

# **THE LONDON SCREENINGS 2019**

## **Terms and Conditions for Sales Companies**

The London Screenings is an export initiative and not a film market or festival. It prioritises the showcasing of UK films and selected foreign films to international buyers and film festival directors/programmers only.

International buyers are chosen by Film Export UK and the London Screenings Steering Group based on their distribution activity, interest and experience in buying British films, track record as a distributor, as well as their existing and potential future relationships within the UK sales community. Priority will be given to those who have distributed UK product within the last three years.

The Film Export UK/London Screenings Steering Group list of invited buyers is final.

The Terms and Conditions for Sales Companies participating in the London Screenings are as follows:

### **SALES COMPANIES**

#### **Participation:**

1. A Delegate Centre in the Picturehouse Central Members' Bar will be available as part of the London Screenings to participating Sales Companies for meetings. Sales Companies are not allowed to take temporary sales offices in London during the London Screenings.
2. No Sales Company can hold alternate events and screenings outside of those booked and organized by the London Screenings (within London and Greater London), during the period **24 June – 27 June 2019**.
3. All Sales Companies participate in the event at their own cost and will not be allocated accommodation.
4. UK Sales Companies do not have to screen a film in order to attend the event
5. Foreign Sales Companies can only attend the London Screenings if they have a British film screening at the event and have been invited to attend by the organisers.

#### **Accreditation and Passes**

1. All participating Sales Companies will receive personalised accreditation badges for two key members of each company. Badges will be non-transferable and will have the person's name, photo and company name printed on them. These are available at no cost to each company.
2. A maximum of four extra accreditations per Sales Company can be requested for members of your sales team at a cost of £80+VAT per additional badge. This will be a transferable badge and a photo is NOT required.

## THE FILMS

### Film Screening Categories and Terms

Films to be screened will be allocated their category as follows:

#### **Showcase screenings (the main screening strand)**

- A small selection of films in the programme can be UK films represented by foreign Sales Companies.
- A small selection of films in the programme can be non-UK films represented by UK Sales Companies.
- The remainder of the films in the programme will be UK films represented by UK Sales Companies.

#### **Invite Only screenings**

- Sales companies may request a closed “invite only” screening. Invitations and the monitoring of buyers’ attendance at these screenings will be managed by the sales company and the responsibility is theirs to allow or not allow entrance.
- The London Screenings team will have no influence over entry policy and all enquiries will be referred to the Sales Companies.
- The film title can be included in the Screening Schedule but will not have an individual film page on the private delegate website and event app.

#### **Breakthrough screenings**

Emerging talent screening strand/seeking sales representation. This will be specifically for sales companies and film festivals – Buyers will not be allowed entrance to these screenings. One screen (Screen 7) is dedicated to the Breakthrough screenings.

#### **Work In Progress screenings**

Exclusive material (preview footage, work in progress, selected scenes, mood boards or a promo) of a new, incomplete film. The screening slot is one hour in total.

#### **BFI Coming Soon**

This is a one hour slot which will happen on **Monday 24 June at 5.30pm** in Screen 2, Picturehouse Central. Ben Roberts will present a selection of BFI funded films. Buyers are being encouraged to attend. It is optional for sales companies. It will be followed immediately by the Welcome Reception

#### Pre-sales

1. Sales companies will have the opportunity, and are encouraged, to list films available for pre-sale on the website. Feedback from Buyers indicate they find this information very helpful.
- All screening titles must be confirmed and submitted by **Friday, 31<sup>st</sup> May 2019**.
  - UK Sales Companies submitting a non-UK title, and foreign Sales Companies submitting a UK title, must let the London Screenings team know by **Friday 3 May 2019**.

- It is essential that sales companies supply their completed film/work in progress title in **DCP format**. If you do not have a DCP you cannot screen at the event. A competitive conversion rate is offered by Picturehouse Central and please talk to the organisers if you wish to use this service.
- All DCP movements (delivery to and return from Picturehouse Central) are the sole responsibility of the Sales Company.
- Picturehouse Central staff will take delivery of the prints **no later than 3 working days** before the scheduled screening and will make them ready for collection after the event has finished. If a Sales Company requires it to be returned sooner, the Sales Company must liaise with Nigel Cross ([nigel.cross@filmlondon.org.uk](mailto:nigel.cross@filmlondon.org.uk)) who will be based at the cinema during the event and at Film London prior to the event.
- The allocation of screening slots is final.

## Film Eligibility

1. Films screened for the first time in festivals and/or markets during or after the London Film Festival (October 2018) will be eligible for consideration to screen at the London Screenings 2019.
2. DCMS 'British qualifying' films will be eligible subject to meeting the London Screenings selection priorities (see below).
3. Films scoring a high number of points under the following six criteria may also be eligible, subject to meeting the London Screenings selection priorities (see below):
  - British producer
  - British production company
  - British director
  - Predominantly British cast
  - Subject matter that informs the British experience
  - % of UK Spend
4. Foreign films represented by UK Sales Companies may be eligible if they meet the London Screenings selection priorities (see below).

## Selection Priorities

**Showcase/ Invite Only:** Eligible UK films represented by a UK Sales Company

- a) Priority will be given to first international industry screenings.
- b) Films screened in festivals and/or markets from October 2018 to the current London Screenings will be given second priority.

**Showcase/ Invite Only:** Eligible UK films represented by a foreign Sales Company

- a) Priority will be given to first international industry screenings.
- b) The following will also be considered when selecting films in this category: international distribution success of key talent's previous projects (director, producer, cast) as determined by number of territories previous projects have been distributed to and box office figures.

- c) Films screened in festivals and/or markets from October 2018 to the current London Screenings will be given second priority (second industry screenings will be eligible subject to availability of screening slots).

**Showcase/Invite Only:** Non-UK films represented by a UK Sales Company

- a) Priority will be given to first international industry screenings.
- b) The following will also be considered when selecting films in this category: international distribution success of key talent's previous projects (director, producer, cast) as determined by number of territories previous projects have been distributed to and box office figures.
- c) Films screened in festivals and/or markets from October 2018 to the current London Screenings will be given second priority (second industry screenings will be eligible subject to availability of screening slots).

## Screening Fees

2. All screenings will take place at Picturehouse Central. The charges for screenings are as follows:
  - All feature length screenings – £750+VAT
  - Work In Progress screenings (1hr slots) - £375+VAT
3. A private event website and event app will be published. The Sales Company representing each film is responsible for supplying the materials detailed below to enable the film's inclusion.

Please fill out the online film submission form provided in your invitation e-mail.

To enhance your individual film page you can submit the following marketing material through the online submission form:

- **Up to 6 film stills (300dpi jpg image at least 1MB in size)**
- **Website Poster Artwork (portrait layout required; quality - standard web display)**
- **Website Trailer (Link or Bit Rate – ideally 2 Meg, Minimum 720p)**

If you would like to exchange already submitted material please contact Steve Kelly ([Steve.K@i2ic.com](mailto:Steve.K@i2ic.com), 01444 440957).

**Digital poster** artwork as well as **film trailers** will be displayed around the building. To include your film trailers and posters in these marketing activities, please provide Steve Kelly ([Steve.K@i2ic.com](mailto:Steve.K@i2ic.com), 01444 440957) with the following:

- Trailer for TV Playback (high quality video sent as digital file or Blu Ray – Bit Rate ideally HD, 5 Meg or above)
- Large Poster Artwork for TVs (Portrait – 1080 wide, 1920 high)

4. **Digital poster** artwork as well as **film trailers** will be displayed and played in a loop in the delegate centre. To include your film trailers and posters in these marketing activities, please provide Steve Kelly ([Steve.K@i2ic.com](mailto:Steve.K@i2ic.com), 01444 440957) with the following:

- Trailer for 80" TV Playback (high quality video sent as digital file or DVD – Bit Rate ideally HD, 5 Meg or above)

- Large Poster Artwork for TVs (Portrait – 1080 wide, 1920 high; Landscape – 1080 High, 1920 Wide)
5. Sales Companies have the opportunity to invite unaccredited people to attend their screenings by managing a guest list at the screening room entrance. All Sales Companies must supply a member of their staff on the door of their screening to monitor and manage their guest list. The guest lists grant access to the screenings only and do not constitute an invitation to access the evening social events or the delegate centre.
  6. **As part of your registration you will also receive a digital screening pass, this needs to be sent to ALL unaccredited people you invite to your screening(s) as they will need to show this to Picturehouse Central staff to get past the escalators and to the screenings.** This screening pass does not grant access to networking drinks, the delegate centre or any other screenings other than the screening(s) you invite them to. Distributing screening passes is not a substitute for managing your guest list at the door.

The capacity of the screening rooms are as follows:

Screen 2: 177

Screen 3: 130

Screen 4: 126

Screen 7: 65

Sales Companies are advised to manage the guest lists in a way that accredited buyers receive priority entrance at the door.

7. Seats will be allocated on a first-come-first-served basis. Once a screening room is full, there will be no further admittance.

### **Payment Terms:**

Screenings and up to two additional accreditation badges per Sales Company can be paid for via our Eventbrite page. The Eventbrite links will be provided when the film entry form is submitted in the case of screenings, or once you have requested and registered for your transferable pass(es) in the case of additional accreditation badges.

- Screenings charges must be paid in full by **Friday 7 June 2019** or the allocated screening will be cancelled and offered to other parties.

A link to pay the screening will be issued upon film submission.

### **Penalties**

Should any Sales Company fail to comply with the Terms and Conditions stated above they will be barred from the London Screenings 2019 and future events; screenings of their films within the London Screenings programme will be cancelled and no refunds of screening fees will be made.

### **London Screenings Definitions**

- **Sales Company:** A company whose core business is selling films to the international market.

- **UK Sales Sector:** All UK registered companies (with an 'actual presence'), whose core business is selling films to the international market.
- **Sales:** Income generated by sales companies, producers and others from selling films to the international market.