

SEE BIG.



BERLIN
2018

CALL FOR ENTRIES

Information and registration procedure
Canada Sales Desk @ European Film Market 2018



[European Film Market](#)

February 15 - 23, 2018

A TELEFILM CANADA INITIATIVE IN PARTNERSHIP WITH

Associate Partners



Contributor Partners



INFORMATION AND REGISTRATION PROCEDURE

The European Film Market (EFM), the first major event of the year for the international film industry, is the business component of the Berlinale (Berlin International Film Festival). It is a must attend event for distributors, buyers, sales agents, exhibitors, and producers.

In 2017, the EFM gathered over 9 550 industry delegates, including 540 exhibitors, from 108 countries. 730 films were presented in over 1000 screenings.

In 2018, Canada will be the 'Country in Focus' at the European Film Market. This special initiative will include a promotional campaign as well as special initiatives designed to showcase the Canadian audio visual industry. The complete programming will be announced in January 2018.

THE CANADA SALES DESK OFFERS A WIDE ARRAY OF SERVICES AND BENEFITS INCLUDING:

- Shared use of an information counter and message center with receptionist;
- Shared use of a wireless Internet access;
- Shared use of one computer station with printer and Internet access;
- Shared use of a water cooler.

KEY MARKET DATES AND RATES*

Price types	Early Bird through November 30	Regular through January 6	Late fees as of January 6
Market Badge	€ 250	€ 300	€ 50
Festival accreditation	€ 125	€ 125	€ 50
Festival accreditation & Market Badge	€ 375	€ 425	€ 50

Accreditation fees for the 2018 EFM are not yet available. Find above the 2017 rate structure for a general insight. [Please refer to the EFM website](#) in early November for the new rates.

OPTIONS & RATES

BASIC OFFICE - \$4 050

Included:

Rental of a furnished 6sqm business office.
Stand furniture includes: one table, four chairs, one storage cabinet, one brochure display rack and five poster frames with spot lights

One free market badge

Company listing in the Official Market Guide Guide (including participants' photos and coordinates)

The €250 sharing fee charged by the EFM to companies using an umbrella stand

Onsite signage for each exhibitor

3 minutes of Canadian Content integrated into the Canada Sales Desk showreel (film trailers or corporate trailers)

Bulk shipment of goods – to a maximum of 2 boxes weighing no more than 15kg each

Inclusion in the Canada Sales Desk promotional campaign

CUSTOM OFFICE - Rates to be discussed

Included:

Custom offer tailored to your companies unique needs.
Please contact [Ann-Marie Picard](#) to discuss options and rates.

Exhibitor spaces will be assigned on a first-come, first-served basis.

Details on the Canada Sales Desk promotional campaign and schedule will be sent to registered companies at a later date.

ELIGIBILITY CRITERIA

In order to be eligible for admission to the Canada Sales Desk applicants must:

- Operate a Canadian-owned and Canadian-controlled private company (as defined in the Investment Canada Act) whose core business is related to Canadian film, television or new media
- Not be in a default situation regarding any obligation to Telefilm Canada.

Companies currently in default with Telefilm Canada will lose their priority status and could be denied access to the Canada Sales Desk as exhibitors. In order to be eligible for renewed services, these companies will first have to regularize their status with Telefilm Canada.

REGISTRATION PROCESS

1- Please register to the Canada Sales Desk via the [eTelefilm service](#) and print the deposit slip. *If you do not have an eTelefilm account, please refer to the following link to learn about the [registration procedure](#) for this service.

2- Please send the deposit cheque made to the order of «Telefilm Canada» along with your deposit slip to Telefilm Canada's head office in Montreal within seven days of your registration in order to guarantee the reservation of your option.

3- Telefilm will send you the code to register through the European Film Market's site for your accreditation after the deposit cheque has been received.

TERMS AND CONDITIONS OF PAYMENT

RESERVATION DEPOSIT

- Canada Sales Desk registrations will be verified only upon receipt of a deposit in the amount of 40% of the cost of the selected option.
- Your **cheque must be made to the order of "Telefilm Canada"** and must be received by Telefilm within 7 days after your online registration.
- Should Telefilm Canada be unable to confirm a reservation owing to a lack of space, the deposit will be returned to the company.

TERMS AND CONDITIONS OF SUBSEQUENT PAYMENTS:

- For invoices totalling **\$8,000** or less, the balance is payable in **one (1) instalment, 30 days after receipt of the final invoice after the market.**
- For invoices totalling **more than \$8,000**, the balance is payable in two **(2) instalments, 30 days and 60 days respectively, after receipt of the final invoices after the market.**

CANCELLATION TERMS

Applicants who cancel an option must pay Telefilm Canada the **full amount of the selected option** if their cancellation is received after **Friday, November 24, 2017.**

The accreditation contract with the European Film Market is personal, non-transferable and final, and no refund will be issued by European Film Market if a company's representative cancels its participation, regardless of the date of cancellation. However, the accreditation may be transferred to another representative of the same company (same company name and same address) under some conditions.

PARTICIPANT OBLIGATIONS

All participants in Telefilm Canada's international initiatives are required to complete all surveys and to submit all activity reports as requested by Telefilm Canada. These surveys and reports are strictly confidential and constitute an essential performance indicator for Telefilm Canada. The information that they contain helps in the assessment and development of international initiatives and services provided by Telefilm Canada to the industry. Non-compliance could limit a participant's access to future activities organized by Telefilm Canada.

EUROPEAN FILM MARKET SCREENINGS

These screenings are in great demand, so book early!

The film regulations, screening prices and application form for the European Film Market 2018 will be available online by mid November 2017.

[Market regulations and film entry form.](#)

PERSPECTIVE CANADA AT BERLINALE

This Telefilm Canada initiative showcases recent Canadian films at the European Film Market (EFM) with the objective of increasing their international exploitation. [The call for entries](#) for the 2018 edition is open until November 17, 2017.

The new Perspective Canada: FIRST LOOK initiative will present clips from upcoming films expected to hit the international festival circuit over the course of the spring and summer. This showreel is targeted to introduce fresh new talent and films to sales agents and festival programmers.

OTHER TELEFILM CANADA INITIATIVES RELATED TO THE EUROPEAN FILM MARKET

[Producers without Borders:](#) Telefilm Canada's Visitor Programme at the Berlinale Co-Production Market, is open to 20 Canadian producers with at least one feature film project in development. The call for entries for 2018 is open until November 27, 2017.

Directory of Canadian Producers: As part of the Canada in Berlin 2018 promotional campaign, a new, permanent, online directory of Canadian producers will be created. As a first step, registrations to this promotional directory are open to all Canadian producers present in Berlin.

For additional information, please contact:

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