



**Bursa de Spectacole de la Sibiu**  
Sibiu Performing Arts Market

# **The Participant's Guide**

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## GENERAL PRACTICAL INFORMATION

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### Venue

Hotel Ibis  
2-4 Calea Dumbrăvii, 550324  
Sibiu, România

### Contact persons

Eliza Ceprăzaru – Coordinator  
[eliza.ceprazaru@sibuartsmarket.ro](mailto:eliza.ceprazaru@sibuartsmarket.ro)

Cristina Ghinea – PR and communication  
[cristina.ghinea@sibfest.ro](mailto:cristina.ghinea@sibfest.ro)

### Schedule

Monday, 15 June, 9:30 – 16:00  
Tuesday, 16 June, 9:30 – 16:00  
Wednesday, 17 June, 9:30 – 16:00  
Thursday, 18 June, 9:30 – 16:00  
Friday, 19 June, 9:30 – 16:00  
Saturday, 20 June, 9:30 – 16:00

## REGISTERING PROCESS

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Before beginning the registration process for The Market, please carefully read the guide and the organisers' recommendations regarding the conditions for participation, benefits, packages, and guidelines for filling in the form.

- 1: Registration for The Market is based exclusively on completing the registration form.
- 2: After submitting you will receive a confirmation message. If you do not get this message within maximum 24 hours on a working day, please contact us at the following address: [office@sibuartsmarket.ro](mailto:office@sibuartsmarket.ro).
- 3: After registration period, you will be contacted by the organisers about confirmation and payment of the participation fee.

Registration for the Sibiu Performing Arts Market must observe the time frame stipulated on the website. Applications sent after the registration period shall not be taken into consideration.

To ensure that your presence and experience within The Market is advantageous to all the participants, there will be a **selection**. The criteria: the quality of the application and the characteristics of the organization. The selection process applies for standard packages, but also for **Presentation** (3 minutes), **Call for projects** (10 minutes) and **Speed networking**.

The registration will be completed after the submission of the online application, the confirmation of the valid application, and the payment of the fee. You will receive the confirmation by email at the end of the registration period.

### **Cancellation policy**

If for some reasons you can no longer attend The Market, please contact the organizers at [office@sibiuartsmarket.ro](mailto:office@sibiuartsmarket.ro). The participation fee is non-refundable and non-transferable.

## **WHO CAN PARTICIPATE? ACCESS CATEGORIES**

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### **Artist/Company**

Independent artist, theatre company which produces performances or other types of cultural products: theatre, dance, music, circus, street performance, visual arts, digital arts, multidisciplinary arts, etc.

### **Producer / Agent / Promoter**

Professional that represents the interest of artists or artistic companies; produces and promotes performances or other types of cultural products.

### **Director / Programmer / Representative**

Professional that, in a structured and official setting, hosts and/or organizes performances and cultural events: festival, venue, networking and showcase events, cultural centre/institute, production house, NGO, European Capital of Culture, university/school, etc.

## **PACKAGES AND BENEFITS**

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### **Catalog**

This package is specially designed for artists, programmers and/or producers who, for objective reasons, cannot attend The Market. It includes:

- Publishing in the Sibiu Performing Arts Market catalog

### **Participation**

This package addresses all those who will be in Sibiu during The Market (15-20 June 2020). It includes:

- Publishing in The Sibiu Performing Arts Market catalog
- Participation of one (1) artist/agent/producer or one (1) delegate on behalf of an organization/institution, for which The Market covers: lunch, coffee breaks and one ticket/day to FITS performances during The Market (15-20 June 2020) \*
- Access to conferences, workshops, debates, socializing activities and meetings \*\*
- Promotion at the exhibition space \*\*\*
- Transportation to distant performing venues
- Daily access to the Festival club

*\* In case more than one delegate attends The Market, an additional fee applies, which covers: lunch, coffee breaks, one ticket/day to FITS performances during The Market (15-20 June 2020) and access to events (presentations, conferences, workshops, socializing activities and meetings\*\*)*

*\*\* Speed networking event is an extra package, and access is based on payment of the corresponding fee.*

*\*\*\* Promotion at the exhibition space is optional. Please timely inform the organizers if you bring promotional materials.*

Extra packages can add to the **Participation** package:

**Presentation:** Promotion of the participant through a three minute presentation in front of a professional audience. For the presentations you can make use of video and/or photo materials. The organizers can provide laptop, video-projector and audio system

**Call for projects:** Presentation of a project idea or initiative for which the participant is looking for partners (ten minutes). The presentation must include: a short description, type of the project (theatre, dance, music, street etc.), duration and targeted partners. For the presentations you can make use of video and/or photo materials. The organizers can provide laptop, video-projector and audio system.

**Speed networking:** quick, focused meetings which facilitate exchange of information and an important list of contacts in a short time. A meeting lasts 10 minutes and you can opt for up to 10/day.

## CONTENTS OF THE FORMS

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Fields marked with asterisk (\*) are mandatory. **The information will be used for logistical and organisational purpose, before and during the Market:**

- Promotional purposes: to be published on the website, social networks, and in The Market catalog - which will be distributed to the participants in June 2020. Photographs will be used for online and print materials of The Market, and presentation videos for online promotion before The Market and during The Market by displaying it on the LED TVs from the exhibition space;
- Promoting the Market and its events among participants;

### **Requirements for text editing:**

- Use special characters, if necessary;
- Some text boxes are limited to prevent users from typing more characters. Please keep this in mind when you edit your texts;
- Check the spelling and the meaning of the text in the boxes; if you copy-paste from another document, review not to leave extra blank spaces, which can waste characters;
- **Information included in The Market catalog and any other promotional materials is selected solely by the organisers.**
- Carefully review the text before saving it; by submitting the form, you agree to the final version and you cannot make any future changes. Before starting to fill-in the form, read about its content (see below) and prepare materials in advance. For any question, please address the organisers at [office@sibuartsmarket.ro](mailto:office@sibuartsmarket.ro).

Sibiu Performing Arts Market is an event organized by the Radu Stanca National Theatre in Sibiu.

Radu Stanca National Theatre in Sibiu knows the importance of your personal data and is committed to protecting its privacy and security. Therefore, it is important for us to provide you in an integrated manner with your personal data processing information under Terms and Conditions.

**The form is customized for each access category and is divided into sections.**

The present guide is written to walk you through filling out the form, offering more information. Please read the notes below, under the category you register as: [Artist/Company](#), [Producer/Agent/Promoter](#) or [Director/Programmer/Representative](#).

## 1. Artist / Company

This access category refers to: independent artist or theatre company which produces performances or other types of cultural products: theatre, dance, music, circus, street performance, visual arts, digital arts, multidisciplinary arts, etc.

### General information

This section gathers information of public interest, which is to appear in the catalog and be used for promotional purposes:

**Name of the organisation\***

**Address\***

**City\***

**Country\***

**Website\***

**E-mail\***

**Office phone\***

**Short bio of the organization (Character limit: 600 including spaces)\*** - In the short bio we recommend you describe the organization's field of activity and main projects completed or in development: theatre, dance, opera, music, production, independent artist, agent, etc.

**Logo\*** - Please upload the logo (jpg, jpeg, png) or a representative picture of the organization, at minimum 300 dpi.

**Video\*** - Please upload a YouTube or Vimeo link of a promotional video with a maximum length of 3 minutes. The video will play at the exhibition space. It is compulsory for the video to feature the company name in the title, so people can reference it. It must consist of a significant collage and we advise it includes the contact details of the company.

### General aspects

This section gather specific information about your activity, to best cater for potential partners.

**Indicate your organization / structure\*** - *Independent artist/Company/Public institution/Agency/NGO/Other*

**Company type\*** - *Theatre/Dance/Music/Circus/Street performance/Visual arts/Digital arts/Film/Multidisciplinary arts/Other*

**Type of audience you cater to\*** - *All audiences/Children / Teenagers/Youth*

### Legal information

This information is not to appear in the Catalog, be made public or be shared with third parties, but mandatory in order to issue the invoice for your participation in The Market. The invoice will be issued by Radu Stanca National Theatre, the organizer of Sibiu Performing Arts Market.

**Name (Account holder)\***

**Company registration number in the trade register**

**Unique registration code**

**Address**  
**Bank account**  
**Bank**  
**Bank address**

## Participation in The Market

### **Standard options\***

*Catalog* – Catalog package is designed only for professionals who will not physically attend The Market in Sibiu, but do wish to be featured in the catalog.

*Participation* – Participation package must be selected by all participants who attend The Market events. Please note that this package includes the feature in The Market catalog by default. Additionally, it can be completed with additional packages (please see below).

## **CATALOG**

### Contact person

The contact information is not to be featured in the Catalog. It will only be used by The Market organizers in order to maintain communication with the registered artist/company.

**Name\***  
**Role / Position in the organization\***  
**E-mail\***  
**Phone\***

### Profile of person to appear in the Catalog

Information gathered in this section is the one to be featured in the catalog. Therefore, it needs to be of the professional/artist who represents the institution/company and can be contacted by other participants in The Market.

**Name\***  
**Role / Position in the organization\***  
**E-mail\***  
**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - *We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.*

**Portrait photo\* - Please upload a quality portrait photo (jpg, jpeg, png), minimum 300 dpi.**

**Photo credit\***

### Performances

We feature performances in the catalog in order to offer a more intricate overview of your work to potential interested professionals. We recommend you use best representative images and information to draw attention.

Please mind that due to The Market catalog layout we are able to include either one (1) or three (3) performances. The number you select has no impact on the final fee to be paid to the organizers.

**Title of the performance\***  
**Description of the performance in English (Character limit: 900 including spaces)\***  
**Duration of the performance (in minutes)\***  
**Author**  
**Translation**  
**Director**  
**Set design**

Costumes  
Choreography  
Music  
Light design  
Cast

Maximum number of personnel in tour\*

Special mentions\* - nudity, age limit, stroboscopic light, black box etc.

Photo 1\* - please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format

Photo credit\*

Photo 2\* - Please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format

Photo credit\*

Video - Trailer of the performance, **MAXIMUM LENGTH** of 3 minutes. The video must feature the company name in the title; it must consist of a significant collage and include the contact details of the company. Please insert the YouTube/Vimeo link.

## PARTICIPATION

### Extra packages

**Presentation** – This extra package consists of a timeslot of three (3) minutes for a presentation of your organization in front of the Market participants. More details on the format can be found on [page 17](#) of the present guide.

**Call for projects** – This extra package consists of a timeslot of ten (ten) minutes for presenting a project idea or an initiative for which you are looking for partners. Please bear in mind that this is not a longer general presentation of your organization.

**Call for projects (maximum 1500 characters with spaces)\*** - You should include in the presentation: a short description, type of the project (theatre, dance, music, street, etc.), duration, and targeted partners.

**Will you bring materials for the exhibition space?\*** - Yes/No

More information about the exhibition space can be found on [page 15](#) of the present guide.

### Profile of Participant

Information gathered in this section is the one to be featured in the catalog. Therefore, it needs to be of the professional/artist who represents the institution/company and attends The Market, so it can be contacted by other participants.

**Name\***

**Role / Position in the organization\***

**E-mail\***

**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.

**Portrait photo\*** - Please upload a quality portrait photo (jpg, jpeg, png), minimum 300 dpi.

**Photo credit\***

**Arrival date in Sibiu\***

**Departure date from Sibiu\*** - this information can be approximate and confirmed at a later time.

### Extra delegates

In case more than one representative of your organization will attend The Market, also fill in their professional information. Please note that extra delegates will be attract an additional fee.

**Name\***



**Role / Position in the organization\***

**E-mail\***

**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.

**Portrait photo\*** - Please upload a quality portrait photo (jpg, jpeg, png), minimum 300 dpi.

**Photo credit\***

**Arrival date in Sibiu\***

**Departure date from Sibiu\*** - this information can be approximate and confirmed at a later time.

Performances - performances featured in the catalog\*

We feature performances in the catalog in order to offer a more intricate overview of your work to potential interested professionals. We recommend you use best representative images and information to draw attention.

Please mind that due to The Market catalog layout we are able to include either one (1) or three (3) performances. The number you select has no impact on the final fee to be paid to the organizers.

**Title of the performance\***

**Description of the performance in English (Character limit: 900 including spaces)\***

**Duration of the performance (in minutes)\***

**Author**

**Translation**

**Director**

**Set design**

**Costumes**

**Choreography**

**Music**

**Light design**

**Cast**

**Maximum number of personnel in tour\***

**Special mentions\*** - nudity, age limit, stroboscopic light, black box etc

**Photo 1\*** - Please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format

**Photo credit\***

**Photo 2\*** - Please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format

**Photo credit\***

**Video** - Trailer of the performance, **MAXIMUM LENGTH** of 3 minutes. The video must feature the company name in the title; it must consist of a significant collage and include the contact details of the company. Please insert the YouTube/Vimeo link.

## 2. Producer / Agent / Promoter

This access category refers to: professional that represents the interest of artists or artistic companies; produces and promotes performances or other types of cultural products.

### Organization information

This section gathers information of public interest, which is to appear in the catalog and be used for promotional purposes:

**Name of the organisation\***

**Address\***

**City\***

**Country\***

**Website\***

**E-mail\***

**Office phone\***

**Short bio of the organization (Character limit: 600 including spaces)\*** - *In the short bio we recommend you describe the organization's field of activity and main projects completed or in development: theatre, dance, opera, music, production, independent artist, agent, etc.*

**Logo\*** - *Please upload the logo (jpg, jpeg, png) or a representative picture of the organization, minimum 300 dpi.*

**Video\*** - *A promotional video with a maximum length of 3 minutes that will play during the presentation and/or at the exhibition space. It is COMPULSORY for the video to feature the company name in the title. It must consist of a significant collage and include the contact details of the company. Please insert the YouTube/Vimeo link.*

### Activity

This section gather specific information about your activity, to best cater for potential partners.

**Indicate your organization / structure\*** - *Independent artist/Company/Public institution/Agency/NGO/Other/Other*  
**Company type\*** - *Theatre/Dance/Music/Circus/Street performance/Visual arts/Digital arts/Film/Multidisciplinary arts/Other*

**Type of audience you cater to\*** - *All audiences/Children / Teenagers/Youth*

### Legal information

This information is not to appear in the Catalog, be made public or be shared with third parties, but mandatory in order to issue the invoice for your participation in The Market. The invoice will be issued by Radu Stanca National Theatre, the organizer of Sibiu Performing Arts Market.

**Name (Account holder)\***

**Company registration number in the trade register**

**Unique registration code**

**Address**

**Bank account**

**Bank**

**Bank address**

### Participation in The Market

**Standard options\***

*Catalog* – Catalog package is designed only for professionals who will not physically attend The Market in Sibiu, but do wish to be featured in the catalog.

*Participation* – Participation package must be selected by all participants who attend The Market events. Please note that this package includes the feature in The Market catalog by default. Additionally, it can be completed with additional packages (please see below).

### **CATALOG**

#### Contact person

The contact information is not to be featured in the Catalog. It will only be used by The Market organizers in order to maintain communication with the registered artist/company.

**Name\***

**Role / Position in the organization\***

**E-mail\***

**Phone\***

#### Profile of person to appear in the Catalog

Information gathered in this section is the one to be featured in the catalog. Therefore, it needs to be of the professional/artist who represents the institution/company and can be contacted by other participants in The Market.

**Name\***

**Role / Position in the organization\***

**E-mail\***

**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.

**Portrait photo\*** - Please upload a quality portrait photo (jpg, jpeg, png), minimum 300 dpi.

**Photo credit\***

### Performances

We feature performances in the catalog in order to offer a more intricate overview of your work to potential interested professionals. We recommend you use best representative images and information to draw attention.

Please mind that due to The Market catalog layout we are able to include either one (1) or three (3) performances. The number you select has no impact on the final fee to be paid to the organizers.

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**Description of the performance in English (Character limit: 900 including spaces)\***

**Duration of the performance (in minutes)\***

**Author**

**Translation**

**Director**

**Set design**

**Costumes**

**Choreography**

**Music**

**Light design**

**Cast**

**Maximum number of personnel in tour\***

**Special mentions\*** - nudity, age limit, stroboscopic light, black box etc.

**Photo 1\*** - please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format

**Photo credit\***

**Photo 2\*** - Please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format

**Photo credit\***

**Video** - Trailer of the performance, **MAXIMUM LENGTH** of 3 minutes. The video must feature the company name in the title; it must consist of a significant collage and include the contact details of the company. Please insert the YouTube/Vimeo link.

## **PARTICIPATION**

### **Extra packages**

**Presentation** – This extra package consists of a timeslot of three (3) minutes for a presentation of your organization in front of the Market participants. More details on the format can be found on [page 17](#) of the present guide.

**Call for projects** – This extra package consists of a timeslot of ten (ten) minutes for presenting a project idea or an initiative for which you are looking for partners. Please bear in mind that this is not a longer general presentation of your organization.

**Call for projects (maximum 1500 characters with spaces)\*** - *You should include in the presentation: a short description, type of the project (theatre, dance, music, street, etc.), duration, and targeted partners.*

**Will you bring materials for the exhibition space?\*** - *Yes/No*

More information about the exhibition space can be found on [page 15](#) of the present guide.

### Profile of Participant

Information gathered in this section is the one to be featured in the catalog. Therefore, it needs to be of the professional/artist who represents the institution/company and attends The Market, so it can be contacted by other participants.

**Name\***

**Role / Position in the organization\***

**E-mail\***

**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - *We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.*

**Portrait photo\*** - *Please upload a quality portrait photo (jpg, jpeg, png), minimum 300 dpi.*

**Photo credit\***

**Arrival date in Sibiu\***

**Departure date from Sibiu\*** - this information can be approximate and confirmed at a later time.

### Extra delegates

In case more than one representative of your organization will attend The Market, also fill in their professional information. Please note that extra delegates will be attract an additional fee.

**Name\***

**Role / Position in the organization\***

**E-mail\***

**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - *We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.*

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### Performances - *performances featured in the catalog\**

We feature performances in the catalog in order to offer a more intricate overview of your work to potential interested professionals. We recommend you use best representative images and information to draw attention.

Please mind that due to The Market catalog layout we are able to include either one (1) or three (3) performances. The number you select has no impact on the final fee to be paid to the organizers.

**Title of the performance\***

**Description of the performance in English (Character limit: 900 including spaces)\***

**Duration of the performance (in minutes)\***

**Author**

**Translation**

**Director**

**Set design**

Costumes  
Choreography  
Music  
Light design  
Cast

**Maximum number of personnel in tour\***

**Special mentions\*** - *nudity, age limit, stroboscopic light, black box etc*

**Photo 1\*** - *Please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format*

**Photo credit\***

**Photo 2\*** - *Please upload a quality photo (jpg, jpeg, png), minimum 300 dpi, in landscape format*

**Photo credit\***

**Video** - *Trailer of the performance, MAXIMUM LENGTH of 3 minutes. The video must feature the company name in the title; it must consist of a significant collage and include the contact details of the company. Please insert the YouTube/Vimeo link.*

### 3. Director / Programmer / Representative\*

*\* of festival, cultural center, performing arts market etc.*

This access category refers to: professional that, in a structured and official setting, hosts and/or organizes performances and cultural events: festival, venue, networking and showcase events, cultural centre/institute, production house, NGO, European Capital of Culture, university/school, etc.

#### Organization information

This section gathers information of public interest, which is to appear in the catalog and be used for promotional purposes:

**Name of the organisation\***

**Address\***

**City\***

**Country\***

**Website\***

**E-mail\***

**Office phone\***

**Short bio of the organization (Character limit: 600 including spaces)\*** - *In the short bio we recommend you describe the organization's field of activity and main projects completed or in development: theatre, dance, opera, music, production, independent artist, agent, etc.*

**Logo\*** - *Please upload the logo (jpg, jpeg, png) or a representative picture of the organization, minimum 300 dpi.*

**Video\*** - *A promotional video with a maximum length of 3 minutes that will play during the presentation and/or at the exhibition space. It is COMPULSORY for the video to feature the company name in the title. It must consist of a significant collage and include the contact details of the company. Please insert the YouTube/Vimeo link.*

#### General aspects of the organization

This section gather specific information about your activity, to best cater for potential partners.

**Specify what is your organisation/structure\*** - *Festival/Venue/Festival & Venue/Networking and showcase event/Institute / Cultural Centre/Production house/NGO/European Capital of Culture/University / Drama School/ Other*

**Festival and/or venue type\*** - *Indoor/Outdoor*

**Which type of performances are you programming in your festival and/or venue?\*** - *Theatre/Dance/Music/Circus/Street performance/Visual arts/Digital arts/Film/Multidisciplinary arts/Other*

**Type of audience\*** - *All audiences/Children / Teenagers/Youth/Other*

**Frequency of the festival** – *Annual/Biennial/Other*

**The next edition of the festival will take place during:\*** - Please specify if the festival changes the date every year.  
**Application process\*** - Please specify how and during what period companies may apply to your festival.

### Legal information

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**Name (Account holder)\***

**Company registration number in the trade register**

**Unique registration code**

**Address**

**Bank account**

**Bank**

**Bank address**

### Participation in The Market

#### **Standard options\***

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#### Contact person

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**Name\***

**Role / Position in the organization\***

**E-mail\***

**Phone\***

#### Profile of person to appear in the Catalog

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**Name\***

**Role / Position in the organization\***

**E-mail\***

**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.

**Portrait photo\*** - Please upload a quality portrait photo (jpg, jpeg, png), minimum 300 dpi.

**Photo credit\***

### **Extra packages**

**Presentation** – This extra package consists of a timeslot of three (3) minutes for a presentation of your organization in front of the Market participants. More details on the format can be found on [page 17](#) of the present guide..

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**Will you bring materials for the exhibition space?\*** - Yes/No

More information about the exhibition space can be found on [page 15](#) of the present guide.

### Profile of Participant

Information gathered in this section is the one to be featured in the catalog. Therefore, it needs to be of the professional/artist who represents the institution/company and attends The Market, so it can be contacted by other participants.

**Name\***

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**Phone\***

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**Photo credit\***

**Arrival date in Sibiu\***

**Departure date from Sibiu\*** - this information can be approximate and confirmed at a later time.

### Extra delegates

In case more than one representative of your organization will attend The Market, also fill in their professional information. Please note that extra delegates will be attract an additional fee.

**Name\***

**Role / Position in the organization\***

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**Phone\***

**Short biography (Character limit: 600 including spaces)\*** - *We recommend you write a short biography describing the most important projects you are currently working on, or have completed, in: theatre, dance, opera, music, production, etc.*

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**Photo credit\***

**Arrival date in Sibiu\***

**Departure date from Sibiu\*** - this information can be approximate and confirmed at a later time.

## METHOD OF PAYMENT

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After the process of selection, you will be contacted with regard to the method of payment for the tax of the selected packages. Payment will be made to the organiser of Sibiu Performing Arts Market: "Radu Stanca" National Theatre. Only after the payment is confirmed to the organisers will registration be considered complete and valid.

For any further clarification please contact the organizers by email at the following address: [office@sibiuartsmarket.ro](mailto:office@sibiuartsmarket.ro).

## **EXHIBITION SPACE - GENERAL INFORMATION**

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Participants can bring materials to display at the exhibition space.

Participants must keep the furniture and other items in the conditions they were given to them; they are liable for their loss or deterioration. Also, participants must keep the space clean and at the end of the Market they must collect all materials.

Organisers do not provide any additional space for the storage of materials nor are they responsible for their inadequate storage. Please supervise your belongings. The organizers are not responsible for your lost/stolen items.

The exhibition space will be open throughout the entire period of the Sibiu Performing Arts Market between 9.30 am and 6.00 pm (18:00). It is recommended that a representative can provide on request to interested parties information about the activity of a company.

### **Technical details:**

The exhibition space is divided into areas according to the specific of the organisation:

1. Romanian companies;
2. International companies;
3. Festivals;
4. Cultural centres/funding structures;

### **Each area includes:**

- 1 list with the companies/organisations;
- tables to put jointly the promotional materials;
- TV LED to display trailers and/or videos.

### **Important!**

For a better promotion, take advantage of using the available LED TVs.

If you need extra technical devices (audio system, laptop), we don't have rental services.

Please bring proper promotional materials to decorate the exhibition space. Organisers cannot help you with the printing of the materials, but they may provide information about the closest print centres if you could not bring printed materials with you.

For the promotional materials provided to the participants: business cards, leaflets, brochures, CDs, photo albums, magazines, please consider the number of participants. Bring enough materials, but keep in mind that the limited amount of luggage participants can take.

! The organisers reserve the right to change the design and plan of the exhibition space.



# PARTICIPATION AT THE MARKET

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## A. Promoting the activities

Taking part in Sibiu Performing Arts Market means the opportunity to promote the productions in an international environment. We encourage you to take advantage of these opportunities to have beneficial experiences. Below are few examples of networking activities:

### In the Market catalog

Participants registered on the website are listed in the Market catalog - which will be distributed to the participants in June 2020. The catalog contains information from the registration form (contact details, text descriptions, logo, and photos).

### At the exhibition space

Participants are encouraged to bring promotional materials (flyers, business cards, DVDs, CDs, brochures, USBs, QR codes containing high-quality documents/videos), but note that heavy materials or DVDs must not be brought in large quantities. You have to keep in mind that international delegates have limited luggage space, so large kits will be thrown away at the hotel. If you offer to send these in your country this will help you make new friends!

Prepare enough and good promotional materials and be creative! You can bring local products or sweets.

### Socializing activities

Every year we plan a day for socializing activity – an opportunity to interact with the participants in an informal way and, in the same time, you can taste local products. Other socializing activities: workshops, conferences, coffee breaks, and discussions at the exhibition space. Take advantage these events, it will help you know the other participants and loosen your inhibitions when the pitch comes.

### Informal meetings

You are welcomed every night at the festival club, in the inner yard of "Radu Stanca" National Theatre. Starting from 11 pm (23:00) to 3 am (3:00), you can eat, listen to music, dance, relax and start informal conversations. Please keep in mind that you must have your badge on you upon entry.

## B. Presentations

The presentations take place in a conference hall (other than the exhibition space) equipped with an overhead projector, laptop and audio system. **The presentation videos or images must be sent to the organisers at least 48 hours before the actual pitch so as to avoid delays in the agenda.** The presentations will be operated by our technical staff; please do not hesitate to approach him for any further clarification.

We advise you to make your pitch in Romanian or English. Our professional team of interpreters will provide simultaneous interpretation into the working languages of the presentation/conference.

### A successful presentation:

- Make a presentation to draw attention, provide organized details, and valid information; video support or images improve the quality of a pitch;
- You are encouraged to speak freely and enthusiastically about your work; a pitch which lacks the energy may work to your disadvantage. Creative presentation initiatives are also encouraged!
- **Your speech must not exceed the time allotted for each participant.** Please consider the fact that each participant must present his/her work and stick to the schedule so if you go over your time, you will be interrupted;
- Take part at the special workshops whose aim is to help you prepare a successful pitch;
- You will be able to find partners if you listen to the pitches of all participants; partnership opportunities may come along when you least expect it. We strongly recommend that you attend all presentations and events.

**Your presentation must cover the following aspects:**

- a short description of the company/institution;
- productions that you wish to promote and the availability to tour / opportunities for artists;
- dates of next tours / festival;
- your expectations.

## C. Recommendations for promotion and networking

Our suggestions are both for the presentation at the Arts Market, as well as for the dialog with an international programmer interested in your creation:

### General recommendations

- Make sure that you provide details of your creation and you offer a contextualization in a genre. Be careful with over evaluating the creation and listen carefully to all the answers that you receive. Please pay attention to all the details regarding your performance: price, tournament dimension, availability, technical requirements and any information about the target audience;
- Follow the promises of the discussions and the new relationships after the Arts Market has ended. **For a successful partnership, we recommend you contact the persons you talked to, right after the Market.** This is the most important part of the process for making future tournaments and partnerships. **The Sibiu Performing Arts Market is, in itself, only the beginning; real commitments will occur in the future, sometimes years later!**
- We recommend that you carefully choose who to contact and the specific group of people that interest you for developing a partnership. Sending an e-mail to the delegates is the most effective way to contact them;
- Attend conferences, workshops, social networking activities and all other presentations since they provide another context in which you can meet and interact with other participants and they represent a good source of information about the problems of various professional industries;
- Ensure easy access to printed materials, video devices and make sure to have cards at hand all the time for important individuals;
- If you have any difficulties in identifying the persons that you want to approach, ask for support from the organizers of the Market;
- **Be creative!**

**Recommendations for  
Artists / Companies /  
Producers / Agents /  
Promoters**

- It is important to have a conversation in order to learn more about the organization. Your strategy must be focused on building your own set of contacts. A good contact may lead to others. The world of the international festivals, of the agents may seem discouragingly large, but it has a very good network that you have to find and access;
- Be confident in your ability to speak openly and passionately about your work, taking into consideration the possibility of being the most suitable person for what a producer or festival programmer might search for the program. **However, do not expect directors or producers from abroad to simply select your performance and to give you a tournament;**
- Approach the persons who would be interested in your work before and during the Arts Market. Opportunities like: workshops, conferences, social activities or the festival club will provide a less formal framework for discussions. Start by learning more about programmers, about their creations/performances that they wish to create, and then investigate how they suit/relate to the performances they produce. Even if their purposes are totally different, somebody might be able to guide you to someone who is interested in your performance;
- Resist the temptation to 'force' programmers to buy performances, approach them in informal discussions in which you present your work in order to see if there is mutual interest;
- It is important that you know the program of your performances for the next year so that you manage the arising opportunities. This way, you can speak with confidence about possible tournaments or when a potential programmer may come to see you performances;
- Develop or build relationships with financing structures in your country and with the staff of financing Romanian structures (Romanian Cultural Institute, representatives of the Ministry of culture etc.). Inform them of the solid possibilities of tournaments that appear during weekdays and discuss financing or possible support for future tournaments. **The Arts Market organizers kindly ask you to give them feedback regarding the concrete partnerships established at the Arts Market; this is important for the evaluation;**
- For artists/companies that have presentations in the Sibiu Performing Arts Market and who are part of the official program of the Sibiu International Theatre Festival: make sure to communicate to other participants the time and place of the performance, especially to those you meet at the festival and who are not enrolled in any formal way at the Arts Market.

**Recommendations for  
Directors /  
Programmers /  
Representatives**

- Plan your week in advance. Prioritize performances which are in accordance with what you wish to have for the program/tournament. Use the Festival program and the program of the Arts Market, from the websites [www.sibfest.ro](http://www.sibfest.ro) and [www.sibiuartsmarket.ro](http://www.sibiuartsmarket.ro) to find information about companies, details of the time and place of the performance or other events;
- Tickets for performances of Sibiu International Theatre Festival are available for online sale with at least one month before the festival begins. Buy your tickets in advance to ensure the seats for the performances you want to attend. The participants at the Market and will not have access at the performances with the participant's badge. For information on tickets and the SITF program, go to [www.sibfest.ro](http://www.sibfest.ro);

- Make time to discuss with the delegates of representative companies. Try not to go to too many performances and to miss out the discussions about possible partnerships with the people behind the performances;
  - Consider which organizers/delegates might be interested in collaborating on a project/tournament in order to make it more viable. The Market is an opportunity to build relationships for touring between the place where it takes place and/or the festival;
  - Be prepared to be approached by many artists and companies in order to talk about the organization that you represent and the performances you are interested in. If their interests do not align to yours, try to recommend the artists to other delegates;
  - Use the Arts Market site and catalog to find out who represents a certain company or ask for the support of the organizers to check whether it is registered at the Arts Market, but is present in the festival;
  - Take advantage of the social networking opportunities on schedule: conferences, workshops, and social activities or the club festival.
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# GENERAL AND TECHNICAL CONDITIONS OF PARTICIPATION

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## PROTECTION OF PERSONAL DATA

This section establishes the conditions for the processing of personal data applicable to all customers (exhibitors, co-exhibitors, organizers, co-organizers, tenants, suppliers, etc.), their partners, visitors, their representatives and the general public who visit, in which they do so, the building of TNRS located in Corneliu Coposu no.2, Sibiu and / or participates in the events organized by TNRS.

Radu Stanca National Theater Sibiu (TNRS) knows the importance of your personal data and is committed to protecting their privacy and security. It is therefore important for us to provide you in an integrated manner with your personal data processing information under these General Conditions.

TNRS processes personal data under appropriate technical and organizational security conditions, processing in compliance with applicable law.

TNRS processes personal data received directly from the data subjects (including through TNRS websites or indirectly on the occasion of commercial / contractual relationships and / or participation, regardless of the quality they make, at events organized by TNRS and / or within TNRS.

Personal data are collected only with the consent / consent of the data subjects if they are deliberately offered voluntarily, either on their own initiative or at TNRS's request, for example by contract documents, through the contract adhesion form, by one of the forms on-line, online contact form, on-line order form, etc. by subscribing to newsletters, participating in raffles and contests, filling in the account registration form on a TNRS website or application, etc.

Use of TNRS websites is subject to these terms and conditions and the Terms and Conditions mentioned on these websites.

**If you do not agree to any of the terms of these privacy protection terms, do not use any of TNRS websites or provide us with your personal data. Some services may be conditioned by the provision of your personal data.**

In order to carry out the duties established by the law and the conduct of the current activity, including the performance of the contractual activity, as well as for the application of the legal provisions, including the protection of individuals with regard to the processing of personal data and the free movement of such data (Community-EU law), TNRS has the obligation to manage the personal data provided for safely and only for the specified purpose.

TNRS will process personal data only to the extent that this is necessary for the purposes of the aforementioned purpose, in compliance with the legal security and confidentiality measures.

**Personal data processing** is any operation or set of operations that is performed on personal data by automated or non-automatic means such as: collecting, recording, organizing, structuring, storing, adapting or modifying, extracting, consulting, use, disclosure by transmission, dissemination, or otherwise making available, alignment or combination, restraint, blocking, deletion, destruction, archiving.

To access TNRS websites, no personal data is required.

In the context of the current activity of TNRS, including the development of commercial / contractual activity, participation in tournaments, festivals and / or other specialized events organized by TNRS and / or TNRS, involving the purchase of TNRS services offered on the website, the payment of on-line tariffs or subscribing to TNRS newsletters, as well as in the context of legal obligations, TNRS will be able to request some personal data.

**In the sense of the above, TNRS will process, inter alia, the following personal data:** name and surname, signature, data from driving license / registration certificate (in some cases), telephone / fax, home address / e-mail, profession, job, function, bank data, habits / preferences / behavior, image, voice, video surveillance systems, IP address, credit card details CVV2 / CVC2), IBAN code, personal identification number (CNP), serial number and ID / passport number.

**The (targeted) persons whose data may be processed by TNRS solely for the purposes mentioned below are:**

- Customers of TNRS (current, potential or potential), viewers, broad public, their representatives / legal representatives, legal or conventional;
- Representatives / Employees / business contacts (business / contractual partners, cultural partners, co-producers, organizers, co-organizers, suppliers, service providers, tenants, public authorities.

*Individuals are required to provide complete, up-to-date and accurate data.*

*In order to be able to provide specific services specific to TNRS's tasks, personal data will be required to provide such services and the refusal to provide such data may result in the TNRS services being unable to provide.*

*When you purchase a service provided by TNRS, as well as when you participate in events / events organized by TNRS, we will collect personal data in connection with the provision of such services. At the same time, as a visitor to the TNRS building, we will collect personal data (image, video surveillance data etc.) in order to meet legal obligations and conduct current business (legitimate interest).*

***By reading these provisions, and / or signing any document through which personal data is provided to TNRS, or by providing personal data to access TNRS services or to participate in / purchase tickets / paying the fee for attending events organized by TNRS and / or on the premises TNRS, the data subjects are informed and / or expressly consent (consent) to the processing of personal data in accordance with the legal provisions on the protection of individuals with regard to the processing of personal data and the free movement of such data (domestic law and EU-EU law).***

If data processing is no longer required for the provision of a service to fulfill a legal obligation nor is it justified by a legitimate interest of TNRS, the data subjects may refuse such processing or withdraw their prior consent, the refusal being to produce effects for the future. For example, Individuals may withdraw their consent to data processing for direct marketing, at any time, and without needing to indicate a reason. Following the settlement of the request for withdrawal of consent, the data subject will no longer receive commercial information regarding the events / services offered by TNRS.

**The purpose of collecting personal data is:**

- Fulfilling the legal attributions of TNRS;
- Organization of festivals, tours, shows and other events / special events;
- Carrying out the commercial / contractual activity of TNRS;
- Invoicing and collecting the value of services provided by TNRS;
- Marketing, promotion, advertising, advertising, contests, advertising lotteries, including the submission of general or customized commercial offers; development and improvement of services;
- Operational Management;
- Managing customer relationships; communicating with customers / suppliers through any means of communication;
- Fulfilling the incumbent legal obligations;
- Communicating with public bodies or authorities / institutions;
- Audit and control / supervision activities;
- Archiving, statistical purposes;
- Debt collection / Outstanding debts recovery;
- Settlement of disputes and disputes, enforcement of judgments, arbitration, court orders, etc.

**TNRS will treat all information collected from you as confidential and will not share it with third parties (with the exception of organizers / co-organizers of events organized by TNRS and / or within TNRS and / or business partners as described below) without your express and prior consent.**

**The recipients of the data** may be the persons (s) who provided the data to persons as follows:

- Customers of TNRS (current, potential or potential), visitors, the general public, their representatives / agents, legal or conventional (for the purpose of developing commercial / contractual relationships);

- Participants in the festival, participants in the show, organizers, co-organizers, tenants, suppliers, providers and other legal entities - business / contractual partners of TNRS, public authorities / institutions;

**The recipients (other than the data subjects) of the data may be:**

- Central and local public authorities, judicial authorities, police, prosecutor's office (within the limits of the legal provisions and / or as a result of express requests), banking companies, bailiffs, insurance and reinsurance companies, market research organizations ) etc.

**Processing of personal data for promotional purposes (marketing)**

Personal data provided by the data subjects (such as name and surname, e-mail address, fax number, mobile / fixed phone number) may be processed by TNRS with due respect for their rights, in particular their right to privacy. information and opposition for the following purposes: marketing (including direct marketing), contests, advertising lotteries, commercial communications for TNRS services, including those developed together with a TNRS partner through any means of communication, including through electronic communications services. Personal data provided by the data subjects will be used for promotional purposes (marketing) and for other TNRS partners' products or services, respecting the rights of the data subjects.

If TNRS intends to use your data for direct marketing purposes (after the data subjects have opted to do so), the data subjects will be informed in advance. Individuals concerned may exercise the right to prevent such processing by selecting appropriate boxes from the forms / documents used to collect personal data.

Whatever the case, if you would like personal data to cease to be processed by TNRS, you may expressly request that you stop processing any data on our part. At the same time, when you want to no longer receive newsletters or newsletters from TNRS, you can unsubscribe using the "Unsubscribe" or "Unsubscribe" button.

**Processing of personal data with general identification function.**

Personal data with a general identification function (Personal Identification Number - CNP, series and ID / passport ID etc.) will be processed only in situations where the identity of the data subjects is required to be determined and the processing is expressly provided for a legal / contractual provision.

**Processing of personal data via video surveillance systems.**

TNRS, through video surveillance systems, processes personal data, such as image and other information to identify the data subjects.

Images of identifiable or identifiable persons processed by video surveillance are personal data:

- (a) even if they are not associated with the person's identification data, or
- (b) even if they do not contain the image of the person filmed, but other information likely to lead to its identification (eg registration number of the vehicle).

The purpose of personal data processing is to: monitor / safeguard individuals, premises and / or private property, prevent and combat crime, fulfill legal obligations and achieve legitimate interests.

The registered information is intended to be used by TNRS and can only be communicated to the following recipients: the data subject, the legal representatives / empowered person, the TNRS authorized representatives, the prosecution / criminal investigation bodies, the courts, in accordance with the provisions of the internal and Community legislation applicable to the duties TNRS.

The storage life of the data obtained through the video surveillance system is 30 days, except in cases expressly regulated by the law or in duly justified cases. Upon expiration of the deadline, the records are destroyed or deleted.

**In relation to TNRS, the data subjects are entitled to the following rights under the applicable legal provisions: right of access, right to rectification, right to data deletion, right to restriction of processing, right to data portability, right to opposition and automated decision-making process.**

**The length of processing of personal data**

In order to achieve the stated purpose, TNRS will process personal data throughout the performance of its duties until the data subject or legal representative has the right to object / delete (unless TNRS processes the data on the basis of a legal obligation or justifies a legitimate interest). Following the conclusion of personal data processing operations for the purpose for which they were collected, if the data subject or his / her legal representative does not exercise the right of opposition / deletion, the data will be archived by TNRS for the duration of the time stipulated in the TNRS internal procedures and / or will be destroyed.

In order to avoid the use of personal data as well as possible abuses, we use security methods and technologies together with appropriate policies and procedures to protect the personal data collected.

The full security of data transmitted over the Internet can never be guaranteed. While TNRS makes every effort to protect personal data, the security of data transmitted to TNRS websites can not be guaranteed absolutely. Any data transmission is at the risk of the data subjects. Once personal data is received, TNRS uses strict security procedures and measures against unauthorized, unlawful use, destruction, accidental loss or disclosure of personal data.

***No security information program is infallible.***

In the case of card payments (example: purchase of services / online payment), the sale is made through online payment solutions provided by authorized third parties in relation to TNRS. In order to eliminate the risk that personal data may be in the possession and misused by unauthorized persons, authorized third parties in relation to TNRS shall guarantee the legality and security of personal data (card number, expiration date, etc.) and computer systems used.

**Data transfers outside the EU space and the European Economic Area** may only be made under the conditions laid down by national and EU specific laws on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

**By reading this document, the persons concerned were informed of their rights** under the applicable legal provisions, namely: ***the right of access, the right to rectification, the right to delete the data, the right to restrict the processing, the right to data portability, the right to opposition and automated decision-making process.*** At the same time, when the processing is done on consent, the data subjects have the right to withdraw their consent at any time in written form addressed to TNRS, under the applicable law, without affecting the legality of the processing performed on the basis of the consent prior to its withdrawal.

Also, the data subjects have the right to oppose at any time, free of charge and without any justification, the processing of personal data for direct marketing, using, where appropriate, the unsubscribing function included in the marketing materials.

For the other purposes, the data subjects have the right to oppose at any time, free of charge, that the personal data they provide to TNRS are processed, with reference to the data and purpose envisaged, only for reasons justified and legitimate in relation to his / her particular situation, unless TNRS proves that he has legitimate and compelling reasons that justify the processing and which prevails over the interests, rights and freedoms of the data subject or that the purpose is to establish, exercise or defend a right in court. In case of unjustified opposition, TNRS is entitled to further process the data in question.

*By reading this document, the data subjects have become aware of and understand that personal data provided to TNRS is a determining factor for accessing TNRS services and / or performing legal and / or legal / contractual obligations.*

Where the data subjects directly or through their representative exercise the above-mentioned rights, manifestly unfounded, unjustified or excessive, in particular because of their repetitive nature, TNRS may:

- either to levy a reasonable charge, taking into account the administrative costs of providing the information or communication or of taking the required measures;
- either refuse to comply with the request.



Also, if the data subject, directly or through a representative, exercises his / her right to manifestly unfounded, unjustified or excessive opposition, in particular because of their repetitive nature, TNRS is entitled to consider the Contract concluded with the Terminated Customer TNRS , without any other formality or intervention by the courts, except for prior notice.

For the exercise of these rights, the data subjects may contact the TNRS Data Protection Officer with a written request, dated and signed at the following address: *administrator@sibfest.ro* or at the following mailing address: TNRS, Corneliu Coposu Bd. nr.2, Sibiu. The application shall be accompanied by a legible copy of the identity document of the signatory.

The data subjects are also granted the right to lodge a complaint with a supervisory authority and to introduce a judicial remedy.

## FURTHER USEFUL INFORMATION

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Each participant will receive a welcome package which contains the Market catalog and the nominal badge.

At the info point - in the foyer of the Ibis Hotel, open between 9.00 a.m. – 3.00 p.m. - you may find the Agenda of the Market, the programme of the festival, the list of all participants and also a list of those who registered for the workshops.

A Wi-Fi internet connection is available all throughout the Market. Network passwords are to be indicated for each conference room.

You may print documents or sent emails from the hotel reception. If you need to print something urgently on A4 format paper, the organisers may help you between 9.00 a.m. and 4 p.m. or they may direct you to the closest print centres.