

TERMS AND CONDITIONS

TRAILERSACT

**ARE YOU A CREATIVE AGENCY OF A
COMMUNICATION PROFESSIONAL?
PARTICIPATE AT TRAILERSACT**

PRESENTATION

TRAILERSACT is organized by Associazione Culturale Seven. It's a contest dedicated to the Italian and European creativity scene. The goal is to build the promotional campaign for the **XIV EDITION** of **TRAILERS FILMFEST**

TRAILERSACT is dedicated to all communication professionals, from young independent creatives to big companies, in order to put in competition different kind of structures and discover if nowadays creativity needs enormous machines or still only needs a pencil. Because at the end of the day what really matters are always **IDEAS** and these are what **TRAILERS FILMFEST** is looking for every year.

GOAL

Plan and realize the communication campaign for **TRAILERS FILMFEST 2016** (including strategy, creativity visual, spot, social and copywriting)

AREA

Territory: Europe

DURATION

From 20 OCTOBER 2015 to 1 MARCH 2016

DEDICATED TO

Creative agencies and communication professional

HOW TO APPLY

It will be possible to subscribe for TRAILERSACT from 20 OCTOBER 2015 sending an email to comunicazione@trailersfilmfest.com, object TRAILERSACT SUBSCRIPTION. The letter must have the following content:

- **NAME of the agency or the freelance professional**
- Representative, address, country, website, social profiles
- Portfolio (link or downloadable file).
- Signed Terms and Conditions document.

Contestants will have time until March 1st to send the campaign developed according to the BRIEF that each participant will receive after received subscription confirmation.

EVALUATION SYSTEM

Every idea will be evaluated by the board of Associazione Culturale Seven according the following parameters:

- Creativity level
- Actual feasibility
- Warrant of feasibility by the AGENCY or FREELANCE PROFESSIONAL

AWARD

The **AGENCY** or **FREELANCE PROFESSIONAL** winner of **TRAILERSACT** will set up with its own structure and tools the awarded concept and campaign and will be in charge for the communication of the 14th edition of **TRAILERS FILMFEST**. The winning **AGENCY** or **FREELANCE PROFESSIONAL** will become the festival creative partner since signing the deal with Trailers FilmFest in order to develop and fulfil the awarded campaign and will expire at the end of the campaign itself. During the 14th edition of Trailer FilmFest the winning agency or Freelance Professional will be able to organize a workshop with the students of the university chosen by the festival about the process that led to the creation and development of the campaign for **TRAILERSFILMFEST**, will be guest during the days of the event and will have a spot where will be able to promote its services. Associazione Culturale Seven will promote the winning campaign and its creator through all its media and social channels.

TERMS AND CONDITIONS

1. **TRAILERSFILMFEST** e **AGENCY** or **FREELANCE PROFESSIONAL** will sign a contract in which will be specified steps and timing of the campaign.
2. The winning **AGENCY** or **FREELANCE PROFESSIONAL** will realize each step of the campaign according to what planned with the festival
3. Taking part at the contest is completely **FREE** and accepting terms and conditions of **TRAILERSACT** the **AGENCY** or **FREELANCE PROFESSIONAL** will transfer for free the idea of the campaign to Associazione Culturale Seven.
4. Every personal data produced by the **AGENCY** or **FREELANCE PROFESSIONAL** must be real. These data will be treated according to D. Lgs. 196/2003.
5. Every registration will be confirmed by an email from comunicazione@trailersfilmfest.com
6. Contestants will relieve Associazione Culturale Seven by contingent damages and expenses deriving from not properly following terms and conditions or by improper use of terms and conditions.
7. Contestant must accept these Terms and Conditions in order to run for **TRAILERSACT**.
8. Every contingent objections must be referred to these Terms and Conditions

Once registered for **TRAILERSACT** the **AGENCY** or **FREELANCE PROFESSIONAL** accepts these Terms and Conditions.

SIGN

PLACE

DATE

[Mail to: comunicazione@trailersfilmfest.com](mailto:comunicazione@trailersfilmfest.com)