

# AMERICAN FILM MARKET<sup>®</sup> & CONFERENCES

Santa Monica  
November 2-9, 2016

The business of independent motion picture production and distribution - a truly collaborative process - reaches its peak every year at the American Film Market (AFM<sup>®</sup>).

Produced by the [Independent Film & Television Alliance](#)<sup>®</sup> (IFTA<sup>®</sup>), the AFM transforms Santa Monica's Loews Hotel and the surrounding community into the AFM Campus and a bustling marketplace. The AFM occupies all 29 theatres in Santa Monica.

Unlike a film festival, the AFM is a marketplace where industry professionals conduct business and production and distribution deals are closed. In just eight days, more than \$1 billion in business will be sealed — on both completed films and those in every stage of development and production — making AFM the must-attend industry event.

Over 8,000 industry leaders converge in Santa Monica for eight days of deal-making, screenings, seminars, networking and events. Participants come from over 80 countries and include: acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, and the world's press -- all of who service the motion picture industry.

More than 500 screenings of 300+ films will take place -- ranging from big budget blockbusters that will be released by the major studios, to lower budget art and genre films recognized at international film festivals -- all destined for theaters and television around the world. AFM continues to be the pivotal destination for independent filmmakers and business people from all over the world.

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