



OFFICIAL ENTRY FORM

Please enter the enclosed DVD in UPVA's 2010 Creative Excellence Awards Competition in accordance with the 2010 official rules. All entries must be received by UPVA no later than **Wednesday, January 5, 2011.**

Enter this DVD in the following category:

(choose one):

- 1. Wedding Demo Production
- 2. Post-Ceremony/LDS Temple Production
- 3. Wedding Ceremony Production
- 4. Bridal Spotlight Production
- 5. Bride and Groom Production
- 6. Formal Videography Production
- 7. Love Story Production
- 8. Date Video Production
- 9. Wedding Reception Production
- 10. Wedding Movie Trailer
- 11. Wedding Highlight Production
- 12. Corporate Production
- 13. Event Video Production

Enclosed is the entry fee:

UPVA members:

\$25 first entry

\$20 each additional entry

Non-UPVA members:

\$75 first entry

\$35 each additional entry

Include \$5 postage per entry if entry is to be returned.

This form represents my:

- First entry
- Second entry in this category
- Additional entry in another category.
- I'm currently a UPVA member.
- I want to join/renew UPVA and pay a lower entry fee. Enclosed is \$100 for next year's membership

Total Enclosed \$ _____

Check should be payable to UPVA

First and Last Name of Bride/Honoree/Client: & Their Phone Number

(Note: This first and last name and category must appear on the DVD disc. For Wedding Demo, choose any bride or client appearing in production)

Check here if this wedding/event has multiple entries

Date of Event:

Date Delivered: (excluding Wedding Demo)

Your Name:

Name of Company:

Address:

City: _____ State: _____

Zip: _____

Phone : _____

E-mail: _____

I have read and agree to abide by the Official 2010 UPVA Creative Excellence Awards Competition Rules and Conditions

Applicant's Signature
(required to validate entry)

Official 2010 UPVA CEA Rules and Conditions

Please read all rules carefully before submitting entries. All entries must be received by UPVA no later than **January 5, 2011. NO exceptions to this deadline will be made for any reason** (not responsible for lost, late, misdirected, damaged, illegible). **Only work newly-produced (presented to your client in finished form) between December 1, 2009 through November 30, 2010 is eligible. YOU MAY ENTER AS MANY OF THE 14 CATEGORIES AS YOU WISH.** You may submit **up to two entries per category**, but note that awards will be made to only one entry per applicant in each of the 14 categories. Each entry must be submitted on a separate DVD. Entries submitted in incorrect formats will be disqualified. Each entry submission must contain only a single entry (i.e., any DVD containing multiple category entries will be disqualified). Entries may be submitted in person or mailed to:

**UPVA Competition 2010
2022 Blossom St.
Eagle Mountain, UT 84005**

Who Is Eligible: Applicants must be professional videographers. Work submitted must be from applicant's verifiable (paid) bookings within the set timeframe.

How To Enter: Complete one official entry form per entry. Each entry you submit must be accompanied by an official 2010 UPVA Creative Excellence Awards entry form (photocopied forms are acceptable). One completed form must be securely attached, using rubber bands only, to each entry. If you are submitting more than one entry, you may ship all of your entries together, in accordance with the 2010 rules. **Please PRINT clearly and legibly on all entry forms.**

Your Company logo and/or Company name (and names of production crew members) **MUST BE EXCLUDED** from all entries (exception: Wedding Demo Category) unless such graphics are an integral part of the production; meaning the audio and/or video integrity of the production would be compromised by their removal—in the sole discretion of the judges. **To avoid disqualification**, remove or mask the name of your company name/logo on your entries BEFORE submitting. **ENCLOSE ALL ENTRIES IN PLAIN, DISPOSABLE CASES.** Do not enclose entries in artistic packaging. UPVA is not responsible for returning custom cases. 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. **Label DVD with name of client and category, as it appears on your entry form.**

If possible, we ask that you include a second Data DVD for each entry. This helps to expedite the judging process. HD files are encouraged, but not required, as they will provide us the best quality for the Awards Night Presentation. Label the same as DVD entry, with "DATA DISC" written after entry name.

Each entry in categories other than the Wedding Demo Production **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.

When submitting an entry, include just the category portion only. Example: a Wedding Ceremony Production entry will contain just the Ceremony portion of the event (as defined by the rules) and nothing else. **All entries must be under 10 minutes in length.** You may condense a production to keep it within the time limit as long as no re-editing is done to the original. Please add 2 seconds of black between cuts with the title "Edited For Time" to denote a different section of the video. A maximum of 3 cuts is allowed.

If a category does not receive entries from at least 4 separate companies, that category will be dropped from the competition. Entrants will be notified, and entry fees will be refunded.

NEW RULE--A single wedding or social event may now be entered in multiple categories. **However, only the entry with the highest score from that wedding will be eligible for an award.** Example: "The Jane Smith Wedding" is entered under the Date Production and Reception Production categories. The Date video receives a score of 37, the Reception video receives a score of 34. Because the Date video scored higher, it is eligible to receive an award in that category; the Reception video is not. **This does not allow one standalone segment to be entered in multiple categories.** Multiple entries from the same wedding/event must be indicated by checking the box under the wedding/event name.

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. 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 UPVA 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 UPVA's website at www.upva.org.

If you have any questions after reading these 2010 CEA Rules, contact UPVA at competition@upva.org, or call Spencer Hale at 801-694-5194.

By entering, applicants agree to abide by the Official Rules. Applicants understand and agree that entries may be displayed by UPVA, and agree upon request, to provide client contact information relating to each entry. **Rules may be changed or modified without prior notice.** © 2010 UPVA

CATEGORY DESCRIPTIONS

Wedding Demo Production is defined as a demonstration production that you have produced to interest prospective clients in booking you for wedding 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 demo that has won a previous UPVA CE Award for Wedding Demo Production is not eligible.

Post-Ceremony/LDS Temple Production is defined as footage recorded during the time between the end of the wedding ceremony, and the start of the reception. 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. Footage taken of the couple in their formal attire before the ceremony on the wedding day is still eligible. Productions of the bride and groom in their formal attire shot on a day other than the wedding day should be entered in the Bride and Groom Production category.

Wedding Ceremony Production centers on a traditional wedding ceremony. 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.

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

Bride and Groom Production is defined as a standalone segment, filmed on a day other than the wedding day, that showcases the bride and groom together in their wedding attire. It may be filmed at different locations other than the ceremony location. Specifically not part of the Post-Ceremony or Bridal Spotlight Production.

Formal Videography Production is a standalone segment filming all of the immediate wedding party in formal attire before the reception begins. This is separate from both the Post-Ceremony and Wedding Reception Productions.

Love Story Production is defined as a standalone video segment that focuses on the actual relationship between the couple. 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 Date Video Production category.

Date Video Production is centered on a bride and groom enjoying an activity/date, and is usually a "music video" production. Scripted concept videos focusing on the bride and groom may also be entered in this category. Spoken words may be included, but entries that are primarily interview based and focused more on the couples story should be entered in the Wedding Love Story category.

Wedding Reception Production begins with the establishment of, or transition into, the reception location, and stops with the closing scene that ends your reception coverage. 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 Trailer Production In this category, entries must not exceed 2.5 minutes (150 seconds). Any portion of the wedding day or any of its related activities, including pre-wedding productions, may be included, but the footage must be from a single client, single event. **The Wedding Trailer Production is used to promote the pending release of the full DVD and is not a full Highlights Production.** Remember to edit/mask any titles or references to company name.

Wedding Highlight Production This production is a condensed version of the full wedding production, "highlighting" the important events of the wedding. This production may be no longer than 10 minutes. **Editing for time is not allowed in this category.** Any portion of the wedding day or any of its related activities, including pre-wedding productions, may be included, but the footage must be from a single client, single event. **This production is not a Wedding Trailer Production, as defined above.**

Corporate Production is restricted to a standalone 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, broadcast/cable shows, and productions intended for theatrical release.

Event Video Production is a standalone production covering a single event or multiple events (for example, multiple games or competitions with the same team or group). Includes game/sports coverage and team highlights, dance/theatrical performance highlights, social events other than weddings, such as Bar/Bat Mitzvah, Quinceanera, baptism, reunion, anniversary, private party, etc.