

PRODUCER APPLICATION INFO SHEET

The deadline for submissions is **12pm, Monday 3 July 2017**.

EXPLANATORY NOTES:

1. What kind of producers can apply?

- UK and international producers who:
 - a) have a significant production track record and/or;
 - b) submit a highly promising project aimed at the international theatrical market with packaged elements in place (completed script, director, budget, two lead actors where possible)
- Producers with projects above €1m budgets, but clearly aimed at an international audience.
(Please note: the PFM is not a 'micro-budget' film market. If you have a micro-budget film, please consider applying to the Micro Market separately.)
- Producers will be given priority if they are offering single projects or slates that have either potential European co-producer partners or European financing opportunities.

2. Financiers attending will include:

- Mature international production and finance companies committed to co-producing/financing international films with the UK and European partners
- Film funds from the UK, Europe and where appropriate, other international territories
- Private equity funds and investors from the UK and abroad, including hedge fund representatives
- Banks active in the film financing sector
- Screen agencies or other public funding bodies with financial schemes; and the UK national film bodies and Regional Screen Agencies that have active production financing schemes
- International film sales companies
- Leading international and single territory distributors and broadcasters committed to film financing

3. How to apply

- To apply to the PFM please submit a completed online Application Form and all requested information **by 12pm, Monday 3 July 2017**
- No application fee is required. However a registration fee will be charged if selected (see below)
- The online application form is **not** a registration form for the PFM. Successful applicants will be contacted and asked to complete an online registration form at a later date

4. What does selection include?

If selected, you will:

- Attend the Market on Tuesday 10 and Wednesday 11 October 2017 and have access to top financiers and potential co-producers
- Be provided with a schedule of meetings with a range of dedicated film financiers from major production/distribution players, private equity and hedge fund investors to public and broadcaster funders
- Be offered a chance to request up to five specific meetings with key financiers that you feel are most relevant to your company. A full schedule of up to 15 meetings will then be scheduled for you

5. General criteria

- Films with a budget below €1m will not be considered unless they have outstanding elements attached. We advise to apply for Micro Market with projects budgeted below €1m.
- Single films clearly aimed at the theatrical market and packaged with a) director; b) two key cast; c) at least 30% of cornerstone financing in place will be given priority
- Films with an international sales company in place will be given preference
- No film will be excluded on the grounds of where it is being shot (therefore films which are not being shot in the UK are still eligible)
- No film will be excluded on the grounds of the language it is being shot in, but please note that all application materials must be in English and an English translation of the screenplay must be made available if requested
- Films which have previously been presented at the PFM are not eligible unless they have been significantly developed and are fully packaged

6. Meetings

- The core activity of the PFM is face-to-face meetings between producers and financiers
- Each meeting lasts 25 minutes
- By applying to attend the PFM you are committing to being present for the full two days of the market (**Tuesday 10 and Wednesday 11 October 2017**). As we will be scheduling approximately 800 meetings to take place, it is essential that you are able to commit your time exclusively to the market

7. Delegate fees

Producers are required to pay a minimal fee for attendance. This covers the basic costs of hosting delegates at the market including a personal schedule of meetings, daily lunch/refreshments and networking opportunities. This fee will be charged at the time of registering for the market (after acceptance letters have been sent out), and must be paid in full at least one week before the event takes place.

- **£350 (VAT inclusive) for both days (the primary producer from each company must attend both days)**
- **£250 (VAT inclusive) for one day**