



MIFA XR&GAMES GAME SHOWROOM

RULES OF PARTICIPATION

What is Annecy International Animation Film Festival and Market

The Festival: the world's top reference for animation films

Over the course of its 60 years, the Annecy Festival has established itself as a global event dedicated to animation, bringing together the most esteemed professionals from the sector to celebrate animation's creative and diverse styles and techniques.

The International Animation Film Market (Mifa)

For all professionals and teachers in the animation industry, this is the foremost event in terms of co-production, purchasing, selling, financing and distributing content for all broadcasting platforms. It enables meetings between authors, creators, and directors, with producers, distributors, and buyers, to contribute to this industry's development.

35 years after its creation, the Mifa now welcomes more than 800 international exhibiting companies covering a surface area of more than 7,000m².

XR&Games @Annecy

With the development of a complete transversal program dedicated to XR&Games, Annecy becomes the unmissable international event for animated creations in all its forms!

Cristal Award for Best VR Work – in Official Selection since 2016

XR&Games Conferences – dedicated panels & demo sessions

XR Work in Progress – presentation of immersive works in production

Digital Experiences Pitches – Interactive creations & Transmedia Category

XR & Games Showrooms

CITIA – Image et industries créatives

Etablissement Public de Coopération Culturelle domicilié

C/o Conservatoire d'art et d'histoire, 18 avenue du Trésum - CS 50038 – Annecy - FR-74001 Annecy Cedex

N° Siret : 489 885 111 00018 code APE : 9002Z

XR & Games Showrooms

In the showrooms you will be able to try out innovative experiences and video games - both released hits, hidden gems and those that have not yet been released. Discover other players of the industry such as publishers, schools or professional associations among others.

Video games & XR, despite reaching its maturity as an industry, remain an ever-changing, endlessly evolving phenomenon, bringing new solutions on technology, storytelling and distribution/business model - some of which can and do change the whole audiovisual sector. At the same time they still draw a lot from a visual variety, countless styles and techniques as well as unleashed creativity of the animation world. Those two are in a constant merge and it's time we make sure so are our communities and businesses. That's the idea that drove us to the Games & XR @Annecy: building bridges and allowing mutual inspiration on the creative and production spheres.

Admission to the showrooms is open to all Professional badgeholders (Festival, Festival+, MIFA) and Students, with the aim of encouraging anyone to come and discover the latest in the sector, network and explore new grounds for your IP.

Games Showroom – information

The cost for exhibitors is 1200 EUR excl. VAT. It is necessary to complete a registration form with materials of the project/company to be exhibited at <https://forms.gle/VqAAbcRkkNwd4QbU7>, confirmation of availability and reconfirmation by the organisers, who will take into account the capacity and quality of the exhibition.

Sending the application form does NOT imply that one has been selected to participate in the showroom. Confirmation of participation will be communicated via email. This participation obliges the exhibitor to comply with the terms, conditions and deadlines established by the organisation, which will take into account the capacity and quality.

The organizer provides to each Games Showroom exhibitor:

- A table and two chairs
- EU standard Power strip
- Limited wifi connection
- 1 min. presentation in the main conference room
- 2 MIFA accreditation (full access to Annecy Festival & MIFA activities)
- Invitation for the 2 badgeholders to MIFA Opening Party
- Information of your participation on the event's website
- 1 panel (80cm x 160cm) for visual identification of the exhibitor (to place a poster or other printed material)

The use of loudspeakers is not permitted. Headphones are recommended.

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Games Showroom – space and access

The venue for the showroom is Chambre de Métiers et de l'Artisanat de la Haute-Savoie, 28 Avenue de France, 74000 Annecy.

The company or professional in charge of the showroom must set up the table in accordance with the timetable established by the organisation:

- Assembly: 10 June from 10:00 - 18:00.
- Dismantling: 14 June evening (until 18:00).

Only two individual and non-transferable badges are granted for access to the space, which must always be visible to the person in charge of the exhibitor.

Except in exceptional cases and after informing the organisers, they may enter the space thirty minutes before the scheduled opening time and may not remain in the space for more than thirty minutes after the closing time.

Games Showroom – exhibitor's responsibilities

The table must be permanently manned by staff in charge of the exhibitor from 11 to 14 June during event public opening hours:

Tuesday 11th: [from 8:30 am to 7 pm](#)

Wednesday 12th: [from 8:30 am to 7 pm](#)

Thursday 13th: [from 8:30 am to 7 pm](#)

Friday 14th: [from 8:30 am to 6 pm](#)

In the event of temporary absence, the staff in charge of the exhibitor must inform the organisers.

The sale and presence of products and promotional materials included in the sectors covered by the event or the carrying out of activities related to the theme of the event will be allowed on the tables. This will require prior approval from the organisers. We encourage you to keep in mind the sustainability policy of the event and limit the disposable promo materials (all unused materials must be taken back by the exhibitor).

During the public opening hours the materials and products will be the responsibility of the companies and professionals in charge of each exhibitor's table (organisers recommend that you insure your goods against theft, fire and robbery). Before setting up the table, the organisers will be informed of a list of materials and products that each company or professional will have at their table.

Organisers contact

mifagames@citia.org

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Data Protection

The information requested, including photos, is required for electronic or paper media linked to the Festival and Mifa. This information will also be used on the Internet and CITIA's database.

In accordance with the French law on data protection (6th January 1978) you may exercise your right of access, rectification or opposition to information about you contained in our files by contacting the Festival and Mifa management. (Reference code CNIL: 793668).

The personal data collected is processed by CITIA in accordance with the regulations governing the protection of personal data. This data is processed in compliance with the regulations applicable to the visual capture, promotion and communication of the MIFA. The legal basis for processing is consent. This data will be kept for 3 years. In the context of the above-mentioned processing, this data is intended for CITIA's communications department. In all cases, they are hosted in France. You have the right to access, rectify and delete your data, as well as the right to oppose and limit its processing. These rights may be exercised by specifying your surname, first name and postal address by sending an e-mail to info@citia.org. You may withdraw your consent at any time if it has been given in advance. You may also give instructions concerning the storage, deletion and communication of your data after your death, in particular by designating a person to carry them out. As part of its personal data protection policy, CITIA has appointed a data protection delegate: Ms Sophie GARNIER.

In the event of any difficulty in connection with the management of your personal data, you have the right to lodge a complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL)".

Image Rights Clause

Exhibitor expressly accepts that the image of its representatives may be used in the context of the production of communication or management media for CITIA, and, for example, in the following areas of distribution: software and tables for internal use, publishing media and support, press, websites, social networks, video platform.

Exhibitor expressly accepts that all visual photos and videos may be used internally for one or more purposes with clients and prospects in the name of CITIA.

All elements relating to its image may not be transferred to any third party whatsoever.

The recording and/or distribution of these photos and videos may not give rise to any remuneration or consideration in any form whatsoever. This express and final acceptance excludes any request for subsequent remuneration.

However, this acceptance of the use of its image rights may be retracted by Exhibitor by express written request to CITIA.

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