



The 4EVER Group

www.4EVERGROUP.org

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The 2007 Artistic Achievement Awards Competition OFFICIAL RULES

Please read these rules thoroughly before submitting an entry.
You are responsible for complying with all of these rules.



Who May Enter: Any professional videographer that has completed at least FIVE (5) videos on a paid basis. Entries must be from a verifiable, paid booking.

What May Be Entered: Only work presented to your client in finished form after January 1, 2006 is eligible. Each entry MUST be an exact duplicate of what your client received. Any reediting for entry in this competition is prohibited. Any entry determined to have been reedited for this competition will be disqualified. The Demo Video Production category has other, additional requirements. Please see the rules in that category for complete details.

Entry Period: Entries in the 2007 Artistic Achievement Awards competition will be accepted beginning Friday, June 1. Early entries will not be accepted, and the return of any early entry is not the responsibility of The 4EVER Group.

Deadline: To be eligible, each entry must be received by The 4EVER Group not later than 5:00 p.m. on Tuesday, July 31, 2007. No exceptions will be made for any reason. You are solely responsible for ensuring that The 4EVER Group receives your entry (entries) by the deadline.

How To Enter: Fully complete one official entry form per entry submitted, and attach that form securely (with rubber bands only) to the entry. If you are entering more than one category, or more than one video, you may ship all the entries together, so long as the above instructions are followed.

Please PRINT CLEARLY on each entry form

You may enter as many categories as you wish, and you may submit more than one entry per category. Each entry must be submitted on a separate tape. Any tape submitted containing more than one entry shall be completely disqualified.

All entries must be submitted in miniDV, in the NTSC standard. Company logos and/or names, as well as the names of any member of the production team must not appear in any entry, unless such graphics are an integral part of the video program; that is, the video and/or audio integrity of the production would be compromised by their removal. Failure to observe this rule is cause for disqualification.

When entering a video, the segment for that category must be duplicated in its entirety from a single production. A Wedding Reception entry, for example, must contain only the actual wedding reception, as defined in the rules. Please ensure that the video is properly cued.

To protect the videos while being handled, please encase each video in a protective covering, and pack the miniDV tape(s) in a padded shipping container. The 4EVER Group is not responsible for returning any cases. Please use plain labels on all entries. Your studio name and/or logo must **not** appear anywhere on the labels, tape case, or tape shell. Please mark the labels in this manner: Name of client; Category entered. For the Wedding Demo Production category, please write the name of any one client who is featured in the video.

All entrants will receive a 4EVER Group Artistic Achievement Awards Acceptance Certificate, acknowledging that your entry (or entries) was "Accepted for International Competition." These certificates will be mailed in late August 2007.

The complete list of categories for the 2007 4EVER Group Artistic Achievement Awards are listed below

Fees: Please note that all payments are to be made in US funds. Credit card payments are acceptable via Visa, MasterCard, Discover, and American Express.

4EVER Group Videographers Network Affiliate:
\$40.00 for the initial entry, \$30.00 for each additional entry

Non-members:
\$65.00 for the initial entry, \$50.00 for each additional entry.

Please include an additional \$10, to cover shipping/handling, if you want the entry/entries returned.
For shipments outside the US, please include a return fee of \$15.

An additional \$50.00 fee (member rate, per video) is required if you request a written evaluation of any entry.
The non-member fee for a written evaluation is \$75.00.

Judging: Entries are judged on objective elements, as well as the judges' subjective reactions. These elements include dramatic impact, visual creativity, originality, style of shooting and editing, use and/or reproduction of audio, pacing, and overall production content. The judges will be a select group of professional event videographers. The entries will be reviewed in a two-step process, consisting of an initial round and a final round. No fewer than the three top entries in each category will be selected as award-winners. *The decisions of the judges are final.* The awards will be formally presented at The 4EVER Group's VIDEO 08 Conference and Trade Show.

Awards: The top three entries in each category, as decided by the judges, will receive a custom award, signifying their accomplishment; Diamond for first place, Emerald for second, and Ruby for third. All awards are presented in the name of the studio, not the individual who submitted the entry. In addition, judges may present special citations of merit, at their discretion.

**A complete list of winners will be available on
The 4EVER Group web site, www.4evergroup.org**

The 4EVER Group

Artistic Achievement Awards

Categories for 2007

1. WEDDING LOVE STORY

Wedding Love Story is a stand-alone video segment that centers on the relationship between the bride & groom. Elements may include, but are not limited to, interviews, voice-overs, and still photographs. Music video-style elements may be included, but this category excludes entries that are entirely music video productions. Category time limit is 15 minutes.

2. WEDDING PRE-CEREMONY PRODUCTION

Wedding Pre-Ceremony Production features those video segments that reflect any and/or all events that relate to the wedding, but occur prior to the ceremony processional. These events may occur prior to the wedding day. Judging for these segments will exclude photomontage productions, but may otherwise incorporate still images. Videos that qualify in any other category may not be entered in this category. The use of video and/or audio elements from other portions of the wedding day may be included in a Wedding Pre-Ceremony Production entry. Category time limit is 15 minutes.

3. WEDDING CEREMONY COVERAGE

Wedding Ceremony Coverage is judged from when the first member of the bridal party starts down the aisle, or when the ceremony officiant(s) enter the ceremony area, whichever occurs first. Coverage ends when the bride and groom exit the ceremony area. The use of video and/or audio elements from other portions of the wedding day may be included here.

4. WEDDING POST-CEREMONY PRODUCTION

Wedding Post-Ceremony Production is comprised of footage recorded during the time between the end of the wedding ceremony (defined as when the recessional ends), and the start of the reception (For purposes of this category only, "start of the reception" is defined as the moment that the guests enter the wedding reception location.). The use of video and/or audio elements from other portions of the wedding day may be included here. Category time limit is 15 minutes.

5. WEDDING RECEPTION COVERAGE

Wedding Reception Coverage begins with establishing shots of, or the scene transition into, the reception location. If the wedding ceremony and reception are in the same location, the beginning shall be identified as the end of the ceremony recessional. Reception coverage shall end when the band (or DJ) stops playing music, or (if applicable) ending prayers conclude. Bridal party credits (or other credit roll) may be included in wedding reception coverage. The use of video and/or audio elements from other portions of the wedding day may be included here.

6. WEDDING HIGHLIGHTS PRODUCTION

Wedding Highlights Production is defined as a video segment that summarizes the entire wedding day. Bridal party credits, any other credit roll, and/or pre-wedding activities may be included in this production. Entries must be cued to the start of this segment, regardless of where it appears in the video. Category time limit is 15 minutes.

7. OVERALL WEDDING PRODUCTION

Overall Wedding Productions will be judged on the wedding video program in its entirety. Elements related to the wedding, but not occurring on the actual wedding day, may be included in this category. Category time limit is 75 minutes.

8. SOCIAL EVENT PRODUCTION

Social Event Production represents coverage of a single, private social event. Eligible events include, but are not limited to, Bar/Bat Mitzvah celebrations, anniversary parties, Quincenarras, Sweet 16's, and reunions. Weddings, corporate or charity events, and any other public celebration are excluded from this category. Category time limit is 60 minutes.

9. CONCEPT VIDEO PRODUCTION

Concept Video Production is defined as a single video production that features one or more persons and is principally intended to amuse or enlighten the target audience. Coverage of a social event, other than as a part of this production, may not be included. Productions that qualify in any other category are also excluded. Category time limit is 20 minutes.

The 4EVER Group Artistic Achievement Awards Categories for 2007

10. CORPORATE PRODUCTION

Corporate Production is defined as a video created for a business entity that delivers a message on behalf of that company. Examples of acceptable entries include, but are not limited to, product demonstration videos, training videos, and annual reports. TV commercials are excluded from consideration in this category. Category time limit is 15 minutes.

11. DEMO VIDEO PRODUCTION

The Demo Video Production category is restricted to videos shown to prospective clients, so as to interest them in retaining your studio's services for coverage of their wedding or other social event. Use of more than one event is acceptable. Category time limit is 20 minutes.

12. STAGE EVENT PRODUCTION SEGMENT

Stage Event Production Segment includes any variety of public performance, such as a school show, cheerleader competition, dance recital, concert event, or other similar event. A representative 15-minute (maximum) segment of the finished video will be evaluated by the judges in this category. The video must be cued to the appropriate starting point.

13. PHOTO MONTAGE PRODUCTION

Photo Montage Production is defined as a video presentation that primarily includes an assortment of still photographs combined with a soundtrack. This production may also include film or video recordings, graphics, special effects, backgrounds, assorted audio elements, and/or other material. Still photographic images must represent the majority of the program's visual content. Category time limit is 15 minutes.

14. SAME DAY EDIT PRODUCTION

A Same Day Edit production is defined as a stand-alone video that is, at least in part, recorded and edited during the course of a wedding or other social event, and then played for the guests at the reception later that same day. Pre-produced segments may be included in an entry in this category but the main theme of the production must be to showcase the events of that day. The time limit for this category is 15 minutes.

15. MEMORIAL VIDEO PRODUCTION

A Memorial Video Production is defined as a stand-alone video that centers on a funeral or other remembrance service. To be eligible, an entry must include video footage and/or audio segments from a ceremony dedicated to the memory of the deceased. These ceremonies may include a burial service, or other activity directly related to the passing of the person (or persons) being honored. Still photographs, other video and/or audio segments not recorded by the video producer, and materials connected with the deceased may be included in this production. Productions that are exclusively or primarily photographs and otherwise do not meet the criteria for this category must be entered in the Photomontage category. Category time limit is 30 minutes.

Special Awards

BEST IN SHOW

The Best in Show Award will be presented to the Producer whose video earns the highest score in the Final Round of Judging. A special award will be presented to that producer.

BEST AUDIO PRESENTATION

The award for Best Audio Presentation will be presented to the Producer of the video that the judges recognize as having the most outstanding audio. The criteria are included in the basic judging evaluation, and the winning production need not win any other award. The judges will evaluate the recording, reproduction and editing of the spoken word, ambient audio, and the use of outside music. Every video entered in the 2007 Artistic Achievement Awards competition is eligible in this category, and submissions cannot be made directly into this category.



The 4EVER Group Presents the Third Annual
Artistic Achievement Awards Competition
OFFICIAL ENTRY FORM



Enter this miniDV tape (NTSC) in the following category (check one):

- | | | |
|--|---|---|
| <input type="checkbox"/> 1. Wedding Love Story | <input type="checkbox"/> 6. Wedding Highlights Production | <input type="checkbox"/> 11. Demo Video Production |
| <input type="checkbox"/> 2. Wedding Pre-Ceremony Production | <input type="checkbox"/> 7. Overall Wedding Production | <input type="checkbox"/> 12. Stage Event Production Segment |
| <input type="checkbox"/> 3. Wedding Ceremony Coverage | <input type="checkbox"/> 8. Social Event Production | <input type="checkbox"/> 13. Photo Montage Production |
| <input type="checkbox"/> 4. Wedding Post-Ceremony Production | <input type="checkbox"/> 9. Concept Video Production | <input type="checkbox"/> 14. Same Day Edit Production |
| <input type="checkbox"/> 5. Wedding Reception Coverage | <input type="checkbox"/> 10. Corporate Production | <input type="checkbox"/> 15. Memorial Video Production |

Enclose the following entry fee (US Funds only):

The 4EVER Group Videographers Network Member:

\$40.00 first entry
 \$30.00 each additional entry
 \$50.00 additional to receive a written evaluation of any entry

Non-Member:

\$65.00 for first entry
 \$50.00 for each additional entry
 \$75.00 for written evaluation

Enclose \$10 to cover return postage and processing, only if requested. (\$15 for returns outside the U.S)

This submission represents my: First entry Additional entry

Total Enclosed (US Funds only) \$ _____ Check should be payable to: The 4EVER Group

For credit card payment (Visa, MasterCard, American Express, Discover), please complete the following information:

Name on card: _____ Card Number: _____

Expiration Date: _____ Signature _____ Security code _____

- DEADLINE: 5:00pm, Tuesday, July 31, 2007 -

(Please Print)

First and Last Name of Bride/Honoree/Client: _____

(Note: This first and last name and category name must appear on the tape's face and spine)

Date of Event: _____ Date Delivered: _____ (does not apply to Wedding Demo category)

Make/Model of Each Camera(s) Used: _____

Original Video Recording Format(s): _____

Equipment Used for Editing (major systems only, e.g. NLE, VTR, etc.): _____

Names and roles of crew members: _____

(Above information must be completed in full to maintain eligibility. Please print.)

Your Name: _____

Name of Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone (day): _____ (evening): _____

E-mail: _____

This form may be photocopied or downloaded from www.4evergroup.org.
 If you have questions, call 1-888-4EVER-G1 x11 (9am-5pm EDT), or e-mail info@4evergroup.org.

I have read and agree to abide by the Official 2007 4EVER Group Artistic Achievement Awards Competition Rules and Regulations.

Applicant's Signature (required) _____

Submit Entries to: **Artistic Achievement Awards • 3300 Neshaminy Blvd • Suite 562 • Bensalem • PA 19020**
 All entries must be received by The 4EVER Group not later than 5:00pm, Tuesday, July 31, 2007