

Co-Chairs

Joe Chianese
Entertainment Partners
Vinca Jarrett
FilmPro Finance
Thomas Glen Leo
Sheppard Mullin
David Zitzerman
Goodmans LLP

Moderators:

Kraig Baker
Davis Wright Tremaine LLP
Patti Felker
Felker Toczek Gellman
Peter Kaufman
Kaufman Entertainment Law Group
Robb Klein
Sheppard Mullin
Richard Kopenhefer
Sheppard Mullin
Jordan K. Yospe
Manatt, Phelps & Phillips

Panelists:

Nicole Ameln
20th Century Fox
Erik Barmack
Netflix
Krysten A. Brennan
Walt Disney Company
Lindsay Conner
Manatt Phelps & Phillips
David Dinerstein
D2
Alan Epstein
Venable
Anne Marie Gillen
The Gillen Group
Tara Halloran
British Film Commission
Clark Hallren
Clear Scope Partners
Melanie Krinsky
First Republic
John Lanza
J.H. Cohn LLP
Susan Lowry
SAG Counsel
Michele Martell
Cinedigm Entertainment
John Morayniss
E1 Entertainment
Joe Scudiero
Entertainment Partners
Lenny Shapiro
Echo Bridge
Larry Shuman
Talent Manager in LA
Susan Simms
Florida Office of Film
Marsha Swinton
Film Finances, Inc.
Stephen Weizenecker
Lewis Brisbois Bisgaard & Smith LLP
Andy Weltman
British Film Commission
Joe Woolf
One West Bank (invited)

Invited Panelists:

Robert Aarts
Fintage House
Martin Melchior
Fintage House
Janet Moran
Deloitte
Diane Stidham
Newbridge Capital
Morgan Spurlock
Paul Stenke
Walt Disney Company



Bloomberg
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12th ANNUAL
INTERNATIONAL FILM & TV FINANCE SUMMIT

Obtaining financing and tax incentives needed to get feature films made, distributed and marketed in today's market place

March 22 & 23, 2012
Los Angeles, CA
The Luxe Hotel



Earn up to
13 CPE/CLE
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Updated for 2012

Longest Running and Most Successful Event of its Kind. Network with Film Finance Professionals

We are pleased to announce the 12th 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.

Presented by
Bloomberg BNA | CITE

Here are some of the benefits you will receive by attending this session:

- 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
- Learn via case studies how medium to low budget films are made, financed and distributed
- 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

Conference Sponsors:



INTERNATIONAL FILM & TV FINANCE SUMMIT

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Los Angeles, CA
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THURSDAY, MARCH 22, 2012

- 8:45 AM **Key Note Welcome**
- 9:00 AM **Current Strategies in Sourcing Funds to Get Films Made Today**
- Banks – commercial and private
 - Private equity
 - Film funds
 - Sovereign wealth funds
 - Hedge funds
 - One-off funding vs. slate funding
 - Crowd funding
 - Other financing sources
- 10:00 AM **Break for Refreshments**
- 10:15 AM **Planning, Applying for, Administering and Monetizing Domestic & International Production Incentives**
- Current developments in the US and foreign jurisdictions
 - Current hotspots in the US and foreign jurisdictions
 - Caps, minimum spend and other requirements to be aware of when using tax credits
 - Applying for incentive programs and understanding varying regulations
 - How to properly set up, administer and monitor a production to maximize incentives
 - Liens, priorities and audit requirements
 - Monetizing tax credits
 - Costs of tax credit funding
- 11:45 AM **Spotlight on 2-3 Key US States and Foreign Jurisdictions Providing Production Incentives**
- Hear from film commissioners and tax credit funders summarizing:
 - Tax credits in their jurisdictions
 - Fund caps
 - Amount of credits for spend vs. payroll
 - Application process (when to file)
- 12:15 PM **Luncheon**
- 1:45 PM **Tax and Accounting Issues in Film Production Finance**
- Update on federal tax incentives
 - Structuring investments for maximum investment value
 - Advising investors for tax planning on film investment
 - Production accounting and why it's critical
 - Budgeting tools and working with UPMs and line producers to ensure reliable budgets
 - Contingencies
 - Production audits and reporting to financiers, bond companies, union and other third parties
 - Preparing to audit distributors
- 2:45 PM **Attaching Talent to a Film**
- Utilizing casting agents
 - Talent agencies
 - Managers
 - Attorneys
 - When to make offers
 - Structuring offers to talent
 - Are pay or plays really necessary?
 - Are "letters of intent" really necessary?
 - Can presales be achieved without attached talent?
- 3:45 PM **Break for Refreshments**

- 4:00 PM **Case Study in Financing an Independent Film - "Margin Call" starring Zachary Quinto & Kevin Spacey**
- Q&A for independently financed feature film

- 5:15 PM **Summary and Q&A**

- 5:30 PM **First Day Ends – Networking Cocktail Reception Sponsored by:**



FRIDAY, MARCH 23, 2012

- 8:45 AM **Canadian Tax Credits or Another State or Jurisdiction**
- 9:00 AM **Labor Issues in Dealing with Guilds and Labor Unions**
- SAG, DGA, WGA, IATSE, Teamsters. What about PGA?
 - What are the different contracts a production can sign and apply?
 - What are the benefits and liabilities to working under a low budget agreement?
 - What could become due to talent or crew under low budget agreements after the film is completed?
- 10:00 AM **Break for Refreshments**
- 10:15 AM **Financing Films Using Branded Entertainment**
- How can branded entertainment provide the funds necessary to make and or market a film
 - Is product placement different from branded entertainment
 - Utilizing branded entertainment as a distribution tool
 - When should you involve branded entertainment
 - Working with branded entertainment consultants
 - Working directly with brands
 - Incorporating branded entertainment into the story and when to say no
 - When does the money come in from branded entertainment and product placement?
 - Can you finance the "paper" of branded entertainment?
- 11:15 AM **Developing a Distribution Strategy to Maximize Sales and Obtain Financing**
- Attaching international sales agents
 - When you can attach domestic distribution
 - Creating a distribution plan
 - Social media and gorilla marketing
 - When to start marketing
 - Exhibitors and booking agents – dealing directly with exhibitors
 - Distributor/rent a system deals
 - The current role of film festivals
 - Impact of digital distribution
- 12:15 PM **Spotlight on 2-3 Key US States and Foreign Jurisdictions Providing Production Incentives**
- Hear from film commissioners and tax credit funders summarizing:
 - Tax credits in their jurisdictions
 - Fund caps
 - Amount of credits for spend vs. payroll
 - Application process (when to file)

12:45 PM **Luncheon**

1:45 PM **Latest Developments in Digital and Internet Innovations in TV & Film Distribution**

- How are VOD, SVOD & “Over the Top” changing distribution
- How to financially participate in online streaming deals
- What kind of money can a film or tv show really count on from digital distribution formats?
- Can a producer secure a direct deal with Netflix, Hulu, Amazon, YouTube, etc.?
- The advent of “over-the-top” alternative services (Sony, Apple, Google)
- The transition from DVD to the “cloud” and digital distribution (the digital entertainment content ecosystem, ultraviolet and keychest)
- Original film/tv content commissioned for the web (the 100 new YouTube channels, Netflix and Yahoo original productions)

2:45 PM **How Films Recoup Their Money**

- Waterfall of recoupment to feature films
- What are the different revenue streams for recoupment
- Working with collectors to ensure the money is reported accurately
- Enforcing distribution deals
- Structuring the obligations of recoupment & profit to ensure the numbers = 100%
- Audit clauses and planning for audits to ensure fair recoupment of money
- Maximizing revenue streams after the film has exhausted traditional distribution
- How long does it take to recoup

3:45 PM **Summary and Q&A**

4:00 PM **Conference Ends**

Times/topics/speakers subject to change
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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.”

“Very well organized with up to date topics.”

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

“Learned a lot about putting together a film financing from the case study”

**Movie Magic Software Raffle:
Free Film Productivity Software**

Movie Magic Budgeting 7 and Movie Magic Scheduling 5 are the industry standard in productivity software. Movie Magic Budgeting is an innovative budgeting and cost-estimation tool used by production professionals around the world. Movie Magic Scheduling is a software solution featuring powerful tools that provide increased flexibility and versatility in the way schedules can be created and viewed.

For more information, please visit our website at www.movie-magic.com

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 Companies
- Film Commissions
- Studio and Indie Executives

Hotel Accommodations:

The Luxe Sunset Boulevard

Tel.: 310.476.6571

11461 Sunset Boulevard

Los Angeles, CA. 90049

Limited time reduced rate: \$199.00 per night

Our block of discounted sleeping rooms is limited, so please reserve your sleeping room early! We cannot guarantee rates or availability. Please contact the hotel and mention that you are attending the course listed under CITE. This limited-time discounted rate will be available up to 30 days prior to the meeting, or until the group block is sold-out, whichever comes first. Please note: your sleeping room is not included in the registration fee.

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ABOUT OUR SPONSORS:



British Film Commission

is the national body in charge of attracting, encouraging and supporting the production of international feature films in the UK. With offices in the London and Los Angeles, the BFC provides free professional advice to help make productions in the UK a reality. The BFC works with the UK Government to ensure film-friendly policies are in place and to strengthen the UK's production infrastructure. The BFC offers guidance on British qualification and the UK's lucrative Film Tax Relief (which has been extended until 2015), free bespoke production support and assistance with sourcing suitable crew, facilities and locations. The BFC is delivered through an innovative public/private partnership with key film industry bodies and it is funded by the UK Government's Department for Culture, Media and Sport through the British Film Institute.



Entertainment Partners (EP)

an employee-owned company, has been the leader in payroll, residuals, and production services for more than thirty years. Our Vista accounting software and Movie Magic Budgeting and Scheduling programs are the industry standards. EP's Petty Cash Card streamlines the petty cash process through debit card purchasing and online tracking/handling. The EP Incentive Solutions team is expert in navigating the complexities of localized financial production incentives. In addition, casting/payroll for background actors is handled through the legendary Central Casting division, a Hollywood icon since 1925. EP currently has offices in Alaska, California, Connecticut, Florida, Georgia, Louisiana, New Mexico, New York, North Carolina, and Pennsylvania. For more information, visit our website at www.entertainmentpartners.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.

Register Early Save \$200!

Sponsorship Opportunities are Available

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



The Florida Office of Film & Entertainment is the state's economic development program for the development and expansion of the motion picture and entertainment industry sectors. Our role encompasses many activities, such as attracting and promoting film and video production in Florida, facilitating access to filming locations by eliminating bureaucratic "red-tape," serving as a liaison between the industry and government entities, and marketing the state as a world-class production center. The Florida Office of Film & Entertainment is an internationally recognized leader in providing service and support to the entertainment industry. Our focus ensures that Florida is and will always be a world-renowned production center.

The Florida Office of Film & Entertainment builds, supports and markets Florida's entertainment industry. By collaborating with the indigenous entertainment community, we strive to implement innovative ways to grow our industry, provide the hands-on, world-class service that our clients need and deserve, and exceed our annual business goals to become the number two global market leader.

Goodmans^{LLP}

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



ProductionHUB

is the search engine for media & entertainment serving film, television, video, live event and digital media production. Developed in 1998, ProductionHUB serves as a tool for anyone with an Internet connection to find production products, services and professionals.



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.

Five Easy Ways to Register:

- 1. Web: citeusa.org
- 2. E-Mail: info@citeusa.org
- 3. Telephone: +1.914.328.5656
- 4. Facsimile: +1.914.328.5757
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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."

Contact Bloomberg BNA | CITE about discounts for three or more registrants from the same company

Fee Includes:

Continental breakfasts, lunches, refreshment breaks, cocktail reception and seminar materials.

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Fees

- \$795** Two-day Summit (before February 22)
- \$995** Two-day Summit (after February 22)
- \$295** plus shipping seminar materials only

Special Discounts

- Register two, get the third free**
- \$595** Two-day summit for independent producers, please call 914.328.5656 or email info@citeusa.org to determine if you qualify

Method of Payment

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