

AMERICAN FILM MARKET®

AFM SET TO MAKE IN-PERSON RETURN TO SANTA MONICA NOVEMBER 1-6, 2022 Registration for Exhibitors Launches Monday, May 9

Los Angeles, CA – April 28, 2022 – The American Film Market® (AFM®) will welcome the global industry back to Santa Monica for its 43rd edition set to take place in-person Tuesday, November 1 through Sunday, November 6, the Independent Film & Television Alliance® (IFTA®) announced today. The market, which planned its shift to a six-day run in 2020, will take place at the Loews Santa Monica Beach Hotel and theatres throughout the city.

Registration will open Monday, May 9 for Exhibitors, both returning and new. Accredited Buyers and Industry Attendees may register beginning July 5.

The Loews Hotel will once again be home to 400+ sales & production companies, LocationEXPO, and new for 2022, all Conferences & Panels, providing attendees more convenient access to this year's sessions.

“There is more excitement about the future than I’ve seen in two years and in-person markets are more vital than ever,” said Clay Epstein, Chairperson, IFTA and President, Film Mode Entertainment. “The desire to return to Santa Monica for AFM is at an all-time high and we are eager to reunite the global industry in November.”

AFM is the only sales market produced by the independent industry itself and is the annual fundraiser for IFTA.

About the American Film Market® (AFM®)

The AFM is the most efficient film acquisition, development and networking event in the world. More than US\$1 billion in production and distribution deals are closed every year — on both completed films and those in every stage of development and production. Over six days in November, 7,000+ professionals from 70+ countries access the entire global catalogue of available films and projects, attend world class conferences, and connect with decision makers. The AFM is produced by the Independent Film & Television Alliance®.

About the Independent Film & Television Alliance® (IFTA®)

IFTA is the global trade association for independent film and television production, finance, distribution, and sales companies. The organization represents the independent sector before governments and international bodies and provides significant entertainment industry services to independent companies from 22 countries.

Media Contact:

Jennifer Garnick | VP, Communications
jgarnick@ifta-online.org | 1+310.446.1006