

“TALES OF EUROPE”: European film program for the US

Europa Showcase

Europa Showcase is a project co-organized by the pan-European networks Europa International (sales agents) and Europa Cinemas (exhibitors) to support the circulation in the US market of European films, not yet acquired by US distributors.

Europa Showcase consists of 2 parts:

- Film program = for sales agents and run by Europa International
- Exchanges of best practices = for exhibitors and run by Europa Cinemas

The name of the film program is TALES OF EUROPE.

Partners of the project:

- Europa International: European sales agents
- Europa Cinemas: European exhibitors
- Art House Convergence: US exhibitors
- EclairPlay: Download platform that connects cinema exhibitors and content owners

Film selection

The program includes 10 European films **to be booked "à la carte"** by US exhibitors (art house cinemas, universities, film societies, etc.) with no minimum or maximum number required. **Each film is available for a \$300 flat booking fee for up to two screenings per film.**

Schedule

The program runs officially from January 15th to August 15th 2018 meaning that the coordinator/booker Adeline is actively working to promote the program during those 7 months. However she might book your film for the end of the year.

However note that we require the DKDMs to be open until the end of the year. See section material below.

The launch of the program will be at Art House Convergence with a panel explaining our project and program and with our attendance at “Meet the distributors” event (where the US distributors are selling their films to the US exhibitors).

Material

As requested, you need to send DCP of your film at Éclair/Ymagis with **DKDMs from 15 January 2018 to 31 December 2018. Make sure DKDMs are until the end of the year.**

We didn't ask initially: If you have a DCP trailer don't hesitate to send it also. It might be an added value to offer to the venues.

We are for Vimeo links for this pilot year. The Vimeo links will be sent only to the venues who wish to book the films.

Be sure that the password is working until the end of the program.

Delivery

All films are available **on DCP and on Eclairplay** in DCP-quality and the latter is our preferred method of delivery.

Europa International handles those formats deliveries:

- EclairPlay is easy with the venues equipped by EclairPlay (list attached)
- Physical DCP are done by directly between EclairPlay and the venues

You have nothing to take care of.

Your films might be available in **DVD or Blu-Ray** if necessary. Europa International **does not handle those formats** deliveries. If there is a request you will be in touch directly with the venue to deal with. Note that you can also send file in dropbox. For

Conditions

NON-EXCLUSIVE: The deal with the venues is non-exclusive. You can keep on booking your film by your side.

INFORMATION FLOW: Just let us know the screenings (either festivals or cinemas) in order to coordinate both activities of your film on the US market, your regular business and our program. If you find a distributor let us know, we can keep on working with the film in the program with the distributor attached.

CONTRACTUAL AGREEMENT: Be aware that you accept the use of a new synopsis as we asked a US expert to write specific burb for your film according to the US audience and to our brochure format, and to renew your membership fees for 2018.

Contact

We hire a person dedicated to the run of the program in the US: Adeline Monzier. She is also in charge of a similar program for French films run by Unifrance. She knows very well that kind of new distribution model and how to work with foreign films in the US.

Adeline Monzier:

info@europa-international.org

+1 (646) 422-9348

Please make sure she knows all your activities in the US regarding your film. Don't hesitate to be in touch with her.

Links

Europa International (Projects / Europa Showcase)

<http://www.europa-international.org/projects/presentation/>

<http://www.europa-international.org/projects/selection-2018/>

Benefits

With the program, your film will benefit from:

- Creation of branded collection on EclairPlay portal with the download delivery of your film and trailer on EclairPlay
- Promotional activities for the program (digital, print, sponsorships and events)
- Booking activities with logistical management, supervision of the deliveries including fees, collection of box office reports, billing and subsequent collection efforts