

AMERICAN FILM MARKET® 2017

NOVEMBER 1-8 • SANTA MONICA, CALIFORNIA
1-310-446-1082 phone registration@ifta-online.org e-mail

ATTENDEE ORDER FORM

**THREE
WAYS
TO
REGISTER**

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

ONE FORM PER PERSON

1 personal info

FULL NAME _____ JOB TITLE _____
ORGANIZATION _____ EMAIL _____
ADDRESS _____
CITY _____ STATE _____ POSTAL CODE _____ COUNTRY _____
PHONE _____ MOBILE _____ FAX _____

Information above will be available to all attendees. Check the following to hide E-Mail AND/OR Mobile Number

What is your profession or area of specialty? (select 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: _____

REGISTER BY OCTOBER 6 FOR BEST RATES —

Go to AmericanFilmMarket.com/attendee-options for all benefits.

2 options to attend

	Received By October 6	Received Oct. 7-27	Amount \$	ONSITE Oct. 31 - Nov. 7
<input type="checkbox"/> Platinum: See AmericanFilmMarket.com/platinum for the list of benefits	\$1,395	\$1,495	<input type="text"/>	\$1,545
<input type="checkbox"/> Executive Plus: Seven-day badge (Nov. 1-7) plus all Conferences & Workshops (Nov. 3-7)	\$995	\$1,095	<input type="text"/>	\$1,145
<input type="checkbox"/> Executive: Seven-day badge (Nov. 1-7)	\$795	\$895	<input type="text"/>	\$945
<input type="checkbox"/> Industry Plus: Four-day badge (Nov. 4-7) plus Conferences & Workshops (Nov. 4-7), <i>Finance Conference I sold separately</i>	\$595	\$645	<input type="text"/>	\$695
<input type="checkbox"/> Industry: Four-day badge (Nov. 4-7)	\$395	\$445	<input type="text"/>	\$495

One-Day Badge: Valid only for day(s) purchased. Please select below:
 Wed., Nov. 1 Thur., Nov. 2 Fri., Nov. 3 Sat., Nov. 4
 Sun., Nov. 5 Mon., Nov. 6 Tue., Nov. 7

Total Day Badges x \$250 \$275 \$295

AFM Badges are non-transferable except for the Day Badge

CAROUSEL COCKTAILS on the Santa Monica Pier, Friday through Monday 5:00pm – 7:30pm

Platinum Badge participants and a guest may attend all four Carousel Cocktail receptions.

Executive Plus, Executive, Industry Plus and **Industry Badge** participants are invited to one Carousel Cocktail.

Please select the evening you would like to attend: Friday, Nov. 3 Saturday, Nov. 4 Sunday, Nov. 5 Monday, Nov. 6

One-Day Badge participants are invited to the Carousel Cocktail on the day of the selected badge.

4 **PHOTOS** SAVE TIME! EMAIL YOUR PHOTO IN ADVANCE: If you have not attended the AFM within three years or if you want to update your photo, email your JPEG image, no larger than 500KB to afmphotos@ifta-online.org. Use your name (e.g. last_first.jpg) in the file name. Photos not required for Day Passes.

5

PAYMENT TOTAL – ADD ALL AMOUNTS FROM SECTION 2 ABOVE

AFM is authorized to process payment for the above amounts on the date this form is received.

Cancellation requests must be received in writing. No refunds for cancellations received after October 6.

Payment Method: **US\$ Check Enclosed** - Checks must be in US\$, drawn on a US bank and made payable to the American Film Market. Checks will not be accepted for orders made after October 6 or during the AFM.

Credit Card Authorization - Credit card payments (AMEX, VISA or MASTERCARD) can only be made by FAX, MAIL or through ONLINE REGISTRATION at www.AmericanFilmMarket.com.

VERY IMPORTANT! FOR SECURITY REASONS, CREDIT CARD PAYMENTS ARE NOT ACCEPTED VIA EMAIL.
Credit card details received by email will automatically be deleted and the order form destroyed.

CARD NUMBER: _____ EXPIRATION DATE: _____ / _____
CARDHOLDER'S NAME: _____ M M Y Y
AS IT APPEARS ON CARD
CARDHOLDER'S BILLING ADDRESS: _____
IF DIFFERENT THAN ABOVE
Contact AFM if you do not receive order confirmation within five days
CARDHOLDER'S SIGNATURE (REQUIRED): _____ DATE: _____

All AFM Participants, including third party payors, if applicable, 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 www.AmericanFilmMarket.com/afm-guidelines.

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CONFERENCES & WORKSHOPS APPLICATION

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

ONE FORM PER PERSON

1 personal info

FULL NAME _____ JOB TITLE _____

ORGANIZATION _____ EMAIL _____

ADDRESS _____

CITY _____ STATE _____ POSTAL CODE _____ COUNTRY _____

PHONE _____ MOBILE _____ FAX _____

2 ticket selection

Seating is limited – make your selection early! Register by October 6 for BEST RATES

Some Attendee badges include Conferences & Workshops — see www.AmericanFilmMarket.com/attendee-options for details. For program details go to AmericanFilmMarket.com/programs-events

Conferences & Workshops located at Fairmont Miramar Hotel Santa Monica

Conferences: 9:00am – 1:00pm **Workshops:** 2:30pm – 5:30pm

			By October 6	After October 6	Amount \$	
<input type="checkbox"/> AFM Conference & Workshop Package Friday, Nov. 3 – Tuesday, Nov. 7	# of Packages	<input type="checkbox"/> x	\$495	\$595	<input type="text"/>	
<input type="checkbox"/> Finance Conference I	Friday, Nov. 3	# of Tickets	<input type="checkbox"/> x	\$95	\$120	<input type="text"/>
<input type="checkbox"/> Pitch Conference	Saturday, Nov. 4	# of Tickets	<input type="checkbox"/> x	\$95	\$120	<input type="text"/>
<input type="checkbox"/> Finance Conference II	Sunday, Nov. 5	# of Tickets	<input type="checkbox"/> x	\$95	\$120	<input type="text"/>
<input type="checkbox"/> Writers Workshop I	Sunday, Nov. 5	# of Tickets	<input type="checkbox"/> x	\$95	\$120	<input type="text"/>
<input type="checkbox"/> Production Conference	Monday, Nov. 6	# of Tickets	<input type="checkbox"/> x	\$95	\$120	<input type="text"/>
<input type="checkbox"/> Writers Workshop II	Monday, Nov. 6	# of Tickets	<input type="checkbox"/> x	\$95	\$120	<input type="text"/>
<input type="checkbox"/> Distribution Conference	Tuesday, Nov. 7	# of Tickets	<input type="checkbox"/> x	\$95	\$120	<input type="text"/>

5 payment

PAYMENT

TOTAL – ADD ALL AMOUNTS FROM SECTION 2 ABOVE

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CARD NUMBER: _____ EXPIRATION DATE: _____ / _____

CARDHOLDER'S NAME: _____ AS IT APPEARS ON CARD

CARDHOLDER'S BILLING ADDRESS: _____ IF DIFFERENT THAN ABOVE

CARDHOLDER'S SIGNATURE (REQUIRED): _____ DATE: _____

All AFM Participants, including third party payors, if applicable, 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 www.AmericanFilmMarket.com/afm-guidelines.

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PARKING PERMIT APPLICATION

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

GENERAL PARKING

Valet parking is expensive and extremely limited at the Loews and Le Merigot Hotels. The AFM encourages attendees to utilize the public parking options available throughout the city. There are over 6,200 parking spaces near the AFM.

Public Parking Rates:

Hourly rates vary at each lot, ranging from \$1- \$2 per hour with a maximum daily charge of \$9. **These lots do not offer in/out privileges.**

AFM PARKING PERMIT

Participants who require the **convenience of in/out privileges** can purchase an AFM Parking Permit.

The cost is \$125 per vehicle.

Valid Monday, Oct. 30 through Wednesday, Nov. 8 at the following TWO locations only:

- Civic Center Parking Structure - 333 Civic Center Drive at 4th Street
- Lot 4 South - 2030 Ocean Avenue

Shuttle Service: Complimentary shuttle service will be available from the Civic Center Parking Lot and Lot 4 South starting Tuesday, October 31 from 7am to 10pm. **This permit will not be accepted at any other location. No overnight parking is permitted at any public lot.**

1
company

CONTACT INFORMATION

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

2
parking permits

INDIVIDUALS RECEIVING PARKING PERMIT

Pre-ordered permits and instructions for use 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 October 6, 2017.

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

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

Number of Permits Ordered	x \$125 = \$
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There are no refunds or replacements for lost or stolen permits or key cards.

3
payment

PAYMENT

AFM is hereby authorized to process payment for the amount in section 2.

If you do not receive a confirmation email within 10 days of order submission, please notify the Registration Department at: registration@ifta-online.org.

Cancellation requests must be received in writing. No refunds for cancellations received after October 6.

Payment Method: **US\$ Check Enclosed** - Checks must be in US\$, drawn on a US bank and made payable to American Film Market. Checks will not be accepted for orders received after October 6 or during the AFM.

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

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AMERICAN FILM MARKET® 2017

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1-310-446-1093 phone hotels@ifta-online.org e-mail

HOTEL RESERVATION APPLICATION

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

1 personal info

Priority Deadline: July 28
Final Deadline: September 29

FULL NAME		JOB TITLE			
ORGANIZATION		EMAIL			
ADDRESS					
CITY	STATE	POSTAL CODE	COUNTRY		
PHONE	MOBILE	FAX			

2 deadlines & policies

Reservation requests will not be processed without a corresponding AFM Badge order. Please note: Individual One-Day Badges are not eligible (does not apply to Exhibitors or Sponsors). Reservation requests must be made through the AFM; Hotels will not accept direct requests. Reservations are based on availability and are not guaranteed until confirmed.

- Minimum Stay** All AFM hotels require a five (5) night minimum stay.
- Guarantees** All hotels require a US\$300 Guarantee, per room, by credit card. Guarantee will be charged only in the event of late cancellation or no-show.
- Deadlines** **July 28 - Priority Deadline:** Guests who request the same Hotel & Room Type as the previous year will be given priority ONLY if their requests are submitted by July 28. All requests are processed in the order received.
September 29 - Final Deadline: This is the last day to request a hotel reservation.
- Cancellations** **By September 29** will incur no cancellation penalty.
From September 30 to October 20 will be charged the \$300 Guarantee.
After October 20 the credit card provided will be charged five (5) nights room plus tax. Also applies to no-shows.
- Changes** **Through September 29** cancellations, changes or additions must be submitted in writing to the AFM.
As of September 30 all changes must be made with the hotel.
- Confirmations** Hotels begin sending reservation confirmations the week of August 14.

3 hotel choices

List the first and last name of all badged registrants who require a hotel room.

Use the Hotel Information Sheet to determine your choices. Every section, including 1st, 2nd & 3rd choice, arrival and departure date, bed preferences, etc., MUST BE COMPLETED or your reservation cannot be processed. Please list three different hotels. If you only list one and it is not available, you may be randomly assigned accommodations.

FIRST NAME	LAST NAME	1st Choice		2nd Choice		3rd Choice		One Bed	Two Beds	Arrival Date	Departure Date
		Hotel Code	Room Code	Hotel Code	Room Code	Hotel Code	Room Code				

Number of Rooms		x US\$300 GUARANTEE = \$	
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4 payment

Credit Card Authorization (AMEX, VISA or MASTERCARD) can only be made by FAX, MAIL or through ONLINE REGISTRATION at www.AmericanFilmMarket.com. **No Check or wire transfers accepted.**

VERY IMPORTANT! FOR SECURITY REASONS, CREDIT CARD PAYMENTS ARE NOT ACCEPTED VIA EMAIL.
Credit card details received by email will automatically be deleted and the order form destroyed.

CARD NUMBER:	EXPIRATION DATE: /	Must be later than October 31, 2017
<small>M M Y Y</small>		
CARDHOLDER'S NAME: <small>PLEASE PRINT</small>		
CARDHOLDER'S BILLING ADDRESS: <small>IF DIFFERENT THAN ABOVE</small>		

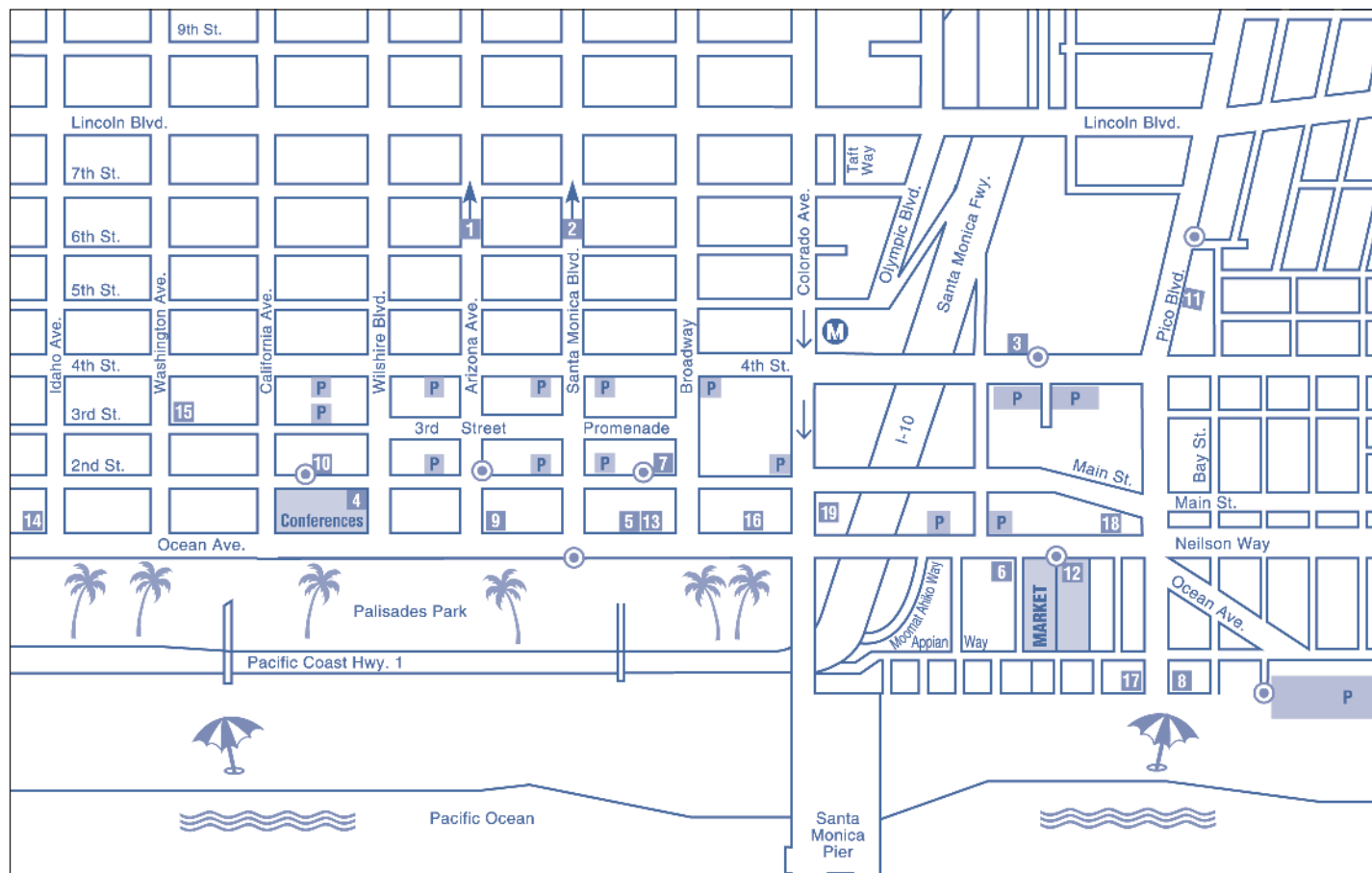
CARDHOLDER'S SIGNATURE (REQUIRED): _____ DATE: _____

By signing I acknowledge that I and all employees and representatives of the company ("Company") reserving room(s), and its invitees attending the AFM have read and understand the information above regarding reservations, cancellations and minimum stays and agree to abide and 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.americanfilmmarket.com/afm-guidelines>. I authorize the AFM to share the credit card information above with the appropriate hotel in order to guarantee my reservation. Credit card information will never be shared with any other entity without my prior authorization.

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AFM HOTEL INFORMATION



AFM—LOEWS SANTA MONICA BEACH HOTEL

1. The Ambrose*
2. Best Western PLUS Gateway Hotel Santa Monica*
3. DoubleTree Guest Suites by Hilton Santa Monica
4. Fairmont Miramar Hotel & Bungalows
5. The Georgian Hotel
6. Hotel California
7. Hotel Carmel
8. Hotel Casa Del Mar
9. Hotel Shangri-La
10. Huntley Santa Monica Beach
11. Le Meridien Delfina Santa Monica
12. Le Merigot – A JW Marriott Beach Hotel & Spa
13. Ocean View Hotel
14. Oceana Beach Club Hotel*
15. Palihouse Santa Monica*
16. Shore Hotel
17. Shutters on the Beach
18. Viceroy Santa Monica
19. Wyndham Santa Monica at the Pier

🕒 Shuttle Stops P Public Parking

*No AFM Shuttle Service

IMPORTANT

Reservation requests must be made through the AFM; Hotels will not accept direct reservation requests.

Reservations are based on availability and are not guaranteed until confirmed.

Published rates do not include tax or other local fees. Parking rates do not include city taxes; currently 10%

All rooms in Santa Monica are non-smoking.

Hotels will refuse service to anyone using their hotel room as office space during the AFM.

American Film Market

Hotel Reservation Department
10850 Wilshire Boulevard, 9th Floor
Los Angeles, California 90024-4321

1-310-446-1093 tel
1-310-446-1600 fax

hotels@ifta-online.org
www.AmericanFilmMarket.com

1

THE AMBROSE

1255 20th Street, Santa Monica, CA 90404
Tel: 310-315-1555 / Fax: 310-315-1556

Located at the corner of 20th and Arizona Street, The Ambrose is in a quiet, unassuming neighborhood and is known for being an eco-friendly property. Having just completed an extensive, multi-million dollar renovation of all guestrooms and public spaces, the distinctive California Craftsman design has been revitalized to reflect the essence of a large private home. Luxury linens, C.O. Bigelow bath products, complimentary in-room WiFi, complimentary deluxe continental breakfast, all day in-room dining, cocktail service nightly from 5 pm–10 pm, complimentary fitness center access and complimentary house car service to AFM headquarters await all guests. Special AFM rate for overnight, self-parking (\$25.00/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Deluxe	\$254
B	Premiere	\$286

2

BEST WESTERN PLUS GATEWAY HOTEL SANTA MONICA

1920 Santa Monica Blvd., Santa Monica, CA 90404
Tel: 310-829-9100 / Fax: 310-829-9211

The best full-service value in Santa Monica! On-site restaurant, free Wi-Fi throughout the hotel; the hotel is all non-smoking. Parking is free for one car per room; elevators in the underground garage provide access to lobby reception area; guest floors require a room key. All guest rooms are furnished with plantation shutters, stylish laminate flooring, pillow top mattresses, refrigerator, coffee/tea maker with complimentary coffee/tea, flat panel HD TV, two telephones with voice mail, and free access for toll-free numbers and local calls under 30 minutes; laundry/ valet, fax and copy services available; free 24-hour access to Fitness Center and Lobby computers. NOTE: The hotel no longer provides Shuttle Service. The hotel is 1.87 miles/3.01 kilometers from the Loews Santa Monica Beach Host Hotel.

ROOM CODE	ROOM DESCRIPTION	RATE
A	Deluxe Corporate King	\$189
B	Deluxe Queen/Queen	\$189

3

DOUBLETREE SUITES BY HILTON SANTA MONICA

1707 Fourth Street, Santa Monica, CA 90401
Tel: 310-395-3332 / Fax: 310-458-6493

Santa Monica's only full service, completely renovated, all-suite hotel offers a world of comforts and conveniences, especially the most important luxury of all — extra space! Each of our one-bedroom suites includes a coffee maker, iron and ironing board, microwave, mini-fridge and sleeper sofa in the living room, a 2-line speakerphone with voicemail and high-speed wireless Internet access. The living room and bedroom each have remote controlled flat screen televisions. Complimentary access to Health and Fitness center. Café Pronto is proud to serve Starbucks' coffee and pastries — ideal for breakfast on the go! Convenient to shopping and restaurants, only a 10-minute walk to AFM headquarters and AFM screening facilities. Valet parking (\$32/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Deluxe Guest Suites	
	1. Single	\$332
	2. Double (2 beds)	\$354

4

FAIRMONT MIRAMAR HOTEL & BUNGALOWS

101 Wilshire Boulevard, Santa Monica, CA 90401
Tel: 310-576-7777 / Fax: 310-458-7912

Situated atop scenic bluffs overlooking Santa Monica Beach, Fairmont Miramar Hotel & Bungalows is conveniently located one block from the Third Street Promenade and a 15 minute walk to the AFM. The luxury hotel with ocean view guest rooms and bungalows offers a newly renovated ocean view fitness center, coffee, newspaper, cable TV, two-line phones with voice messaging and Le Labo amenities. Also available is high-speed Internet, \$9.99/24 hours for standard connection, \$15.99/24 hours for Premium. 24-hour room service, lobby lounge and restaurant. Experience the very best of Santa Monica at Fairmont Miramar Hotel and Bungalows with ocean view suites designed by Lynda Murray, seasonal cuisine by Chef Ghalaini's FIG Restaurant, The Bungalow by Brent Bolthouse, and fitness by Exhale Mind Body Spa. Valet parking (\$40.00/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Fairmont Room	\$399
B	Deluxe Tower Room	\$439
C	Premier Ocean View Tower Room	\$469
D	Palisades Suite	\$489
E	Palisades Grande Suite	\$569
F	Signature Garden Bungalow	\$569
G	Signature Ocean View Palisades Suite	\$719
H	Bi-Level Bungalow Suite	\$1589

5

THE GEORGIAN HOTEL

1415 Ocean Avenue, Santa Monica, CA 90401
Tel: 310-395-9945 / Fax: 310-656-0904

The Georgian Hotel is a historical Art Deco inspired building recalling the colorful architecture of Los Angeles beach resorts of the 1920's and 30's. Guestrooms and one-bedroom suites offer city as well as dramatic ocean views. The hotel offers nightly turndown service, complimentary wireless Internet access, Full bar, 24-hour room service, business Center, and exercise room. Ten-minute walk to the AFM Headquarters and five-minute walk to the AFM screening facilities. Valet parking (\$29/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Standard Queen	\$292
B	Standard King	\$292
C	Standard Double	\$310
D	Ocean View Queen	\$321
E	Standard Suite	\$375
F	Ocean View Suite	\$415

6

HOTEL CALIFORNIA

1670 Ocean Avenue, Santa Monica, CA 90401
Tel: 310-393-2363 / Fax: 310-393-1063

A seaside hotel located next door to the AFM. No smoking. No room service. 5-minute walk to AFM screening facilities, 2-minute walk to beach. Free high-speed internet access in all rooms and common areas. Suites located in Arcadia Building have Kitchenette. Guest parking available (\$36/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Single 1-queen or Double, 2 Queens	\$319
B	Jr. Two Room Suite (no Kitchen) Queen + Double Bed	\$396
C	Large One Bedroom Suite (no Kitchen) – Living Room & Queen + Double Bed	\$466

7

HOTEL CARMEL

201 Broadway, Santa Monica, CA 90401
Tel: 310-451-2469 / Fax: 310-393-4180

Located one block from the beach in the heart of Santa Monica's famous shopping, restaurant and theater district. This historic hotel offers satellite TV, wireless high speed and modem Internet access. We also offer complimentary morning coffee and tea. Three block walk to the AFM and centrally located to the AFM screening facilities. Shuttle for AFM picks up in front of the hotel. Valet parking (\$20/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Standard Room	\$215
B	Deluxe Room	\$232
C	Executive/Suite	\$287
D	2 Bedroom/1 Bath Family Room	\$287

8

HOTEL CASA DEL MAR

1910 Ocean Way, Santa Monica, CA 90405
Tel: 310-581-5533 / Fax: 310-581-5503

Offering breathtaking views of the Pacific, Hotel Casa del Mar brings the luxury, romance and relaxing feel of a Mediterranean resort to the Southern California coast. Once an exclusive beach club in the 1920's, the hotel timeless charm and elegance remain. The lobby's original soaring ceiling and dramatic windows offer spectacular sunsets and a picturesque place to unwind. The hotel features two restaurants, Catch and Terrazza, which offer fresh sushi, seafood and Mediterranean fare; a lively lobby bar and lounge with nightly entertainment; luxurious indoor cabanas; and an exclusive spa focused on wellness, a fitness center and outdoor pool. With the most spectacular setting in Los Angeles, Hotel Casa del Mar sets the standard for comfortable, relaxed luxury. Valet parking (\$45/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Non Ocean View Room	\$450
B	Partial Ocean View Room	\$480
C	Palm Terrace w/Patio	\$480
D	Ocean View Room	\$525
E	Suites	\$875 - \$3035
	(Non-Ocean Santa Monica Suite \$875, Partial Ocean View Suite \$1335, Ocean View Suite \$2000, Ocean View with 2 bedrooms \$3035)	

9

HOTEL SHANGRI-LA

1301 Ocean Avenue, Santa Monica, CA 90401
Tel: 310-394-2791 / Fax: 310-451-3351

Overlooking the Pacific since 1939, Hotel Shangri-La is a dramatic beacon of Art Deco beauty, Hollywood allure, and Los Angeles history. Perched on a high bluff, mere steps from the beach, this timeless Santa Monica boutique hotel has undergone a meticulous \$30 million redesign, promising you an idyllic haven of rejuvenation. Each lavish, non-smoking, Santa Monica hotel room and suite affords you sweeping ocean views. A gourmet restaurant offers first-class cuisine and hushed intimacy. The posh, rooftop bar exudes an air of playful exclusivity. Summoning the ambiance of a stylish private club, our inspiring accommodations are a stirring embodiment of art, luxury, and architecture. Valet parking (\$42/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Deluxe Room – King	\$387
B	Ocean View Executive Suite – King	\$422
C	One Bedroom Suite – King	\$532
D	One Bedroom Suite w/Gourmet Kitchen – King	\$593

10

HUNTLEY SANTA MONICA BEACH

1111 Second Street, Santa Monica, CA 90403
Tel: 310-394-5454 / Fax: 310-458-9776

Surrounded by vibrant city and ocean vistas, Huntley Santa Monica Beach hotel is an icon. With a calm residential vibe, our Santa Monica luxury hotel blends breezy Southern California surroundings with modern décor and playful style. The Huntley Hotel offers easy access to Santa Monica acclaimed beaches, The Santa Monica pier, and Third Street Promenade. The Huntley Hotel's 204 luxurious guest rooms, along with 12 suites and a Presidential suite, overlook the ocean in one of the nation's most beautiful cities. On the 18th floor, famed designer Thomas Schoos has teamed up with executive chef Alex Manos to create a dramatic rooftop dining experience at The Penthouse restaurant and lounge. Panoramic ocean views, beach cabanas, open skies and signature craft cocktails along California contemporary cuisine, create a one-of-a-kind dining experience. Enjoy your stay with us at The Huntley Santa Monica Beach – your home away from home. Valet parking (\$46.20/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Partial Ocean View Rooms	\$397

11

LE MERIDIEN DELFINA SANTA MONICA

530 Pico Boulevard, Santa Monica, CA 90405
Tel: 310-399-9344 / Fax: 310-399-2504

Each tastefully designed accommodation has been thoughtfully appointed with a relaxed yet sophisticated décor inspired by Santa Monica. Many rooms offer private balconies with expansive views over the Pacific Ocean or the city skyline. All accommodations are 100% non-smoking and feature amenities needed for a modern lifestyle including oversized desks, luxurious Le Méridien platform beds, coffee and mini-refrigerators. There is an outdoor heated pool with Brazilian teak pool deck, private cabanas, and outdoor fireplace, full service restaurant, poolside lobby bar and state-of-the-art fitness center. Basic Wi-Fi is complimentary. Premium hi-speed Wi-Fi is available for \$20/24 hours. Ten-minute walk to AFM and 15-minute walk to AFM screening facilities. AFM Shuttle picks up just outside the hotel entrance. Valet parking is complimentary for registered AFM overnight guests.

ROOM CODE	ROOM DESCRIPTION	RATE
A	Classic Room – King or 2 Double Beds	\$334
B	Ocean View – King or 2 Double Beds	\$387

12

LE MERIGOT – A JW MARRIOTT BEACH HOTEL & SPA

1740 Ocean Avenue, Santa Monica, CA 90401
Tel: 310-395-9700 / Fax: 310-395-9200

Santa Monica's 4 diamond luxury hotel located at the beach. Featuring deluxe sleeping rooms, a full service restaurant, lobby bar and 24-hour-in-room dining. Two phone lines, high speed Internet connection and voice mail. Located next to Loews Hotel and minutes from the AFM screening facilities. Valet parking (\$46/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Exterior	\$436
B	Interior	\$474
C	Deluxe Balcony	\$520
D	Executive Room	\$640

13

OCEAN VIEW HOTEL

1447 Ocean Avenue, Santa Monica, CA 90401
Tel: 310-458-4888 / Fax: 310-458-0848

From our newly renovated lobby you can watch the fiery California sunset, and from our ocean view balconies you will be able to see the Ferris wheel at the world-famous Santa Monica Pier. Our premier location, just steps from the beach and fashionable Third Street Promenade is a short walk to the AFM at the Loews Hotel. The newly renovated, well appointed guest rooms feature complimentary high-speed Internet, 42"TV, HD cable, mini bar, Keurig coffee maker, iHome alarm clock with docking station, European pillow top mattresses, rain showers and plush robes. There is a new interior lobby with water feature and separate seating areas. Italian tiled elevators will take you to your guest room. Valet parking (\$30/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Standard Courtyard	\$286
B	Courtyard with Balcony	\$318
C	Ocean View with Balcony	\$351

14

OCEANA BEACH CLUB HOTEL

849 Ocean Avenue, Santa Monica, CA 90403
Tel: 310-393-0486 / Fax: 310-458-1182

Renowned for residential luxury, Oceana is a beach-chic boutique located just a short stroll from downtown Santa Monica, upscale Montana Avenue and the iconic Santa Monica Pier. Oceana's spacious accommodations and intimate courtyard provide a beach-house-like setting perfect for work and relaxation. Acclaimed Tower 8 at Oceana features ocean views an Coastal California cuisine, and scenic ocean views. Each room has a built-in Executive work desk, CO Bigelow amenities and plasma screen television. AFM rate includes complimentary WiFi, 800 and local phone calls, in-room coffee, use of fitness center, weekend fitness classes, and beach cruiser bikes. Valet parking (\$45/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Deluxe Room – King or 2 Double Beds	\$395
B	One Bedroom Suite – King	\$471

15

PALIHOUSE SANTA MONICA

1001 3RD Street, Santa Monica, CA 90403
Tel: 310-394-1279 / Fax: 310-451-2422

Santa Monica's newest luxury hotel. Built in 1927 and completely renovated, Palihouse is a historic landmark in Santa Monica. Our Classic Rooms are 300 square feet; Studio Residences are 600 square feet, with a full kitchen, and one bedroom residences are 1,000 square feet with full kitchen. The property features complimentary WiFi and hardwired Internet throughout, daily housekeeping, 40"LCD TV's, and much more. Located 2 ½ blocks from your AFM Shuttle stop. Valet Parking (\$39/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Classic King	\$352
B	Studio Residence – King with full kitchen	\$461
C	One Bedroom Residence – King with full kitchen	\$550

16

SHORE HOTEL

1515 Ocean Avenue, Santa Monica, CA 90401
Tel: 310-458-1515 / Fax: 310-943-1510

Shore Hotel is located on famous Ocean Avenue, just steps from many local attractions, including the Santa Monica Pier, Third Street Promenade, and Santa Monica Place Mall. Shore Hotel is the first and only newly built, sustainable hotel in Santa Monica registered Gold with the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED). Blending modern design with eco-conscious practices, this ultimate costal experience is positioned to provide brilliant ocean views from practically anywhere in the hotel – including your private balcony, the outdoor pool and whirlpool and restaurant – along with supporting the environment. Rooms include the latest technology including iPad iHome docking stations, 37" LCD HDTV, dual line speaker and cordless phones, laptop safe and complimentary high speed wireless and hardwired (CAT6) Internet. Valet parking (\$39/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Garden or City View – King or 2 Queen Beds	\$360
B	Partial Ocean View – King or 2 Double Beds	\$395
C	Ocean View – King or 2 Double Beds	\$429
D	Ocean View Premier – King or 2 Queen Beds	\$449
E	Partial Ocean View Jr. Suite – King	\$534
F	Ocean View 1 Bedroom Suite – King	\$779

17

SHUTTERS ON THE BEACH

One Pico Boulevard, Santa Monica, CA 90405
Tel: 310-458-0030 / Fax: 310-458-4589

Shutters on the Beach is one of just two luxury hotels in Santa Monica situated right on the sand. The hotel is the epitome of comfortable, beachside luxury, evoking the sensibility of a seaside cottage on the east coast. The hotel's 198 graciously-appointed guestrooms and suites offer step-out balconies, fine textiles and furnishings, and breathtaking views of the coastline and the ocean. Dining options include One Pico, offering California fresh cuisine for lunch and dinner in a refined setting; Coast Beach Café and Bar, offering upscale California comfort food for all-day dining; and The Living Room, which is open throughout the day for a drink, small plates or coffee, featuring indoor and outdoor seating. One Spa offers luxurious massages, facials and body treatments utilizing the most exclusive products. The fitness center offers Technogym strength-training fitness equipment, personal trainers and yoga instructors by appointment. Valet parking (\$45/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Non Ocean View Room	\$480
B	Partial Ocean View Room	\$565
C	Full Ocean View King	\$650
D	Premier Ocean View	\$730
E	Suites (Santa Monica Suite - \$1225, Full Ocean View Suite - \$2115)	\$1225 - \$2115

18

VICEROY SANTA MONICA

1819 Ocean Avenue, Santa Monica, CA 90401
Tel: 310-260-7500 / Fax: 310-260-7515

Voted one of the 80 Hottest New hotels in the World by Condé Nast Traveler, Viceroy has received accolades from the travel press including "Departures Reader's Survey" as a "Top Boutique Hotel." Viceroy's bold British impressions and modern luxury create a perfect setting for business or pleasure. At the crossroads of Ocean Avenue and Pico Boulevard, this urban retreat at the shore offers rooms and suites with Pacific views. Accommodations are meticulously appointed with Italian linens, high-speed Internet access, flat screen TV's, entertainment centers, mini bars, dual-line phones, and in-room safes. There are two beautifully landscaped pools and complimentary health club. Critically acclaimed CAST Restaurant features modern coastal Mediterranean cuisine. Valet parking (\$40/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	City View	\$400
B	Deluxe City View King	\$419
C	Partial Ocean View	\$461
D	Ocean View	\$494
E	Empire Suites	\$836
F	Monarch Suite King	\$1742

19

WYNDHAM SANTA MONICA AT THE PIER

120 Colorado Avenue, Santa Monica, CA 90401
Tel: 310-451-0676 Fax: 310-393-7145

The beautiful Wyndham Santa Monica at the Pier is located just two blocks from your AFM screening facilities and the Loews Hotel. The Wyndham Santa Monica offers our guests newly renovated guest rooms with upscale amenities. We are conveniently located across from the Santa Monica Pier and just one block from the Pacific Ocean. You can count on us to deliver great accommodations and unbeatable service to all of our guests. We look forward to having you as our guests for the 2017 AFM. Valet parking (\$43/night + tax).

ROOM CODE	ROOM DESCRIPTION	RATE
A	Standard King Single or Double Occupancy	\$306
B	Standard 2 Double Beds Single or Double Occupancy	\$316
C	Partial Ocean View – King	\$335