

Europa Showcase

Co-organized by the pan-European networks Europa International (sales agents) and Europa Cinemas (film theatres), the pilot project "Europa ShowCase" supports the circulation in the US market of European films, not yet acquired by US distributors.

Europa Showcase main objectives are the following:

- Develop the **access and visibility** of EU movies on the US market.
- Test **innovative ways of releasing** EU movies in US film theatres.
- Encourage **networking** between US and EU industries

Europa Showcase consists of:

- Films program of EU films available to US theaters
- Exchanges of best practices between EU and US sales and exhibitors

Europa Showcase Film Program

- ❖ The program will include 10 films to be booked "à la carte" by US exhibitors (with no minimum or maximum number required).
- ❖ Each film is available for a \$300 flat booking fee for up to two screenings per film.
- ❖ All films of the program will be available on EclairPlay¹ (preferred method of delivery offering efficient, innovative and highly cost effective delivery, DCP management & broadband) and on all digital formats, mainly DCP but as well Blu Ray or DVD
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- ❖ EclairPlay

is a download platform that connects cinema exhibitors and content owners around the world, available in more than 200 venues in the US.

Agenda Year 1 (2017/2018):

- Submission of 1 film per sales company (**deadline: 10 October 2017**)
- Selection of 10 films for the program by a US expert²
- Announcement of the films selection (during Europa International conference 2017)
- Need to provide all the material 1st week of December for the shop
- Launch of Europa Showcase program (at Art House Convergence 2018)

Eligible criteria to submit your films:

- Recent feature films (2016/2017)
- Theatrical release in at least 3 European territories
- US festivals selections
- If no criteria fit, describe why your film has a potential for the US

Note that the selection will be made independently of the networks. Particular attention will be given to a diverse representation in terms of films nationalities and sales companies involved.

¹ EclairPlay is a download platform that connects cinema exhibitors and content owners around the world, available in more than 200 venues in the US (https://www.eclairplay.com/en_USA)

² Jordan Mattos is managing director of Aspect Ratio, a new consulting company aimed at creating solutions for international filmmakers, festival organizers and distributors with goals of entering the US market. He is an expert on bringing first time directors to US audiences, with a special concentration on world cinema, developing multi-platform release strategies for award-winning, international films, with knowledge of EU industry thanks to his special Berlinale Talents and Locarno Academy trainings.

Elements requested:

- on the films: Title / Production year / Genre / Synopsis
- on the festivals: Awards / US festivals

Note that if your film is selected, you will need to be able to provide DCP-FTR & CDP-TLR files and DCI formatted trailers for EclairPlay upload

Please send a digital screener access of the film to:

info@europa-international.org

If your film is selected in the Europa Showcase program it will benefit from:

- Creation of Europa Showcase branded collection on EclairPlay portal
- Download delivery of your film and trailer on EclairPlay (value of US\$150.00)
- Promotional activities for the program (digital, print, sponsorships and events)
- Booking activities with logistical management, supervision of the deliveries, collection of box office reports, billing and subsequent collection efforts
- Opportunity to attend Art House Convergence 2018

Business model:

- The license fee estimated to be US\$300.00 per film, per venue, for a specific number of projections) to be charged between EI members and underlying rights holders
- The one time delivery fee of US\$50.00 per film, per venue, will be added to the agreed upon. This fee will be paid directly to Eclair by the venue