



hóPLAY 12

BIDEOJOKOAREN NAZIOARTEKO JAIALDIA
FESTIVAL INTERNACIONAL DE VIDEOJUEGOS
INTERNATIONAL VIDEOGAME FESTIVAL
13/07/2012 >>> 22/07/2012

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III hóPLAY International Videogame Contest Entry Rules

hóPLAY is organized by AlhóndigaBilbao. It is meant to present and publicize video game productions that are outstanding for their originality, creativity and innovation and which reflect the values related with AlhóndigaBilbao.

hóPLAY has the strategic backing of BBK, Fundación Euskaltel, EITB and Lan Ekintza Bilbao.

Submissions are now being requested for this second international event. The rules and regulations are as follows:

1. Aim

The aim of hóPLAY is to acknowledge and award prizes for creativity to the people responsible for the entertainment and educational character of video games.

2. Candidates

Participation in the hóPLAY international video game competition is open to designers, developers and companies who consider their work fulfils the aims of this call.

Contestants must hold all the rights associated with and involved in the video-game, as regards licensing, exploitation rights, intellectual property, etc. Participation in the festival involves the assigning for an unlimited time of the distribution rights to the shortlisted video-games on such media and in such formats as AlhóndigaBilbao may use for communications and acts of the festival.

3. Video games

Video games made after 1 January 2011 that meet the following requirements shall be eligible to compete:

- 3.1. It must be a playable program. No videos, trailers, previews or demo versions shall be accepted that do not enable interaction with the program.
- 3.2. The theme and genre may be freely chosen. No games that incite violence or discrimination of any kind or that may be offensive to particular group will be accepted as entries.
- 3.3. Formats. The video game may be developed and presented in any of the following formats:
 - 3.3.1. Computers
 - 3.3.2. Consoles
 - 3.3.3. Mobile devices

4. Kinect Projects

Applicants are invited to contest the Kinect Award, to be given at the 3rd hóPLAY International Video-Game Festival in collaboration with Microsoft. The award is for the best interactive and multimedia projects drawn up with Kinect and Microsoft Kinect SDK. Points will be awarded especially for projects involving music and sound, which is the main theme of hóPLAY '12.

5. Delivery, additional material and deadline

The video-game entry process comprises two steps:

- 5.1. **Preliminary entry** by sending an email to hoplay@alhondigabilbao.com with the following data:
 - 5.1.1. Name of the game.
 - 5.1.2. Name of the software firm and contact details.
 - 5.1.3. Full name and post of the representative of the company.
 - 5.1.4. Description of the video-game.
 - 5.1.5. Representative image of the video-game.
 - 5.1.6. Website of the game (optional).
 - 5.1.7. Link to a video the game.

5.2. **Full entry** by submitting the following material by ordinary mail:

5.2.1. Printout of the preliminary entry (name of game, contact person, website, etc.).

5.2.2. Video file, preferably in MPEG, DIVX or Xvid format, of no more than 5 minutes with captured images of the game in operation with the sound and image as presented.

5.2.3. Images (digital format) for communication and dissemination of the hóPLAY festival.

5.2.4. A physical digital data medium containing the game in playable format.

5.2.5. Videogames intended for use on mobile telephones may be submitted in the following forms:

a. If the game is for the iOS platform, 3 download codes from the App Store must be provided.

b. There are two options for games for other mobile devices.

i. A mobile device with the game pre-installed may be sent, together with a stamped addressed envelope to enable the device to be returned by the organisers once the festival is over.

ii. A link to a PC emulator for the game and the ROM of the game can be provided.

5.2.6. For video-games not available for distribution in physical medium as it is distributed exclusively via on-line stores such as Wii Ware, Xbox Live Arcade, etc., a download code or a demo must be provided or facilitated to enable the game to be assessed.

Address for applications Plaza Arriquibar, 4, 48010 BILBAO. Bizkaia, Spain.

Preliminary registration for Kinect Projects must be submitted by e-mail (hoplay@alhondigabilbao.com) with the rest of the information being sent by ordinary mail except for the actual physical data support in digital format.

The deadline for applications will be 16st June 2012. Applications postmarked after that date will not be accepted. On July 1st, 2012 will be published finalists selection of video games.

Because of the international nature of the competition, video games that are not developed in Basque, Spanish or English must include all additional material in English

6. Prizes

The following prize categories are established for this second hóPLAY competition:

hóPlay awards:

- Best original idea award, 6.000 €
- Best design award, 6.000 €
- Best sound-music award, 6.000 €
- Best playability award, 6.000 €
- Special award from the public, 6.000 €
- Special award from the public award, 6.000 €

Kinect award:

- Kinect award for the best Kinect project involving music and sound. The award consists of the showing of the project at hóPLAY '12 and a trip for two to a Microsoft Innovation Centre in Europe.

Cash prizes will be subject to the applicable taxes. At least one representative of each shortlisted game must attend the presentation of the games in the Official Section and the award ceremony. These events are scheduled for 13-22 July 2012.

7. Selection

In selecting the video games for the prizes, AlhóndigaBilbao will pay special attention to those whose creative character transmits positive values and are contrary to any type of aggressiveness or discrimination. The organisation will draw up a shortlist of the games submitted, which will be assessed by the jury entrusted with awarding the final prizes.

8. Jury

The jury of hóPLAY will be appointed by the festival organizers and will be made up of known video game professionals: creative directors, distributors, publishers and players, who may, if they deem fit, leave one of the prizes unawarded.

9. Conditions

The costs of application and sending of the work shall be met by participants. All work submitted to the competition, whether selected or not, shall be included in the hóPLAY documentary archive, but may not be used by the organization for profit-making purposes. For any type of exhibition or dissemination, the festival must request authorization in writing from the producers or directors.

A selection of the video-games submitted will be presented to the public for assessment as the basis for awarding the special audience prize. For any showing or distribution not described in these guidelines, the festival must request the written authorisation of the software firms.

Submission of the application form and participation in hóPLAY shall imply acceptance of these rules. The Festival organisers and jury are the sole authority for interpreting these bases.

If you have any queries, please contact the Festival via the website at www.hoplaybilbao.com or by e-mail at hoplay@alhondigabilbao.com

