

National Media Market Exhibitor's Criteria

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.

The following criteria apply to all exhibitors that participate in the National Media Market and all titles that are offered for sale during the annual meeting of buyers and exhibitors.

To participate in the National Media Market (if space is available and at the discretion of the Board of Directors of the National Media Market or its designee) a exhibitor must:

- 1.) Own or be licensed to sell on an exclusive basis, the non-theatrical distribution rights, including public performance rights, to materials being screened, and provide proof of exclusive non-theatrical distribution rights upon request by the Board of Directors or its designee.
- 2.) Screen only videos, videodiscs, DVD, CD-ROM, content web sites, broadcast, closed circuit and other video-based interactive materials, such as those delivered via internet and/or intranet, at the National Media Market, including those titles for which it has the license to sell exclusive non-theatrical public performance rights.

The National Media Market has two long-term working policies that all exhibitors attending or wishing to attend the Market should be aware of:

- a) The National Media Market charges a one-time "start-up" fee of \$500 to each new exhibitor exhibiting at their first National Media Market, in addition to regular fees.
- b) National Media Market Points are accrued by participating exhibitors and are used to determine priority of room selection by an announced date. These points cannot be transferred or added together upon company mergers or buy-outs. However, when two companies do merge, the higher point value prevails on an ongoing basis. For example, if Company A carries 20 points and merges with Company B that carries 10 points, the newly formed entity carries forward 20 points. Points may be lost as per National Media Market rules and regulations, Article 11.

Exhibitors who do not meet these criteria may apply for participation and will be considered on an individual basis with the decision of the National Media Market Board of Directors being final.

The National Media Market Board of Directors reserves the right to modify and interpret the criteria and make exceptions on a case-by-case basis.

Adopted by the National Media Market Board, January 24, 2002.
Amended by the National Media Market Board, September 29, 2004.