



ALL ENTRIES MUST BE POSTMARKED BY April 15, 2010

ENTRIES ARE TO BE SHIPPED TO: "PHILAFILM," The Philadelphia International Film Festival & Market

PO Box 48134, Philadelphia, PA 19144 USA

[ismallwood@philafilm.org](mailto:ismallwood@philafilm.org) or [info@philfilm.org](mailto:info@philfilm.org)

For assistance and/or information, call (215) 849-2716 or visit [www.philafilm.org](http://www.philafilm.org)

## The 33rd Annual Philadelphia International Film Festival & Market

### GENERAL INFORMATION:

"PHILAFILM," the Philadelphia International Film Festival & Market, is sponsored by the International Association of Motion Picture and Television Producers, Inc., and is administered by the PHILAFILM Festival Committee.

Principal support in 2010 is being provided by: Lomax Family Foundation, I A Capital Fund LLC, WPVI-TV 6 ABC, Life's Good, Inc., AARP, Parkside Productions, PCA, HSBC Bank and The Producers Association.

The 2010 Philadelphia International Film Festival & Market is open to all 35mm, 16mm, Digital formats. Optical soundtracks are required for 35mm, 16mm, and Digital formats entries. The film/video maker, producer, advertising agency, distributor or "maker's" designee may submit entries. Entries must be completed between 2009 and 2010 to be eligible. Non-competition entries are to be presented solely for exhibition purposes.

Entries are classified into two screening groups...Competition and Market and these two groups are represented by artistic categories.

All works received by the Festival Committee are returned within two weeks after the close of Festival Week, unless special considerations are consummated (sales and rental possibilities).

All entry fees are non-refundable. Fees cover judges' transportation, meals, and exhibition, postage and handling costs. All movies forwarded to the festival for fees and costs must be payable in U.S. currency and made payable to PHILAFILM. The Philadelphia International Film Festival & Market mailing address is:

PHILAFILM

P.O. Box 48134, Philadelphia, PA 19144

[ismallwood@philafilm.org](mailto:ismallwood@philafilm.org) or [info@philfilm.org](mailto:info@philfilm.org)

### ELIGIBILITY:

PHILAFILM is an event designed to showcase the works of Independent film and Videomakers from around the world Festival Committee, as a matter of programming policy, invites key distributors, station programmers, ad agencies and marketing coordinators to the public screenings to stimulate sales and rentals of entered works. IAMPTP also often takes on a distributor's role on behalf of producers to expedite sales and rentals.

International entries must be accompanied by English subtitles if the soundtrack is not in English (Spanish language entries are exempted from this requirement). International video entries must be submitted using U.S. Broadcast Standards (NTSC, SMPTE, 525 lines). All entries must have a return address accompanying each work, with the work's title clearly identified on the shipping case or label. Each entry must be individually packaged (separate reels). RETURN POSTAGE MUST ACCOMPANY ALL PREVIEW DVDs) IF YOU WISH TO HAVE THE DVDs/TAPE(S) RETURNED.

### COMPETITION ENTRIES:

Competing entries are those works entered for prizes and awards, and entries which compete against works in their respective categories and classes. Prizes are awarded to first place finishers in each class of the Competition category (e.g., Documentary, Animation, and Experimental). Certificates are given to second place and Honorable Mentions. No award is given for an entry that is non-competing. The Festival Committee will include a special "Student Category" for such entrants entering Competition or Market productions.

### MARKET ENTRIES:

Market entries are those entered strictly for sales and rental purposes. They do not seek awards, nor will these entries be judged for competition. Distributors, TV program directors, critics, cable representatives and hotel marketing directors are invited to the public screening of works during the Festival Week. PHILAFILM's Festival Committee will recommend selected market entries for special cable television screening in the Philadelphia market. PHILAFILM's Festival Committee will honor all entry copyrights before any works are submitted to broadcasters or considered for airing.

### **ADDITIONAL REQUIREMENTS & INFORMATION:**

All works entered must be accompanied by synopsis, storyline or summary of the production. All works must be accompanied by at least one (1) black and white "still" photograph from the production, principal producers, crew or actors, and any promotional material from the entered production.

Entrants must specify whether a work submitted in the Competition Category is to be judged as a film or video when the production has been submitted in a video format. The format that is to be judged should be in the PHILAFILM office at least three weeks prior to the festival's opening date.

There is no limit as to the number of works that can be entered or formats used by a given producer or entrant. Entrants must have their works accompanied by all pertinent data, including: credits, production information, run time, title, year of completion, format, color code, country of origin, and any cast/artistic biographies, photos, or slides and information regarding screening or distribution restrictions. All entries will be screened by the panel of judges as they are received in their original versions.

The "LEIGH WHIPPER AWARD" for the "BEST" in each category and the "Best of the Festival," will be presented. A "Best In Cinematography" Award in the name of JAMES WONG HOWE or GORDON PARKS, SR. is given at the discretion of the Jurors' Panel.

Entrants are encouraged to submit any publicity material that covers themselves and their works, such as brochures, posters, awards. PHILAFILM'S Festival Committee will try to excerpt suitable segments from this information to be used for local and international publicity in all applicable media. Entrants are requested to contact the PHILAFILM office as soon as possible if there is any anticipated delay in meeting the entry deadline.

### **ADVERTISING:**

Theme for 2010... "Convergence: Film, Television & Wireless Shaping the New Media."

Deadline for advertising copy, photos and artwork to be included in Point Of View, the official PHILAFILM souvenir program book, is June 10, 2010. PHILAFILM's advertising staff will graciously respond to any and all inquiries regarding advertising.

### **CALL FOR PAPERS/ARTICLES:**

PHILAFILM's 2010 Festival solicits original scholarly and popular articles for publication in **Point Of View**.

A publication fee of \$50.00 will be paid to authors whose works are selected for publication by the book's editorial committee.

#### **Submission Format:**

- ❖ Abstracts and papers not to exceed 300 words.
- ❖ Articles not to exceed 3,000 words.
- ❖ Author's name, address, phone number, vita and affiliation (company, college or university, organization, agency) publications, awards, television and/or film credits.

Forward all material (with self-addressed envelope) to:

Point of View

PO Box 48134

Philadelphia, PA 19144

ATTN: Lawrence L. Smallwood, Jr., Ed.

Selected works will be forwarded to local and national news organizations as part of the Souvenir Book and Festival promotion. Unused material will be protected by Point Of View's copyright. Deadline for receipt of material is June 10, 2010. Subject matter should reflect relevant production issues, social commentary, generic research, product updates or popular treatment related to film, television or cable. All Used and unused material will be protected by POINT OF VIEW's copyright.

ENTRY DEADLINE APRIL 15, 2010

**JUDGING AND AWARDS:**

PHILAFILM's Festival Director and Festival Committee select and appoint the Panel of Jurors. Judges are drawn from the local region and represent independent filmmakers, minorities, women, commercial production interests, public broadcasting entities and trade publications. Judges select which works in the Competition Group are suitable for awards consideration. They then judge and select the winning entries by category. Judges can rule an entry unfit for competition or awards, and make recommendations to the Festival Committee and Director about the conduct of the judging and awards process.

The LEIGH WHIPPER Gold Award for "BEST" in each category and is the Festival's top honor. PHILAFILM presents the LEIGH WHIPPER AWARD for "BEST IN Category" and is the festival's top honor. Second Place finishers receive the SILVER Certificate and Third Place winners are accorded HONORABLE MENTION.

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