

CALL FOR ENTRIES!

WEVA INTERNATIONAL PRESENTS

**21ST ANNUAL
CREATIVE EXCELLENCE
AWARDS COMPETITION**

**COMPETE FOR THE HIGHEST HONOR IN
PROFESSIONAL WEDDING & EVENT FILMMAKING**

Held in Conjunction With
WEDDING & EVENT VIDEO EXPO 2011
ONLINE WORLDWIDE • OCTOBER 5-6

16 CATEGORIES

WEDDING FILMS • SOCIAL EVENTS • CORPORATE

ENTER NOW!

DEADLINE - 5pm JULY 22, 2011



ENTRY FORMS AVAILABLE ON WEVA.COM

**OFFICIAL
ENTRY
FORM**

WEVA International Presents

21st Annual

Creative Excellence Awards Competition

Please enter the enclosed USA region 1 (NTSC) DVD in the WEVA International 2011 Creative Excellence Awards Competition in accordance with the 2011 Official Rules. This DVD contains both my DVD entry and a separate data file for my entry in H.264 format (1280 X 720 for HD entries or 640 X 480 for SD entries), similar to the format used for uploading to Vimeo or YouTube. All entries must be on DVD and received by WEVA International not later than **5:00 p.m. ET, Friday, July 22, 2011.**

Enter this USA region 1 (NTSC) DVD
(with my entry & data file) in the
following category: (choose one):

- ☐ 1. Wedding Movie Trailer
- ☐ 2. Wedding Love Story
- ☐ 3. Wedding Pre-Ceremony Production
- ☐ 4. Wedding Ceremony Coverage
- ☐ 5. Wedding Ceremony Coverage – Short Form
- ☐ 6. Wedding Highlights Production
- ☐ 7. Short-Form Wedding Production
- ☐ 8. Social Event Production
- ☐ 9. Social Event Highlights
- ☐ 10. Concept Production
- ☐ 11. Corporate Production
- ☐ 12. Corporate Event Highlights
- ☐ 13. Wedding Instant-Edit
- ☐ 14. Photo Montage Production
- ☐ 15. Theatrical Production
- ☐ 16. Wedding Demo Production

Enclosed is the entry fee (U.S. funds).
WEVA Members:

\$30 first entry
\$20 each additional entry

Non-Members:

\$45 first entry
\$35 each additional entry

This form represents my:

- ☐ First entry.
- ☐ Second entry in this category.
- ☐ Additional entry in another Category.
- ☐ I'm already a WEVA member.
- ☐ I want to join WEVA and pay a lower entry fee. Visit www.weva.com to see other valuable WEVA membership benefits. Enclosed is \$249 (U.S. funds) to begin my first-year membership.

Total Enclosed (U.S. funds) \$_____

Check should be payable to:
WEVA International

☐ Visa ☐ MasterCard ☐ AMEX

Acct # _____

Exp. Date _____

Name on Card _____

(Please Print Clearly)

First and Last Name

of Bride/Honoree/Client: _____

(Note: This first and last name and category must appear on the DVD disc.)

Date of Event: _____ Date Final Production Delivered: _____

Make/Model of Each Camera(s) Used: _____

Original Camera Recording Format(s): _____

Equipment and all Software Programs Used in Editing (i.e., NLE, Decks, Edit Software, Mixers, etc.): _____

(Above information must be completed in full to maintain eligibility. Please print.)

Your Name: _____

Name of Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone (daytime): _____ (evening): _____

E-mail: _____

**ENTER
NOW!**

DEADLINE:

**5:00 p.m. ET, Friday,
July 22, 2011**

Mail Entries to:

**WEVA 2011
CEA Competition
8499 S. Tamiami Trail, #208
Sarasota, FL 34238**

I have read and agree to abide by
the Official 2011 WEVA International
Creative Excellence Awards
Competition Rules and Conditions.

Applicant's Signature (required to validate entry)

(This form may be photocopied or downloaded from www.weva.com.
If you have questions, call 941-923-5334, or e-mail info@weva.com.)

2011 CREATIVE EXCELLENCE AWARDS COMPETITION

— Official Rules —

Please read all rules carefully before submitting entries. All entries must be received by WEVA International not later than **5:00 p.m. ET, Friday, July 22, 2011.**

NO exceptions to this deadline will be made for any reason (not responsible for lost, late, misdirected, damaged, illegible, or "collect"/postage-due shipments, etc.). Only work newly-produced (presented to your client in finished form) **after April 10, 2010** is eligible. **You may enter as many of the 16 categories as you wish.** You may submit **up to two entries per category**, but note that awards will be made to only one entry per applicant in each of the 16 categories. Segments from work produced for the same client may not be entered as second entries or entered in multiple categories (exception: Wedding Demo—see below). Each entry must be submitted on a separate USA region 1 (NTSC) DVD that contains both the entry and an **H.264** data file format for the entry (1280 X 720 for HD entries or 640 X 480 for SD entries), similar to the same format used for uploading to Vimeo or YouTube. Note: Putting the **H.264** data file on a separate USA region 1 DVD labeled with entry name and attached to your entry DVD is acceptable. Each entry submission must contain only one entry and the **H.264** data file for that entry that is included on the entry DVD or on a separate DVD attached to the entry. Entries submitted incorrectly will be disqualified without notice.

Who Is Eligible: Applicants must be industry professionals who have completed at least five (5) wedding or social event productions, or corporate assignments (on a paid basis). Work submitted must be from applicant's verifiable (paid) bookings. In categories 1-15 (listed herein) name of bride, honoree, or client will appear on award plaque (e.g., Gold Award presented to ABC Video for Ceremony Coverage: Smith Wedding). Please PRINT clearly and legibly on all entry forms.

How To Enter: Complete one official entry form per entry (including optional 2nd entry) for each category you enter. Each entry you submit for each category you enter must be accompanied by an official 2011 WEVA Creative Excellence Awards entry form (photocopied forms are acceptable). One completed form must be securely attached, using rubber bands only, to each entry (DO NOT tape or paste forms on entries). If you are submitting more than one entry, you may ship all of your entries together, in accordance with the 2011 rules, and you may submit payment for all of your entries with one check or credit card (entry fees are non-refundable). Please PRINT clearly on all entry forms.

Your Company logo and/or company name

(and names of production crew members) **MUST BE EXCLUDED** from all entries (exception: Wedding Demo Category) unless such graphics are an integral part of the production; meaning the audio and/or video integrity of the production would be compromised by their removal—in the sole discretion of the judges. To avoid potential disqualification, remove or mask the name of your company name/logo on your entries BEFORE submitting.

ENCLOSE ALL ENTRIES IN STANDARD JEWEL CASES (5-1/2 in. x 4-3/4 in.) OR SLEEVES. Use only plain labels or markings to identify all entries. Your studio name must not appear anywhere on the entry itself or on entry covers.

Acceptance Certificates: All 2011 applicants will receive a WEVA International CEA Acceptance Certificate acknowledging that your entries were **"Accepted for International Competition Exhibition."** Certificates will be mailed by the end of November, 2011.

ENTRY FEES (U.S. funds):

WEVA International members:

- \$30 first entry.
- \$20 for a second entry in the same Category (limit 2 per Category).
- \$20 for each additional Category entry.

Non-members:

- \$45 first entry
- \$35 for a second entry in the same Category (limit 2 per Category).
- \$35 for each additional Category entry.

If you have any questions after reading these 2011 CEA Rules, contact WEVA at **info@weva.com** or **941-923-5334** before entering.

CATEGORIES:

The 2011 WEVA CEA categories are as follows:

1. Wedding Movie Trailer
2. Wedding Love Story
3. Wedding Pre-Ceremony Production
4. Wedding Ceremony Coverage
5. Wedding Ceremony Coverage—Short Form
6. Wedding Highlights Production
7. Short-Form Wedding Production
8. Social Event Production
9. Social Event Highlights
10. Concept Production
11. Corporate Production
12. Corporate Event Highlights
13. Wedding Instant-Edit
14. Photo Montage Production
15. Theatrical Production
16. Wedding Demo Production

Each entry in categories 1-15 **MUST** be identical to what your client actually received in finished form (exact copy); re-editing for the competition is prohibited. Any entry found to have been re-edited for the competition will be disqualified and any award revoked. There are other requirements for entries in the Wedding Demo Production category (see category description herein).

When submitting an entry, include just the category portion only. Example: a Wedding Ceremony Coverage entry will contain just the Ceremony portion of the event (as defined by the rules) and nothing else.

Entries in categories 1-7 must be copied in their entirety from a single wedding production. Multiple wedding "demos" will not be considered eligible in these categories. A single wedding or social event may be entered in only one category. **SEGMENTS FROM THE SAME WEDDING, EVENT, OR OTHER PRODUCTION MAY NOT BE ENTERED IN MULTIPLE CATEGORIES.** Example: "The Jane Smith Wedding" may only be entered once. A different event would be needed for entering another category. Exception: excerpts from a wedding or social event entered in any category are acceptable for the Wedding Demo Production category. Label all category entries with both First and Last name of bride or client as it appears on your Entry Form, and the name of the category.

Wedding Movie Trailer. Entries must not exceed 2.5 minutes (150 seconds), and must contain some natural sound from the wedding day and at least 2 different titles (pages). Single or multiple soundtracks are acceptable. Any portion of the wedding day or any of its related activities can be included, but the footage must be from a single client, single event. Clips do NOT have to be edited in chronological order. The Wedding Movie Trailer is used to promote the pending release of the full DVD and is not a full Highlights Production nor a Same-Day Edit. Remember to edit/mask any titles or references to company name.

Wedding Love Story is defined as a stand-alone video segment that focuses on the actual relationship between the bride & groom. This includes interviews and/or spoken word recordings, and may include (but may not be entirely) music video-style elements. Entries that are entirely "music video" productions (no spoken words) must be entered in the Concept Production category.

Wedding Pre-Ceremony Production is defined as those video segments that, at their core, show any and/or all events that occur on the actual day of the wedding prior to the ceremony pro-

cessional. This category excludes typical baby photo montage productions, and also excludes Love Story, and Concept Production segments (as defined herein). Video and/or audio elements from other portions of the wedding day may be included in this category, so long as the central theme remains the coverage of the wedding day's pre-ceremony elements. This category segment ends with the start of the ceremony processional.

Wedding Ceremony Coverage begins when the first member of the bridal party starts down the aisle, or when the ceremony officiant(s) enters the ceremony area to begin ceremony proceedings; whichever occurs first. Coverage ends when the bride & groom exit the ceremony area. Video and/or audio elements from other portions of the wedding day may be included in this category, or sequentially altered, so long as the central theme of this segment remains coverage of the Wedding Ceremony itself. Audible vows from the ceremony must be included in this category. Length may be more, but not less, than 15 minutes in duration.

Wedding Ceremony Coverage – Short Form (must not be more than 15 minutes in duration) begins when the first member of the bridal party starts down the aisle, or when the ceremony officiant(s) enters the ceremony area to begin ceremony proceedings; whichever occurs first. Coverage ends when the bride & groom exit the ceremony area. Video and/or audio elements from other portions of the wedding day may be included in this category, or sequentially altered, so long as the central theme of this segment remains coverage of the Wedding Ceremony itself. Audible vows from the ceremony must be included in this category.

Wedding Highlights Production is a video segment that summarizes the entire wedding (and may include honeymoon, too). Bridal party credits may be included in this production, regardless of whether they appear elsewhere. The Wedding Highlights segment may appear wherever in the video that you would place it for your client. Entries in this category may not exceed 15 minutes.

Short-Form Wedding Production is restricted to video footage of a single wedding that is edited to a program length of not less than 15 minutes and not more than 50 minutes. The wedding ceremony and reception must be the predominant feature of this production. Audible vows from the ceremony must be included in this category.

Social Event Coverage represents coverage of a single (non-corporate) private social event, including a Bar/Bat Mitzvah, anniversary, Quinceanera, baptism, reunion, funeral, private party, etc. (excludes concept videos, weddings and wedding day coverage, theatrical productions and corporate-funded events).

Social Event Highlights is a production segment of primarily video highlights (e.g. not a photo montage), that may summarize a single Social Event that must be a (non-corporate) private social event, which may include a Bar/Bat Mitzvah, anniversary, Quinceanera, baptism, reunion, birthday, funeral/memorial, New Year's Eve, other types of parties, receptions, etc. (excludes concept videos, weddings, wedding day coverage, theatrical productions and

corporate-funded events). This category also includes video highlights (e.g. a compilation reel, not a biography) that is intended for playback at a private event (as described herein). Credits may be included in this production, regardless of whether they appear elsewhere. This category segment may appear wherever in the final production that you would place it for your client. Entries in this category may not exceed 15 minutes, and must not be applicable for any other Category.

Concept Production is defined as a single, stand-alone video (other than event coverage) featuring or profiling an honoree(s), living or deceased, that is primarily intended to creatively entertain or inform the honoree(s), and/or the family, friends, or co-workers of the honoree(s), and is other than a Wedding Love Story (as defined herein). This category is not limited to "scripted" videos. The production may include photos and video but is not a Photo Montage Production (as defined herein). This category includes video invitations, Bridal Spotlight Productions, theme videos, biographical videos, etc. The production may be fantasy or reality-based, and must be under 20 minutes in length. Label entry with first and last name of honoree and category.

Corporate Production is restricted to a stand-alone production for a commercial client, either a profit or nonprofit entity (i.e. business rather than consumer client), other than Corporate Event Highlights as described below, and includes: corporate-sponsored parties, events, charity balls, retreats, incentive events, horse shows, parades, corporate documentaries, antique shows, sports events, corporate training, school promotions, corporate promotional videos, etc. This category excludes: consumer (private) social events and weddings, theatrical/stage productions, concept videos (as described herein), TV commercials/infomercials, broadcast/cable shows, and productions intended for theatrical release.

Corporate Event Highlights is a production segment of primarily video highlights (e.g. not a photo montage or Corporate Production as described herein), that may summarize a single corporate event booked by a commercial client (i.e. business rather than consumer client), and includes: corporate-sponsored parties, events, charity balls, retreats, incentive events, receptions, parades, expositions, sports events, etc. This category also includes video highlights (e.g. a compilation reel, not a biography) intended for playback at a corporate event (as described herein). Credits may be included in this production, regardless of whether they appear elsewhere. This category segment may appear wherever in the final production that you would place it for your client. Entries in this category may not exceed 15 minutes, and must not be applicable for any other Category. This category excludes: theatrical performance productions, concept productions (as described herein), etc.

Wedding Instant-Edit represents a single, stand-alone production of wedding day coverage of a single wedding that is shot, edited and presented to the client before the end of the official wedding day events, wherein approximately 80% of the production content was shot on the

actual day of the wedding. The production must include at least portions of the wedding day ceremony, and may include portions of the wedding day reception and other coverage.

Photo Montage Production is any pre-produced stand-alone video presentation that primarily includes a montage of still photos backed by a soundtrack. This segment may also include video footage, computer graphics, various audio elements, or other relevant material in addition to still images. It is specifically not a Love Story Production. This segment may not exceed 15 minutes in length. Still photos must represent no less than approximately 60% of the program's visual content.

Theatrical Production represents a single stand-alone production of a performance (indoor or outdoor) including dance recitals, stage productions, marching bands, cheerleading competitions, school plays, religious sermons/worships, fashion shows, graduations, pageants, etc. Excludes: game/sports coverage.

Wedding Demo Production entries must be kept under 20 minutes in length. Wedding Demos are defined as demonstration productions that you have produced to interest prospective clients in booking you for ceremony (or rehearsal) and reception coverage. Multiple event highlights are acceptable. Label entry and entry form with first and last name of one bride who appears on the demo, and the name of the category. Footage from a video that has won a previous WEVA CE Award (including Finalist Award) for Wedding Demo Production is not eligible.

Judging: Entries are judged on dramatic impact, video creativity, originality, shooting and editing style, audio, pacing, and overall production content. Judging is completed by a Select Panel of digital wedding & event production professionals in a two-step process: preview judging, and final round judging to decide the top entries in each category. Final round judges will also include select industry affiliates in categories designated for LIVE Online judging. Competition winners will be officially announced during the **WEVA 21st Annual Wedding & Event Video Expo 2011 LIVE Online Worldwide, October 5-6, 2011**. Decision of the judges is final.

Awards: Custom plaques of recognition (Gold, Silver, & Bronze) will be awarded to the top winners in each category. The Panel of Judges may also present WEVA Finalist Awards at their discretion. All awards are made in the name of the business (rather than the individual applicant) who submitted the entry (please PRINT clearly). The official list of winners will be posted on the WEVA website at www.weva.com.

By entering, applicants agree to abide by the Official Rules. Applicants understand and agree that entries may be displayed by WEVA International, and agree upon request, to provide client contact information relating to each entry. Applicants agree to have winning entries inducted into the WEVA International Hall of Fame. Applicants understand and agree that WEVA International, its employees, agents and representatives are not responsible for damage or loss of any entry incurred during shipping or while in its possession.

Rules may be changed or modified without prior notice.
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