

The Cuban Institute of Radio and Television calls for the International Convention of Radio and Television **Cuba 2018**, to be held on June 6 - 9, 2018, at the Plaza América Convention Center in Varadero.

In this third edition, the exhibitions, sales and free presentations will be organized in its International Expo- Fair, with the essential purpose of building a common space of interest for the participants who work for the radio and television media.

As in previous editions, the Convention includes workshops, master classes and other activities on radio and television, including the Third Meeting of the World Network of Radio stations and TV Channels in defense of Humanity.

The scientific program takes as its guiding principle **The historical memory and the preservation of the cultural heritage in the public radio and television**, considering that in the look of our identities lies the greatest strength for the creation and its challenges in the global era imposed by the transnationals of information and communication.

Encouraging the participation of filmmakers through the awarding of those best achieved works from the point of view of their ethical and aesthetic values, is also the purpose of the Convention, for which this edition calls for the Alberto Luberta Noy Contest.

The presence of a growing number of participants from different geographical areas in previous Radio and Television events in our country, ensures that the Convention promises to be again an essential space that will contribute increasingly to the dialogue among all those who accompany us in the search for new routes in the work of Radio and Public Television.

ORGANIZE

- Cuban Radio and Television Institute
- Plaza América Convention Center

PROMOTE

- RTV Commercial
- Cuban Television
- Cuban Radio

RECEPTIVE AGENCY

- EDUTOUR

MEMBERS OF THE ORGANIZING COMMITTEE

- Eng. Alfonso Noya Martinez
- Lic. Guillermo Pavón Pacheco
- Lic. Yusimy González Herrera
- Lic. Katuska of Hombre Cabrera
- Msc. Diana González Sarasa
- Lic. Wendolyn Ferrer Vela
- Msc. Liudmila Reyes Mendoza

PROFESSIONAL ORGANIZER

- Zulema Afá Domlinson
Plaza América Convention Center

GENERAL INFORMATION

The venue of the event is the Plaza América Convention Center, in Varadero beach, province of Matanzas, in which facilities will be held all work sessions. Among the general facilities, the Center has a bookstore, craft shops and Cuban music shop.

The access to their areas is from 09.00 hrs and participants must attend with casual clothing according to the protocol.

The Organizing Committee will be situated in the Protocol and Management area, located on the top floor. You can communicate by the phone numbers (045) 66 81 81 ext 305; 307; 383.

During the event, the Information Bureau located in the accreditation area will operate. Telephones: (045) 66 81 81 Ext 324, where you can request any information.

The medical post provides service during the entire time the event is in session.

The Tourism Bureaus are located in the different hotels where the participants will be accommodated, which can request reservations to visit tourist centers and other places of interest.

The conference rooms have all the technology for the presentations of the participants to the scientific event.

PROFILE OF PARTICIPANTS

Directors, managers, technicians, executive producers and specialists of the radio and television media.

EXPO-FAIR COMMERCIAL – 2018

As part of the Convention, the Expo-Trade Fair will be held in which the production companies, television channels, radio stations, entities and specialized firms, both national and foreign, will have an exceptional opportunity to exhibit and market their equipment, technologies, products, services and other materials related to the theme of the event.

The price of the assembled interior modular stand is 90.00 CUC per M² for the entire exhibition period, and it includes:

- Mounting of the stand with white modular panels of 94.8 x 2.42 m
- Participation in all activities of the event
- Electricity consumption up to 500 W
- Credentials according to the space reserved
- Label with the name of the entity
- Cleaning the stand
- Safety of samples after exposure hours
- Participation certificate

The minimum space to contract is 9 m² (3 m x 3 m).

If you want to make a free design, the price of the space without mounting is 100.00 CUC per m², for the entire period of the exhibition, and it includes:

- Electricity consumption up to 500 W
- Participation in all activities of the event
- Credentials according to the contracted m²

- Cleaning the stand
- Safety of the samples after the closure of the exhibition
- Participation certificate

Those interested should contact: rtvexpoferia@icrt.cu before May 1, 2018

There are also sponsorship modalities that include space in the Trade Fair Expo:

PLATINUM SPONSORSHIP: 20,000.00 CUC

- Stand of 21 m² (7 x 3 meters): it includes 2 tables, 4 chairs, 2 double outlet, electricity consumption up to 500 W, sign with company name, stand cleaning, security after the end of the exhibition.
- Five credentials free of payment, with all the rights granted by the registration fee.
- Advertising the logo of the sponsoring entity on the website of the event; inclusion of a page for advertisement in the program
- Logo of the sponsoring entity in the main hall of the event.
- Logo of the sponsoring entity in the credential of the participants.
- Distribution of promotional materials of the sponsoring entity at the event.
- Welcome cocktail for participants on behalf of the sponsoring entity.
- The Organizing Committee will issue a recognition at the official closing ceremony, attesting to its status as Sponsor.

GOLD SPONSORSHIP: 15,000.00 CUC

- Stand of 15 m² (5 x 3 meters): includes 2 tables, 4 chairs, 1 double outlet, electricity consumption up to 500 W, sign with name of the company, cleaning of the stand, security after the end of the exhibition.
- Four credentials free of payment, with all the rights granted by the registration fee.
- Advertising the logo of the sponsoring entity on the event website, on the cover of the scientific program.

- Logo of the sponsoring entity in the main hall of the event.
- Distribute promotional materials of the sponsoring entity in the halls of the event.
- Farewell toast for participants, on behalf of the sponsoring entity.
- Logo of the sponsoring entity in the credential of the participants.
- The Organizing Committee will issue a recognition at the official closing ceremony, attesting to its status as Sponsor.

SILVER SPONSORSHIP: 10,000.00 CUC

- Stand of 12 m² (4 x 3 meters): includes 1 table, 2 chairs, 1 double outlet, electricity consumption up to 500 W, 1 display case, sign with name of the company, cleaning of the stand, security after the end of the exhibition, 1 ornamental plant and Internet service.
- Three credentials free of payment, with all the rights granted by the registration fee.
- Advertising the logo of the sponsoring entity on the website of the event; logo in the scientific program.
- Logo of the sponsoring entity in the main hall of the event.
- Distribute promotional materials of the sponsoring entity in the halls of the event
- The Organizing Committee will issue a recognition at the official closing ceremony, attesting to its status as Sponsor.

BRONZE SPONSORSHIP: 5,000.00 CUC

- Stand of 9 m² (3 x 3 meters): includes 1 table, 2 chairs, 1 double outlet, electricity consumption up to 500 W, label with company name, stand cleaning and 2 ornamental plants.
- Two credentials free of payment, with all the rights granted by the registration fee.
- Advertising of the company logo on the event website, program book.
- Logo and banner of the company in the main hall of the event.
- Distribute promotional materials of your company in the halls of the event.

- The Organizing Committee will issue a recognition at the official closing ceremony, attesting to its status as Sponsor.

FREE SPONSORSHIP: 2,000.00 CUC

- A free of charge credential, with all the rights granted by the registration fee.
- Advertising of the company logo on the event website, program book
- Logo and banner of the company in the main hall of the event.
- Distribute promotional materials of your company in the halls of the event.
- The Organizing Committee will issue a recognition at the official closing ceremony, attesting to its status as Sponsor.

OTHER FORMS OF SPONSORSHIP

In addition, other forms of sponsorship that will be valued by the Organizing Committee are accepted.

IMPORTANT

The deadline for negotiation and acceptance of the sponsorship packages, as well as the individual items to be sponsored, will be until April 30, 2018, through the contact: rtvexpoferia@icrt.cu and diana.gonzalez@rtvc.icrt.cu

www.rtvfestival.icrt.cu Phone: (053) 52796292

Observations

Conditions and payment methods:

The conditions to make the payment will be analyzed from the previous negotiations with the Organizing Committee of the event and the requests of the sponsors, and subsequently the agreement will be signed, through the

E-mail: diana.gonzalez@rtvc.icrt.cu

SCIENTIFIC EVENT

Historical memory and the preservation of cultural heritage in public radio and television.

- Plenary: 500 capacities
 - G: 150 CAPACITIES
 - F: 150 capacities
 - C: 70 capacities.
 - D: 70 capacities

Topics:

- History and identity, cultural heritage in the audiovisual.
- Communication strategies, identity and cultural heritage.
- Communication for development.
- History and identity in the audiovisual.
- Digital techniques in radio and television production.
- Historical memory and cultural heritage
- Television and new media.
- Meeting of the World Network of Broadcasters and Channels in defense of Humanity.

INTERNATIONAL CREATIVE EVENT Alberto Luberta Noy

With the objective of stimulating and recognizing the work of the filmmakers, the Cuban Radio and Television Institute calls Cuban and foreign radio and television creators to take part in the Cuba 2018 Art Contest, with the promotion and awarding of the best works attached to the themes of the event from its ethical and aesthetic values.

The entries to the contest should have been produced or broadcast over the period between July 1, 2017 to April 1, 2018.

General Rules and Participation Requirements:

The filmmakers who submit works may participate without cost of registration through their State or Independent radio stations, TV channels and producers. The works must be sent to:

Communication Direction of the ICRT

**Instituto Cubano de Radio y Televisión (ICRT) 9no Piso
Calle 23 esquina a M, Veado, La Habana, Cuba
CP: 3400**

Email: rtvconvencion@icrt.cu

Closing date for the shipment of the works will be April 30, 2018.

The works should be presented on CD, DVD or FTP and in the case of foreigners via ftp and wetransfer , communicating by mail: relint@icrt.cu for any questions.

CD must be played on any equipment; Birate or quality ratio 8 mbyte.

The works to compete in television that are presented in DVD support must comply with the following characteristics: One work per disc; TV system: NTSC; Aspect ratio: 4: 3 or 16: 9; Video Codec: mpeg-2; Audio Codec: mpeg-2; Audio and video system on DVD - Video, which can be read on any domestic player; Birate or quality ratio 8 mbyte.

Categories of the Art Awards:

- } Best educational or cultural program,
- } Best dramatized program (serial and unit)
- } Best news program or magazine,
- } Best experimental program or new invoice,
- } Best Sports Program,
- } Best spot of public good,
- } Best Research Documentary,
- } Best Investigative Report,
- } Best animated program
- } Best program for children and young people.
- } Best news coverage,
- } Best advocacy program in the community,

- } Best video clip
- } Best music program,
- } Best work on the internet.

Work of the juries:

The programs will be analyzed independently for Radio and Television. The decision of the juries, (five members per media) composed of recognized national and international professionals, will be unappealable.

A Prize will be awarded for each category in the contest consisting of a Trophy and an accrediting diploma, when appropriate, to the works that receive Mention.

The Jury will also award individual awards for professional excellence in a group of specialties, such as:

- Best program management.
- Best screenplay.
- Best performance.

Out of competition, and regardless of the judgments of the Jury, the Cuban Institute of Radio and Television may award Special Prizes to works that show excellence in their performance and an appreciable social impact. Associations, Organizations and Institutions will have the same opportunity for the delivery of Collateral Awards to programs that due to their thematic and technical-artistic invoices so merit.

In the case of those foreign delegates who decide to join the option of the package offered by the receptive Agency, the payment of the REGISTRATION FEE is already included in it.

Participation packages that include transfers, lodging and food will be offered.

The lodging and transportation for the delegates and exhibitors besides the lodging includes:

- Transfer to and out the Hotel from/to the airport

→ Festive activities that are organized in the event.

Packages for foreign and Cuban participants to the Radio and Television Convention 2018 includes:

One night in a hotel in Havana and 4 nights in a hotel in Varadero, with all included in the latter.

→ **Hotel Meliá Habana combined with Meliá Varadero:** 5 star hotel for a price of 1838 CUC per pax in a double room, and 1932 CUC in a single room.

→ **Melia Habana Libre combined with Melia Las Antillas:** 5 star hotel for a price of 1628 CUC per pax in double room and 1770 CUC per pax in a single room.

→ **Melia Habana Libre combined with Sol Palmera:** 4 star hotel for a price of 1560 CUC per pax in a double room and 1638 CUC in a single room.

→ **Hotel Riviera and Los Tainos for a price of** 1365 CUC per pax in a double room and 1436 CUC in a single room.

→ **San Alejandro and Club Tropical** for a price of 985 CUC per pax in a double room and 1050 CUC in a single room.

→ **San Alejandro and Mar del Sur** for a price of 935 CUC per pax in a double room and 980 CUC in a single room

In the case of accompany people the package includes for them the following activities:

→ Visit to the Guama tourist center and the crocodile farm.

→ Safari to Cayo Blanco, open bar, lunch in the key and swim with the dolphins.

→ All the festive activities of the event.

Individually, in the case of exhibitors, they will be informed of the stay for longer in the Varadero hotels, according to their arrival and departure schedule for Cuba.

Participants who require an Invitation Letter to complete the procedures to participate in the event, should request it to the International Relations Department of the Cuban Institute of Radio and Television by email: relint@crt.cu

FORMS OF PAYMENT OF FOREIGN PARTICIPANTS

The registration fee, in the case that a package is contracted, will be paid through the receptive agency Educational Tours Service (EDUTUR), which can be contacted by email:

educationaltours2012@gmail.com

You can also pay the accreditation directly at the headquarters of the organizing committee of the event in Plaza América, starting on June 2. Payment will be made in Cuban Convertible Pesos (CUC)

The exchange to the CUC, official circulation currency in the country, can be done with euros, sterling pounds, Swiss francs, Mexican pesos, Canadian and US dollars, and will be governed by the exchange rates and commissions in force at that time. It can be done upon arrival in Cuba at airports, hotels, convention centers, banking agencies and exchange houses.

Annex No. 1
International creative contest registration form 2018

Title of the Work:

Time (in meters):

City or Province: _____ Country:

Producer, Channel, Broadcaster:

Category in which you compete: (mark with a cross as appropriate):

- Better educational or cultural program,
- best dramatized program (serial and unit),
 - best news program or magazine,
- best experimental program or new invoice,
 - best sports program,
- better propaganda of public good,
 - best investigative documentary,
 - best investigative report,
 - better animated,
- better program aimed at children and young people,
 - better news coverage,
- better advocacy program in the community,
 - best video clip,
 - best music program,

— better work on the internet.

Name and surnames of the director:

ID number: _____

Location address: _____

Phone: _____ Email: _____

Screenwriter's name:

The works submitted to the contest will be in the archives of the Cuban Radio and Television Institute for instructional and promotional purposes.

Send this form to the Communications Department of the ICRT.

Email: rtvconvencion@icrt.cu