

Bloomberg BNA

International Film & TV Finance Summit

December 2 & 3, 2013 • New York • New York Marriott East Side

Longest Running and Most Successful Event of its Kind

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

Benefits of attending this course:

- 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
- Newly added session on crowd funding accompanied by a case study
- 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

All paid attendees will receive the Bloomberg BNA Portfolio:

#599 2nd Film and TV Production: Tax Accounting Considerations and Federal Law

By Michael H. Salama and Brandee A. Tilman

*One Portfolio per paid attendee. Quantities are limited.

MOVIE MAGIC SOFTWARE RAFFLE

Free film productivity software – see inside for more information

Earn Up to 15 CPE/CLE Credits

This unique course is only offered by Bloomberg BNA

For more information, call 800.372.1033 or visit www.bna.com/taxevents

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MONDAY, DECEMBER 2, 2013

- 8:00 AM **Registration & Continental Breakfast**
- 8:30 AM **Key Note Speaker**
- 9:00 AM **Funding Independent Bonded Film Projects \$2.5M+**
- Structuring and creating a finance plan
 - Roll of the completion guarantor (bonds)
 - Private equity
 - Film funds
 - Attaching a sales agent for pre-sales & minimum guarantees
 - Banking presales & tax credits
 - Using tax credits to fund production, post or distribution
 - Other soft money incentives
 - Banks and other commercial lenders
 - Gap and bridge loans
- 10:00 AM **Break for Refreshments**
- 10:15 AM **Latest Developments in Funding TV & Web Productions**
- How to produce, finance and distribute your own television series
 - Securing development deals and pilot orders
 - Financing cable and network TV productions
 - Securing development deals and pilot orders
 - Maximizing domestic and international "pre-sales"
 - Co-Productions and co-financing TV series with foreign broadcasters
 - Branded entertainment and ancillary exploitation
 - Selecting the optimal production location to access "soft money" incentives
 - How do you transition your original program from web TV to broadcast TV
 - Launching your own YouTube channel
 - Making money with Vimeo
- 11:15 AM **Production Incentives**
- Current developments in the U.S. and foreign jurisdictions
 - Caps, minimum spend and other requirements
 - Planning for incentives as part of the budget
 - Applying for incentive programs
 - Understanding varying regulations
 - Setting up, administering and monitoring a production to maximize incentives
 - Liens, priorities and audit requirements
 - Monetizing tax credits
 - Costs of tax credit funding
- 12:15 PM **Networking 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, distribution and litigation
 - Production audits and reporting to financiers, bond companies, union and other third parties
 - Preparing to audit distributors

- 2:45 PM **Broadway to Film and Vice Versa**
- Developing theatre productions as an ancillary to a feature film
 - Securing stage rights
 - Preparing for participation of investors in film in stage ancillaries
 - Monetizing value to a film for stage rights
 - Adapting a stage production to feature film
 - When two worlds collide – working with producers from film and theatre
 - Cross-border investment issues
- 3:45 PM **Break for Refreshments**
- 4:00 PM **Crowd Funding**
- The new wave of financing development, production, post and marketing
 - Limitations on crowd funding
 - Planning and strategies for raising crowd funding
 - Who should be on your team?
 - New federal laws regulating crowd funding
 - When can a donor become an investor
 - Budgeting for crowd funding
 - What are the financial models of the various crowd funding sites
- 5:00 PM **Crowd Funding Case Study**
- 6:00 PM **Networking Reception**
Sponsored by SheppardMullin

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"

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Contact Bloomberg BNA at customer care@bna.com or call 800.372.1033



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TUESDAY, DECEMBER 3, 2013

- 8:00 AM **Continental Breakfast**
- 8:30 AM **Key Note Speaker**
- 9:00 AM **Social Media, Advertising & Branding Offset Production and Marketing Costs**
- When to start marketing your film
 - Creating a marketing plan and building a team
 - The new world of social media
 - Product placement vs. branded entertainment
 - Working with advertising agencies
 - How to plan and budget for publicists, web designers and marketing agencies
 - How branded entertainment can provide funds to make and or market your film
 - Utilizing promotional partners to help market your film
 - Incorporating brand integration into the story and when to say no
 - How to get product placement and promotional partners for independent financed films & television
 - When does the money come in from branded entertainment and product placement?
 - Are brand integration commitments bankable?
- 10:00 AM **Break for Refreshments**
- 10:15 AM **Spotlight on U.S. Jurisdictions Providing Production Incentives**
- Tax credits in their jurisdictions
 - Fund caps
 - Amount of credits for spend vs. payroll
 - Application process (when to file)
- 10:45 AM **Assembling Your Team to Maximize Finance Potential of Your Package**
- Attracting equity and maximizing pre-sales
 - Producers
 - Talent
 - Professional team
 - When to make offers
 - Working with casting agents and agencies
 - Structuring offers to talent
 - Are pay or plays really necessary?
 - Are "letters of intent" really necessary?
 - Can pre-sales be achieved without attached talent?
- 11:45 AM **Developing a Distribution Strategy to Maximize Sales and Obtain Financing**
- Attaching international sales agents
 - When to 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 and markets
 - Impact of digital distribution
 - Can a producer secure a direct deal with Netflix, Hulu, Amazon, YouTube, etc.?

- 12:45 PM **Networking Luncheon**
- 2:15 PM **Spotlight on International Jurisdictions Providing Production Incentives**
- Tax credits in their jurisdictions
 - Fund caps
 - Amount of credits for spend vs. payroll
 - Application process (when to file)
- 2:45 PM **Case Study in Financing and Distributing an Independent Feature Film**
- 3:45 PM **Break for Refreshments**
- 4:00 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
 - Structuring the obligations of recoupment & profit to ensure the numbers = 100%
 - Maximizing revenue streams after the film has exhausted traditional distribution
 - How long does it take to recoup
 - Enforcing distribution deals
 - Audit clauses and planning for audits to ensure fair recoupment of money
- 5:00 PM **Conference Concludes**

Times/topics/speakers subject to change
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MOVIE MAGIC SOFTWARE RAFFLE FREE FILM PRODUCTIVITY SOFTWARE

All paid attendees will be entered in a drawing to win. 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

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WEB:

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800.253.0332

MAIL:

Bloomberg BNA's Customer Contact Center
3 Bethesda Metro Center, Suite 250
Bethesda, MD 20814-5377
USA

**WHY YOU SHOULD ATTEND**

The latest information on obtaining finance & tax incentives to get independent and studio films made, distributed and marketed in today's market place. 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 productions. This program is transitional and nontransitional which is appropriate for both newly admitted attorneys and experienced attorneys. This basic to intermediate level conference with live group instruction has no prerequisite.

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

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FEE INCLUDES

Continental breakfasts, lunches, refreshment breaks, networking reception, Bloomberg BNA Portfolio and course materials in electronic format.

Bloomberg BNA is registered with the National Association of the State Boards of Accountancy 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. Complaints regarding registered sponsors may be addressed to NASBA, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417.

Bloomberg BNA will apply for continuing legal education credits in any state or jurisdiction where available. For more information, please contact Bloomberg BNA customer service at 800.372.1033 and ask to speak to the CLE Accreditations Coordinator, or email us at accreditations@bna.com.

CONFERENCE LOCATION

New York Marriott East Side – Tel: 212.755.4000
525 Lexington Avenue, New York, NY
Limited time and number of reduced rate rooms: \$349.00 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 Bloomberg BNA. 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.

HARDSHIP POLICY

Bloomberg BNA offers a hardship policy for CPAs and other tax and accounting professionals who wish to attend our live conference and seminars. Individuals must earn less than \$50,000 annually in order to qualify. For individuals who are unemployed or earning less than \$35,000 per year, a full discount off the price of registration for the program will be awarded. Individuals earning between \$35,000 and \$50,000 per year will receive a 50% discount off the price of the program.

If an individual wishes to submit a case for hardship, he or she must contact Bloomberg BNA directly at accreditations@bna.com. Please include the following information with your request: complete contact information, program for which a hardship reduction is being requested, requested amount for hardship reduction, and reason for applying for hardship. Please note that requests will not be considered until 30 days from the program date and that individuals may only apply for a hardship reduction once within a 12-month period. Bloomberg BNA reserves the right to make a final determination on a case-by-case basis. Our decision for granting a hardship is final and submission does not constitute acceptance.

CANCELLATION POLICY

If you are unable to attend this event, you may: transfer your registration to another person from your company for the same event; or transfer your registration to a substitute event listed on our web site. In either instance, there will be no charge or penalty for substitution.

To request a transfer, contact customercare@bna.com with the new attendee or substitute event information more than 5 business days prior to the conference start date. On the first day of the event, absent attendees will be considered "no shows" and will not be eligible for a refund, transfer, or substitute event. Cancellations must be made in writing to customercare@bna.com more than 5 business days before the event and will be assessed a \$350 conference setup fee. Cancellations will not be accepted if notice is received fewer than 5 business days before the event. For more information regarding administrative policies, complaints and cancellations, please contact us at 800.372.1033, or e-mail customercare@bna.com.

**REGISTER EARLY & SAVE!**

Name _____

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Payment is due on or prior to the course.

- \$695 Early Registration (up to 1 month prior to course)
- \$795 Registration (within 1 month of course)
- \$495 Student Rate Registration
- \$400 Registration for One Day

Method of Payment:

All credit cards converted to and billed in U.S. dollars (USD).
 Check enclosed payable to Bloomberg BNA
 Credit card payment: MasterCard Visa AmEx Discover
All credit cards will be processed at current U.S. conversion rates

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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.

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

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The Massachusetts Advantage: Massachusetts provides filmmakers with a highly competitive package of tax incentives: a 25% production credit, a 25% payroll credit, and a sales tax exemption. Any project that spends more than \$50,000 in Massachusetts qualifies for the payroll credit. Spending more than 50% of total budget or filming at least 50% of the principal photography days in Massachusetts makes the project eligible for the production credit and a sales tax exemption as well as the payroll credit. There are no annual or project caps. No residency requirements. No extended schedule of credit payouts. The payroll credit includes above-and below the line; the production credit includes out-of-state production expenses. With 351 cities and towns, Massachusetts offers extraordinary locations from country quaint to ultra modern, seaside to mountainside, and every period from the 1600's to the present and beyond. We have welcomed hundreds of feature films, both studio and independent, commercials, and television productions throughout the Commonwealth over the past several years. We understand the level of effort it takes to get a production up and running and the Massachusetts Film Office is here to help from development through post production.



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.

SheppardMullin

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.



The mission of the Greater Philadelphia Film Office (GPFO) is threefold. First, we serve to attract film & video production to the region, including everything from feature films to TV commercials to music videos and industrial films. Second, we provide the producer free assistance with parking, permits, labor and locations, and generally act as the liaison between the productions and the local community, cutting red tape as we go. Finally, we serve to grow the local film and video industry in every way possible, recognizing its huge economic impact in job creation and its unparalleled public relations effects for the region.

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