

BALTIC EVENT

RULES AND REGULATIONS

AIMS AND BACKGROUND

The general aim of the annual project Baltic Event (hereinafter Baltic Event) is promotion of audiovisual works from the low production capacity member states of the European Union or countries participating at the Creative Europe MEDIA programme, particularly for small and medium-sized film enterprises from the following countries: Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, Georgia, Hungary, Iceland, Latvia, Lithuania, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, Sweden, Russia and Ukraine (hereinafter Region). The main target of the market is European networking, promotion, co-production and distribution of European audiovisual works, but Baltic Event always invites representatives from global territories as well. One of the goals of Baltic Event is to facilitate interaction, cooperation, and co-production between the Baltic, Scandinavian, Central and Eastern European, Russian and Ukrainian audiovisual industries and help them integrate with the audiovisual industries of high production capacity countries. The annual Baltic Event will include the Co-Production Market, POWR Baltic Stories Exchange, Works in Progress presentation, Market Screenings, and different panels and presentations on important topics of the film industry.

Each year Baltic Event features a special programme focusing on a target country or region. In 2017, the Focus Region is Flanders.

Baltic Event includes presentations of feature film projects in every phase, from scripts and projects in development at the market to finished films at the screenings. An important goal of Baltic Event is to help finance and distribute films from the region, promote local professionals, filmmaking opportunities and service providers, raise competitiveness and facilitate networking between the region and Western Europe. Baltic Event has put special emphasis on creating a bridge between Eastern Europe and the West, for which the geographical location of Tallinn makes it an ideal place.

Baltic Event takes place annually during Tallinn Black Nights Film Festival.

NATURE OF BALTIC EVENT

Baltic Event consists of the following sections:

- **Co-Production Market** – pre-arranged one-on-one meetings between guests and 16 pre-selected projects;
- **POWR Baltic Stories Exchange** – script pitching workshop and one-on-one meetings for scriptwriters of 7 pre-selected projects;
- **Works in Progress** – presentation of excerpts from films in production or post-production from Baltic and Focus countries, Finland, and projects that have previously participated in the Co-Production Market or B'EST EAVE Producers' Workshop;
- **Market Screenings** – films from the Baltic countries and Finland ready to be released;
- **Industry panels and workshops** on different A/V industry topics.

List of the structures/services available to the accredited guests:

- Co-Production Market one-on-one meetings arrangements and Information Desk
- Participation in panels and presentations, admission to Market Screenings and Works in Progress as well as POWR Baltic Stories Exchange presentations, various networking events
- Transportation from and to the airport
- Guest Service Desk
- Free wireless internet throughout the venue
- Screening room facilities

PARTICIPANTS

Producers, commissioning editors, sales agents, distributors, representatives of film funds and financiers are entitled to attend Baltic Event for the sections Co-Production Market, Works in Progress presentation, Market Screenings, Industry panels and for purposes of finding a suitable co-production partner. Invitations to the industry representatives (producers, commissioning editors, sales agents, distributors, representatives of film funds and financiers) who are selected by Baltic Event management are sent out in August. New applications will be reviewed by Baltic Event management first-come, first-served basis and approved at the discretion of Baltic Event in accordance with these Regulations. As the number of participants is limited, Baltic Event reserves the right to not approve all applications.

General

All participants must fill the accreditation form provided by Baltic Event representative upon confirmation of attendance. The accreditation fee varies from 75€ to 100€ according to the category of the invitation. An accredited guest has free access to all the Baltic Event & Industry@Tallinn events, market screenings and services. Detailed information will be available upon opening of the Accreditation in mid-August.

Special conditions for Applicants applying to POWR Baltic Stories Exchange, Co-Production Market, Works in Progress presentation, and Market Screenings:

POWR Baltic Stories Exchange

The screenwriters from Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway, Sweden, and Focus Country/Region of the year with their ideas/projects are entitled to apply to Baltic Event for the POWR Baltic Stories Exchange section.

Co-Production Market

Every year, Baltic Event selects 16 fiction film projects in development to the Co-Production Market section.

In order for a Film Project to qualify for admission to Baltic Event Co-Production Market in regard to these Regulations, it has to meet all of the following conditions:

- Full-length fiction film with potential for theatrical distribution;
- Suitable for an international co-production and looking for co-producers;
- A part of financial support in place;
- Projects with cross-media potential are considered for a special programme at BE2017 edition;
- Projects from Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, Flanders region of Belgium, Georgia, Hungary, Iceland, Latvia, Lithuania, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, Sweden, Russia, and Ukraine are accepted. Projects from other countries may be considered for the Co-Production Market, if they are suitable for co-production with an eligible country or intend to shoot the film / buy services in the region.

The Applicants from the Region who want to participate in the Co-Production Market with a Film Project, which will be in line with the above stated requirements, must provide the following documentation (in English) fully attached to the application:

- synopsis
- treatment
- screenplay
- director's note on aesthetics and structure
- biography/filmography and portrait photo of the director
- biography/filmography and portrait photo of the producer
- production company profile
- production note
- budget outline and financing plan
- marketing strategy
- if project has transmedia / multiplatform / interactive potential, note of intention on which digital platforms the project is going to use and why
- the documents showing the ownership of rights in the project in accordance with these Regulations (upon request)

Special Conditions:

- participation includes an accreditation fee of 75 Euros per person
- once a film is selected, the producer/representative must be present during the market
- official language of the market is English
- If the project is accepted to Baltic Event Co-Production Market, it will be mentioned in the end credits of the film, once completed
- submission of the film is considered as acceptance of special conditions
- projects presented at BE Co-Production Market/B'EST EAVE are welcome, once completed, to be submitted to the International Competition at Tallinn Black Nights Film Festival and will be given a special priority during the selection process

By submitting an Application the Applicant agrees to all conditions stated in the Regulations.

Works in Progress

The producers and/or sales agents are entitled to apply for the Works in Progress presentation with film projects in production or post production;

In order for a Film Project to qualify for admission to Baltic Event Works in Progress in regard to these Regulations, it has to meet all of the following conditions:

- Full-length feature film with potential for theatrical distribution;
- Potential for international market;
- Projects from Estonia, Latvia, Lithuania, and Finland, as well as projects from the year's Focus Country/Region or formerly presented at the Co-Production Market or B'EST EAVE, are accepted.

The Applicants from the Region who want to participate in the Works in Progress with a Film Project, which will be in line with the above stated requirements, must provide the following documentation fully attached to the application:

- synopsis (up to 1000 characters)
- short biography/filmography of the director (max. 1000 characters, recent or selected films)
- biography/filmography of the producer/production company profile (max. 1000 characters, recent or selected films)
- a photo or still image from the film (resolution 300 dpi)
- 2-3 scenes from the film (duration 5 minutes in total)

Special Conditions:

- participation includes an accreditation fee of 75 Euros per person
- once a film is selected, the producer/representative must be present during the market
- the official language of the market is English
- submission of the film is considered as acceptance of special conditions

By submitting an Application the Applicant agrees to all conditions stated in the Regulations.

Market Screenings

The producers and/or sales agents are entitled to apply for the Market Screenings section with films from the Baltic countries ready to be released.

In order for a Film Project to qualify for admission to Baltic Event Works in Progress in regard to these Regulations, it has to meet all of the following conditions:

- full-length feature film with potential for theatrical distribution;
- potential for international market;
- projects from Estonia, Latvia, Lithuania, and Finland are eligible.

The Applicants from the Region who want to participate in the Works in Progress with a Film Project, which will be in line with the above stated requirements, must provide the following documentation fully attached to the application:

- synopsis (up to 1000 characters)
- short biography/filmography of the director (max. 1000 characters, recent or selected

- films)
- biography/filmography of the producer/Production company profile (max. 1000 characters, recent or selected films)
- a photo or still image from the film (resolution 300 dpi)

Special Conditions:

- participation includes an accreditation fee of 75 Euros per person
- once a film is selected, the producer/representative must be present during the market
- the official language of the market is English
- submission of the film is considered as acceptance of special conditions

By submitting an Application the Applicant agrees to all conditions stated in the Regulations.

RIGHTS AND THE CHAIN OF TITLE

The Applicant guarantees that it holds the rights relating to the project, for which the Application is being submitted.

In case the Film Project has numerous producers they amongst themselves have to elect one producer that will serve as the Applicant in regard to these Regulations and will represent them in relations with Baltic Event.

In case the Applicant is the author of the Film Project, and it is a case of a project co-authorship, the Applicant is required to possess settled property relations over the Film Project as well as an authorization of representation from the other authors.

The competent law for regulation of copyrights in relation to these Regulations is the Law on Copyright of the Republic of Estonia.

PROCEEDINGS AND PROJECTS SELECTION

After the period for Application submission has expired Baltic Event management will begin considering all received Applications, and in case it is determined that an Application is in some form disorderly or the documentation incomplete Baltic Event management will contact the Applicant to refill the incomplete Application Form and a new and reasonable deadline will be issued for these proceedings.

In case the Applicant acts in accordance with the instructions issued by Baltic Event management the application is to be considered as properly submitted.

In case the Applicant does not resubmit the Application within the additional time period the Application will be considered as not properly submitted and shall not be taken into consideration further.

All properly filled and complete applications shall be reviewed by Baltic Event management latest by the end of September, except the applications for the Co-Production Market, which will be reviewed by the Selection Committee appointed by Baltic Event management.

The Selection Committee consists of five people – an active producer from the region with international co-production experience, an international sales agent, a senior festival executive from an A-category film festival, a market representative, and a script consultant. The Selection

Committee shall evaluate the projects through different angles in their artistic, financial, and marketing capacities in accordance with these Regulations.

The main selection criteria for the Co-production market is an appealing story for international markets, filmography of the director - as our objective is to promote new talent from the region -, the experience of the producer to successfully carry out the project, and the ability of Baltic Event team to find suitable parties to finance, co-produce, and sell the project. The Applicant must agree that Baltic Event shall have the right to monitor the project regularly throughout their production and distribution.

By submitting the Application the Applicant agrees that Baltic Event management and/or the Selection Committee composed as previously stated will adjudicate in matters concerning the Application and that the Applicant renounces the right for further appeal.

BALTIC EVENT AWARDS

Baltic Event presents the following awards in the Co-Production Market section:

- Best Project – Eurimages Co-Production Development Award of €20 000;
- Best Pitch Award – coverage throughout the project’s life-cycle, including a special feature-format focus, in Screen International, our media partner;
- Free passes to the following year’s Producers’ Network are awarded to two most promising producers by the Marché du Film.

Baltic Event presents the following awards in the Works in Progress section:

- Baltic Event Works in Progress Award - 3000 Euros. The award is given to the project with the strongest and boldest artistic vision. The award will help the film gain visibility during its promotion and distribution in the Baltic States by covering related costs in the region.
- Think of the Music Award 1500 Euros - one licence worth of 1500 Euros, for music represented by Apollo Music, to be used in film and/or promotional materials. The award go to the project which has the best and brightest ideas for the use of music.

The awards are presented by international juries. By submitting an Application the Applicant confirms the indisputability of the authority of Baltic Event management to arrange the juries for the aforementioned awards and therefore the Applicant renounces the right to dispute about the outcome of the vote and the presented awards.

APPLICANT’S OBLIGATIONS DURING BALTIC EVENT

Each Applicant that gets chosen to participate in Baltic Event is required to cooperate with the employees and persons of responsibility of Baltic Event during the entire course, and in all respective phases of Baltic Event.

In case the Applicant without justification violates any of his/her obligations stated in these Regulations which he/she had accepted by submitting the Application Form, Baltic Event management may disqualify the Applicant from further participation in Baltic Event, upon which the Applicant loses the right to apply for participation in Baltic Event during the following year as well.

APPLICANT'S OBLIGATIONS AFTER THE COMPLETION OF THE FILM PROJECT

In the event the Applicant's Film Project is approved for Baltic Event, the Applicant guarantees the following:

- The Film that has participated in Co-Production Market shall have a Baltic Event logo accompanied by the following text in English in the closing credits: "Developed in cooperation with Baltic Event";
- The Film that has been presented at Works in Progress shall have a Baltic Event logo accompanied by the following text in English in the closing credits: "Presented at Baltic Event";
- The producer will provide Baltic Event management with regular reports concerning the film's festival representation and distribution within a three-year period after the premiere of the film.

FINAL PROVISIONS

The official language of Baltic Event is English.

In regard to all matters not expressly settled by these Regulations good business practices and current regulations of Estonia and its entities are to be applied.

Any amendments and supplements to these Regulations shall be made by Baltic Event management.

By submitting an Application the Applicant agrees to all provisions of these Regulations.

These Regulations come into effect from the day of their publishing on the webpage of Baltic Event: <http://be.poff.ee/>, and are effective beginning on the 05 of June 2017.

Approved by Marge Liiske, Managing Director of Baltic Event