All lead producers on a film are required to register and pay an attendee fee for the meeting.

ASCRS•ASOA does not pay honoraria or travel/housing expenses for presenters at the annual meeting. Register by February 16 for best value.

Important Dates
- DEADLINE FOR RECEIPT OF VIDEO VIA UPLOAD OR MAIL: MARCH 7, 2017.
- Film Festival awards reception and ceremony: Monday, May 8, 2017, 4:45 p.m.–6:45 p.m.
  West Hall A, Los Angeles Convention Center.

Presentation of Film
- Film author/producer must attend the ASCRS Film Festival Awards Ceremony.
- Special circumstances may arise; the producer must send a substitute in their place that is not a member of industry; and the substitute will accept, on stage, any award/s that may be given to the film producer. The author/producer must make acknowledgment of this substitution to the Film Festival Coordinator, Michelle Martin, mmartin@ascrs.org.
- Films will be available for viewing in the Poster Pavillion: film and poster kiosks, and on the ASCRS website; there is no one-on-one presentation.

Eligibility
All film submissions must meet the following 4 requirements to be eligible for judging:
- 8 minutes maximum, including opening and closing credits and financial interest statement.
- Opening credits include text and verbal financial interest statement, as relevant to your film—if no financial interest, this must be stated.
- Films without audio will be disqualified from judging.
- English narration (title, subtitle, and soundtrack).

Video Judging Criteria
Applicability/educational value, originality, scientific content/validity, clarity, cinematic quality (audio, editing, technical), artistic effects (music, graphic, lighting, animation, talent, effects).
Program Regulations for Films
• Deadline for receipt of the film is March 7, 2017. Late entries will not be accepted.
• Financial Interest Disclosure/s specific to your film:
  Review each coproducer’s financial interest and determine there is no conflict of interest.
  On the opening slide list all financial interests that are relevant to the film or list “I have no financial interest”.
  Verbally disclose the relevant financial disclosures within the opening credits or state “The author/s have no financial interest in the subject matter of this film”.

Example 1: The producers of this film have received research funding from Company X and are members of Company Y’s speaker’s bureau.
Example 2: The producers have no financial interest in the subject matter of this film.

• Judging results will not be announced prior to the Film Festival Awards Ceremony. Do not attempt to elicit information about the results of the judging process from ASCRS staff, film technicians, or judges. Failure to observe this rule may result in disqualification and future penalties. Any producer who commits an egregious violation of these rules may be disqualified from participation in the ASCRS Film Festival for up to 3 years.
• Withdrawal of submission: If you are unable to complete or present your film, you must notify the Film Festival Coordinator, Michelle Martin at mmartin@ascrs.org. Your film will be officially withdrawn. Failure to notify is considered a no-show and your ability to submit next year will be jeopardized.

Copyright
• Films submitted to the ASCRS Scientific Film Festival must be exclusive to ASCRS. ASCRS does not accept films submitted previously to other national or international meetings.
• ASCRS owns the copyright to all films submitted to its Scientific Film Festival. Films may not be reproduced or sold for commercial purposes without prior approval of ASCRS and the producer. Please contact ASCRS with any questions regarding additional use of ASCRS submitted films.

Film Festival Attendance
The author/producer must attend the Scientific Film Festival Awards. This is considered to be the official presentation of the film submission. If attendance is precluded by an emergency or unexpected scheduling conflict; arrangements may be made for another ASCRS member to attend on your behalf.
If alternative arrangements are made notify the Film Festival Coordinator, (Michelle Martin, (703) 965-5768, mmartin@ascrs.org). Corporate personnel may not accept an award on behalf of ASCRS members. If an award is presented the Film Festival Judges will announce who is accepting on your behalf.

(continued on next page)
Production Guidelines for Films

Elements of the Film
• Aim for the highest possible cinematic quality. Play your film on a different device to make sure that the film and audio are of the highest quality. Review and proofread your film for errors before you submit it.
• The microphone should be of high quality. Avoid “Popping P’s” and echo chamber effects.
• Use the approved, edited title on the film.
• The font size and style should be legible and large enough to prevent eye strain. Avoid a busy screen.
• Tell a story with an introduction/background; a study or demonstration; and a conclusion. Include data to support any claims.
• Original ideas and investigations are especially noted for merit.
• Sound: remember that all presentations must have English titling, subtitling, or soundtrack and must be understandable to an English-speaking person. The producer should consider a narrator if English pronunciation is a difficulty.
• Music can be an important element in the film. If you use background music, it should not overpower the narration or distract the viewer from the film content. Music with lyrics can be very distracting.
• The film should exhibit movement, animation, and demonstration. The film should not be a filmed slide show. A list or outline can be helpful, but should not be a substantial part of the presentation.
• Avoid long gaps without voice narration so the viewer does not lose concentration as well as context.
• The film should be shown on screen as seen by the surgeon. Images of the eye and eye surgery should fill most of the screen. Surgical maneuvers are not well demonstrated when the eye occupies less than 50% of the screen.
• Avoid multiple images on the screen such as four simultaneous surgical demonstrations, busy animations, and hyperactive graphics.
• Graphics, schematic illustrations and animations should clarify points. They should not be exhibitions of techno-wizardry.
• It is important to acknowledge prior investigators and contributors. Historical attribution shows a proper respect for pioneers in our field.
• Appropriate Content: comedy and humor may be appropriate but avoid all potentially offensive material – especially racial, sexual, and religious “humor”. Films which are deemed to be offensive by the panel of judges because of racial, sexual or religious content will be disqualified. The decision of the judges is final.
Video and Technical Instructions

Film Specifications
• Standard definition (720 x 480 resolution) or high definition (1280 x 720 resolution).
• Audio tracks should be in Dolby digital format.
• Film must conform to the NTSC standard (29.97 frames per second).
• PAL formats will not be accepted.
• Color bars and/or countdown graphics should not be included in the lead-in of the film.

Film Format
• Submissions must be in one of the following formats:
  • Physical DVD disc containing film in MPEG-2 format conforming to the film specifications above.
  • Electronically submitted DVD .VOB file conforming to the film specifications above.
  • Electronically submitted MPEG4 (.mp4) or H.264 (.mov) file conforming to the film specifications above.
  • High-Definition (HD) film:
    • HD film may be submitted in MPEG4 (.mp4) or H.264 (.mov) formats. Only 720p HD film will be accepted. (1280 x 720 resolution at 60 frames per second).
    • HD film files may be submitted electronically or burned to a CD-ROM or DVD and physically mailed.
    • Apple users: Do not submit your video in AIC format. Your .mov files should contain H.264 or MPEG4 formatted video before submission to ASCRS.
Submitting Your Video

Submitting your video via the internet
• Proof your video before uploading; the first video uploaded will be your submission.
• Upload films online at https://ascrs.expoplanner.com/ysi/filmupload.cfm Link available February 4.

Submitting your video by mail
• Correctly label film with submission (film) ID #, producer’s name, and title of film.
• Do not send your original copy, films are not returned.
• Send via air courier (Federal Express, DHL, etc.) for proof of delivery.
• Mail to:
  Tradeshow Multimedia, Inc.
  C/O ASCRS Film Festival
  4930 Renaissance Parkway, Ste. D
  Warrensville Heights, OH 44128-5797
  Tele: (216) 378-0700

Film Festival Awards
Videos will be formally judged. A runner-up and winner will be selected for each category and a grand prize overall winner will be chosen. Awards will be presented during the Film Festival Awards Ceremony on Monday, May 8, at 5:15 p.m. *All Film Festival lead producers must attend the Film Festival Awards Ceremony (*see presentation instructions above).
Film Checklist
• Take advantage of the Early Bird Registration—ends February 16.
• Use edited title, received in the acceptance letter, on the title slide.
• Confirm financial interest, specific to your film, is both—seen and heard—on your title slide and opening monologue, respectively.
• Film meets standards of scientific integrity (and is free of commercial bias).
• Use generic names when possible.
• Use brand names consistently if included in the film.
• Include all treatment options with pros and cons of each cited.
• Cite positive and negative studies.
• State when offering an opinion.
• Use your own work—ASCRS understands that incorporation of corporate work will sometimes ensure accurate product information; however, remember, it should be your work that is presented.
• Product logos/packaging are strictly prohibited.
• To test audio and clarity, preview film on a different device than the one on which it was produced.
• Proof final video for errors, specifications, correct format, sound, and video quality—before submitting.
• Upload video by March 7 (link available February 7) or send via air courier allowing adequate time to arrive before March 7.
• Receive email confirmation of receipt of film by ASCRS.

Questions
Contact Michelle Martin @ mmartin@ascrs.org in regard to:
• Withdrawal notifications.
• Changes in presenter and/or adding coauthor requests.
• Questions or clarifications.