



ATF Animation Pitch 2018

Believe. Dream. And finally... Dare.

RULES AND REGULATIONS

Reed Exhibitions (registered office located at 1 Changi Business Park #06-01 Plaza 8 @ CPB Tower A Singapore 486025) is the official organiser of the ATF 2018 tradeshow and the related ATF Animation Pitch 2018. The rules and regulations (the “Rules”) for the ATF Animation Pitch 2018 are set forth hereinafter:

1. AIMS

1.1 The ATF Animation Pitch 2018 is the Asian pitching event for individuals, students and small to medium sized companies with innovative concepts in animation targeting kids of all ages. The pitch could be an- animated shorts/series/feature film, taking place during ATF on Thursday December 6, 2018, at Marina Bay Sands, Singapore. This event is organised by Reed Exhibitions during ATF 2018 and backed by global partner Green Gold Animation Pvt Ltd, India’s leading animation studio located in The Platina, 11th Floor, A-Block, Kondapur Main Road, Andhra Pradesh Housing Board, Gachibowli, Telangana 500032, India (www.greengold.tv), within the framework of ATF.

1.2 The aim of the ATF Animation Pitch 2018 is to encourage, promote and reward creativity, originality and innovation.

2. APPLICATIONS

2.1 The ATF Animation Pitch 2018 is open to all creators and producers from Asia (under the banner of a company or otherwise) to present their new and original animation concept/ work.

2.2 The working language of the ATF Animation Pitch 2018 is English.

2.3 Applicants for the ATF Animation Pitch 2018 shall submit all required pitch materials to present their new concepts.

The Pitch presentation on a WORD, PDF, or on a PowerPoint document shall include:

- A detailed concept note and brief synopsis of storyline, including an opening paragraph that summarises the animation pitch or logline
- Character sketches (written description of character personalities)
- Character design (Optional)
- Key location designs (Optional)



- A clear statement of the target audience
- A brief profile of applicants

Any additional materials such as animatics would be welcome, but not necessary for the first round of submissions. A sizzle reel will be required only for those projects that are shortlisted from which the judges will select the final projects to be pitched onsite at ATF 2018.

The sizzle reel does not need to be a fully graded, final trailer of the show, but must demonstrate the essence of the show and its structure. It can be an interactive Power-Point or feature filmed footage/short film/clips/stills. The winner will be encouraged to further develop and refine the sizzle reel into a pitch trailer as part of the development prize.

2.4 By submitting a Pitch Entry, applicants agree to be bound by the Rules and Regulations. Applicants agree that any failure to abide by any term and condition contained in the Rules and Regulations may result in the disqualification of the applicant's Pitch Entry. Applicants acknowledge that all rulings of Reed Exhibitions and all decisions of the pre-selection committee and the jurors shall be binding and final.

2.5 Applicants acknowledge that their Pitch Entry is submitted voluntarily. Applicants recognise the possibility that elements of their Pitch Entry may be identical or similar to material which has or may come from, or is developed by other sources to Reed Exhibitions; its affiliates, personnel (including, without limitation, employees, officers, directors); the members of the pre-selection committee or the jurors in the final round of the ATF Animation Pitch 2018; Green Gold Animation Pvt Ltd and its affiliates (including, without limitation, employees, officers, directors) (collectively, the "Recipients"). Applicants understand and agree that a Recipient's use of such other material containing elements identical or similar to those contained in the submitted Pitch Entry shall not entitle the applicant to any compensation, if a Recipient has an independent legal right to use such other material, which is not derived from the applicant, either because such elements were not new, or were not originated by the applicant, or are in the public domain, or were or may be independently created by any other person.

2.6 Pitch Entries must not contain third party copyrighted materials, images or music without the applicant first obtaining all necessary licenses, clearances, releases and/or permissions. Applicants who do not hold copyright ownership of the Pitch Entry or any elements contained within, must obtain written consent and agreement from the rights owner to be bound by the Rules and at Reed Exhibitions' request, must be able to provide a copy of such written consent and agreement from the rights owner.



2.7 Each applicant represents and warrants to the Recipients that the Pitch Entry is the original work of the applicant, that the applicant has the right and authority to submit and present the Pitch Entry, and that the applicant's Pitch Entry does not infringe upon or violate any copyright, trademark, right of privacy or right of publicity or any other right of any kind or nature of any person or entity. If Reed Exhibitions has reason to believe that a Pitch Entry contains any material that may infringe upon or violate any right or law, such Pitch Entry may be disqualified by ruling of Reed Exhibitions. If a Pitch Entry is disqualified for such reasons, no refund of the Registration Fee will be granted (if fees are applicable in the first place).

2.8 Correct entry information is the responsibility of the applicant. Reed Exhibitions is not liable for any incorrect listings that are the result of incorrect information provided by the applicant. Applicants warrant that all of the information provided, including the information provided on the Pitch Entry Form and the credits for creators and producers, is true and correct and has been verified by all parties involved. If any information is found to be incorrect, the Pitch Entry may be disqualified by ruling of Reed Exhibitions. If a Pitch Entry is disqualified for such reasons, no refund of the Registration Fee will be granted.

2.9 Reed Exhibitions collects participants' personal data from the present document or during participation of the event (attended places or events, services operated). This data is processed electronically by Reed Exhibitions for the purposes of managing and publishing its participants' data file.

This personal data can be:

- Integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. The Organiser reserves the right to stop, by any means, any disturbance caused by any forbidden use of personal data.
- Communicated to third parties that have entered into contracts with the Organiser, in particular the companies of the RELX group, service providers and partners of the Organiser, who can be located all over the world
- Communicated to Participants, such as speakers, sponsors, exhibitors, who can be located all over the world to carry out commercial prospecting.
- Used on all distribution and promotional media in connection with the relevant event, including over the Internet.



2.10 Applicants agree to defend, indemnify and hold the Recipients harmless from and against any and all claims, liabilities, damages, losses or expenses arising out of the applicant's breach of any warranties set forth in the Rules, including, without limitation, any claims based on the infringement or violation of any copyright, trademark, right of privacy or right of publicity.

3. ELIGIBILITY

3.1 Pitch Entries are eligible to enter the selection process for the ATF Animation Pitch 2018, if the Pitch Entry is a new and original concept which has not been commissioned or broadcasted on linear television or non-linear television yet and for which the worldwide rights are still available.

3.2 Reed Exhibitions reserves the right to disqualify a Pitch Entry, if such eligibility requirements are not met. If a Pitch Entry is disqualified for such reasons, no refund of the ATF Registration Fee will be granted.

4. REQUIRED ENTRY MATERIAL AND ENTRY DEADLINE

4.1. Each applicant must submit the following materials to Reed Exhibitions:

- The duly completed online Pitch Entry Form, including agreement to the ATF Animation Pitch 2018 Rules and Regulations.

The required pitch materials strictly conforming to clause 2.3.

4.2. A sizzle reel/ pilot will also be required for the selected projects to be pitched onsite at ATF.

4.3. All required pitch materials, as set forth hereinabove, must be received by Reed Exhibitions no later than November 5, 2018 (the "Entry Deadline").

4.4. Incomplete or late entries may be disqualified by ruling of Reed Exhibitions.

4.5. Reed Exhibitions will not be responsible for late, lost, damaged, incomplete or ineligible Pitch Entries.



5. PRE-SELECTION PROCESS

5.1 All eligible Pitch Entries received will undergo a pre-selection round of judging based on the criteria of creativity, originality and innovation and capacity of returning for multiple series. The selected projects will also have to be well structured, tightly formatted; fitting in the following genres of animation (Comedy, Adventure, Action, Fantasy); and have potential to travel to countries small and large. Reed Exhibitions and Green Gold Animation Pvt Ltd may appoint a pre-selection committee comprised of industry experts, as Reed Exhibitions and Green Gold Animation Pvt Ltd may deem appropriate, in its sole discretion.

5.2 The first round of judging will be led by Rajiv Chilaka, Founder & CEO, Green Gold Animation Pvt Ltd & Marc Lumer, Vice President & Head of Us Operations, Green Gold Animation (USA), with input from Green Gold Animation Pvt Ltd's Acquisitions, Marketing teams, led by Bharath Laxmipati, Vice President, Content Sales, Green Gold Animation Pvt Ltd. A shortlist of five (5) Pitch Entries will be selected to proceed to the final round of the ATF Animation Pitch 2018 ("Finalist").

5.3 Only two rounds will be practised for this pitch.

5.4 The Finalists will be announced by Reed Exhibitions by November 20, 2018, on the ATF website. Those who have been selected to participate in the final round of the ATF Animation Pitch 2018 taking place on Tuesday, November 20, 2018, will be notified in writing by Reed Exhibitions.

5.5 The Finalists shall ensure that any and all rights for their Pitch Entries are available at such time and provided the Finalists each agree to terms and conditions notified by Reed Exhibitions with respect to their participation in the final round.

6. THE FINAL ROUND OF THE ATF ANIMATION PITCH 2018

6.1 The final round of the ATF Animation Pitch 2018 is scheduled to take place on Thursday December 6, 2018, at ATF 2018, at the Marina Bay Sands, Singapore. Only Finalists will have the right to present and pitch their selected work concept at this live pitching event onsite in front of an audience of accredited buyers, commissioners and distributors.

6.2 The Finalist(s) accordingly authorises Reed Exhibitions to use his/her name and likeness and if necessary, that of its representative(s) present during the ATF Animation Pitch 2018 public session.



6.3 All Finalists or their representative confirm their availability to pitch their project on stage on Thursday December 6, 2018. All Finalists or their representative will be asked to attend a preparatory and technical rehearsal of the live pitch. This rehearsal is mandatory and will be scheduled on Wednesday December 5, 2018 evening. Final rehearsal schedule will be confirmed by Reed Exhibitions to all Finalists at the announcement of the selection.

6.4 The Finalists will be responsible for accommodation, flights and expenses on site and other costs and expenses of attending and participating in all aspects of the event.

6.5 The submitted pitch materials of those who have been selected and have accepted to participate in this final round of the ATF Animation Pitch 2018 will be made accessible for screening to all accredited buyers, commissioners and distributors.

6.6 The finalists will get visibility during the onstage pitching in Singapore during ATF 2018; visibility in ATF communication tools (official conference programme, ATF website and social media); visibility in the ATF Show Daily magazine; and a complimentary badge to attend ATF 2018 (December 4—7, 2018).

6.7 As a condition of the competition, each Finalist agrees to enter into a further and separate written agreement with Green Gold Animation Pvt Ltd granting Green Gold Animation Pvt Ltd the right of first choice to buy, produce, co-produce / and or distribute the winning project or any finalist project, negotiating the terms and conditions of the license Exclusively For a period of ninety (90) days. If Green Gold Animation Pvt Ltd does not reach an agreement by 1st March 2019, finalist may offer it to third parties, but not in more favourable conditions than those offered to Green Gold Animation Pvt Ltd.

- **6.7.1** Ownership of the Finalist's work as pitched or developed by Finalist and Green Gold Animation Pvt Ltd shall vest in, and remain with Finalist.
- **6.7.2** All distribution rights in and to the Finalist's submitted work, worldwide, shall vest in or be granted to Green Gold Animation Pvt Ltd. Whilst Green Gold Animation Pvt Ltd shall be entitled to exploit the Finalist's submitted work, subject to Green Gold Animation Pvt Ltd's standard terms & conditions.
- **6.7.3** If Finalist's work is the Winning Pitch (see paragraph 7) or if not, unless Green Gold Animation Pvt Ltd has elected, at its sole and absolute discretion, to invest certain development monies into the further development of the
- Finalist's pitch. All further discussions regarding development of the finalist pitch will be guided by a separate agreement with Green Gold Animation Pvt Ltd (as stated above in 6.7)



In the event of a dispute between Green Gold Animation Pvt Ltd and Finalist on any development proposal relating to a creative or editorial matter prior to the commencement of any development work or such other date set forth in the written agreement between the parties, Finalist may elect to withdraw Finalist's work from ATF Animation Pitch 2018 and if so withdrawn, Finalist shall have no further obligation to Green Gold Animation Pvt Ltd thereafter in respect of the Finalist's work.

7. THE ATF ANIMATION PITCH 2018 PRIZE

7.1 Subject to Green Gold Animation Pvt Ltd's terms and conditions as notified in the further written agreement entered into with each finalist and appointing Green Gold Animation Pvt Ltd as worldwide distributor of the Winning Pitch, the prize consists of an opportunity to win two thousand five hundred US dollars (US\$2,500) at the event in cash for the winning Pitch Entry (the "Winning Pitch").

The Winning Pitch will be expected to use this money – and the further value prize to develop and enhance its idea, preparing it to be pitched to relevant broadcasters within six months from the event.

In addition to the cash, mentoring package of value US\$16,500 will be tailor-made for the winner to develop their work making it ready to pitch to broadcasters.

Green Gold Animation Pvt Ltd will work with the winner to devise a bespoke mentoring package of consultancy advice and support, tailored to the specific pitch, and arrange time with leading executives from within Green Gold Animation Pvt Ltd. It is likely that advice will be offered from Senior Executive Producers / Production Consultants from Green Gold Animation – who are experienced in how animation series can travel around the world and how to create a working animation bible – an invaluable tool for any successful animation work.

In addition, hours will be offered in areas of expertise such as marketing, writing a pitch document, a global view of animation sales opportunities from Green Gold Animation Pvt Ltd's animation team, trailer and sizzle preparation, production budgeting, talent payments, PR and press, the global sales process, and editing.



7.2 Applicants accept that any decisions and/or rulings made by the judging panel in respect of the Prize will be binding and final. If for any reason the ATF Animation Pitch 2018 is delayed or cancelled or cannot be completed as planned, the judging panel reserves the right to postpone, suspend or terminate the final round and the Prize.

8. ACCEPTING THE RULES

8.1 The act of submitting a Pitch Entry implies that the applicant has accepted and agreed to be bound by the Rules.

8.2 Reed Exhibitions reserves the right to change, modify or amend the Rules at any time.

8.3 If for any reason the ATF Animation Pitch 2018 is interrupted, delayed or cancelled or cannot be completed as planned, Reed Exhibitions reserves the right to postpone, suspend or terminate the ATF Animation Pitch 2018.

8.4 If any provision of the Rules is declared invalid or unenforceable, all other provisions shall remain in effect.

8.5 If an applicant fails to comply with any term and condition contained in the Rules, the applicant's Pitch Entry may be disqualified by ruling of Reed Exhibitions.

8.6 Reed Exhibitions is exempt from any liability arising from the selection of Finalists and Winning Pitch, development, exploitation and distribution rights of the format.

9. GOVERNING LAW AND JURISDICTION

9.1 The Rules shall be construed under and governed by Singapore law.

May 2018