

## VTAPE DISTRIBUTION

Established in 1980, Vtape is an information resource centre and distribution system for video art. Born from a love of video art, and actively involved in fulfilling the needs of artists and audiences, Vtape makes its exceptional collection of over 4300 contemporary art works accessible to a client base of over 9000 educators, curators, scholars and diverse public audiences. Vtape is one of the largest and most important not-for-profit video art distributors in the world.

### Submissions to Vtape

Vtape accepts submissions for possible distribution on an ongoing basis. A submission package must include the following: a preview DVD and video synopsis for each title, a list of screenings, a brief biography, full contact information, and a CV/videography. Preview packages will not be returned. Materials should be shipped to Vtape in bubble envelopes only, and labeled on the outside of the envelope with the following phrase:

**DOCUMENTATION OF ARTIST'S WORK FOR CULTURAL/PREVIEW USE ONLY.**

### Distribution: General Information

Vtape is a non-exclusive distributor and all rights for the works remain with the artist, including the right to self-distribution and promotion. We work collaboratively with our artists on an ongoing basis to determine the most effective distribution strategy for their work. We are mandated to secure fees for any public exhibition of the works in our collection. Vtape further specializes in services to institutions that participate in the exhibition and acquisition of video art works and that contribute to the critical appreciation of, and pedagogy in, the media arts.

Vtape determines the most appropriate long-term marketing and promotions approach, negotiates television broadcast licenses and purchase contracts, determining the "rights of use" associated with each license and assists with CRTC applications. Vtape provides these services for all titles in our collection, free of charge.

Once the artist has signed a non-exclusive distribution contract with Vtape, they are required to provide inventory of each work at their own expense. Vtape helps ensure the work in distribution is ready for circulation with support from our technical facility. When we have been provided with all the necessary information, the work then becomes a part of Vtape's online catalogue.

Vtape maintains artist files that include relevant information to assist in the distribution of the work, including press releases, articles, CV's, bio's, and one-sheets. Digital images and dialogue scripts are kept in an electronic file. Information is available to researchers, curators, students, broadcasters and press by request. Signed contracts and artist's activity reports are kept in a non-public file with any additional confidential information.

Vtape fills orders, ships and tracks returning tapes, invoices clients and collects fees. Vtape sends reports with payments to Canadian artists twice a year and to international artists once a year.

### Festival Submissions

Vtape has a policy to work with festivals that pay fees. Our festival client base is extensive and international. We provide lists of new releases and previews on request to these festivals. Vtape is invited to key international festival markets to promote the Vtape collection. Vtape's primary strategy is the promotion of the entire collection. Artists can assist us in the promotion of their work by making contact with festivals of interest and listing Vtape as their distributor. This practice of initial promotion by the artist and follow-up communication by Vtape continues to result in successful, widespread distribution.

## **Distribution Agreement**

The distribution agreement is valid for a period of two years from the date it is signed by the artist. The agreement may be terminated by either party with 30 days notice, given the understanding that Vtape be allowed to conclude business that is underway. Termination of the agreement must be made in writing and must be dated and signed by the artist. If no notification of termination is received, this agreement will automatically be renewed with the same terms and conditions.

Once an artist is taken into distribution all of that artist's work is maintained as "active". Older works may be restored with the artist's collaboration, and new works are acquired for distribution as they are produced.

**Vtape insists on the value of artistic merit and on the right to freedom of expression, and is dedicated to improving the socio-economic status of the artist.**