

AFM is a private industry event for credentialed and registered Participants. Each type of AFM Screening (either “Market” or “Invitation Only”) is a nonpublic screening. No admission tickets are sold. IFTA reserves the right to decline to screen any film that violates the AFM Guidelines, the IFTA Bylaws, or any applicable Law.

SCREENING TERMS AND CONDITIONS

To screen a film at the American Film Market, an Exhibitor must agree to the following terms and conditions:

- 1. Representations and Warranties.** Exhibitor represents and warrants that: (i) it has the right to enter this Agreement; (ii) it has obtained, or will timely obtain and maintain in full force during the Term, all licenses, agreements, permits, waivers, releases, registrations, approvals and authorizations that are required for the Film and any AFM Screening including On-Demand or Theatrical Screenings, and any performance of its obligations under this Agreement; and (iii) it has all necessary consents and rights to Film’s content and associated promotional materials and that same do not infringe the trademarks, trade names, copyright, literary, artistic, dramatic or other creative rights, or defame or invade the privacy or right of publicity of any person. Exhibitor’s representations and warranties set forth in this Agreement will survive (1) the execution and delivery of this Agreement and (2) the current AFM and On-Demand Screenings through March 31, 2024.
- 2. No Liability, Indemnification of IFTA by Company.** Each Exhibitor requesting an AFM Screening agrees to indemnification of IFTA with respect to any Film screened and for any claims whatsoever and any related legal or attorneys’ fees to which IFTA is named as a party. Each Exhibitor shall be solely liable for all materials provided with respect to any AFM Screening. In no event shall IFTA be liable for any error or omission with respect to erroneous or incomplete materials provided by the Participant. In addition, IFTA shall have no liability for any claim regarding the screening of the Film including but without limitation any claim regarding the Film’s content, production, distribution, financing, or any activity in connection with AFM Screenings or the exhibition or promotion of the Film at AFM. If there is any type of dispute with respect to a Film including whether it may be screened, sold, or marketed by a party, IFTA will abide by an order of a court of proper jurisdiction regarding handling such dispute.

REQUESTS, PAYMENT, CANCELLATIONS & REFUNDS

All screening requests must be entered online. Assignments are made on a first come, first served basis upon receipt of payment. The deadline to cancel screenings without penalty is Friday, September 29, 2023. Screenings cancelled after this date will not be refunded. Screening times for a cancelled film may be used for another film - a separate submission form for the replacement film is required. All refunds will be made after the AFM.

ON-DEMAND CANCELLATION POLICY: If the Film has **not** been uploaded, a full refund will be given until October 6. After October 6th, there will be no refunds. If the Film has been uploaded, there will be no refund.

THEATRES

AFM screenings are held in three theatres with a total of seventeen screens:

AMC SANTA MONICA - 1310 Third Street Promenade

Screen 1: 161 seats	Screen 3: 80 seats	Screen 5: 75 seats	Screen 7: 75 seats
Screen 2: 112 seats	Screen 4: 92 seats	Screen 6: 85 seats	

Format: DCP. Screen 7: RealD3D.

BROADWAY CINEPLEX - 1441 Third Street Promenade

Screen 1: 64 seats Screen 2: 134 seats Screen 3: 120 seats Screen 4: 66 seats
 Format: DCP. Screens 2 and 3: RealD3D.

LAEMMLE'S MONICA FILM CENTER – 1332 2nd Street

Screen 1: 124 seats (DCP) Screen 3: 42 seats (Blu-Ray) Screen 5: 30 seats (Blu-Ray)
 Screen 2: 63 seats (DCP) Screen 4: 41 seats (Blu-Ray) Screen 6: 27 seats (Blu-Ray)
 Formats: DCP, Blu-Ray.

Questions regarding these theatres should be directed to the AFM Screenings Department, not the actual theatres.

SCREENING COSTS

DCP Screens	\$1,470
Blu-Ray Screens	\$945
AFM Screenings On-Demand	\$400 (\$200 if film is also screening in an AFM theatre)

SCHEDULE

Screenings take place from Tuesday, October 31 – Friday, November 3 in one of the time slots below. All screenings will start as scheduled. The projectionist will not delay the starting time.

- 9:00 / 9:30 AM
- 11:00 / 11:30 AM
- 1:00 / 1:30 PM
- 3:00 / 3:30 PM

SCREENING ASSIGNMENTS**1. Running Time**

If the running time is longer than 115 minutes, and the correct running time is not provided, the screening will end before the Film is finished and subsequent screenings will be cancelled without a refund. Films that are over 140 minutes will require two consecutive time slots and will be charged accordingly.

2. Promo Reels, Trailers and Logos

Screenings may be used for a promo provided the running time is at least 25 minutes. To maximize the time slot, promos should be looped continuously up to 115 minutes.

Promos must be presented as a single file. The AFM is not responsible for creating playlists. Any special requests will require a test screening and a fee will apply.

A Trailer or Logo can be played with a film as long as the combined running time is less than 115 minutes.

SCREENING TYPES

- Market Screenings** are the standard AFM screenings. Admittance requires an AFM Badge or Screening Ticket provided by the Company for the specific showing. Market Screenings are included in the online screening schedule and in the AFM Screenings Guide. Some films may be included in AFM press releases and/or promotional correspondence to Buyers.
- Invitation Only Screenings** limit admittance to the Company's invited guests only. **A badged Company representative must be present at the screening to identify guests who are to be admitted.** AFM staff cannot

admit anyone to the screening without authorization from the on-site Company representative, whether or not the guest has an AFM badge or custom invitation.

When an Invitation Only Screening is requested, the film details will not be listed anywhere. "Closed Screening" will be listed on the screening schedule for that time and day.

Invitation Only films can be part of the Market Line-up. Screening times will not be shown.

TECHNICAL SPECIFICATIONS

1. DCP Screenings

Digital Cinema Packages (DCPs) must be created to Digital Cinema Initiative (DCI) specifications and should be named according to the DCI Naming Convention. Beginning October 2, the DCP requirements are available online at www.americanfilmmarket.com/screening-requirements and in the portal on the Portal Guide page. Failure to provide a film with the exact specifications may result in a cancellation without refund.

On rare occasions problems can arise with a DCP. **The AFM strongly recommends that a back-up drive is provided.**

DCP testing is available for an additional fee. For more information contact the AFM Screenings Department.

If a DCP is encrypted, a DKDM must be provided. If a DKDM is not provided then KDMs are required for all seventeen DCP screens and a test server. Contact information for a lab or representative who can be reached at any time to troubleshoot any KDM issue is also required.

AFM partners with Motion Picture Solutions for DKDM management. For more information contact the AFM Screenings Department.

2. 3D Screenings

3D Screenings are available in RealD 3D (AMC Santa Monica and Broadway Cineplex). Details about the 3D system can be found online beginning October 2 at www.americanfilmmarket.com/screening-requirements. The AFM provides 3D glasses.

3. Blu-Ray Screenings

Blu-Ray screenings are scheduled at the Laemmle's Monica Film Center, screens 3 – 6. Blu-Rays should be professionally mastered/authored and "pressed", as they provide greater consistency. BD-R is not considered to be a professional "show" playback system and **is not recommended**. There are no refunds for Blu-Rays that don't play or skip, or freeze during play.

4. On-Demand Screenings

To request an On-Demand screening, select the On-Demand option in the screenings portal. On-Demand screenings will be viewable online starting on October 24 and will be available until March 31, 2024.

THEATRE RULES

Cameras: Still and video cameras are not allowed inside any theatre.

Promotions/Promotional Materials: Promotions of any kind cannot be set up outside of the screening auditorium (signage, demonstrations, etc.), and promotional materials may not be left inside the auditorium.

Projection Booth: Companies and their representatives are not allowed to enter the booth. If a problem with the projection or sound occurs, notify AFM Theatre Staff immediately.

ASSET TRACKING

Delivery, Late Fees, Early Release & Return

Assets **must arrive** by the delivery date to avoid additional fees. **Exclusive Logistics Management (ELM)** organizes the delivery and retrieval of all **Physical Assets**.

Exclusive Logistics Management (ELM)
 Contact: Tammy Dunkley-Nikolov
 Address: 235 S. Glasgow Ave., Inglewood, CA 90301
 Email: Tdunkley@elmla.com
 Phone: +1.310.904.5550

UKN-Post organizes the delivery of **Digital Assets**.

UKN-POST
 Contact: Dylan Carter
 3363 La Cienega Place
 Los Angeles, CA 90016
 Email: afm2023_upload@ukn-post.com
 Phone: 310-703-3972

1. DELIVERY - There is a late fee for Assets delivered after the due date.

Physical DCPs must be delivered directly to ELM and arrive by **Monday, October 23**.

Digital DCPs must be uploaded to UKN-Post no later than **Friday, October 20**.

DKDMs, CPLs and CTTs must be delivered to Motion Picture Solutions by **Friday, October 20**.

KDMs must be delivered via email to AFMScreenings@ifta-online.org by **Monday, October 23**.

Blu-Rays must be delivered directly to ELM and arrive by Wednesday, October 25.

2. LATE DELIVERY

DCPs: There is a \$200 late fee for each DCP received after Monday, October 23. There is a \$400 late fee for each DCP received less than 48 hours before its first screening.

Blu-Rays: There is a \$100 late fee for each Blu-Ray received after Wednesday, October 25. There is a \$200 late fee for each Blu-Ray received less than 48 hours before its first screening.

3. Asset Pick-Up

Asset return after the AFM is not automatic. Companies should contact ELM with shipping instructions prior to the end of the AFM (and at least 48 hours prior to the shipping date) to ensure prompt delivery.

Assets are available upon request 24 hours after your last screening and may be picked up at the AFM Screenings Office until Sunday, November 5. They will only be released to a badged representative of the Company.

Beginning Monday, November 6, Assets will be held at ELM until arrangements have been made to either pick it up from the warehouse (by the Company representative or their own shipper) or have ELM ship it.

4. Asset Damage

If verifiable damage occurs during the market, the AFM will reimburse reasonable replacement charges (no rush lab charges, etc.). Written documentation including cause, precise damage and **replacement cost estimates must be submitted within five business days after the Asset is released** to the Company or its representative.

ADDITIONAL DETAILS

1. World Premieres

The AFM encourages World Premiere screenings as most buyers come to markets to find new films and projects. A film that has not been screened in a festival, market or for the public or press in any country is eligible for World Premiere status. The benefits of an AFM World Premiere include:

- An exclusive section of the online Screening Schedule allows Buyers to easily view the screening times of World Premieres.
- The AFM Screenings Guide has a special section in the front listing all World Premieres.
- World Premieres are searchable in the online listings, and screening schedules and are noted with a "World Premiere" icon next to the title.
- World Premieres may be listed in AFM press releases and/or promotional materials.

2. Screening Tickets / Company Invitations

Screening Tickets are available to the Company (twenty-five tickets per screening) so they may invite guests without an AFM Badge to a screening. Company must provide the guest with a screening ticket in advance. If tickets have not been distributed in advance a Company representative must be at the theatre to provide each guest with a ticket.

Screening tickets are available for pick up starting at 2pm on Sunday, October 29, at the AFM Screenings Office at Le Merigot. The person who picks up the tickets must either wear an AFM Exhibitor Photo Badge or have written approval from the exhibiting company's main screenings contact.

Exhibitor Invitations: A custom invitation created by the Exhibitor can be used for any market screening. If custom invitations are used, the AFM Screenings Department must be given four samples so AFM staff can be instructed to allow guests into the theatre. The invitation samples must be provided by Monday, October 30.

To arrange for Press to attend a screening, provide them with a screening ticket or custom invitation.

Children (under 18 years) must be accompanied by an adult and issued their own screening ticket or invitation. If six or more children are invited, the AFM requires notification by Monday, October 30. A representative must be present throughout the entire screening to escort the children directly to and from the theatre.

3. AFM Screening Schedule

The online AFM Screenings Schedule is posted on The Film Catalogue beginning Monday, October 9, and is updated frequently.

The AFM Screenings Guide will contain the following information for films that are screening: Title, Synopsis, Genre, Language, Cast, Director, Art and Screening Time(s). **All content is user-generated.** To be included, all film information must be entered online by 23:00 GMT on Friday, October 20.

4. Screening Attendance Reports

AFM Badges will be scanned for everyone entering an AFM Screening. Attendance reports will be available online within two hours of the end of the screening.

5. Recruited Screenings and Cast & Crew Screenings

If a recruited or cast & crew screening is planned, note this in the "Special Remarks" section of the online form. Exhibitors are discouraged from using AFM theatres for audiences not registered as AFM Participants.

SCREENING DATES & DEADLINES

Friday, August 11	Portal opens
Friday, September 29	Last day to cancel for a refund for a theatrical screening
Friday, October 6	Last day to cancel for a refund for an On-Demand screening
Monday, October 9	Screenings schedule posted online at www.TheFilmCatalogue.com
Friday, October 20, 23:00 GMT	Deadline for film information for the AFM Screenings Guide
Monday, October 23	DCP delivery deadline - late fee applies after this date
Wednesday, October 25	Blu-Ray delivery deadline - late fee applies after this date
Sunday, October 29	Screening tickets available
Sunday, November 5	Asset pick-up deadline from screening office
Monday, November 6	All Assets available for pick-up from Exclusive Logistics Management
March 31, 2024	End of AFM 2023 On-Demand Screenings