

ENCORE MEDIA PARTNERS NEWS RELEASE

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Encore Wins New Contract from Global Trade Show, American Film Market

LOS ANGELES. April 11, 2017 – Encore Media Partners announced today that it has signed an agreement which extends its multi-year engagement with the [American Film Market](#), the annual film industry event which drives more than one billion dollars in deals and features the industry’s largest conference. The 38th edition is scheduled for November 1 – 8, 2017 in Santa Monica, California.

Under the agreement, [Encore Media Partners](#) will collaborate with AFM on U.S. and international marketing strategy, and execution of attendee, buyer and exhibitor campaigns. Encore will handle media planning and buying, including programmatic advertising across display, social, mobile, video and native, and provide services in the areas of messaging, creative/content assets, retargeting, email marketing, creative/media optimization and attribution.

Encore will also work closely with AFM on new product and revenue initiatives, including the roll-out of [LocationEXPO](#), a new branded space inside the AFM, website and monthly newsletter delivered to 100,000+ film & television industry professionals in 100+ countries.

“We are very pleased with the innovative digital marketing work that we have done with AFM, including the deployment of over 100 million online ads,” said Cristopher Levy, Managing Partner, Encore Media Partners. “We look forward to continuing our relationship with Hollywood’s only film market, and leveraging the latest technologies and media opportunities to attract film buyers, producers, writers and directors from around the world.”

About the American Film Market (AFM)

Founded in 1981, AFM is the premier global marketplace for the independent motion picture production and distribution industry. More than 10,000 films have been launched at AFM, including 22 “Best Picture” Academy Award® winners. AFM is produced by the Independent Film & Television Alliance (IFTA), the trade association representing the world’s producers and distributors of independent motion pictures and television programs. More information is available at www.AmericanFilmMarket.com.

About Encore Media Partners

Encore is a visitor marketing, data strategy and media buying agency, which specializes in exhibitions and events, with local, national and global audiences. Encore collaborates with owners, organizers and agencies on event promotion and attendee acquisition across multiple industries, domestic and international markets, and traditional, digital, mobile and social media platforms. For more information, visit www.EncoreMediaPartners.com and follow us on [LinkedIn](#).