

## Umbrella Exhibition Program

National and regional organizations (government and/or industry supported) may exhibit at the AFM under the Umbrella Program. With this program, the organization's exhibition space can be shared by all participants (Exporters, Buyers, Producers, Facilities, etc.) from the country, region or association represented by the Organization.

### Organization Benefits & Responsibilities

- The organization will be responsible for the Exhibition Fee (\$3,500), cost of the exhibition space, and submission of the associated forms and fees.
- The organization will receive three Exhibitor badges that may be used only by employees of the organization.
- Each company or individual participating under the Umbrella Program will be responsible for its own fees and forms for registration, badges, hotel reservations, parking permit orders and screening requests. If the organization will be responsible for these forms and costs for a participating company, the AFM must be notified in advance.

Companies and individuals participating with an Umbrella Program must be from the country, region or association represented by the organization and will register under one of 3 categories below:

### Exhibitors

A company that is an active, year-round sales company or exporter may register as an Exhibitor. Registration requires approval of the organization and the AFM. Exhibitors receive the following benefits:

- An 86% discount on the exhibition fee: \$495 (regular exhibition fee is \$3,500)
- One Exhibitor badge at no charge. Additional badges are \$495 each if purchased by October 8; \$545 thereafter.
- Screening privileges in AFM theaters
- Company listing in the Show Directory, online exhibitor list, and signage. *(There is no maximum number of Exhibitors that may participate under the umbrella program. For umbrella stands in offices, door headers are limited to three Exhibitors per office. If more than three Exhibitors occupy an office, only the organization's name is listed on the door header.)*
- Access to the online list of registered Buyers
- Wi-Fi in the Loews Hotel for two devices
- Inclusion in [The Film Catalogue](#)
- One-year membership to MyAFM, the AFM's online community
- One-year subscription to Cinando, the industry database

***The deadline to register as an Exhibitor Under Umbrella Program is Friday, October 8<sup>th</sup>.***

## Attendees (Producer, Writers, Service Providers, etc.)

Companies and individuals who are not actively engaged in export may register as an Attendee through the organization to receive the following benefits:

- \$300 discount on Attendee badge options if purchased by Friday, October 8.
  - Executive Badge: \$495
  - Executive Badge *Plus* (includes access to [AFM Conferences and Workshops](#)): \$695
  - Platinum “All Access” Badge: \$1,095
- Screening privileges in AFM theaters
- Wi-Fi in the Loews Hotel for two devices
- Access to all programs until full
- One-year membership to MyAFM, the AFM’s Online Community
- One-year subscription to Cinando, the industry database

## Buyers

Buyers may participate on the Umbrella stand but do not register through the organization. Companies that have been “Accredited” by the AFM will receive an AFM Buyer Registration notice by email in June. To verify accreditation status, Buyers may send an email to [Registration@ifta-online.org](mailto:Registration@ifta-online.org).

[Click Here](#) to apply for Buyer Accreditation. Requests for accreditation must be submitted by **October 8, 2021** to be eligible to register for Buyer badges.

Contact [exhibit@ifta-online.org](mailto:exhibit@ifta-online.org) for questions regarding the Umbrella program.