

American Film Market® 2009

NOVEMBER 4-11 ■ SANTA MONICA, CALIFORNIA
1-310-446-1000 phone registration@ifta-online.org e-mail

ONE FORM PER PERSON

INDUSTRY ATTENDEE APPLICATION

THREE WAYS TO REGISTER:

1. **ONLINE:** www.AmericanFilmMarket.com
2. **BY FAX:** 1-310-446-1600
3. **BY MAIL:** AFM, 10850 Wilshire Blvd., 9th Floor, Los Angeles, CA 90024, USA

personal info

FULL NAME _____ JOB TITLE _____

ORGANIZATION _____ EMAIL _____

ADDRESS _____ PHONE _____ CELL _____ FAX _____

CITY _____ STATE _____ POSTAL CODE _____ COUNTRY _____

What is your profession or area of specialty (circle all that apply): Acquisition Executive • Advertising Agency • Agent • Artist Manager • Attorney • Banker • Broadcast & Cable Network • Development Executive • Digital Media Distributor • Director • DVD Distributor • Festival Director • Film Commissioner • Filmmaker • Financier • Mobile Content Buyer • Online Content Provider • Post Production Facility • Producer • Public Relations Agency • Studio Facility • Theatrical Distributor • Trade Association • Writer • Other _____

Which markets & festivals will you attend from August to November 2009 (circle all that apply)?:
Buenos Aires • London Film Festival • MIPCOM • Pusan • Rome • San Sebastian • Toronto • Venice

industry badges

PLEASE SELECT YOUR INDUSTRY BADGE / REGISTER BY 16 OCTOBER AND RECEIVE 3 FREE SEMINARS—DETAILS BELOW

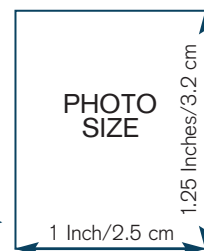
Full Market Badge: Valid Wednesday, 4 November–Wednesday, 11 November
\$795 for registrations received by 16 October
\$895 for registrations received after 16 October
 PLEASE SEE PHOTO REQUIREMENTS BELOW

Total \$ _____ **A**

Half Market Badge: Valid Sunday, 8 November–Wednesday, 11 November
\$295 for registrations received by 16 October
\$345 for registrations received after 16 October
 PLEASE SEE PHOTO REQUIREMENTS BELOW
Note: The Half Market Badge cannot be picked up before Sunday, 8 November and is not available for any other four-day period.

Total \$ _____ **B**

Photo Requirements: If you have not attended the AFM within three years or if you would like to update your photo please attach a color or B/W photograph with your name written on the back. Photos may be emailed to afmphotos@ifta-online.org in JPEG format, no larger than 500k. Please use your name (e.g. last_first.jpg) in the file name.



Day Badge (photo not required):
\$250 if received by 16 Oct.
\$275 if received after 16 Oct.

Total Number of Day Badges	Total \$	C
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Check the day(s) you will attend: Wed., 4 Nov. Thursday, 5 Nov. Friday, 6 Nov. Saturday, 7 Nov. Sunday, 8 Nov. Monday, 9 Nov. Tuesday, 10 Nov. Wednesday, 11 Nov.

Industry Badges permit access to AFM offices, Filmmakers Lounge, most screenings and AFM shuttles.
 Industry Badges are non-transferable and do not provide access to Seminars or Buyers Lounge.

seminar tickets

PLEASE SELECT YOUR EVENT TICKETS Seating is limited—make your selections early!

AFM Finance Conference*	Friday, 6 Nov., 9 am – 12:30 pm	Tickets	@ \$95 = \$	D
Hong Kong TDC	Friday, 6 Nov., 4 – 5:30 pm	Tickets	@ \$40 = \$	E
Pitch Me!*	Saturday, 7 Nov., 9 am – 12:30 pm	Tickets	@ \$50 = \$	F
Produce and Sell Your Film with Dov S-S Simens	Sat., 7 Nov., 2 – 5:30 pm	Tickets	@ \$50 = \$	G
BAFTA	Sunday, 8 Nov., 11 am – 12:30 pm	Tickets	@ \$40 = \$	H
International Documentary Association	Sunday, 8 Nov., 2 – 3:30 pm	Tickets	@ \$40 = \$	J
SAGIndie	Sunday, 8 Nov., 4 – 5:30 pm	Tickets	@ \$40 = \$	K
Writing for the Genre World	Monday, 9 Nov., 11 am – 12:30 pm	Tickets	@ \$40 = \$	L
Directors Guild of America	Monday, 9 Nov., 2 – 3:30 pm	Tickets	@ \$40 = \$	M
What You Need to Consider When Shopping a Project Overseas	Mon., 9 Nov., 4 – 5:30 pm	Tickets	@ \$40 = \$	N
Film Independent	Tuesday, 10 Nov., 11 am – 12:30 pm	Tickets	@ \$40 = \$	O
Women in Film	Tuesday, 10 Nov., 2 – 3:30 pm	Tickets	@ \$40 = \$	P
American Society of Cinematographers	Tuesday, 10 Nov., 4 – 5:30 pm	Tickets	@ \$40 = \$	Q

An AFM Badge is not required to attend Conferences and Seminars

If you register for an Industry Badge by Friday, 16 October, you are entitled to 3 FREE Seminar tickets (excludes Finance Conference)

*Finance Conference, Pitch Me! and Produce and Sell Your Film with Dov S-S Simens are held at the Fairmont Miramar Hotel, 101 Wilshire Boulevard. All other events are held at Le Merigot Hotel, 1740 Ocean Avenue.

Titles and descriptions for all events will be posted at www.AmericanFilmMarket.com.

payment

Total for Badges and Seminars (add all amounts from sections 2 and 3 above) \$ _____

Payment: Checks must be in US\$, drawn on a US bank and made payable to the American Film Market. **Cancellation requests must be received in writing. No refunds for cancellations received after 16 October.** Confirmations will be e-mailed within 10 days of receipt. If you do not receive a confirmation within 10 days, please contact the registration department at registration@ifta-online.org. For those registering after 16 October (or during the AFM), no company or personal checks will be accepted.

US\$ Check Enclosed **Credit Card Authorization:** American Express Discover Visa MasterCard 1
 AFM is hereby authorized to process payment for the above amounts on the date this form is received:

CARD NUMBER: _____ EXPIRATION DATE: _____ / _____

CARDHOLDER'S NAME: _____ M M Y Y
 AS IT APPEARS ON CARD PLEASE PRINT

CARDHOLDER'S SIGNATURE (REQUIRED): _____

CARDHOLDER'S BILLING ADDRESS: _____
 IF DIFFERENT THAN ABOVE

Payment to the AFM will serve as acknowledgment that all employees and other representatives of the company ("Company"), and its invitees attending the AFM agree to be bound by all rules, AFM Guidelines, regulations and written instructions of the AFM (sometimes collectively and individually referred to as the "Market Rules") available at http://www.ifta-online.org/afm/abt_guidelines.asp.

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1-310-446-1000 phone registration@ifta-online.org e-mail

PARKING PERMIT APPLICATION

THREE WAYS TO ORDER:

1. **ONLINE:** www.AmericanFilmMarket.com
2. **BY FAX:** 1-310-446-1600
3. **BY MAIL:** AFM, 10850 Wilshire Blvd., 9th Floor, Los Angeles, CA 90024, USA

general information 1

PARKING PERMIT INFORMATION

Special parking permits have been arranged with the City of Santa Monica for parking with in/out privileges at the Civic Center Parking Lot, the South Beach Lot, city parking structures on 2nd & 4th Streets and Santa Monica Place. **Permits are not valid at the three parking lots behind the Loews Hotel on Appian Way.**

The cost of each permit is US\$100. Permits are valid from Monday, 2 November through Wednesday, 11 November. **There will be no refunds or replacements for lost or stolen parking permits.**

Pre-ordered permits will be included with each individual's registration materials. Therefore, it is important that you indicate below a name for each permit purchased. No pre-orders will be accepted after 16 October 2009.

The AFM encourages you to park in the Civic Center Parking Lot or in one of the city parking structures. There is extremely limited valet parking at the Loews and Le Merigot Hotels. There are over 6,200 parking spaces near the AFM at the following lots:

Recommended Parking: Civic Center Parking Lot located at 333 Civic Center Drive (enter at Civic Center Drive and 4th Street), open until 1:00am.

Mall Parking: There is ample parking at the Santa Monica Place Mall on 2nd and Colorado.

3rd Street Promenade Parking: Multiple city parking structures are available along 2nd and 4th Streets between Broadway and Wilshire.

Shuttle service is available from the Civic Center Parking Lot and South Beach lots to the Loews and Le Merigot Hotels from 7:00 a.m. to 10:00 p.m. beginning Tuesday, 3 November.

company 2

CONTACT INFORMATION

ORGANIZATION			
ADDRESS			
CITY	STATE	POSTAL CODE	COUNTRY
CONTACT		TITLE	
PHONE	FAX	E-MAIL	

permits 3

INDIVIDUALS RECEIVING PASSES

Please list the first and last name of the individual(s) to whom the parking passes will be issued:

1. FIRST	LAST	4. FIRST	LAST
2. FIRST	LAST	5. FIRST	LAST
3. FIRST	LAST	6. FIRST	LAST

Total Number of Permits Ordered		x \$100 = \$	
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payment 4

All checks must be in US\$, drawn on a US bank, and made payable to the American Film Market. For those registering on-site during the AFM, no company or personal checks will be accepted. If paying by credit card, complete the section below, authorizing AFM to charge the above amount. **No refunds will be issued for orders cancelled after Friday, 16 October.**

US\$ Check Enclosed Credit Card Authorization: American Express Discover Visa MasterCard

AFM is hereby authorized to process payment for the amount in Section 3:

CARD NUMBER:	EXPIRATION DATE:
CARDHOLDER'S NAME: AS IT APPEARS ON CARD	M M / Y Y
PLEASE PRINT	
CARDHOLDER'S SIGNATURE (REQUIRED):	
CARDHOLDER'S BILLING ADDRESS: IF DIFFERENT THAN ABOVE	

AFM Use Only

Order# _____

PMT# _____

Payment to the AFM will serve as acknowledgment that all employees and other representatives of the company ("Company"), and its invitees attending the AFM agree to be bound by all rules, AFM Guidelines, regulations and written instructions of the AFM (sometimes collectively and individually referred to as the "Market Rules") available at http://www.ifta-online.org/afm/abt_guidelines.asp.

If you fax this form, please do not send the original by mail as this may cause duplicate charges.

By completing the Registration Application and making payments due hereunder, the registrant ("Participant") agrees, for his/her company ("Company") and its invitees attending the AFM, to abide by and be bound by all rules, AFM Guidelines, regulations and written instructions (sometimes collectively and individually referred to as the "Market Rules" and listed here and at www.ifta-online.org/afm/guidelines.asp), of the AFM, and in particular the following:

Notice to Participants

The American Film Market ("AFM") is owned and operated by the Independent Film & Television Alliance ("IFTA"), a non-profit trade association registered in the State of California. IFTA is not responsible for the activities, performance or failure to perform of any of its Member companies, Exhibitors, Buyers, Industry Attendees, Sponsors, Affiliates or any other party who may participate at the AFM or who may otherwise utilize the facilities or services of the AFM or IFTA (the "Participant" or "Participants"); nor are they liable for the actions, inactions or negligence of suppliers, utilities, vendors, screening theaters, hotels, transportation and other facilities and/or parties; nor for force majeure events including without limitation, strikes, work stoppage, war or military activities, civil disorders, criminal conduct of others, weather, fire, earthquakes, acts of God or other events beyond IFTA's control. All AFM Participants shall indemnify and hold harmless IFTA, its Members, officers, directors, employees and agents of each of the foregoing from and against any and all claims, damages and liabilities (including reasonable attorney's fees) relating to or arising out of any breach or alleged breach of their agreements or alleged agreements with third parties.

All Participants shall be responsible for their costs and fees associated with participating in the AFM, including but not limited to, all fees associated with Exhibitor, Buyer, and Industry Attendee registration and participation, Sponsorships, screening fees, costs associated with any type of badges, equipment and furniture rental fees, and any other costs or fees assessed in association with participating at the AFM. All Participants shall indemnify and hold harmless IFTA, its Members, officers, directors, employees and agents of each of the foregoing from and against any and all claims, damages and liabilities (including reasonable attorney's fees) relating to or arising out of any request by a Participant for IFTA's assistance with Participant's personal property or rented equipment, including transporting such property or equipment.

Each participant expressly consents to receive via facsimile, e-mail or any other means, information or materials from the AFM, IFTA or the IFTA Foundation. Participant may withdraw this consent at any time by notifying IFTA in writing.

Maintaining the Integrity of the AFM

IFTA has developed guidelines as well as other rules, regulations and written instructions, such as the AFM Guidelines, (sometimes collectively and individually referred to as the "AFM Market Rules") for all Participants. Each Participant and all of its employees, agents, consultants and guests, shall abide and be legally bound by the AFM Market Rules. Failure to do so may result in revocation of previously granted badges and/or prohibition of the Participant and/or its employees, agents, consultants and guests from participating at future AFM(s). As the owner and operator of the AFM, IFTA has the right in its sole discretion to apply and interpret the AFM Market Rules. In the event of such revocation, IFTA shall have the absolute right to prohibit entry to the AFM, including Exhibitor's exhibition space. Also, in such event, the Participant shall not be entitled to a refund or rebate of any fees previously paid to the AFM or to IFTA, nor shall IFTA be responsible in any way for any of the costs which the Participant may have incurred in connection with, preparation for, or attendance at the AFM.

IFTA reserves the right to revoke previously granted badges and/or prohibit a company, its Affiliates, all its employees, and/or an individual from participating in a current or future AFM(s) for, including but not limited to, the following reasons: (1) Participants who breach the safety and security of the AFM, which includes, but is not limited to, threats to other Participants, AFM staff, Loews Santa Monica Beach Hotel and/or Le Merigot Hotel ("Hotel") staff, or any Person whatsoever, carrying of weapons, or violations of general security concerns at the AFM; (2) Participants who have been convicted of criminal copyright infringements; (3) Participants who have infringed the intellectual property rights of IFTA or the AFM, including but not limited to, unauthorized use of IFTA's registered trademarks or copyrights; (4) Participants who violate any Terms of Use found on the IFTA or AFM websites; (5) Participants who have outstanding unpaid invoices from a prior AFM(s); (6) Participants who have been barred pursuant to Section B. below; (7) Participants who do business on behalf of Non-Prevailing Parties and/or Related Entities that have been barred pursuant to Section B. below; and/or (8) Any other act which IFTA determines, in its sole discretion, may compromise the integrity of the AFM.

Any communication sent by Participants within the U.S. with respect to the AFM shall be in compliance with the CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act).

Exhibitor Badge Eligibility and Restrictions

Exhibitors may provide badges to business colleagues, including employees, consultants, producers, etc. Exhibitors that are Accredited AFM Buyers may request a Buyer Badge for any full-time employee. However, Exhibitors may not provide badges to Buyers from other companies. In such instances, the Exhibitor's badges may be revoked and the Exhibitor may be prohibited from attending future AFMs. Exhibitors with a National Umbrella Program may provide badges to full-time employees only.

Badges

Badges must be worn at all times for the duration of the AFM. AFM Security will prevent individuals without an AFM Badge from gaining access to the Exhibitor floors. An AFM Badge allows access to most screenings but does not guarantee access to every screening. If any Participant wears a badge other than his or her own, AFM Security will confiscate the badge. Confiscated badges will not be returned. Fines or other sanctions may be imposed.

No AFM Badge is required for children in strollers who are accompanied by an adult Participant who has his or her own AFM Badge. Participants under the age of fifteen (15) years old will be provided with a complimentary AFM Badge and must be accompanied at all times by an adult Participant who has his or her own AFM Badge. Participants sixteen (16) years old and older must purchase an AFM Industry Attendee Badge.

Only employees of an Accredited Buyer are able to purchase a Buyer Badge for that Accredited Buyer.

Lost or stolen Photo Badges must be reported to AFM Security and there may be a 24-hour waiting period before a new badge is issued. IFTA reserves the right to not issue a replacement badge. There are no replacements for Day Badges or Visitor Badges.

Any Person found to have produced, distributed, authorized or in any other way participated in the use of counterfeit badges will be subject to fines or other sanctions, including prohibiting such company, its Affiliates, all its employees, and/or an individual from participating in a current or future AFM(s).

Temporary Office Space

A Participant, with or without an AFM office, may not retain temporary office space (one month or less) in the City of Santa Monica. IFTA reserves the right to rescind all rights and privileges of participation and/or exhibition at this and future AFM(s) in the event of such occurrence.

Promotional Material

Promotional materials may not be handed out or left in the Hotel hallways, elevator lobbies, bathrooms, or anywhere on Hotel property. All such materials will be confiscated and/or removed by AFM Security.

Promotional materials may not be left unattended at the AFM screening facilities. Promotional materials may be distributed inside the theater during an Exhibitor's screening only.

Exhibitor may not distribute from its office(s) any publication from any company not participating as an AFM Exhibitor, Sponsor or Affiliate.

Buyer Accreditation

Each participant attending the AFM as a Buyer must be pre-qualified as an Accredited Buyer and be an employee of a company which had contracted with one (1) or more IFTA Members for such company to actually distribute in at least one (1) audio-visual medium a total of at least three (3) motion pictures during the three (3) years immediately before the AFM; or be an employee of a company which has contracted with one (1) or more IFTA Members for such company to actually sub-distribute (i.e. re-license) in at least one (1) audio-visual medium a total of at least three (3) motion pictures during the three (3) years immediately before the AFM.

Buyer Accreditation will not take place during the AFM. To apply for accreditation, the Accreditation Form, available at www.americanfilmmarket.com, must be submitted no later than one (1) month prior to the first day of the AFM.

If a company attends the AFM using a Full Market Industry Badge and submits the Accreditation Form within thirty (30) days of the AFM and qualifies as a Buyer under these Guidelines, the company may request a refund for the difference between the amount paid for the Full Market Industry Attendee Badge and the cost of the Buyer Badge.

Only employees of an Accredited Buyer are able to purchase a Buyer Badge for that Accredited Buyer.