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BNA/ATLAS presents it's 11th Annual

INTERNATIONAL FILM & TV FINANCE SUMMIT

Obtaining finance & tax incentives to get independent and studio films made, distributed and marketed in today's market place

March 3 & 4, 2011 • Beverly Hills, CA • Sofitel Los Angeles

Longest Running and Most Successful Event of its Kind

- Co-Chairs:** Vinca Jarrett, Film Pro Finance
Thomas Glen Leo, Sheppard Mullin
- Moderators:** Rolfe Auerbach, Brand-in Entertainment
Joe Chianese, Entertainment Partners
Peter Kaufman, Kaufman Entertainment Law Group
Robb Klein, Sheppard Mullin
- Panelists:** Avy Eschenasy, Focus Features
Nicole Ameln, 20th Century Fox
Ashok Amritraj, Hyde Park Entertainment
Elisabeth Costa de Beauregard, Lake Shore Entertainment
David Dinerstein, D² Films
Patti Felker, Felker Toczek Gellman Suddelson
Stuart Ford, IM Global
Tom Fuelling, Hulu
Brian Goldsmith, Lionsgate Entertainment (invited)
Micah Green, CAA
Randy Greenberg, The Greenberg Group
Michael Hansen, Three Point Capital
David Henry, US Bank National Assoc.
Jeff Kalligheri, Dolce Vita Productions
Martin Katz, Prospero Pictures
Amy Lemish, California Film Commissioner
- J.D. Tengberg, Deloitte Financial Advisory
David Zitzerman, Goodmans LLP
- John Lanza, Kostin Ruffkess & Co.
Mathew Nick, Kostin Ruffkess & Co.
Warren Nimchuk, Entertainment Finance Group
Karen Robson, Pryor Cashman LLP
- Jonathan Loughran, Irish Film Board
Michele Martell, Cinedigm Digital Cinema Corp.
Julie May, Integrated Tax Strategies, LLC
Scott Mednick, Invention Pictures (invited)
Myles Nestel, Merlina Entertainment, LLC
Gary Safady, Kaushi Entertainment, LLC
Lloyd Segan, TV Producer
Aniko (Navai) Skorka, Film Foundation of Hungary
Brian Stearns, Bank of America
Marsha Swinton, Producer
Michael Taitelman, Freedman & Taitelman LLP
Cliff Tibbets, Fox Entertainment
Doug Van Dyke, Deloitte LLP
Adrian Ward, National Bank of California (invited)
Bryan Yaconelli, Producer
Jennie Yamaki, Mandate Pictures

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FILMPRO FINANCE, LLC
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Thursday, March 3rd, 2011

7:30 am Summit Registration & Continental Breakfast

8:40 am Welcome & Keynote Remarks

9:00 am **Emerging Trends in Motion Picture Finance**

- Where are the emerging sources of financing coming from
- Has the glut of independent films slowed down
- The role of private equity-hedge funds and wealth funds
- Is it true slate deals are coming back
- Strategies of studios in making films in the current economy
- State of the Pre-sale market
- Availability of U.S. State and international tax credits and production incentives
- Digital distribution development-VOD and self distribution

9:45 am **Current Developments in the Use of US State Tax Incentives**

- Where are the current hot spots and which states have scaled back
- Describe the various incentives and how much money can you really count on
- How do you monetize incentives
- When do the incentives become available in the finance structure
- How do you use banks, brokers and investors to get your money
- Challenges in accessing incentives –pitfalls and traps for the unwary
- Eligibility of non-traditional programming
- Recent developments and trends

10:45 am **Break for Refreshments**

11:00 am **Audit and Compliance, Income Tax, Accounting and Payroll issues in Relation to Utilizing State Tax Credits**

- Issues for major studios and independent producers
- What is required in the way of audit and compliance
- How studios deal with the audit/compliance function of tax incentives
- Use of loan out companies
- State income tax issues-corporate and individual
- Role of payroll provider
- Using purchasing specialists to comply with incentive requirements

11:45 am **International Production Incentives – What's Available outside the US in the way of "Soft-money"**

- What percentage of production spend is available as a credit?
- Which countries are offering the most competitive financial incentives
- How do you go about applying for the credits?
- What do you have to set up to qualify?
- How and when to do you get the money?
- Need to satisfy certain EU or national requirements as to nationality of director/producer, etc.
- Is there a cultural test? Any PE tax risk or currency risks?

12:45 pm **Summary and Q&A**

1:00 pm **Luncheon**

2:00 pm **Banks, Other Lenders and Private Equity & Hedge Funds – Opportunities for Film Finance in Current Climate**

- Which banks and other lenders are actively lending on presales, tax credits and gap
- What conditions need to be met to obtain financing
- How do you access equity investments – and who is investing?
- What has changed in production lending?
- Which hedge funds or venture capital firms still in the game
- Current state of slate financing
- How important is the completion bond company in obtaining financing
- Is financing available for state tax credits?

2:45 pm **Break for Refreshments**

3:00 pm **Attaching the Right Talent to a Motion Picture at the Right Time - How Do You Get the Right Talent You Need or Want**

- Fitting the talent to the project
- Is there such a thing as "bankable" talent anymore?
- How to get talent to work below their normal rates for the right script?
- Working with the major talent and casting agencies - understanding their needs and issues
- Are first time directors "bankable"
- Legal issues in contracting with talent
- Completion bonds and other insurance issues with talent
- Tips for independent producers hoping to arrange financing where getting the right talent and make financing happen

4:00 pm **Current Developments in the Use of Federal Tax Incentives and other Hot Topics in the Industry**

- Development and use of Federal Section 199 C redits
- Status and use of Federal Section 181
- R&D Credits in the media and entertainment business
- Opportunities to enhance the extra territorial income exclusion
- Globalization and international tax

4:45 pm **P&A Financing - Are Funds Available and on What Terms Can You Access This Type of Financing**

- What is P&A financing- How important is it to secure these funds
- Priority positions in the revenue "waterfall"
- Amounts available and at what costs
- What type of security interests are taken
- Who are the main providers of P&A financing
- Brand integration to secure P&A support

5:30 pm **Summary and Q&A**

5:45 pm **First Day Ends – Cocktail Reception Begins (Sponsor to be Announced)**

Friday March 4th, 2011

8:00 am **Continental Breakfast**

8:45 am **Recap of Day One and Preview of Day Two**

9:00 am **Developing a Distribution Strategy to Secure Financing**

- Working with sales agents and distributors
- When do you start talking to distributors
- Presales and minimum guarantees
- When does a distributor start selling a film
- Exhibitors and how they determine what films to add
- How do producers self-distribute their films
- What is the importance of film festivals in today's changing market

10:00 am **Brands & Entertainment – Working Together for Mutual and Maximum Success**

- Can brand integration and product placement generate funds to develop or market a film
- Examples of successful brand integration in films & television
- Corporate brands most active in product placement
- Legal issues in structuring a brand integration deal
- Working with specialized agencies or consultants to do deals- How they work and get compensated-
- How do Studios view branded entertainment versus independent film makers

11:00 am **Break for Refreshments**

11:15 am **Latest Developments on Emerging Digital Distribution Platforms**

- TV programs and films on demand – successful applications
- Impact of 3D on production and distributions 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
- New technologies that will affect the industry

12:15 pm **Case Study in Financing an Independent Feature Film - "Machine Gun Preacher" Starring Gerard Butler - Through Rights, Finance and Distribution**

- Securing project rights
- Putting together an effective team
- Creating an effective package or business plan
- Strategies for attaching talent
- How to use festivals and world markets effectively
- Structuring funding-what was used to finance this film
- What is the distribution and marketing plan
- Other revenue sources utilized- what are they worth
- How do producers and above the line get paid
- Was self distribution utilized
- How was the international markets exploited

1:15 pm **Summary & Q&A**

1:30 pm **Going Home Networking Luncheon**

2:30 pm **Conference Ends**

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Speakers/topics subject to change go to
www.citeusa.org for updates

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Sofitel Los Angeles - Tel: (310) 278-5444
8555 Beverly Blvd, Beverly Hills, CA 90048
Reduced Rate: \$209.00 per night

The CITE block of discounted sleeping rooms is limited - reserve your sleeping room before February 7th to get the discounted rate. We cannot guarantee rates or availability. A very limited block of rooms at a reduced rate has been set aside for attendees.

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INTERNATIONAL FILM & TV FINANCE SUMMIT

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We are pleased to announce the Eleventh 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."

Who Should Attend:

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

Includes Up to 12 CPE/CLE Credits

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FILMPRO FINANCE, LLC

www.filmprofinance.com

FilmPro Finance LLC

was established in 2001 as a consulting firm to

producers and financiers to make introductions that might lead to projects being financed. While FilmPro does not negotiate any terms of agreements between the parties, in exchange for a finder's fee on the amount of money raised in conjunction with a stake in each project, FilmPro will present the structure of a potential deal to those involved. For investors, FilmPro will assist in gathering key information necessary to approve a project for potential financing, including ultimates and biographies of key players. For producers, FilmPro will request letters of intent from potential financiers to ensure that time is spent by the parties negotiating and not wasted on discovering if assets are real.

Goodmans

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



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

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

\$795 One and one half day summit (before February 7th)

\$895 One and one half day summit (after February 7th)

Register Two Get the Third Free

\$595 One and one half day Summit for Independent Producers
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