

*Register Early
Save \$100*



BNA | ATLAS
Tax & Accounting

BNA/ATLAS presents it's 10th Annual

*Register 2
Get the
Third Free*

2010 New York International Film & TV Finance Summit

Learn how to obtain finance to get independent films made,
distributed and marketed in challenging economic times

**September 27 & 28, 2010 • New York City
PricewaterhouseCoopers Conference Center**

Longest Running and Most Successful Event of its Kind

Co-Chairs: **Vinca Jarrett**, FilmPro Finance
Thomas Leo, Sheppard Mullin

Warren Nimchuk, Entertainment Finance Group
David Zitzerman, Goodmans LLP

**Summit
Moderators:** **Joe Chianese**, Entertainment Partners
Mark Grande, Little Grande, Inc.

Brian Pass, Sheppard Mullin
Robb Klein, Sheppard Mullin

*Up to 12
CPE/CLE
Credits*

Panelists: **Rolfe Auerbach**, Brand-in Entertainment
Adam Brightman, Producer/Production Manager
Jay Cohen, Gersh
William Earon, Coastal Capital Advisors LLC
Warren Fergus, Media Capital Australia
Anthony Gudas, Tax Credit Finance, LLC
Rich Guay, Entertainment Partners
Michael Hansen, 3 Point Capital
Pat Kaufman, NYS Governor's Office on Film
Jose Levy, Independent Producer
Rhonda Medina, Nickelodeon
Sig de Miguel, Palm Star Casting (invited)
John Morayniss, E1 Television
Ben Mulcahy, Sheppard Mullin
Thomas Nardozi, PricewaterhouseCoopers LLP

Denise Pinckley, Independent Production Manager & Producer
Dr. Hans Radau, Noerr Stiefenhoffer Lutz
Karen Robson, Pryor Cashman LLP
Caroline Sinclair, Caroline Sinclair Casting
Liz Skoler, MTV Networks
Aniko Navai Skorka, Hungarian Film Commission (invited)
Susan Sheppard, RH1 Entertainment
Jim Sternberg, Film Finances Canada
Rob Swagger, Veriana
JD Tengberg, Deloitte Financial Advisory Services LLP
David Tochterman, Innovative Artists
Stephen Vincent, Palm Star Casting (invited)
Adrian Ward, National Bank of California
Blake White, PricewaterhouseCoopers LLP
Other panelists to be named

**Summit
Sponsors:**

Goodmans LLP

PRICEWATERHOUSECOOPERS PC

SHEPPARD MULLIN
SHEPPARD MULLIN RICHTER & HAMPTON LLP

To Register: Web: www.citeusa.org • **Fax:** (914) 328-5757 • **Phone:** (914) 328-5656 or 800-207-4432

2010 New York International Film & TV Finance Summit

September 27 & 28, 2010 • New York City • PricewaterhouseCoopers Conference Center

Monday, September 27th, 2010

12:00 pm Summit Registration and Box Lunch

12:45 pm Welcome and Introductory Comments

1:00 pm **Financing an Independent Feature Film**

Two 45 minute Case Studies - Taking a single film through rights, finance and distribution- One workshop will cover a U.S. domestic film and the other will cover an International co-production- There will be a 15 minute Q&A after each panel.

Two Panel discussions on specific feature films already financed, produced and distributed covering::

- Securing project rights
- Putting together an effective team
- Creating an effective package (and/or business plan)
- Strategies for attaching talent
- Doing deals-Meetings in LA, and attending festivals and world markets (Cannes/Toronto/Berlin) to attract funding and distribution-How to use effectively
- Structuring funding -Equity, pre-sales & MGs, tax credit funding, Gap, branding and Distribution
- Distribution, marketing and use of a foreign sales agent
- Other revenue sources-ancillary rights exploitation: What are they worth
- How do producers and above the line get paid
- Planning for self distribution-US theatrical, broadcasting, DVD and international rights

3:00 pm Break for Refreshments

3:15 pm **Soft Money Incentives**

Two one-hour panels including Q&A on domestic and international film finance credits and incentives.

- Where are the current hot spots
- What are the Incentives and how much money can you really count on
- How do you monetize Incentives
- Transferrable vs. refundable tax credits
- Banks, brokers and Investors - When do soft incentives become available in the finance structure
- Bonds and Letters of Credit to secure tax credit financing
- Banking soft Incentives
- What locations should you be wary of going to and why
- Transferable tax credits, subsidies and grants to get your project financed
- Qualifying EU Content
- International Co-production incentives (passport holders) vs. Soft Money anyone can access when producing locally - What you need to know

5:15 pm **Q&A Session**

5:30 pm **First Day Concludes**

Cocktail Networking Reception Begins

Tuesday, September 28th, 2010

8:00 am Continental Breakfast

8:45 am Summit Welcome & Keynote Speaker

9:00 am **Banks, Other Lenders and Equity - State of the Film Finance Market**

- Which banks and other lenders are actively lending on presales, tax credits and gap
- What conditions need to be met to obtain financing
- What conditions need to be met to get equity investments - and who is investing
- What has changed in production lending?
- Are there any hedge funds or venture capital firms still in the game?
- Films as a Commodity - Is this the new investment vehicle for investors and how does it work
- Closing the loan - documentary requirements

© BNA/ATLAS All rights reserved, 2010.
Speakers/topics subject to change
go to www.citeusa.org for updates

10:00 am **Working with Talent Agencies and Casting Agents to Package and Finance Your Film**

- Do you need to have representation already to work with an agency?
- What are the agencies looking for?
- How do agencies package a film and when do they get paid and by whom?
- How do you choose and hire a casting agent
- What do casting agents do and how much do they get paid?
- Do you need to pay talent up front (pay or play) on independent films?
- How do you get a letter of interest from talent?
- Can agencies help get an experienced director on board
- When should I approach a manager rather than an agent

11:00 am Break for Refreshments

11:15 am **Structuring a Financing Plan for a Scripted TV Series**

- How does a television series get greenlit today
- Where does the funding come from for television series
- Does Soft Money Matter?
- Who are the producers on scripted TV Series and who employs them
- How does an independent producer get a scripted television series considered
- Network vs. Cable - Who is making original content
- MOWs vs. Mini Series vs. TV Series
- What are the world Markets for TV and Who Should Attend

12:00 pm Summary and Q&A

12:15 pm **Luncheon - Key Note Speaker**
Role of Trading Box-Office Futures in Securing Film Finance

1:30 pm **Latest Developments in New and Emerging Digital Distribution Platforms and Technology**

- TV programs and films on demand-successful applications
- What is the impact of 3D on production and distribution of independent films
- New technologies utilizing hand held devices
- Business models utilized
- Downloads to computers-Comparing the different models
- Film financing opportunities utilizing digital distribution
- How independent film makers can tap into digital distribution
- How to combat piracy and protect intellectual property rights
- New technologies that will affect the industry

2:30 pm **Update on Federal Tax Incentives, Credits, Accounting & Tax Issues in Relation to Film Industry**

- Status and utilization of Sec. 181 & Sec. 199
- New tax legislation affecting the film industry
- Maximizing Production Spend in tax benefit locations
- Working with Experienced Line Producers
- Required Audits and Working with Auditors to File and Fulfill Tax Credit Requirements
- Accounting rules in regard to film amortization and abandoned projects
- Understanding the Sec. 167G cost recovery system
- Federal issues in relation to state film tax incentives
- Variable interest entity accounting
- Library valuation issues

3:30 pm Break for Refreshments

3:45 pm **Working with Sales Agents and Distributors to Finance an Independent Film**

- When do you start talking to distributors?
- What is the difference between a sales agent and a distributor
- Presales and Minimum Guarantees - When does a Distributor start selling a film?
- Do distributors also produce films, and when does this make sense
- Casting and Distributor input to the process
- First Time Directors
- Where do I meet distributors and sales agents and how do I know who is right for my film?

4:45 pm **How Brand Integration and Product Placement can Generate Funds to Develop or Market a Film**

- What comes first - The brand or the idea?
- How can funds be generated from brand integration
- Is production funding available or just P&A support
- Examples of successful brand integration in films and television
- Can a line drawn between brand message and creative integrity
- Corporate brands most active in product placement
- Legal issues in structuring a brand integration or product placement deal
- How are these deals arranged

5:30 pm Conference Concludes

2010 New York International Film & TV Finance Summit

September 27 & 28, 2010 • New York City • PricewaterhouseCoopers Conference Center

We are pleased to announce the Tenth Annual **International Film & TV Finance Summit**. This long running event brings together a senior roster of film finance professionals, commercial and investment bankers, independent producers, studio executives, state film commissioners and legal and accounting advisors to share practical experience and technical knowledge on the complex issues involved in financing film and television production.

Here's Why You Can't Afford To Miss This Summit:

- Access to and information from the most senior players in the industry at the top of their professions
- Significant networking opportunities amongst the top professionals and financiers in the film business today
- Expanded session on the U.S. state, federal and international tax credits and incentives for film and TV production
- The role of banks and specialized finance companies in providing financing for film production
- How talent agencies can help package films for financing and distribution
- Ways to generate financial support for films utilizing brand integration and product placement
- Understand how sales agents and distributors can generate the domestic and foreign distribution you need to make your film a success
- Understand how to utilize new digital platforms for distributing media content into the home and onto hand held devices
- Networking opportunities and much more

What Previous Attendees Have Said About this Summit:

"High caliber speakers who know their material well."

"Good location, well organized and good information."

"Great opportunity to meet others within the industry."

"Wonderful update on the current state of the industry I practice in."

"Gave me a better understanding of finance sources and structuring techniques."

"I really liked the digital distribution platforms topic."

"Learn about financing opportunities in other jurisdictions."

"This provided a good mix of tax information and law."

"Topics were very informative and current."

"Learned where future digital platforms are and new funding sources for Indies."

"Very well organized with up to date topics."

"The diverse digital media topics were most interesting."

"Appreciated the info regarding future revenue streams, digital media platforms and branded entertainment."

Includes Up to 12 CPE/CLE Credits

CITE is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org

CITE is an approved sponsor (# 702) of CPE courses for enrolled agents. For information on CITE's hardship and financial aid policy, please contact us or visit our website. www.citeusa.org This program is transitional and nontransitional which is appropriate for both newly admitted attorneys and experienced attorneys.

Sponsorship Opportunities are Available:

For more information contact CITE at info@citeusa.org or (914) 328-5656

Conference Location: PricewaterhouseCoopers Conference Center 42nd St. & Madison Ave (300 Madison Ave), New York, NY
Hotel accommodations are at your own discretion.

Hotel Suggestions:

Library Hotel: Tel: (212) 983-4500 - 41st St & Madison Ave, New York, NY
The Grand Hyatt: Tel: (212) 883-1234 - 109 East 42nd St, New York, NY
Jolly Madison Hotel: Tel: (212) 802-0600 - 22 East 38th St, New York, NY

Substitutions Cancellations: Cancellations received more than 72 business hours prior to the meeting will be issued a credit. A \$350 fee will apply to cancellations received within 72 business hours of the event. No credit card or cash refunds will be issued at any time. For more information regarding administrative policies, such as complaints and refunds, please contact us at 1-914-328-5656, or e-mail info@citeusa.org Credits will not be issued for "no shows"

Who Should Attend:

- Accountants
- Bankers
- Digital Entertainment Executives
- Entertainment Lawyers
- Film Distributors
- Film Industry Tax Executives
- Film & Television Producers
- Finance Lawyers
- Hedge Fund and Private Equity Executives
- Insurance and Completion Bond Providers
- Private Financiers
- Production & Post Production Companies
- Studio and Indie Executives

About Our Sponsors:

Goodmans LLP is recognized as a leading Canadian entertainment law firm. Our lawyers represent a large cross-section of major North American film, television, new media and publishing companies, as well as many individual directors, authors and screenwriters, actors and film and television personalities. We assist foreign clients that are producing on location in Canada by advising them on Canadian tax and legal issues such as film tax credits and Canadian withholding tax, preparing talent contracts, dealing with Canadian guilds and unions and advising on Canadian foreign investment rules and domestic regulatory requirements. www.goodmans.ca

PRICEWATERHOUSECOOPERS As accountant and business advisor to many of the world's leading entertainment and media companies, PricewaterhouseCoopers has an insider's view of the key trends and developments driving the industry. PricewaterhouseCoopers also has the unique honour of handling the annual Academy Awards balloting, a privilege that reflects our long standing and deep relationship with Hollywood and the entertainment community. Known as an industry thought leader, our Entertainment and Media (E&M) practice publishes the annual Global Entertainment and Media Outlook and other surveys and white papers highlighting current and future trends in the industry. www.pwc.com



Sheppard Mullin is a full service AmLaw 100 firm with more than 500 attorneys in 10 offices located throughout California and in New York, Washington, D.C. and Shanghai. The firm's California offices are located in Los Angeles, San Francisco, Santa Barbara, Century City, Orange County, Del Mar Heights and San Diego. Founded in 1927 on the principle that the firm would succeed only if its attorneys delivered prompt, high quality and cost-effective legal services, Sheppard Mullin provides legal counsel to U.S. and international clients. Companies turn to Sheppard Mullin to handle a full range of entertainment and media matters, corporate and technology matters, high stakes litigation and complex financial transactions. In the U.S., the firm's clients include more than half of the Fortune 100 companies.

2010 New York International Film & TV Finance Summit

September 27 & 28, 2010 • New York City • PricewaterhouseCoopers Conference Center

4 EASY WAYS TO REGISTER: Fax: (914)328-5757

E-mail: info@citeusa.org Web: www.citeusa.org

Mail: CITE, P.O. Box 1012, White Plains, NY 10602

Registration Form (Please print, please copy for additional registrants)

Name _____

Title _____

Organization _____

Address _____

City _____ State _____

Zip/Postal Code _____ Country _____

Tel. () _____ Fax () _____

E-mail _____

I wish to receive CLE or CPE credits in the state of _____

Approved for California and NY State CLE credits This basic to intermediate level conference with group live instruction has no prerequisite.

Fee includes: Continental breakfast, luncheon, refreshment breaks, cocktail reception and seminar materials

\$595 Summit fee for independent producers

\$795 Early bird Summit fee (before August 27th)

\$895 Regular Summit fee (after August 27th)

Register Two Attendees Get a Third Free

\$295 + shipping for program materials for those who cannot attend

Please indicate method of payment: (U.S. \$ drawn on U.S. bank)

Check enclosed payable to CITE (T.I.N. # 14-1716897)

Credit card payment: Mastercard Visa AmEx Discover

All credit cards billed in \$U.S. dollar amounts.

Card No. _____

V-code (required) _____

Card exp. ____ / ____ Billing Zip _____

Signature _____

Register Early & Save \$100!

2010 New York International Film & TV Finance Summit

September 27 & 28, 2010 • New York City • PricewaterhouseCoopers Conference Center



BNA
Tax & Accounting

ATLAS

ATLAS/CITE
One Barker Ave
White Plains, NY 10601

To Register: Web: www.citeusa.org • Fax: (914) 328-5757 • Phone: (914) 328-5656 or 800-207-4432



Summit Sponsors:

September 27 & 28, 2010 • New York City • PricewaterhouseCoopers Conference Center

2010 New York International Film & TV Finance Summit

Register 2
Get the
Third Free

BNA/ATLAS presents it's 10th Annual

Up to 12
CPE/CLE
Credits



Register Early
Save \$100