

GENERAL INFORMATION

Please check all opportunities you wish to purchase. Refer to separate spec pages for artwork/materials, deadlines and specifications.

COMPANY INFORMATION

Company Name:

Contact Name:

Email: Date:

SPONSORSHIPS

<input type="checkbox"/> Presenting Sponsor of LocationEXPO	USD\$25,000	<input type="text"/>
<input type="checkbox"/> Presenting Sponsor of Buyer & IFTA® Member Lounge	USD\$20,000	<input type="text"/>
<input type="checkbox"/> Presenting Sponsor of The Lounge at the Palms	USD\$20,000	<input type="text"/>
<input type="checkbox"/> Lanyard	USD\$20,000	<input type="text"/>
<input type="checkbox"/> Step & Repeat Sign	USD\$20,000	<input type="text"/>
<input type="checkbox"/> Key Card	USD\$20,000	<input type="text"/>
<input type="checkbox"/> AFM App	USD\$20,000	<input type="text"/>
<input type="checkbox"/> WiFi Sponsorship	USD\$20,000	<input type="text"/>
	SUBTOTAL	<input type="text"/>

BRENDEN THEATRE BRANDING

ITEM/LOCATION	PRICE	TOTAL QUANTITY <u>AVAILABLE</u>	QUANTITY	TOTAL AMOUNT
<input type="checkbox"/> Double Sided Foyer sign Hallway Signage	USD\$14,000	1	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 10 ft. wide	USD\$7,500	1	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 15 ft. wide	USD\$11,000	1	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 20 ft. wide	USD\$14,000	1	<input type="text"/>	<input type="text"/>
			SUBTOTAL	<input type="text"/>

FANTASY TOWER BRANDING

ITEM	PRICE	QUANTITY	TOTAL AMOUNT
<input type="checkbox"/> Elevator Bank Sign	USD\$4,000	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Elevator Door Sign	USD\$3,500	<input type="text"/>	<input type="text"/>
		SUBTOTAL	<input type="text"/>

2ND FLOOR BRANDING

ITEM	PRICE	QUANTITY	TOTAL AMOUNT
<input type="checkbox"/> Framed Signage	USD\$4,500	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Bar Counter Signage	USD\$8,000	<input type="text"/>	<input type="text"/>
		SUBTOTAL	<input type="text"/>

VIDEO ADVERTISING

ITEM	PRICE	QUANTITY	TOTAL AMOUNT
Video Promotion			
<input type="checkbox"/> 3 minutes	USD\$3,500	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 6 minutes	USD\$6,000	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 10 minutes	USD\$10,000	<input type="text"/>	<input type="text"/>
Elevator Bank LED Screen	USD\$6,500	<input type="text"/>	<input type="text"/>
		SUBTOTAL	<input type="text"/>

BUNDLED PACKAGE

ITEM	PRICE	TOTAL AMOUNT
<input type="checkbox"/> Package includes 3-minute video promotion, (1) elevator door sign & (1) ad in the AFM Show Directory	USD\$9,500	<input type="text"/>
		SUBTOTAL

PRINT ADVERTISING

ITEM	PRICE	QUANTITY	TOTAL AMOUNT
Show Directory Advertising			
<input type="checkbox"/> Inside & Outside Front Covers	USD\$5,000	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Regular Ad	USD\$3,500	<input type="text"/>	<input type="text"/>
Screenings Guide Advertising			
<input type="checkbox"/> Front Cover Ad	USD\$13,000	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Inside & Outside Front Covers	USD\$5,000	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Regular Ad	USD\$3,500	<input type="text"/>	<input type="text"/>
		SUBTOTAL	<input type="text"/>

DIGITAL ADVERTISING

ITEM	PRICE	QUANTITY	TOTAL AMOUNT
AFM24 Daily Show Emails	USD\$2,500	<input type="text"/>	<input type="text"/>
AFM On-Demand Advertising	USD\$3,500	<input type="text"/>	<input type="text"/>
		SUBTOTAL	<input type="text"/>

TOTAL ORDER COST

Sponsorships		<input type="text"/>
Brenden Theatre Branding		<input type="text"/>
Fantasy Tower Branding		<input type="text"/>
2 nd Floor Branding		<input type="text"/>
Video Advertising		<input type="text"/>
Print Advertising		<input type="text"/>
Digital Advertising		<input type="text"/>
Bundled Package		<input type="text"/>
<input type="checkbox"/> Check if IFTA Member	less 15% for IFTA Members	<input type="text"/>
	TOTAL	<input type="text"/>

PAYMENT

In consideration for the selected promotional opportunities, Company shall pay to AFM the non-refundable Fee totaled above within five (5) business days of the signed agreement. For orders received after October 1, full payment is immediately due upon receipt of the order form.

Payment Types: Indicate payment type below. An invoice with payment instructions will be sent to the Contact Name.

- Credit Card
 Check
 Bank Wire Transfer

SUBMIT FORM TO: AFMMarketing@ifta-online.org

AGREED

Company agrees that it and its employees and other representatives will fully comply with the AFM Guidelines (posted at www.AmericanFilmMarket.com) and this Agreement, including its attached Terms and Conditions which are incorporated herein.

Print Name: _____ Job Title: _____

Authorized Signature: _____ Date: _____

Use and Non-Exclusive License of Service Marks. Provided that the Promotional Opportunities Fee is paid in full, Company shall have the right to non-exclusive, non-warranty, non-derogatory use of the AFM Service Marks in advertising and promotional activities of Company in connection with Company's participation at the AFM for which this Agreement is made, provided that AFM in its sole discretion shall have the right to approve all such uses in advance. The AFM Service Marks must be used solely in conjunction with Company's logo, and Company's logo must be represented in equal or greater size than the AFM Service Marks wherever used. Notwithstanding any advance approval, AFM shall, in its sole discretion, have the right to determine what constitutes a derogatory or inappropriate use of its AFM Service Marks. Company grants to AFM the right to worldwide, non-exclusive, non-warranty, non-derogatory use of Company's service marks, trademarks, logos, or other branding materials provided in connection with this Agreement in perpetuity in advertising and promotional activities of AFM.

Company Representations and Warranties. Company represents and warrants to IFTA that: Company owns and controls all rights necessary for the names, logos, voices and/or images to be used in connection with this Agreement and no other party's consent to use such names, logos, voices and/or images is required; AFM's use of any names, logos, voices or images provided by Company will not infringe upon or violate the right of any person or entity, nor will AFM be required to make any payments or royalties by reason of their use; and Company will abide by all laws, regulations, and government issued guidelines, including with respect to public health.

AFM Approval. All materials submitted by Company in connection with this Agreement are subject to reasonable approval by AFM.

Non-Assignment and No Pass-Through Rights. This promotional opportunity is granted for the sole purpose of marketing and promoting Company in connection with the AFM for which this Agreement is made. Company shall not assign this Agreement without the prior written consent of AFM, and in no event shall such an assignment be deemed an assignment of the obligation to pay the Promotional Opportunities Fee. Company may not advertise or promote the interests of any third party, client, or advertiser. Additionally, Company is prohibited from representing, selling, or screening motion pictures at the AFM for which this Agreement is made.

Company Waiver of IFTA Liability. Company agrees that it will not make a claim against IFTA, and that IFTA shall not be liable for any reason whatsoever, for any exposure to communicable diseases, injury (including death), loss or damage that may occur to any person; or any loss, theft, damage, or destruction of personal property or goods of Company or its employees, agents or representatives; or for any damage of any nature, including damage to Sponsor's business for failure to hold the AFM or portions thereof, as scheduled; or for any action or omission of IFTA.

Indemnification. Company shall indemnify, defend and hold harmless AFM, its parent, subsidiary, and affiliated corporations and their respective directors, officers, agents, successors and assigns, from and against any and all claims, damages, liabilities, losses, government proceedings and costs and expenses, including reasonable attorneys' fees and costs of suit, arising out of any alleged or actual breach of this Agreement which incorporates by reference the AFM Guidelines by Sponsor or any act or omission by Sponsor, including violation of any applicable municipal, County of Los Angeles, State of California, U.S., and international laws and regulations, in the performance of this Agreement.

Dispute Resolution.

For Disputes involving amounts \$12,500 and less.

Any dispute arising under this Agreement or the breach thereof involving amounts \$12,500 and less will be resolved by the Small Claims Division of the Superior Court of California in Los Angeles County, California.

For Disputes involving amount greater than \$12,500. Any dispute arising under this Agreement or the breach thereof involving amounts greater than \$12,500 shall be resolved by binding, final, exclusive, and non-appealable arbitration before a single arbitrator in the forum designated below under the Streamlined Arbitration Rules and Procedures administered by JAMS in effect as of the date the request for arbitration is filed. Judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. Each Party expressly waives any right to adjudicate any such dispute in any other court or forum, except that any Party may seek interim or equitable relief in accordance with such Rules. The prevailing Party shall be entitled to recover its reasonable attorneys' fees and costs of collection from the other Party.

Miscellaneous. This Agreement shall be governed by, construed, regulated, and interpreted under the laws of the State of California and the forum shall be designated Los Angeles County, California. This Agreement represents the entire agreement between AFM and Company regarding the subject matter contained herein and supersedes all other agreements between them, if any, express or implied, whether written or oral, and can only be modified by an instrument in writing, signed by both Parties. In the event that any provision of this Agreement is declared invalid or void by statute or judicial decision, such action shall not invalidate the entire Agreement. It is the express intention of the Parties that all other provisions not declared invalid or void shall remain in full force and effect. In the event that any provision of this Agreement is declared invalid or void, the Parties agree to meet promptly upon request of either Party in an attempt to reach agreement on a substitute provision. This Agreement shall not be deemed to create a joint venture, partnership, principal-agent, employer- employee or similar relationship between AFM and Company and neither Party shall hold itself out to the contrary. No failure by either Party to insist upon the strict performance of any covenant, duty, agreement, or condition of this Agreement or to exercise any right or remedy consequent upon a breach thereof shall constitute waiver of any such covenant, duty, agreement, or condition, or any such breach. Notwithstanding anything to the contrary contained in this Agreement, there are no third-party beneficiaries to this Agreement. Submission of this Agreement for examination, negotiation, or signature does not constitute an offer, and this Agreement shall not be effective until it is duly executed and delivered, if at all, by AFM and Company.