

# CALL FOR ENTRIES



Presents

## The **20th** Annual

# Creative Excellence Awards Competition

WEVA  
International  
invites you  
to compete for  
the highest  
honor in  
professional  
wedding &  
event video!

### ENTER NOW!

Entry Forms on [www.weva.com](http://www.weva.com)

*Held in Conjunction with*

## Wedding & Event Video Expo 2010

### August 23-26, 2010

**Walt Disney World  
Dolphin Resort,  
Orlando, FL**

**DEADLINE:**  
5:00 PM Thursday,  
May 27, 2010



**OFFICIAL  
ENTRY  
FORM**

WEVA International Presents

The 20th Annual

# Creative Excellence Awards Competition

Please enter the enclosed DVD in WEVA International's 2010 Creative Excellence Awards Competition in accordance with the 2010 official rules. All entries must be on DVD and received by WEVA International not later than **5:00 p.m., Thursday, May 27, 2010.**

**Enter this USA region DVD 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 Post-Ceremony Production
- ☐ 6. Wedding Reception Coverage
- ☐ 7. Wedding Highlights Production
- ☐ 8. Short-Form Wedding Production
- ☐ 9. Social Event Coverage
- ☐ 10. Concept Video Production
- ☐ 11. Corporate Production
- ☐ 12. Bridal Spotlight Production
- ☐ 13. Wedding Instant-Edit
- ☐ 14. Photo Montage Production
- ☐ 15. Theatrical Production
- ☐ 16. Wedding Demo Production

Enclosed is the entry fee (US Funds).

WEVA members:

\$50 first entry

\$25 each additional entry

Non-WEVA members:

\$99 first entry

\$59 each additional entry

This form represents my:

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

Total Enclosed (US Funds) \$ \_\_\_\_\_  
Check should be payable to:  
WEVA International

☐ Visa ☐ MasterCard ☐ AMEX

Acct # \_\_\_\_\_

Exp. Date \_\_\_\_\_

*(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: \_\_\_\_\_

*(excluding Wedding Demo)*

Date Final Production Delivered: \_\_\_\_\_

*(excluding Wedding Demo)*

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., Thursday,  
May 27, 2010!**

Mail Entries to:

**WEVA 2010**

**CEA Competition**

**8499 S. Tamiami Trail, #208**

**Sarasota, FL 34238**

I have read and agree to abide by the Official 2010 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](http://www.weva.com).  
If you have questions, call 941-923-5334, or e-mail [info@weva.com](mailto:info@weva.com).)



WEVA International

# 2010 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., Thursday, May 27, 2010.**

**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, 2009** is eligible. **YOU MAY ENTER AS MANY OF THE 16 CATEGORIES AS YOU WISH.** And, this year 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 DVD in the region format for USA region playback. Entries submitted in incorrect formats will be disqualified without notice. Each entry submission must contain only a single entry (i.e., any DVD containing multiple category entries will be disqualified).

**Who Is Eligible:** Applicants must be professional videographers who have completed at least five (5) weddings, social events, 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 2010 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 2010 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 (except

tion: 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 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 2010 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, 2010.

### Entry Fees (US Funds):

WEVA International members:

- \$50 first entry.
- \$25 for a second entry in the same Category (limit 2 per Category).
- \$25 for each additional Category entry.

Non-WEVA members:

- \$99 first entry
- \$59 for a second entry in the same Category (limit 2 per Category).
- \$59 for each additional Category entry.

If you have any questions after reading these 2010 CEA Rules, contact WEVA at **info@weva.com** or 941-923-5334 before entering.

### CATEGORIES:

The 2010 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 Post-Ceremony Production
6. Wedding Reception Coverage
7. Wedding Highlights Production
8. Short-Form Wedding Production
9. Social Event Coverage
10. Concept Video Production
11. Corporate Production
12. Bridal Spotlight Production
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 1-8 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** One of the most popular and effective ways today's videographers are marketing their work is through the use of short, film-like trailers. In this category, 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 Video 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 processional. 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, so long as the central theme remains coverage of the Wedding Ceremony. Audible vows from the ceremony must be included in this category.

**Wedding Post-Ceremony Production** is defined as footage recorded during the time between the end of the wedding ceremony (as defined herein), and the start of the reception. (For purposes of this category only, "start of the reception" is defined as the moment that the guests enter the room or area where the wedding reception is held.) This segment may not exceed 15 minutes in length. 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 Wedding Post-Ceremony.

**Wedding Reception Coverage** begins with the establishment of, or transition into, the reception location, and stops with the closing scene that ends your reception coverage (excludes recaps). Bridal party credits may be included in wedding reception coverage. 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 Wedding Reception.

**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).

**Concept Video 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, 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), 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.

**Bridal Spotlight Production** represents a single, stand-alone production (under 15 minutes) showcasing the beauty of the bride, her gown/accessories, personality, hobbies, lifestyle, etc., and is other than a Concept Production or Wedding Love Story (as defined herein). Shots and scenes can be from before, during, or after the wedding.

**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, cheer-leading 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 professional videographers in a two-step process: preview judging and final judging to select the top entries in each category. Competition winners will be officially announced at the **WEVA 20th Annual Wedding & Event Video Expo 2010** on Monday, August 23, 2010. Decision of the judges is final.

**Awards:** Custom plaques of recognition (Gold, Silver, & Bronze) will be awarded to the top winners in each category. 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](http://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 Wedding & Event Videography Hall of Fame. Applicants understand and agree that WEVA International, its employees and agents are not responsible for damage or loss of any entry incurred during shipping or while in its possession.