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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  
J.D. Tengberg, Deloitte Financial Advisory  
David Zitzerman, Goodmans LLP
- Moderators:** Rolfe Auerbach, Brand-in Entertainment  
Joe Chianese, Entertainment Partners  
Peter Kaufman, Kaufman Entertainment Law Group  
Robb Klein, Sheppard Mullin  
John Lanza, Kostin Ruffkess & Co.  
Mathew Nick, Kostin Ruffkess & Co.  
Warren Nimchuk, Entertainment Finance Group  
Karen Robson, Pryor Cashman LLP
- Panelists:** Avy Achenasy, Focus Features  
Nicole Ameln, 20th Century Fox  
David Dinerstein, Producer  
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  
Marty Katz, Prospero Pictures  
Amy Lemish, California Film Commissioner  
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  
Shawn Piller, TV Producer (invited)  
Gary Safady, Kaushi Entertainment, LLC  
Lloyd Segan, TV Producer  
Aniko (Navai) Skorka, Film Foundation of Hungary  
Brian Stearns, Union Bank of California  
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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## 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](http://www.citeusa.org) for updates

### Hotel Accommodations:

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

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was established in 2001

as a consulting firm to

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

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