

National Media Market

Rules & Regulations

It is the purpose of the National Media Market to provide a professional forum for the previewing and purchase of moving image media and interactive titles and products that promote their use. Exhibitors must own or be licensed to sell on an exclusive basis, the non-theatrical distribution rights, including *public performance rights* to materials being screened.

The following are the rules and regulations approved by the Board of Directors of the National Media Market for all exhibitors participating in the Market.

1. All exhibitors and their representatives must be registered to participate in the Market.
2. Exhibitor must screen only those titles for which it possesses exclusive non-theatrical public performance rights at the time of the Market. The titles screened must conform to the Exhibitor's Criteria.
3. The space contracted at the National Media Market by the exhibitor is to be used solely by the exhibitor whose company name appears on the application, as agreed to by the National Media Market, and only titles of the exhibitor may be screened.
4. No exhibitor shall assign, sublet or share the space allocated to it with another business or firm unless prior written approval has been obtained in writing from the Board of Directors of the National Media Market or its designee prior to the current Market.
5. The National Media Market assumes no liability for loss or damage, howsoever caused, of goods, exhibits, or other materials owned, rented or leased by the exhibitor.
6. No exhibitor or its representatives may screen its programs at the venue of the Market except in the authorized screening room/s designated for that purpose. At Market venues where the accommodation rooms of the buyers have in-room video players, exhibitors may lend copies of their programs for screening by buyers during the evening.
7. Screening rooms must remain open and attended during the times established by the Market, and as printed in the daily schedule. A \$100 penalty for early departure will be assessed.
8. No alcoholic beverages may be served in screening rooms provided by the Market. Coffee and other non-alcoholic beverages may be made available at the exhibitor's expense. No food, other than light refreshments, may be made available in any screening room at any time.
9. It is expected that all participating exhibitors will treat all customers and other exhibitors and their representatives with respect. Failure to do so can result in immediate closure or sanctions at the discretion of the Executive Board of the Market.
10. With the exception of the Market screenings, no exhibitor should provide any group entertainment function of more than four (4) persons per registered representative, up to a maximum of twenty (20) registered buyers, either in the exhibitor's Market rooms or in any other location in the area of the city in which the Market is being held.
11. No exhibitor or employee/representative of an exhibitor attending the Market shall reimburse the costs of attending the Market for any registered buyer. Costs are defined as hotel expenses, airfare, meals and any other payments made directly to a registered buyer before,

during or after the Market. Exhibitors who do this will have their point accumulation brought to zero and may be barred from future Markets. The interpretation of this rule is at the sole discretion of the Market or its authorized representative. All exhibitors who apply for attendance at the Market agree that this interpretation shall be binding.

12. No group functions sponsored by an exhibitor may be held during scheduled Market activities as published in the program guide.

13. Any and all other matters not specifically covered by the General Rules and Regulations shall be subject solely to the decision of the National Media Market Director and Board of Directors. The National Media Market Board of Directors shall have the full power to interpret, amend, and enforce these rules and regulations.

No part of these rules and regulations are to be interpreted so as to circumvent the Exhibitor's Criteria approved by the Board of Directors.

Each Exhibitor and its employees or sales agents agree to abide by the foregoing Rules and Regulations.

Adopted by the National Media Market Board, January 24, 2002

Amended by the National Media Market Board, September 25, 2003

Amended by the National Media Market Board, October 1, 2006