



MOSTRA INTERNAZIONALE  
D'ARTE CINEMATOGRAFICA  
LA BIENNALE DI VENEZIA 2020



La Biennale di Venezia

Arte  
Architettura  
Cinema  
Danza  
Musica  
Teatro  
Archivio Storico

VENICE  
3 – 8.9.2020

**VENICE**  

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**PRODUCTION**  

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**BRIDGE**

MARKET  
FOR SELECTED PROJECTS



## Contacts

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## **Projects**

VENICE GAP-FINANCING MARKET  
FINAL CUT IN VENICE  
BOOK ADAPTATION RIGHTS MARKET  
VENICE VR MARKET

## **Services**

VPB MARKET SCREENINGS  
DIGITAL VIDEO LIBRARY  
EXHIBITION AREAS  
EVENTS AREAS  
ADVERTISING OPPORTUNITIES

## LA BIENNALE DI VENEZIA

### VENICE PRODUCTION BRIDGE FIFTH EDITION 2020

Every year, the **Venice Production Bridge** is an unavoidable rendezvous among the cinema, audiovisual and VR professionals involved in production, distribution and broadcasting. The ongoing success is not only confirmed by the increasing numbers (more than 2,700 accredited professionals during the fourth edition), but also by an enthusiastic feedback from all participants. The **Venice Production Bridge** is providing the producers with a unique possibility of meeting package to create a film. Distributors, sales agents, banks, private and public investment funds, regions and film commissions, broadcasters, video aggregators and Internet platforms. The **Mostra Internazionale d'Arte Cinematografica** has been the first A-Festival to highlight the incredible Virtual Reality rise to power in creating an official competition for VR works. Developing this unique involvement in a brand new medium, the Venice Production Bridge is creating in 2020 a dedicated Venice VR Market, gathering not only the VR part of the Venice Gap-Financing Market but also exhibitors, specific panels, networking sessions and events, etc.

The fifth edition of the **Venice Production Bridge** will take place from September 3 to September 8, 2020 on the third floor of the Excelsior Hotel of the Lido di Venezia, on the VR Island and at the Hotel des Bains. The VPB will join and reinforce the Venice Production Bridge Office which will work throughout the entire

**77. Venice International Film Festival**  
(September 2<sup>nd</sup> - 12<sup>th</sup>).





Confirming its worldwide uniqueness, the **Venice Production Bridge** will propose the following events:

**Venice Gap-Financing Market** (Sept 4 – Sept 6)

The number of international projects will be up to 45 and will include Biennale College Cinema and BCC Virtual Reality projects. During 3 days, the VGFM offers to the producers of feature films and documentaries, interactive and VR projects the possibility to encounter financiers through 30-minute one-to-one meetings.

**Final Cut in Venice** (Sept 5 – Sept 7)

The eighth edition of this workshop will present a limited number of quality rough cuts coming from all African countries, Iraq, Jordan, Palestine, Syria and Lebanon and will give them the opportunity of finding the post-production financing through our partners and the participants.

**Book Adaptation Rights Market** (Sept 4 – Sept 6)

25 International publishers will propose the adaptation rights of their works (novels, essays, graphic novels, children literature...) through one-to-one meetings with producers.

**Venice VR Market (VR Island)** (Sept 3 – Sept 8)

A unique opportunity to anyone connected with VR to promote their technologies, to sell and buy, to discuss and to network with VR professionals.

**VPB Market Screenings** (Sept 3 – Sept 8)

4 Market Screenings rooms are available to sales agents and producers in order to present their films or to add more screenings to their selected films.

**European Film Forum** (Sept 5 – Sept 6)

In association with the EU Media program, La Biennale will organize the fifth edition of the EFF with new themes and as last year with the coming of European Commissioner and key industry leaders. This unique rendezvous is now on all professionals' agendas.

The **Venice Production Bridge** will offer traditional services such as the Industry Gold Club, the Digital Video Library, an Exhibition Area, a Business Centre and numerous international panels and networking events.

September 4 to September 6

The call for projects is launched on February 17, 2020 and the deadline for sending the required material to [gapfinancingmarket@labiennale.org](mailto:gapfinancingmarket@labiennale.org) (all documents must be in English or have a certified English translation) is: April 30, 2020. The Venice Gap-Financing Market is a platform to support European and international producers in securing the final financing of their projects through one-to-one meetings with potential and pertinent international professionals (producers, sales agents, distributors, financiers, broadcasters and funds). All the invited professionals are decision-makers.

**This 3-day event will select up to 45 European and International projects and a selection of Biennale College Cinema VR Immersive Story Projects:**

- Film and Documentary: 27/33 feature films and international narrative or creative feature documentaries, including 3 Biennale College Cinema Projects will be selected from all over the world. There is no genre limitation and it's open to animation feature films.
- Virtual Reality: 10/12 VR projects will be selected
- Biennale College Cinema Virtual Reality: 9/11 VR films developed through the Biennale College will be presented.

A tailor-made initiative of this kind requests a real confidentiality for the producers and the partners already in place and the Catalogue detailing each project will then be emailed to the registered professionals by the beginning of July, to entitle them to request 30-minute one-to-one meetings with the producers of the selected projects. The Venice Gap-Financing Market will set up these meetings in accordance with the availability of the participants and meeting slots.

Each participant will receive a personalized meeting schedule a few days before the event.



The Venice Gap-Financing Market main terms and conditions are:

**For Films and Documentaries:**

- The project must be a fiction feature film or a long feature documentary with a running time above 70 minutes and intended for theatrical distribution.
- The projects must be looking for a maximum of 30% gap-financing and we will prioritize the ones looking for a European partner.
- There is no budget or genre limitation but each project must have secured 70% of its budget and must prove that this financing is in place. The film can be in development, partly or entirely shot.

**For Virtual Reality:**

- There is no budget or genre limitation but each project must have secured 30% of its budget and must prove that this financing is in place. The project can be in development, partly or entirely shot.

**The Project Team**

- Directors must have previous directing experience (short films, features, TV movies, series...)
- Producers must have a track record in production and international co-production. Regulations and the registration form is available on the website:  
[www.veniceproductionbridge.org](http://www.veniceproductionbridge.org)

For any further information please contact:

**[gapfinancingmarket@labiennale.org](mailto:gapfinancingmarket@labiennale.org) or [vpboffice@labiennale.org](mailto:vpboffice@labiennale.org)**



## FINAL CUT IN VENICE

8<sup>th</sup> EDITION

September 5 to September 7

A call for films is launched on April 1, 2020 and the deadline for registration and for sending the working copy of the film (DVD or link) is: June 12, 2020.

The Festival and the Venice Production Bridge purpose is to provide concrete assistance in the completion of films from all African countries and from Iraq, Jordan, Lebanon, Palestine and Syria, and to offer producers and directors an opportunity to present films still in production phase to international film professionals and distributors in order to facilitate post-production and promote co-production partnerships and market access. The workshop consists in three days of activities, in which the working copies of a maximum of six selected films are presented to producers, buyers, distributors and film festival programmers.

This year another special one-to-one meetings session between the selected projects and the professionals attending the Venice Production Bridge will be organized on Sept 7 in the VPB area. The workshop will also provide prizes in kind or in cash to complete the films, which will be offered by our partners and could include, and not be limited to, color correction, sound mixing, production of DCP, French or English subtitles.

Regulations and the registration form are available on the website: [www.veniceproductionbridge.org](http://www.veniceproductionbridge.org) and for any further information, please contact: [finalcut@labiennale.org](mailto:finalcut@labiennale.org)



## BOOK ADAPTATION RIGHTS MARKET

5<sup>th</sup> EDITION

September 4 to September 6

For this fifth edition, the **Book Adaptation Rights Market** will offer to at least 25 International and renowned publishers or publishing houses a dedicated area within the Venice Production Bridge located on the third floor of the Excelsior Hotel.

During the three days one-to-one meetings between those publishers and producers will be set up thus allowing them to foster long relationships and of course to make deals around the adaptations of novels, drama, children's literature, short stories, comics, graphic novels, essays, biographies.

A catalogue gathering the publishers and their new titles will be sent to producers beforehand.

## VENICE VR MARKET

1<sup>st</sup> EDITION

September 3 to September 8

The Venice VR Market is located in the VR Lazzaretto Island and is offering a VR Exhibition Area dedicated to: VR producers, distributors and manufacturers, VR public and private institutions, companies, research centers.

The Venice VR Market includes a VR Meeting Lounge and the possibility to host VR events, networking sessions, panels.



The top half of the page features an abstract background composed of several overlapping, semi-transparent red geometric shapes, including triangles and polygons, creating a dynamic, layered effect. Below this, the bottom half of the page is a solid white background.

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**PROMOTIONAL  
AND BUSINESS OPPORTUNITIES  
TO PROMOTE YOUR COMPANY  
AND TO BOOK A STAND**

## LA BIENNALE DI VENEZIA

### VENICE PRODUCTION BRIDGE FIFTH EDITION 2020

The **Venice Production Bridge** continues to work as in the past years throughout the entire **77**.

#### **Mostra Internazionale d'Arte Cinematografica**

(September 2<sup>nd</sup> - 12<sup>th</sup>), offering many services to our guests: Exhibition stands or corners at the Excelsior Exhibition Area and at the VR Market, tables in the Industry Gold Club, VPB Market Screenings, the Digital Video Library, the Business Center, advertising pages in the VPB Program, insertion of flyers or equivalent materials in the Industry Bags, posters and signposting, spots for trailers shown on TV screens, booking of the Events Areas (Spazio Incontri) at Hotel Excelsior, Hotel des Bains and on the VR Island.

#### **PREVIOUS EDITIONS**

- Exhibitors with stand:  
Eurimages, FG Pictures, Roskino,  
China Film Promotion...
- **2.700 international professionals** including key producers, distributors, financiers, public and private institutions, Film commissions, broadcasters, publishers, sales agents, VR experts: Netflix, Amazon Studios, UGC, Wild Bunch, Sony Pictures, Focus Features, Foundation Cartier, ZDF, ARTE, Casa Kafka Pictures, Scope Pictures, The Match Factory, Rai Cinema, Editions Gallimard, Kadokawa, Mikros, Mubi, Studio Canal UK, Canada Media Fund, Cofiloisirs, Coficine, Ingenious Media...



## Exhibition areas

The Venice Production Bridge offers various opportunities of exhibition spaces in the unique venues of the Hotel Excelsior and the VR Market with:

Corner at the Excelsior or VR Market (VR Island) 2m x 2m	€	3.000
Exhibition stand at the Excelsior or VR Market (VR Island) 3m x 3m	€	6.000
Exhibition stand at the Excelsior or VR Market (VR Island) 5m x 4m	€	12.000
Table in the Industry Gold Club (only for Gold pass holders)	€	500
Graphic customization	€	100/mq

## Panels, discussions and workshops

Our three Events Areas *Spazio Incontri* are located on the third floor of the Hotel Excelsior, on the VR Island and at Hotel des Bains and host national and international panels and discussions covering all aspects of the film industry.

<i>Spazio Incontri</i> - (max 100 seats / up to 2 hours)	€	900
<i>Spazio Incontri</i> for the exhibitors with a stand	€	600

## Cocktails and events

Four private areas are available for cocktails and events: Terrazza dei Limoni and Terrazza dei Fiori on the third floor of Hotel Excelsior, the VR Cocktail Terrazza on the VR Island and Terrazza Des Bains at Hotel des Bains.

Rental of terrace for cocktail or event (up to 1 h 30)	€	900
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## VPB Market Screening rooms

The Venice Production Bridge is glad to offer to Industry Gold / Trade participants 4 market screening rooms equipped with 119, 136, 149, 225 seats.

Rates:

per hour	€	400
< 30 minutes for short films only	€	250

## Digital Video Library

The 77th Venice International Film Festival offers to Industry Gold / Trade participants access to the Digital Video Library to view films from the official selection of the Festival and titles submitted through the Venice Production Bridge. The Digital Video Library will be available online through the B2B platform Festival Scope.

1 Film < = 30 min	€	100
1 Film > 30 min	€	200
From 2nd Film > 30 min	€	150 each



## Ad in VPB Programme

Full Advertising color pages in the VPB Programme  
(except cover and back cover)

Inside full page	€	1.500
Inside half page	€	800
Inside ¼ page	€	400

## Brochure / sampling in industry bags

The opportunity to include promo material (sampling, gadgets, brochures and notebooks) into the Industry bags represents an excellent chance to get in touch with accredited Professionals.

Insertion of flyers or equivalent materials in the Industry bags  
(about 2500 bags).

A4 or less	€	2.000
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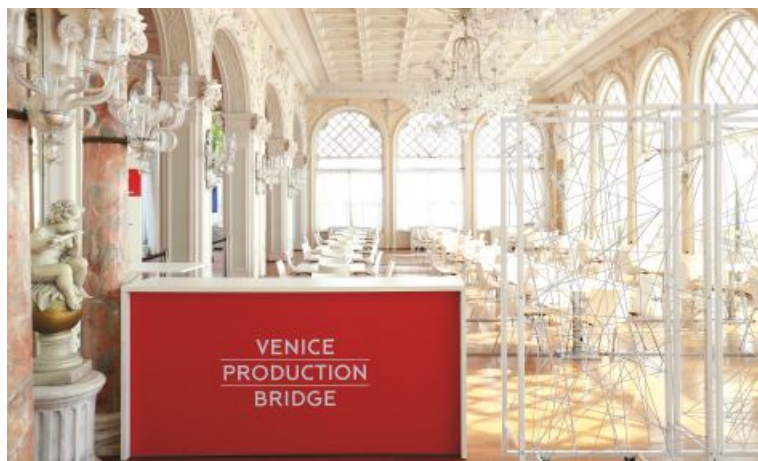
## Poster and signposting

Totem 100 cm x 200 cm	€	1.500
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## Spot on screen

Spots on screen in the Exhibition Areas and meeting area 3 to 5 min x 15 times x 10 days	€	1.500
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Prices are for the period of the 77<sup>th</sup> Venice International Film Festival  
(2.09 – 12.09.2020)





&B Rights & Brands

# Package offers

## OFFER 1

### **EXCELSIOR or VR MARKET (VR Island) including:**

- 4 Industry Trade Accreditations
- Furbished Corner
- Submission of 2 Video in the DVL
- 1 totem (100 x 200 cm) in the Venice Production Bridge areas
- 1 spot on screen in the Venice Production Bridge areas  
(3 to 5 min x 15 times x 10 days) € 5.000

## OFFER 2

### **EXCELSIOR or VR MARKET (VR Island) including:**

- 6 Industry Trade Accreditations
- Furbished Stall of 9 sqm
- Submission of 5 Videos in the DVL
- 1 color advertising page in the VPB Programme
- 2 totem (cm 100 x 200) in the Venice Production Bridge areas
- 1 spot on screen in the Venice Production Bridge areas  
(3 to 5 min x 15 times x 10 days) € 10.000

## OFFER 3

### **EXCELSIOR or VR MARKET (VR Island) including:**

- 8 Industry Trade Accreditations
- Furbished Stall of 20 sqm
- Submission of 10 Videos in the DVL
- 1 color advertising page in the VPB Programme
- 2 totem (cm 100 x 200) in the Venice Production Bridge areas
- 1 spot on screen in the Venice Production Bridge areas  
(3 to 5 min x 15 times x 10 days) € 15.000





# Notes

## **ACCREDITATIONS AND VENICE PRODUCTION BRIDGE SERVICES**

The Venice Production Bridge services can be requested by Gold or Trade Accreditation holders only, by using their own accreditation code.

The typology of accreditation is given according to the professional category. **In order to check the corresponding category and register for a Gold or Trade Accreditation please consult the Industry Accreditation Regulations at the link: [www.labiennale.org/en/cinema/2020/accreditation](http://www.labiennale.org/en/cinema/2020/accreditation)**

## **ADVERTISING PAGES**

The advertising page has to be approved by the Venice Production Bridge before publication.

## **EXHIBITION SPACES**

The pre-furnished exhibition stall consists of side and back walls, electric fitted with light and 2 kw socket, emblem with the name of the exhibitor, 1 table, 2 chairs, 1 locker, coat-hanger, bin. The Corner includes back wall, 1 desk, 1 stool, 2 Kw socket, bin.

## **THE VENICE PRODUCTION BRIDGE IS LOOKING FORWARD TO WELCOMING YOU**

**77. MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**  
(September 2<sup>nd</sup> – 12<sup>th</sup>, 2020)

**VENICE PRODUCTION BRIDGE**  
(September 3<sup>rd</sup> – 8<sup>th</sup>, 2020)





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MOSTRA INTERNAZIONALE  
D'ARTE CINEMATOGRAFICA  
LA BIENNALE DI VENEZIA 2019

## VENICE PRODUCTION BRIDGE



76  
MOSTRA INTERNAZIONALE  
D'ARTE CINEMATOGRAFICA  
LA BIENNALE DI VENEZIA  
7.09



76  
FESTIVAL INTERNAZIONALE  
DEL CINEMA DI VENEZIA  
LA BIENNALE DI VENEZIA 2019

# VENICE PRODUCTION BRIDGE

Arte  
Architettura  
Cinema  
Gallerie  
Musica  
Teatro  
Architettura



## **Projects**

**VENICE GAP-FINANCING MARKET  
FINAL CUT IN VENICE  
BOOK ADAPTATION RIGHTS MARKET  
VENICE VR MARKET**

## **Services**

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**labiennale.org  
veniceproductionbridge.org**