



SIBIU
PERFORMING
ARTS MARKET
THE PARTICIPANT'S GUIDE

Everything you need to
know about taking part in
the market

www.sibiuartsmarket.ro

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GENERAL PRACTICAL INFORMATION

Venue

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

Contact persons

Victor Kiraly – responsabile for events and delegates
Emilia Robescu – responsabile for events and delegates
Cristina Ghinea – PR and communication
E-mails: office@sibiuartsmarket.ro | contact@sibiuartsmarket.ro | www.sibiuartsmarket.ro

Schedule

Monday, 12 June, 9:30 – 18:00
Tuesday, 13 June, 9:30 – 18:00
Wednesday, 14 June, 9:30 – 18:00
Thursday, 15 June, 9:30 – 18:00
Friday, 16 June, 9:30 – 18:00
Saturday, 17 June, 9:30 – 18:00

REGISTERING PROCESS

Before registering for the Market, please read carefully the guide and the organisers' recommendations regarding the conditions for participation, benefits, promotion, and how to fill-in the forms.

- 1: For registration you must complete the 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@sibiuartsmarket.ro.
- 3: The organisers will contact you about the confirmation of the participation, and the payment of the participation fee.

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

The interested parties may only attend the Market after having filled-in the registration form. To ensure that your presence and experience within the Market it's advantageous to all the participants, there will be a **selection**. The criteria: the quality of the application and the characteristic of the organization. The selection process applies for all access categories after each registration period, for **pitch package** (3 minutes) and for **call for projects package** (10 minutes) as well.

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 from the organizers at the end of each registration period.

Cancellation policy

If for some reasons you cannot come to the Market, please contact the organizers at office@sibuartsmarket.ro. The reimbursement of the participation fee is mentioned on the website.

CONTENTS OF THE FORMS

Fields marked with * are mandatory for all categories (artists/companies and professionals). **The information will be used for logistical aspects, and for an efficient promotion both before and during the Market:**

- Promotional purposes: to be published on the website, social networks, and on the Market catalogue - which will be distributed to the participants in June 2017. 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;
- All the information included in the form are in the members' area; your contact will not be published on the website or shared with third parties.

Requirements for text editing:

- Use diacritics (if necessary);
- Some text boxes are limited to prevent users from typing more characters. Please limit the amount of the text to avoid breaking it;
- 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;
- The text will be used without editorial intervention. It's important that the text be correct and expressed in complete and coherent sentences.

! Review carefully the text before saving it; by checking the box you agree the final version and you cannot make any changes. Before starting to fill-in the form, read about its content (see below) and prepare in advance all the materials. For any question, contact the organisers at office@sibuartsmarket.ro.

The form is customized for each access category (speaker, artist, professional), and it's divided into sections:

1. Speaker/Panellist

Organization information

Address *

City*

Country*

Website*

Email*

Office phone*

Organization description (maximum 600 characters with spaces)*

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

Specify what is your organisation/structure* - Festival/Venue/Venue & Festival Other

Which disciplines are you programming in your festival and/or venue?* -

Theatre/Dance/Music/Circus/Multidisciplinary arts

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

Festival and/or venue gender* - Indoor/Outdoor/Dance/Music/Theatre/ Circus/Digital arts/Film/Street art/Interdisciplinary/Other

Frequency of the festival* - Annual/Biennial

Period of the festival* - Please specify if the festival changes the date every year.

Capacity of your venue* - Number of seats

Profile

Name*

Function/Position in the organization*

Email*

Phone*

Short biography (maximum 600 characters with spaces)* - Short biography describing the important projects you are working on, or you were involved in: theatre, dance, opera, music, production, impresario, independent artists, etc.

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

Photo credit*

Are you considering to stay for the entire period of the Market?* - Yes/No

Date arriving in Sibiu* - Approximate date, the exact date may be communicated later.

Date leaving Sibiu* - Approximate date, the exact date may be communicated later

2. Professional

Organization information

Address *

City*

Country*

Website*

Email*

Office phone*

Organization description (maximum 600 characters with spaces)*

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

Specify what is your organisation/structure* - Festival/Venue/Venue & Festival Other

Which disciplines are you programming in your festival and/or venue?* -

Theatre/Dance/Music/Circus/Multidisciplinary arts

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

Festival and/or venue gender* - Indoor/Outdoor/Dance/Music/Theatre/ Circus/Digital arts/Film/Street art/Interdisciplinary/Other

Frequency of the festival* - Annual/Biennial

Period of the festival* - Please specify if the festival changes the date every year.

Capacity of your venue* - Number of seats

Participation at the Market

Type of the package* - Catalogue package/Pitch package/Call for projects package

Call for projects (maximum 1500 characters with spaces)* - The special section of the Market which offers to the participants the opportunity to present a project idea or initiative for which they are looking for partners. You must include in the presentation: 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

Name of the company to be listed at the exhibition space*

Contact person (for the catalogue package)/Delegates (persons coming at the Market; minimum one, maximum four; for pitch or call for projects package)

Name*

Function/Position in the organization*

Email*

Phone*

Short biography (maximum 600 characters with spaces)* - Short biography describing the important projects you are working on, or you were involved in: theatre, dance, opera, music, production, impresario, independent artists, etc.

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

Photo credit*

3. Artist

Organization information

Address *

City*

Country*

Website*

Email*

Office phone*

Organization description (maximum 600 characters with spaces)*

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.

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Type of the package* - Catalogue package/Pitch package/Call for projects package

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Contact person (for the catalogue package)/Delegates (persons coming at the Market; minimum one, maximum four; for pitch or call for projects package)

Name*

Function/Position in the organization*

Email*

Phone*

Short biography (maximum 600 characters with spaces)* - Short biography describing the important projects you are working on, or you were involved in: theatre, dance, opera, music, production, impresario, independent artists, etc.

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

Photo credit*

Performance (number of performances promoted in the catalogue; minimum one, maximum four)

Title of the performance*

Description of the performance in English (1000 characters with spaces)*

Duration of the performance (in minutes)*

Author*

Translation*

Stage 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 & 2* - Please upload a quality photo (jpg, jpeg, png), minimum 300 dpi.

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.

METHOD OF PAYMENT

The method of payment will be communicated separately to each participant. The participation fee will be paid exclusively after the signing of a contract between the institution organizing the Sibiu Performing Arts Market ("Radu Stanca" National Theatre) and the organisation attending the Market. **All information regarding the payment of the fee to the organising institution is mentioned in the contract.** Please read the Contract Terms and Conditions carefully before signing it and stick to the deadlines stipulated therein.

For any further clarification please contact the organizers by email at the following address: office@sibiuartsmarket.ro.

EXHIBITION SPACE - GENERAL INFORMATION

Artist and professional 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;
- 1 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 do not disturb the participants and keep the silence at the exhibition space!

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 (as per the website list you may access in the members' area). Please bring enough materials but do not exaggerate as participants cannot take too much in their luggage.

The organisers can change every year the design and plan of the exhibition space.

PARTICIPATION AT THE MARKET

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:

On the Market website

Those registered at the Market have the possibility to promote on the website in the members' area. Each registered participant (artist, professional, and speaker) will be included in the list. We encourage you to look at the participants' list on a regular basis and to contact the people with whom you wish to collaborate before the start of the Sibiu Performing Arts Market. At the end of the registration period you will be able to download the electronic list of all participants (programmers/directors of institutions, festivals and artists) in .pdf format.

In the Market catalogue

Participants registered on the website are listed in the Market catalogue - which will be distributed to the participants in June 2017. The catalogue 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 for the guest.

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 listen to music, dance, relax and start informal conversations. Is not just a place for fun, but also an opportunity to meet new people, and make new friends?

B. Pitches

The company/institution pitches are made 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/English or French. Our professional team of interpreters will provide simultaneous interpretation into the working languages of the presentation/conference.

A successful pitch:

- 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 pitch 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;
- 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/performance creators

- 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 programmers

- 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 and 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;

- 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 catalogue 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.

FURTHER USEFUL INFORMATION

A volunteer will give to each participant a welcome package which contains the Market catalogue and the name badge.

At the info point - situated in the foyer of the Ibis Hotel, and opened between 9.30 a.m. - 2.30 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.