeting the deadline, the tenderer must contact the Secretariat sufficiently before this deadline.

## Article 14 – Registration

All persons attending 3DFB must be properly registered. As a general rule, registration means the payment of the appropriate registration fee.

The Financiers and the Experts do not have to pay any registration fee; the Organizers will contact them directly.

The Producer of each selected project must register for - at a minimum – the 3DFB Pass which is described below.

### **3DFB Pass:**

Includes: Welcome drink (on Sun 10 Dec evening); access to full 3DFB program including coaching/training, and coffee and lunch breaks; Networking evening; one seat at one table at Awards Dinner.

**Cost: 350.00 € plus VAT if applicable.**

One reason why the 3DFB Pass includes one seat to the Awards dinner is that the winner of the Best Project and Pitch Award will not be known until the afternoon before the dinner and that the name of this winner will only be announced at the time the award is delivered. The cost of the dinner will not be refunded if the Producer is not present at the dinner. As explained elsewhere, the winning Producer must be present to be eligible for this award and to receive it.

Only the Producer of a selected project can register for a 3DFB Pass.

If the Producer wishes to be accompanied by a member of his team at the Award dinner, this last person must contact the Organizers. This person will be charged the regular cost of a seat at the Award dinner, but at the level of a Pass holder.

The Producer who has received a Commitment letter to sign will be included in the catalog and program of pitches provided the Secretariat has received the signed Commitment letter by the deadline specified AND the Secretariat/Organizers have received an official proof of payment of the registration fee by the Producer (who is also the pitcher) by the same deadline.

**IMPORTANT: The Producer must register early enough so that the Secretariat/Organizers receive an official proof of the payment of his registration fee by the deadline specified in the Commitment letter.**

## **Article 15 – Financial conditions**

There is no charge for submitting a project.

However, if a project is selected, the Producer of the project, who is also the pitcher, must register for the 3DFB Pass as explained above. Besides registering for this pass, the Producer can also register for any of the optional events. Registration implies the payment of the appropriate fees and taxes, via the registration form and invoice that will be sent by the Secretariat.

There is no per-diem, honorary, or similar.

## **Article 16 – Elements not covered**

For all matters not covered by the present regulations, the Organizers will make decisions, without possible appeal, in accordance with the accepted practices of international co-production and financing markets.

## **Article 17 – Key events and dates**

The key events and dates are found on the 3D Film Booster webpage of the Stereopsia website.

## **Article 18 – Secretariat**

The Secretariat of the 3D Film Booster (3DFB) can be contacted for further information. The project proposals must be sent by email.

**Contacts:**

**Sylvain Grain (Coordinator)**

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**Alexandra Gérard-Piret (Secretariat)**

3D Film Booster

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Webpage of 3D Film Booster: [www.stereopsia.com/booster](http://www.stereopsia.com/booster)