

The Palms Casino Resort is subject to strict regulation under both local and national Gaming Control laws and also exercises special caution to protect its reputation and gaming licenses from negative publicity. **As a result, AFM participants are urged to take notice of and to abide by the following guidelines.** If you have any questions or need further clarification, please contact **Jennifer Garnick, VP Communications** at [jgarnick@ifta-online.org](mailto:jgarnick@ifta-online.org) or **310-446-1006**.

## STILL PHOTOGRAPHY, VIDEOGRAPHY/RECORDING ONSITE AT PALMS CASINO RESORT:

The capturing of Media (Photo and/or Video) is **ONLY** permitted within the “official AFM offices and function spaces” and solely for the purposes of publicity and marketing. These spaces are defined as The Fantasy Tower Floors 2, 8-17, 25 and 26, as well as Greene Street, Moon, View, and Nove. Photography or Videography in any spaces or floors outside of AFM’s designated areas (i.e., the Casino Floor, Pool, Restaurants, Ivory Tower, etc.) is only allowed if written permission is given by the Hotel, at the Hotel’s sole discretion. A Hotel Location Agreement request may be obtained through the AFM Press Office. Unauthorized Filming or Photography on Hotel Property could result in person(s) being asked to leave the event immediately.

## TALENT/ENTERTAINMENT:

The hosting of talent onsite at The Palms in conjunction with official AFM Screenings and/or private business meetings is permitted without written permission. However, any company that plans to host talent and/or entertainment and promote these appearances at the Hotel to the media prior to, during or after the fact in conjunction with AFM is **required to let AFM know a minimum of 5 business days in advance and to obtain approval by Palms Casino Resort.** This includes sending press releases and/or photos to the press and activities such as press conferences, photo calls, photo shoot or other appearances that will be made public and promoted in conjunction with AFM at Palms Casino Resort. Please contact **Jennifer Garnick, VP Communications** at [jgarnick@ifta-online.org](mailto:jgarnick@ifta-online.org) or **310-446-1006** to submit talent and / or Entertainment information. You will also receive a form via email in late August which you can use to submit such Talent/Entertainment information and to also request the use of AFM’s official photographer and/or videographer.

## USE OF PALMS CASINO RESORT NAME IN PRESS RELEASES AND/OR MARKETING MATERIALS:

The Palms Casino Resort name can only be used to identify the location of the 2024 American Film Market in Press Releases and Marketing Materials and must be cited as “Palms Casino Resort.” Any Press or Marketing Materials you plan on creating which will include any description of further reference to Palms Casino Resort must be reviewed and approved by the AFM Publicity and Marketing Department. **Materials must be sent for review/approval at least 48 hours in advance of usage** to [Rburt@ifta-online.org](mailto:Rburt@ifta-online.org) and [Jgarnick@ifta-online.org](mailto:Jgarnick@ifta-online.org).

## OTHER MARKETING RESTRICTIONS – STRICTLY ENFORCED

## GAMBLING: TABLES, CHIPS AND TOKENS:

Gaming Control Board Regulation 12.060 **prohibits** Hotel Guests and AFM Participants from creating for promotional purposes or selling anything that resembles Gambling equipment or paraphernalia, including Chips and/or Tokens for any purpose, **even as Marketing or Novelty items.** If any company is interested in utilizing Gaming Tables as part of a private event, **this can only be done using The Palms Approved Vendor and presented as instructional/educational.** Contact **Jennifer Garnick** at [JGarnick@ifta-online.org](mailto:JGarnick@ifta-online.org) for more information.

## RAFFLES & LOTTERIES:

In the state of Nevada, the Gaming Control Board is responsible for regulating the operation of raffles and lotteries. Only qualified nonprofit alumni, charitable, civic, educational, fraternal, patriotic, political, religious, state, or local, legal, or veterans organizations may lawfully hold raffles or lotteries. **AFM Participants are strictly prohibited from running any Raffles and/or Lotteries during their stay at the Hotel or otherwise on Palms Casino Resort Property.**