

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, a Company must agree to the following terms and conditions:

- 1. Representations and Warranties.** Company 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 the 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. Company'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, 2025.
- 2. No Liability, Indemnification of IFTA by Company.** Each Company 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 Company 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 Company. 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 first come, first served upon receipt of payment. The deadline to cancel theatrical screenings without penalty is Friday, September 27, 2024. 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 AFM.

**ON-DEMAND CANCELLATION POLICY:** If the Film has **not** been uploaded, a full refund will be given until October 11, 2024. After October 11, there will be no refunds. If the Film has been uploaded, there will be no refund.

## THEATRES AND SCREENING COSTS

AFM screenings are held in the Brenden Theatres Las Vegas 14 IMAX & JB-X at the Palms. All Screens are equipped with state-of-the-art Barco Projectors, GDC Servers and QSC Audio.

Screen	Seats	3D Available	Premium Format	Blu-Ray Price	DCP Price
1	150		JB-X	\$1,145	\$1,670
2	148			\$1,145	\$1,670
3	70		DTSX	\$1,145	\$1,470
4	70	Yes		N/A	\$1,470
5	150	Yes	ATMOS	\$1,145	\$1,670
6	50	Yes		\$945	\$1,470
7	50			N/A	\$1,470
8	78	Yes	IMAX	N/A	\$1,470
9	75			\$945	\$1,470
10	40			\$945	\$1,470
11	40			N/A	\$1,470
12	40			\$945	\$1,470
13	46			\$945	\$1,470
14	150		THX	\$1,145	\$1,670

**AFM Screenings on Demand** are hosted at *afmondemand.com*. The cost to screen is **\$400 (\$200** if film is also screening in an AFM theatre).

**Additional Screening Fees Include:**

Films lasting between 116-140 minutes will incur a \$200 surcharge.

Films longer than 140 minutes will require two consecutive slots.

There is a \$200 surcharge for films in 3D.

There is a \$200 surcharge for IMAX; \$400 for IMAX (3D)

Questions regarding these theatres and pricing should be directed to the AFM Screenings Department via email to [afmscreenings@ifta-online.org](mailto:afmscreenings@ifta-online.org), not the Brenden Theatres. Please note that if a credit card is used for payment, a 3% credit card service fee will be added to your transaction.

## SCHEDULE

Screenings take place from Tuesday, November 5 – Friday, November 8 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
- 5:00 / 5:30 PM

Evening screenings starting at 7:00 PM or later are available for an additional fee of \$200. Options for Monday screenings are available this year. Please contact the AFM Screenings Department directly for availability and pricing.

## SCREENING ASSIGNMENTS

### 1. Running Time

Films that are over 140 minutes will require two consecutive time slots and will be charged accordingly. Screenings with running times between 116 and 140 minutes will be subject to an additional \$200 surcharge.

### 2. Promo Reels, Short Films, Trailers and Logos

Screenings may be used for a promo or short. To maximize the time slot, promos or shorts 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 \$300 fee will apply.

A Trailer or Logo can be played with a film if the combined running time is no longer 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 Exhibitor's invited guests only. A badged Exhibitor representative must be present at the screening to identify guests to be admitted. AFM staff cannot admit anyone to the screening and having an AFM Badge or a custom invitation does not allow admittance. 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 7, the DCP requirements are available online at [www.americanfilmmarket.com/screening-requirements](http://www.americanfilmmarket.com/screening-requirements) and in the Screenings portal on the Portal Guide page. Failure to provide a film with the exact specifications may result in cancellation without refund.

Films can either be delivered digitally or on an industry standard CRU drive. If providing a CRU drive, **the AFM strongly recommends that a back-up drive is provided.**

On-screen DCP testing is available for a fee of \$300. If a DCP is defective, the AFM Technical Department can attempt to repair it for an additional \$200. For more information, contact the AFM Screenings Department.

If a DCP is encrypted, KDMs are required for all 14 screens. Contact information for a lab or representative who can be reached at any time to troubleshoot any KDM issue is also required.

### 2. 3D Screenings

3D Screenings are available for an additional \$200. Details about the 3D system can be found online beginning October 7 at [www.americanfilmmarket.com/screening-requirements](http://www.americanfilmmarket.com/screening-requirements). The AFM provides 3D glasses.

### 3. Blu-Ray Screenings

Blu-Rays should be professionally mastered/authored and "pressed," as they provide greater consistency. BD-R is not considered a professional "show" playback system. There are no refunds for Blu-Rays that do not play, or that skip or freeze during play.

#### 4. IMAX Screenings

IMAX screenings are available for an additional \$200 and IMAX 3D screenings are available for an additional \$400. For more information about the IMAX format, please contact the AFM Screenings Department directly.

The AFM provides IMAX 3D glasses.

#### 5. 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 29, 2024, and will be available until March 31, 2025.

## THEATRE RULES

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

**Promotions/Promotional Materials:** AFM offers promotional signage opportunities throughout the Brenden Theatres to promote your films. For more information, email Robin Burt at [rburt@ifta-online.org](mailto:rburt@ifta-online.org) or call him at 310.446.1020. No other promotions outside of the screening auditorium (signage, demonstrations, etc.) are allowed. If promotional materials are distributed inside of the auditorium, they may not be left behind.

**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

**Films must arrive** by the delivery date to avoid late fees. **LVE** organizes the delivery and retrieval of all **Physical Assets**.

#### LVE

Address: 6225 Annie Oakley Drive, Las Vegas, 89120

Email: [exhibitorservices@lvexpo.com](mailto:exhibitorservices@lvexpo.com)

Phone: +1.702.248.6200 – ask for Exhibitor Services

**Qube Wire** organizes the delivery of **Digital Assets**.

#### Qube Wire

URL: <https://www.qubewire.com>

Address: 11954 S La Cienega Blvd, Hawthorne, CA 90250

Email: [support@qubewire.com](mailto:support@qubewire.com)

Phone: +1.818.392.8155

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

**Physical** DCPs and Blu-rays must be delivered directly to LVE and arrive by **Friday, October 25**.

**Digital** DCPs must be uploaded to Qube Wire no later than **Friday, October 25**.

**KDMs** must be delivered via email to [AFMScreenings@ifta-online.org](mailto:AFMScreenings@ifta-online.org) by **Friday, October 25**.

## 2. LATE DELIVERY

**DCPs:** There is a \$200 late fee for each DCP received after Friday, October 25. 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 Friday, 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 LVE 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 Department in the Brenden Theatres until Saturday, November 9. To schedule a pick-up time, contact the Screenings Department at 310.446.1089 or email [afmscreenings@ifta-online.org](mailto:afmscreenings@ifta-online.org). A time MUST be scheduled prior to pick-up. Assets will only be released to a badged representative of the Company.

Beginning Monday, November 11, Assets will be held at LVE until arrangements have been made to either pick it up from the warehouse (by the Company representative or their own shipper) or have LVE 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.
- 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 tickets per screening) so they may invite guests without an AFM badge to a screening. The 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 give each guest a ticket.

Screening tickets are available for pick up starting at 2pm on Sunday, November 3, at the AFM Screenings Office. The person who picks up the tickets must either wear an AFM Photo Badge or have written approval from the company's main screenings contact.

**Custom Email Invitations:** A custom invitation can be used for any market screening. If custom invitations are used, the AFM Screenings Department must receive four samples by Wednesday, 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 28. A Company representative must be present throughout the entire screening to escort the children directly to and from the theatre.

### 3. Screening Schedule

The online AFM Screenings Schedule is posted on The Film Catalogue beginning Monday, October 14, and is updated frequently.

The AFM Screenings Guide will contain the following information for films screening: Title, Logline, 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 25.

### 4. Screening Attendance Reports

Badges will be scanned for everyone entering an AFM screening. Attendance reports will be available online to the Company 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. Screening companies are discouraged from using AFM theatres for audiences not registered as AFM Participants.

### 6. Enhanced Screenings

All screenings are programmed to start on time. Presentations, or special requests for the conduct of a screening, require a dedicated projectionist. The surcharge is \$300. Podium and microphone rentals are available for an additional \$100.

### 7. Receptions

Receptions can be held before or after screenings in the newly renovated lobby Ultra Lounge or upstairs in the Brenden Celebrity suite. Contact the Screenings Department directly for more information.

### 8. Concessions

Concession and alcohol from a full bar will be available for purchase to all screening patrons. If a screener wants to purchase a concession package, contact the Screenings Department directly.

## SCREENING DATES & DEADLINES

Monday, August 19	Portal opens
Friday, September 27	Last day to cancel for a refund for a theatrical screening
Friday, October 11	Last day to cancel for a refund for an On-Demand screening
Monday, October 14	Screenings schedule posted online at <a href="http://www.TheFilmCatalogue.com">www.TheFilmCatalogue.com</a>
Friday, October 25	Deadline for film information for the AFM Screenings Guide
Friday, October 25	DCP and Blu-Ray delivery deadline - late fees apply after this date
Saturday, November 9	Asset pick-up deadline from Screening Office
Monday, November 11	Assets available for pick-up from LVE