



**2026.7.17-7.25**

**20th FIRST International Film Festival**

**Guests Guidelines**



## Foreword

Founded in 2006, FIRST International Film Festival has taken root in the field of young cinema for two decades. It serves as a core service platform dedicated to discovering and promoting emerging filmmakers and their works. The 20th edition will be held in Xining, Qinghai from **July 17 to 25, 2026**. Leveraging its industrial resource advantages, the Festival continues to provide young filmmakers with multi-dimensional support including premiere opportunities, project financing, collaborative networking and professional feedback.

To standardize guest registration management, ensure on-site order and optimize the participation experience, all prospective guests shall carefully read this Charter prior to registration and clarify their corresponding rights and obligations.

As the official governing document for guest registration, benefit allocation and accreditation management, this Charter applies to all registered guests of the current edition, including Industry Guests, Media Guests, Public Education Guests, Viewing Guests and other specially invited guests, with equally binding force.

Covering **guest classification, registration schedule, fee standards, benefit packages, qualification review, registration procedures, access regulations and liability clauses**, this Charter ensures standardized, professional and transparent registration services and fully safeguards the legitimate rights and interests of all participating guests.

Upon completion of registration, guests shall be deemed to have read, understood and agreed to abide by all provisions of this Charter. The Organizing Committee reserves the right to make necessary revisions and interpretations to this Charter in light of actual circumstances. All adjustments will be publicly announced in advance to safeguard the legitimate rights and interests of registered guests.

## 1. About the Festival

- Festival Name: 2026 The 20th FIRST International Film Festival
- Festival Dates: July 17 – July 25, 2026
- Venue: Xining City, Qinghai Province
- Registration Channel: Online registration via the official festival website (<https://www.firstfilm.org.cn/>)



- Inquiry Channels:
  - Email: [guests@firstfilm.org.cn](mailto:guests@firstfilm.org.cn)
  - Tel: 010-85564221

## 2. Guest Categories, Accreditation Types, Applicable Groups, Qualification Requirements, Registration Periods and Fees

### 2.1 Online Registration Period

**May 5 – June 30, 2026** (Media Guests, Industry Guests, Public Education Guests and Observer Guests open for registration simultaneously)

### 2.2 Unified Information Sheet of Guest Categories

Guest Category	Accreditation Type	Applicable Groups	Qualification Requirements
<b>Media Guest</b>	<b>PressR</b> <b>PressG</b>	<p>PressR: Full-time core content production/operation personnel of formal media, professional film critics, and in-depth film content practitioners.</p> <p>PressG: Media representatives with stable communication channels and official operation qualifications, who provide multi-dimensional communication support for the film industry on a long-term basis.</p>	<ol style="list-style-type: none"> <li>1. Provide media employment certificate or cooperation media certificate.</li> <li>2. Provide legal entity qualifications.</li> <li>3. Authentic identity and relevant work experience in the field.</li> </ol>
<b>Industry Guest</b>	<b>Industry Guest</b> <b>Pass</b>	<p>Representatives of all links in the film industry chain (production, distribution, marketing, copyright, technology, etc.), government cultural institutions, selectors of domestic and foreign film festivals, and cooperative representatives in the pan-cultural field.</p>	<ol style="list-style-type: none"> <li>1. Provide institutional employment certificate or business cooperation certificate.</li> <li>2. Consistency between personal identity and industry work.</li> <li>3. No bad professional records.</li> </ol>



Guest Category	Accreditation Type	Applicable Groups	Qualification Requirements
Public Education Guest	<b>Student Category</b> <b>(Quota: 100)</b>	Educational research institutions, screening organizations, cultural exchange organizations, festival organizers, university teachers and students, etc.	1. Student Category: Provide valid student ID or school enrollment certificate. 2. Institutional Category: Provide institutional qualification or employment certificate. 3. Engaged in film and television culture, education-related work.
	<b>Institutional Category</b> <b>(Quota: 50)</b>		
Observer Guest	<b>Observer Guest</b> <b>(Quota: 50)</b>	Individuals from all walks of life dedicated to supporting young film development, industry partners, cultural and corporate decision-makers, and guests pursuing complete viewing experience and exclusive customized services.	1. Authentic personal information. 2. Agree with the Festival's philosophy and have no violation records of participation. 3. Chief Observer Guests must complete qualification verification.
	<b>Chief Observer Guest</b> <b>(Quota: 20)</b>		

### 2.3 Online Registration Fee Standards

Guest Category	Early Bird Phase (May 5 – May 31)	Standard Phase (June 1 – June 30)
Media Guest	RMB 88 / person	RMB 288 / person
Industry Guest	RMB 780 / person	RMB 1499 / person
Public Education Guest (Student Category)	RMB 880 / person	RMB 1080 / person
Public Education Guest (Institutional Category)	RMB 1080 / person	RMB 1380 / person
Observer Guest	RMB 2980 / person	RMB 3680 / person
Chief Observer Guest	RMB 16800 / person	RMB 19800 / person



## 2.4 Review and Result Notification

2.4.1 After guests complete the application and upload qualification materials, the Organizing Committee will **finish the review within 5-7 working days**.

2.4.2 Review results will not be publicly announced; the Organizing Committee will notify each applicant individually via the registered email.

2.4.3 Notification content includes: Review Passed / Pending Supplementary Materials / Review Rejected.

## 2.5 Payment Rules

2.5.1 Upon approval of the review, the payment channel will be opened immediately. Applicants shall complete online payment within **3 working days** from the date of approval to confirm their registration eligibility.

2.5.2 Payment reminder nodes: May 31, June 10, June 30 (email reminders will be sent 1 day prior to each node).

2.5.3 Final payment deadline: **24:00 on July 5**. Failure to complete payment by the deadline will be deemed an automatic waiver of the online registration qualification.

2.5.4 Once paid, fees are non-refundable in principle. For special circumstances such as duplicate payments caused by system failures, refunds may be processed after verification and confirmation.

## 2.6 On-site Registration and Payment

2.6.1 Processing Period: July 16 – July 22

2.6.2 On-site application, review, payment, and accreditation collection are available, with corresponding guest benefits accessible.

2.6.3 For on-site registration, **an additional on-site handling fee of RMB 100 / person** will be charged on the basis of the standard-phase fee for the corresponding guest category.

2.6.4 Quotas and benefits are subject to actual on-site availability.



### **3. Guest Benefits System**

#### **3.1 General Basic Benefits**

3.1.1 Eligibility to reserve screenings of Competition Sections, Opening & Closing Film, Curation Screening, and Open-Air Screening (exclusive to Observer Guests and Public Education Guests).

3.1.2 Viewing Guests enjoy a **24-hour advance** reservation privilege.

3.1.3 Voting rights for the FIRST Competition Sections "Audience Award".

3.1.4 Discount benefits at official partner hotels and merchants in Xining.

3.1.5 Purchase discount on FIRST BANBAN merchandise.

3.1.6 Shuttle bus service between the airport and event-related areas.

3.1.7 Electronic access to the official program guide and materials (differentiated by guest category).

#### **3.2 Exclusive Benefits for Media Guests**

3.2.1 Access to the Media Center, media meet-and-greets, red carpet media zone, and the Festival Award Ceremony press zone.

3.2.2 Access to materials for reporting purposes including high-resolution stills, trailers, film posters, live event photos, selected on-site footage, and press releases (subject to the Media Guest Registration Guidelines page on the official website).

3.2.3 High-quality content and reports may receive resource support from FIRST and its partner platforms.

3.2.4 Coordination and scheduling of interviews and reporting services for eligible media outlets.

#### **3.3 Exclusive Benefits for Industry Guests**

3.3.1 Participation in the full range of FIRST MART activities: Financing Forum, Industry Screening, Documentary Lab, One-on-One Meetings, Market Reception, and FIRST MART · Award Ceremony.

3.3.2 Reserved eligibility for FIRST MART · Central Pitch.

3.3.3 Eligibility to reserve Industry Screening.

3.3.4 Reserved eligibility for Documentary-themed Workshops.



3.3.5 Reserved access to the FIRST Documentary Day Award Ceremony.

### **3.4 Exclusive Benefits for Public Education Guests**

- 3.4.1 Reserved eligibility for FIRST MART · Central Pitch.
- 3.4.2 Eligibility to participate in "Xining's Night · Open-Air Music Live".
- 3.4.3 Eligibility to participate in "FIRST Encore Talks".
- 3.4.4 Eligibility to participate in Documentary Lab workshop/forum.
- 3.4.5 Starlight Red Carpet invitation ticket.

### **3.5 Exclusive Benefits for Observer Guests / Chief Observer Guests**

#### **Exclusive to Observer Guests**

- 3.5.1.1 Seated access to the FIRST Documentary Day Award Ceremony and Training Camp Showcase & Closing Ceremony.
- 3.5.1.2 Open reservation application for a series of forums/workshops.
- 3.5.1.3 FIRST Award Ceremony · Second Floor Core Audience Seat
- 3.5.1.4 Starlight Red Carpet invitation ticket.

#### **Exclusive to Chief Observer Guests**

- 3.5.2.1 Reserved dedicated seats at the FIRST Documentary Day Award Ceremony, Training Camp Showcase & Closing Ceremony, Short Short Film Award Ceremony, and FIRST MART · Award Ceremony.
- 3.5.2.2 Official invitations to the Welcome Dinner, Opening Reception, and Farewell Reception.
- 3.5.2.3 Starlight Red Carpet invitation ticket.
- 3.5.2.4 FIRST Award Ceremony · First Floor Core Audience Seat
- 3.5.2.5 Exclusive invitation-only lunch meeting with the Festival Founder & CEO in Xining.

**Note:** Unless explicitly stated as "reserved dedicated seats" or "official invitation", all guest benefits mentioned in this Charter are, in principle, reservation eligibility, application eligibility, or participation opportunities within quota limits. The specific number of available spots, reservation rules, usage periods, and on-site arrangements are subject to the official announcements of the Organizing Committee.



## 4. Registration and Usage Rules

### 4.1 Registration Process

Complete the registration form on the official website → Upload qualification materials → Organizing Committee review → Review Passed → Complete payment → Receive guest accreditation and activate corresponding benefits.

### 4.2 Information Modification

4.2.1 If personal/institutional information needs to be modified after registration, a written application must be submitted **at least 7 working days** in advance.

4.2.2 Modifications may only be made after approval by the Organizing Committee.

### 4.3 Use of Accreditation and Benefits

4.3.1 Guest accreditation is for **personal use only**. Lending, misappropriation, or resale is strictly prohibited.

4.3.2 Benefits are subject to on-site announcements and official instructions of the Festival.

4.3.3 The Organizing Committee reserves the right to revoke guest qualification and forfeit paid fees for any unauthorized use of benefits.

4.3.4 If the guest accreditation is lost, damaged, or unreadable, the holder must immediately report to the Organizing Committee and apply for a replacement. The Organizing Committee has the right to verify the applicant's identity and may charge a replacement fee at its discretion. The original accreditation becomes invalid upon reporting.

### 4.4 Penalties for Violations

Any act that disrupts festival order, violates laws and regulations, or damages the reputation of the Festival, shall result in the Organizing Committee's right to **terminate the participant's eligibility at any time**.



## **5. Supplementary Provisions**

5.1 Matters not covered in this Charter shall be subject to the final interpretation and on-site announcements of the Organizing Committee of FIRST International Film Festival.

5.2 The Organizing Committee reserves the right to adjust the registration period, fee standards, and guest benefits based on actual conditions. All adjustments will be announced on the official website **7 working days** in advance and take effect upon the expiration of the announcement period.

5.3 Registration constitutes full understanding and acceptance of all terms of this Charter.

**In the summer of Xining, we look forward to a wild and wonderful encounter with you!**