



FIRST
INTERNATIONAL
FILM FESTIVAL
XINING
青年电影展

2020.7.26-8.3

2020 FIRST Industry Guest Application Guidelines



I. Introduction

Established in 2010, FIRST Mart has been a hub to debut feature projects and played an active role in film business network.

Inspired by the concept of market economy, FIRST Mart has established a talent output mechanism different from competition, which comprises Financing Forum and Industry Screening and aims to bridge the gap between young filmmakers and the film industry, provide integral guidance for creators, and to supply the industry with desired talents.

FIRST Mart consists of Financing Forum (script trading) and Industry Screening (film trading), both operated by FIRST International Film Festival. Financing Forum offers programs like pitch presentations, one-on-one meetings, script workshops and Industry Café in order for young filmmakers to confidently present the industry professionals with their refined works. Industry Screening offers professional screening and premiere, private appointments as well as tutoring workshops. It collects both complete films and works-in-progress, and provides internal special screening opportunities for FIRST industry professionals. Through a post-screening in-depth conversation with industry guests, young filmmakers access the market and embrace new possibilities. Together participants explore and expand the modes of viewing and distribution.

In 2019, the number of companies registered at FIRST Mart reached 257. Financing Forum received a total of 732 film projects, 78.8% of which were the director' s



feature-length debut projects. 450 industry guests attended FIRST Financing Forum and achieved 491 one-on-one meetings. 25 films were selected by Industry Screening with more than 1,500 audiences and an average occupancy of 80%, leading to over 200 project meetings.

In 2020, FIRST Mart will continue to pick the year's most original and interesting scripts, and films of both commercial value and artistic touch. It again extends our cordial invitation to the representatives of all sects of the film industry to broaden the perspective of young filmmakers and other professionals. FIRST Mart looks forward to meeting our guests in Xining.

II. How to Apply

A. Date

Online registration for the 14th FIRST Mart Industry Guest is open from noon, April 28 to midnight, June 24, 2020 (GMT+08:00).

B. Eligibility

FIRST Mart Industry Guest accepts applications from individuals or organizations in the film industry or other sectors of the entertainment business, including but not limited to film production, investment, sales as well as promotion and distribution.

Talent agents, festival programmers, professionals from related fields - such as law and finance - are also welcome.

C. Procedure



a) Online Registration

Log onto the FIRST International Film Festival official website (www.firstfilm.org.cn) and complete the online application form.

b) Review by the Committee

The application will be reviewed based on the company/institution's information. The review process generally takes 5-7 business days. Once approved, a confirmation letter with payment instructions will be sent to the applicant through email.

c) Fees and Payment

Early Bird April 28 - May 20	Standard Fee May 21 - June 24
680 RMB per person	1000 RMB per person

III. Benefits

Each Industry Guest holds one pass, which cannot be transferred to others and grants access to the following events:

- 1) FIRST Financing Forum Pitch Presentation, one-on-one meetings;
- 2) FIRST Industry Screening, project meetings;
- 3) FIRST Mart Award Ceremony;
- 4) Galas and panels, such as "Farewell Wine Party" " Story Night" " Night of Xining" ;



5) Forums and workshops;

6) Industry Cafe (lounge for Industry Guest);

7) Any screening during the film festival until fully seated;

Guests will be notified about the specific rules and regulations through email prior to the opening of the Festival.

IV. Schedule

Note: Detailed information about the event reservation will be emailed to Industry Guests through late June to early July, please pay close attention.

All guests must only attend the events with their own pass.

A. Financing Forum

a) Pitch Presentation

Date: Jul 31-Aug 1

Verified Industry Guests may enter with the pass.

b) One-on-one Meeting

Date: Aug 2-3

The accredited Industry Guest may log onto the FIRST International Film Festival official website, and book appointments through the online reservation system. If changes shall be made to reservation, the guest must inform the FIRST Committee through email 48 hours prior to the meeting (start time). Changes may only take effect when the guest receives a confirmation email from the Committee. If the



proper procedure is not followed, the guest who is absent from the meeting will not be able to schedule the next meeting.

B. Industry Screening

a) Screening Reservation

Date: Jul 26-31

The accredited Industry Guest may log onto the FIRST International Film Festival official website (www.firstfilm.org.cn) and make reservations through the Industry Screening online reservation system. Each company will be allowed up to two guests per screening. If changes shall be made to reservation, the guest must inform the FIRST Committee through email 48 hours prior to the screening (start time). Changes may only take effect when the guest receives a confirmation email from the Committee. If the proper procedure is not followed, the guest who is absent from the screening will not be able to schedule the next screening.

b) Project Meeting Reservation

Date: Jul 28-Aug 2

After the screening, Industry Guests may log onto the Industry Screening online reservation system to book appointments with the target film representatives. Once the reservation has been made, Industry Guests may conduct one-on-one project meetings with the film representatives at venues provided by the FIRST Committee. After the meeting, guests shall leave the venue on time. Wi-Fi and refreshment will be provided at the venue.



Meeting reservations may not be cancelled or changed, companies that are absent from the meeting will not be able to make any further reservations.

V. Special Notice

1) FIRST Industry Guests may only be accredited once the payment is complete.

Please note that the accreditation fee is non-refundable.

2) Each Industry Guest will be provided with a pass that grants access to related events during the festival. The Industry Guest Pass may not be transferred or lent to others.

3) Each company/institution may only register once. If more guests shall be added to the team, the representative of the company may email a request to the FIRST Committee at industryguest@firstfilm.org.cn. The Committee will contact the guests to complete the following procedures.

4) If an invoice for the payment is desired, the guest may fill out the information directly on the payment page. Only regular VAT electronic invoices may be provided.

5) Applicants automatically authorize FIRST Mart to include basic information in the FIRST Mart Handbook and the official website.

6) Past the deadline for online registration, FIRST Mart will open on-site registration in Xining for the first time. Specific details will be announced on July 1.



Note that the companies/institution registered during the Festival will not appear in the Film Mart Handbook.

7) Once the registration is complete, applicants automatically agree to all terms listed in this document. The FIRST Committee reserves the right to make final decisions regarding the unexplained circumstances.

8) Shall the events be postponed due to the COVID-19 crisis and the FIRST Committee has made adjustments, the completed payments may not be refunded.

***In case of any circumstances that cannot be explained by the above rules and regulations, the explanation is at the FIRST Committee' s discretion. Shall there be any confusion, please contact the Committee through email at industryguest@firstfilm.org.cn or call 010-85564221.**

We look forward to meeting you!