

ENCORE MEDIA PARTNERS NEWS RELEASE

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American Film Market, Hollywood's Largest Trade Show, Extends Engagement with Encore to 10 Years

LOS ANGELES. March 29, 2018 – Encore Media Partners announced today that it has signed an agreement which extends its engagement to ten years with the [American Film Market](#), the global film industry event which drives more than one billion dollars in deals each year and features the industry's largest conference. The 39th edition will be held Oct. 31 – Nov. 7, 2018 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 retargeting and other programmatic advertising across display, social, mobile, video and native, and provide other advertising related services, including messaging and creative asset development.

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

“We are very pleased that our work, which has contributed to sold-out conferences and a substantial increase in attendee revenue, has resulted in this ten-year engagement with AFM,” said Cristopher Levy, Managing Partner, Encore Media Partners. “We look forward to running another robust campaign to attract buyers, filmmakers, producers, writers and directors from around the world to AFM 2018, which leverages the latest technologies and media, and our insights from running more than 100 million online ads for the show.”

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 20,000 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.