

2015 Marketing Opportunities



AFM Exhibitors have a wide selection of marketing opportunities to choose from to connect with the Buyers. From signage and advertising to displays and trailers, AFM has something for every Exhibitor's budget.

Atrium Banners

Promote your company or film key art on an 18ft or 10ft banner prominently displayed in the Loews Hotel atrium.

\$1,250 - \$3,500

(See Order Form for Pricing and Locations)



Vertical Atrium Banners

Display your company logo, marketing message or film key art on one of two vertical banners hanging in the Loews Hotel atrium. Size: 7ft wide and 15ft high and are 2 sided.

\$7,000 per Banner

2 Available Positions



Column Signage

Display your key art or company logo on the large column located besides the Loews Hotel staircase. The perfect spot to catch the eye of the buyers as they walk up and down the main staircase from the lobby to the 5th floor.

\$3,500

1 Available Position



Staircase Signage

Signage opportunity available on the Loews Hotel staircase leading from the mid landing to the 5th floor.

From Lobby to Landing: \$5,000

From Landing to the 5th Floor: \$3,000

Limited to 2 Companies



5th Floor Landing Signage

Prominent signage at the top of the main staircase, viewable from the staircase and from the 5th floor east elevators. Opportunity for Exhibitor to purchase one or both sides. Signs measure 10ft 6in wide x 7ft high.

\$4,500 for one side / \$8,000 for both sides



Shuttle Bus Signage

Reach the buyers all day, every day! This three bus signage package ensures high visibility as the buyers go in and out of the AFM, screenings and AFM hotels.

Three Bus Package: \$5,000



Inside Elevator Banners

A captive audience! Display your key art or marketing message inside one of four high traffic elevators in the Loews Hotel.

\$3,000 per elevator

Limited to 4 Elevators



Main Entrance Floor Decal

Display your film key art or welcoming remarks on one of two "Welcome" mats positioned just inside and outside of the Loews Hotel main entrance.

\$4,000 Per Mat

2 Available Positions



5th Floor Display

Make your film come alive by creating a high impact display inside the AFM. Located opposite the main trade rack on the 5th floor, the AFM has set aside a protected area for one company to build a prominent display.

\$12,000 (Size of Display 21ft wide x 12ft deep)



Lobby Display Signage

The only display sign available on the lobby level of the Loews Hotel! Prominent location in between the front entrance and the east elevators.

\$6,000



Bottled Water Advertising

Get your film in the hands of the buyers. AFM provides complimentary bottled water to buyers traveling on the AFM shuttle buses between the screenings, hotels and AFM venues. Your company's marketing message will be wrapped around 5,000 bottles.

\$5,000 for 5,000 Bottles

(2 Available Packages)



Market Bag Sponsorship

Display your company's logo on 6,800 AFM Welcome Bags distributed at registration. The Perfect walking billboard.

\$15,000

Limited to 1 Company



Welcome Bag Insert

Get your promotional materials in the hands of the buyers as they arrive at the AFM by placing one item in 6,800 bags.

\$2,000



Elevator Alcove Signage

Large free standing signs available in east elevator alcove areas in the Loews Hotel.

Locations include: 6th, 7th and 8th floors
Size: 11 ft wide x 7 ft high

\$4,000 per location



Trailer Program

Showcase your company's film(s) hourly on four plasma screens in the lobby, three in the Buyers Lounge and on monitors in every AFM shuttle bus. The perfect way to reach the buyers during the market.

\$3,000 per trailer
(3 minute maximum - include as many films as you like)

Limited to 20 Exhibitors



AFM Screening Guide

The AFM Screening Guide includes a listing of all films screening along with the screening schedule. Premium ad pages available. See separate order form to book your advertisement.

Full Page, 4-color ad: \$1,800

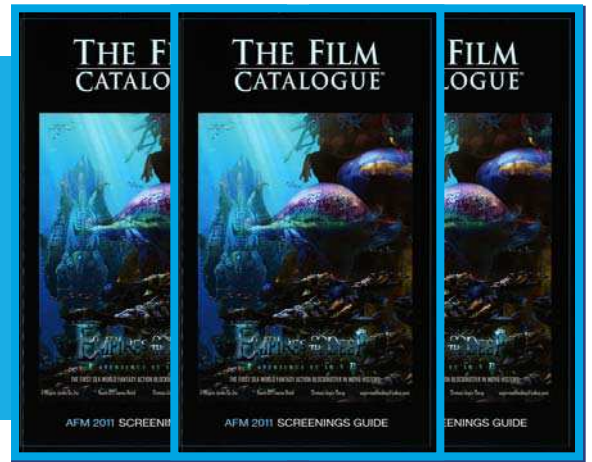
Premium Positions Available

Front Cover: \$15,000

Inside Front Cover: \$3,000

Inside Back Cover: \$3,000

Outside Back Cover: \$3,000



Web Banner Advertising

Web banner on TheFilmCatalogue.com website; heavily viewed by the Buyers before and during the AFM. Banner will run from September 15 until November 30, 2015.

\$1,500 per web banner



Outside Pool Signage

Be seen by the pool - highly visible sign located above the Jacuzzi beside the main pool.

Size: 58" High x 24'6" wide

\$5,000

1 Available Position



Main Entrance Signage

Prominent signs displayed outside the Loews Hotel main entrance.

Size: 3'8" high x 30' wide

\$5,000

2 Available Positions



Beach Entrance Banner

The only signage prominently hung on the 2nd floor in the Loews Hotel rear main lobby. 23ft wide banner clearly visible as you walk through the lobby to the elevators.

\$4,000



Pool Terrace Entrance Pillars

Opportunity to showcase your film/s on pillars leading to and from the Loews pool terrace area.

Sign Measurement: 30 1/2 inches wide and 48 inches high

\$3,500 for 2 signs or \$6,000 for 4 Signs



Attendee Lanyard Sponsorship

Display your company's logo on the official AFM lanyard worn by all AFM attendees. 8,000 lanyards

\$15,000



Discounted Package

Exhibitors have the opportunity to purchase a bundled package of marketing opportunities at a reduced price - **savings of \$1,300**. Reach the buyers before and during the AFM with this high visibility package:

Package includes:

- Advertisement in AFM Screening Guide
- 18ft Atrium banner in Loews Hotel
- Web banner on the FilmCatalogue Website

\$5,000



Contact Us Today

For questions or to check availability, please contact Elvis Harold at eharold@ifta-online.org or 1-310-446-1021.

2015 AFM Exhibitor Marketing Opportunities

Order & Payment Form

Company: _____ Contact Name: _____ Date: _____

Phone: _____ Email: _____

Please check all opportunities you wish to purchase and fax form with payment to 1-310-446-1600 or email to eharold@ifta-online.org. Refer to separate spec pages for artwork/materials deadlines and specifications.

Atrium Banners

18ft Banners: \$3,000 5B__ 5C__ 5D__ 5E__ 5G__ 5H__ 5I__ 5J__ 6E__ 6G__ 6H__ 6I__ 6J__	18ft Banners: \$1,900 7B__ 7C__ 7D__ 7E__ 7G__ 7H__ 7I__ 7J__ 8B__ 8C__ 8D__ 8E__ 8G__ 8H__ 8I__ 8J__	
10ft Banner: \$3,500 (2 sided) 6A__	10ft Banner: \$2,000 6F__	10ft Banners: \$1,250 7A__ 7F__ 8A__ 8F__

Number of Banners	Total \$
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<input type="checkbox"/> Main Entrance Signage <input type="checkbox"/> Left <input type="checkbox"/> Right	x \$5,000 = \$	<input type="checkbox"/> Outside Pool Signage	x \$5,000 = \$
<input type="checkbox"/> Trailer Program	x \$3,000 = \$	<input type="checkbox"/> Web Banner	x \$1,500 = \$
<input type="checkbox"/> Inside Elevator Banners	x \$3,000 = \$	<input type="checkbox"/> Welcome Bag Insert	x \$2,000 = \$
<input type="checkbox"/> Shuttle Bus Signage	x \$5,000 = \$	<input type="checkbox"/> Entrance Floor Decal	x \$4,000 = \$
<input type="checkbox"/> Bottle Water Advertising	x \$5,000 = \$	<input type="checkbox"/> Column Signage	x \$3,500 = \$
<input type="checkbox"/> Vertical Atrium Banners <input type="checkbox"/> West <input type="checkbox"/> East	x \$7,000 = \$	<input type="checkbox"/> Lobby Signage	x \$6,000 = \$
<input type="checkbox"/> Market Bag Sponsorship	x \$15,000 = \$	<input type="checkbox"/> 5th Floor Display	x \$13,000 = \$
<input type="checkbox"/> Staircase Signage from lobby to landing	x \$5,000 = \$	<input type="checkbox"/> Staircase Signage from landing to the Fifth Floor	x \$3,000 = \$
<input type="checkbox"/> Elevator Alcove Sign <input type="checkbox"/> 6th Floor <input type="checkbox"/> 7th floor <input type="checkbox"/> 8th floor	x \$4,000 = \$	<input type="checkbox"/> 5th Floor Landing Signs <input type="checkbox"/> Staircase <input type="checkbox"/> Elevator <input type="checkbox"/> Both	x \$4,500 = \$
<input type="checkbox"/> Beach Entrance Banner	x \$4,000 = \$	Total Order = \$	

Orders without payment will not be processed. Cancellations on all Marketing Opportunities are not accepted after September 1, 2015.

Payment Methods:

- Check: All checks must be in U.S. \$, drawn on a U.S. Bank and payable to American Film Market.
- Bank Wire: Our details have not changed. Please contact HHenderson@ifta-online.org for bank details.
- Credit card: Use the IFTA payment portal. Please contact eharold@ifta-online.org to receive the portal link.

*Note: If paying by credit card, please allow 24 - 48 hours from submission of your order form for AFM to enter order into system.

Loews Signage Locations

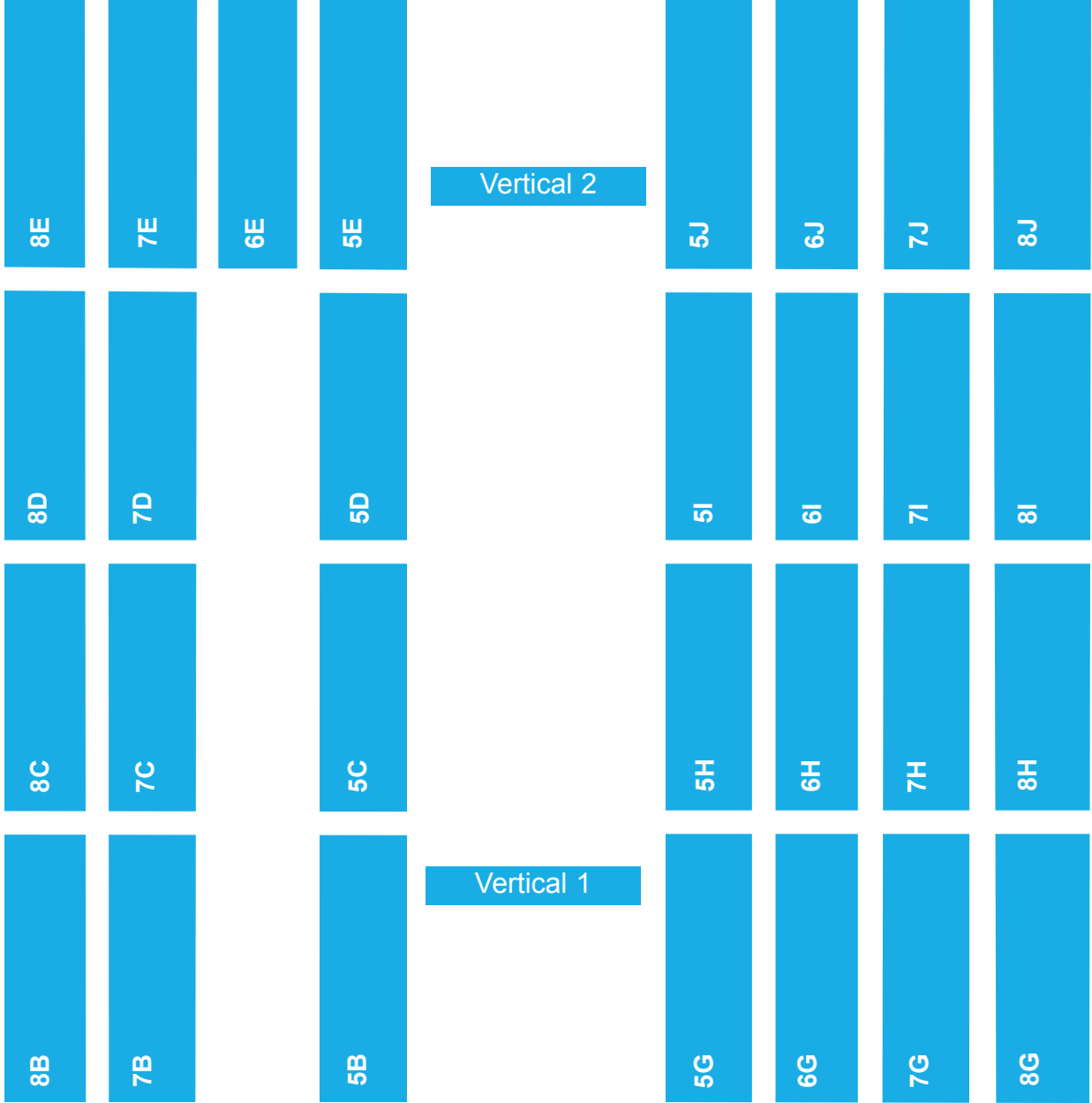
West
Elevators



Santa Monica Beach

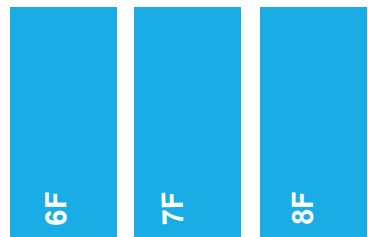
SOUTH

NORTH



10 Foot Banners

10 Foot Banners



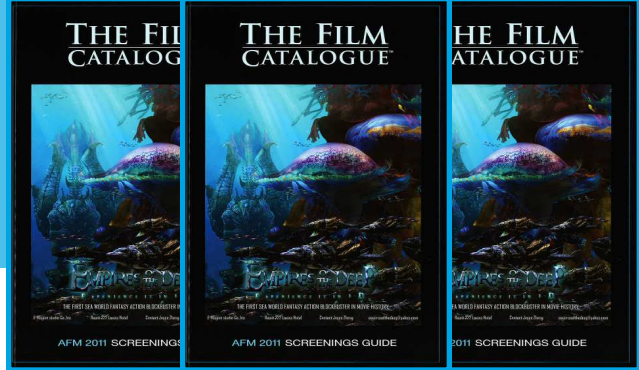
Loews Hotel Entrance



East
Elevators

Screening Guide Advertisement

The AFM Screening Guide includes a listing of all films screening along with the screening schedule. This 150+ page guide contains valuable information on every film, including cast and synopsis. All ads are four color. Ad positions are assigned on a first come first served basis.



- Front Cover** **\$15,000**
- Inside Front Cover** **\$3,000**
- Inside Back Cover** **\$3,000**
- Outside Back Cover** **\$3,000**
- First Right Hand Page** **\$2,300**
- Second Right Hand Page** **\$2,300**

- Full Page (Right Side)** **\$1,800**

Indicate your location preference below:

- As close to the front of the listing section as possible.
- As close to our film listing as possible.

The name of our film is:

Please Print

Company: _____ Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Date: _____

Artwork Deadline: October 16, 2015

Written confirmation will be sent to you within one week of receipt. Orders without payment will not be processed. Cancellations are not accepted after September 1, 2015.

For questions or to confirm availability contact Elvis Harold at 1-310-446-1021 or eharold@ifta-online.org

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Pool Terrace Entrance Pillars

Opportunity to showcase your film/s on pillars leading to and from the Loews pool terrace area.

Sign Measurement: 30 1/2 inches wide and 48 inches high

2 Pillar Signs \$3,500

4 Pillar Signs \$6,000



TO RESERVE Pool Terrace Pillars Signage complete this form and return it with payment to the AFM.

Total Amount Due: _____

Please Print

Company: _____ Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Date: _____

ARTWORK DEADLINE: October 9, 2015

Written confirmation will be sent to you within one week of receipt. Orders without payment will not be processed. Cancellations are not accepted after September 1, 2015.

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Loews Main Entrance Display

Own the front of the Loews! Put your display, standees, props, promotional materials, greeters and/or signs directly in front of the Loews Fountain. Create an impactful display in the highest trafficked area - the Loews entrance!

Daily Rate:

- Wednesday - Sunday, Nov. 4 - 8: \$4,000
- Monday - Tuesday, Nov. 9 & 10: \$3,000

Display Measurement:

17ft Long x 6ft Deep



TO RESERVE Loews Main Entrance Display complete this form and return it with payment to the AFM.

Day Selected: _____ **Total Amount Due:** _____

Please Print

Company: _____ Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Date: _____

Written confirmation will be sent to you within one week of receipt. Orders without payment will not be processed. Cancellations are not accepted after September 1, 2015.

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