

AFM24

AMERICAN FILM MARKET® EXHIBITION SPACE SELLS OUT FOR INAUGURAL 2024 LAS VEGAS EVENT NOV 5 – 10 AT PALMS CASINO RESORT WORLD'S LEADING INDEPENDENT PRODUCTION, SALES, DISTRIBUTION & BUYING COMPANIES CONFIRMED

**The AFM® Sessions to Present 30 Panels & Presentations with Leading Industry
Experts, Producers & Financiers**

**One-on-One Conversations with Innovators Stuart Ford (AGC Studios) and
Sébastien Raybaud (Anton) Take Center Stage on Thursday, Nov 7**

Los Angeles, CA – October 30, 2024 – The American Film Market® (AFM®) is set to raise the curtain on its 45th edition and first-ever show in Las Vegas next week with Exhibition space sold out and Buyer and Attendee registrations running strong with participants confirmed from **80 countries**. AFM24 will run over six days, **Nov. 5 – 10, 2024** at **Palms Casino Resort in Las Vegas**. The move to Las Vegas was announced by the Independent Film & Television Alliance® (IFTA®) and its Board of Directors in March 2024. This year, AFM will host Market activities in a single location at Palms, including Exhibit Space, 200+ AFM Screenings at the Palms' Brenden Theatres, and The AFM Sessions.

Physical Exhibition space for Market sold out last month and AFM will open with **286** sales, production, and distribution companies, along with international trade organizations, film commissions, and national umbrella stands from **34** countries. Exhibitors include **A24, AGC Studios, Altitude Film Sales, Anton, Arlight Films, Bankside Films, Beta Cinema, Black Bear Pictures, Blue Fox Entertainment, Capstone Global, Charades, CJ ENM, Cornerstone, Embankment Films Limited, FILMAX, Film Mode Entertainment, FilmNation, Gaumont, GOODFELLAS/Wild Bunch International, Gravitas Ventures, HanWay Films, Lakeshore, Lionsgate, Mister Smith, NEON, Odin's Eye Entertainment, Pathé Films, STUDIOCANAL, , Toei Company, Trust Nordisk, The Veterans, Voltage Pictures, WME Independent, and XYZ Films**, among many others.

Countries, including **China, France, Germany, Italy, Romania** and **Thailand**, will host dedicated **Umbrella Stands** showcasing national companies and producers. **Exhibitor Offices** and **Meeting tables** will be located in AFM's designated hub, **Palms' Fantasy Tower floors 8-17, 25, and 26** as well as in **Nove**. In addition, **LocationEXPO** at AFM will welcome Film Commissions, Government Agencies and Production Service Companies from the U.S. and as far as Barbados, Italy, Japan, the Philippines, Saudi Arabia and Thailand. LocationEXPO will be located in the **Palms Ballroom** on the 2nd Floor. View the full [Exhibitor List](#).

Alongside the sales and licensing activity, LocationExpo and Screenings, **The AFM Sessions presented by *Wrapbook & Film Hawaii***, will present 100 leaders, experts and influencers on 30 panels and presentations across two stages. A key attraction of this year's Sessions, **"The Innovators"** will welcome two of the independent industry's most prominent figures, **Stuart Ford**, Chairman & CEO, AGC Studios, and **Sébastien Raybaud**, Founder & CEO, Anton, to the stage Thursday morning, November 7 for engaging, one-on-one interviews with Jeremy Kay of Screen International and Scott Roxborough of The Hollywood Reporter, respectively.

Other Session highlights Include: (See the full schedule of [AFM Sessions](#)).

November 6:

From Local to Global: Developing Stories & Content for Worldwide Appeal – Main Stage

- Matt Brodlie, Upgrade Productions
- Katie Irwin, WME Independent
- Matt Mueller, Screen International
- Peter Van Steenburg, XYZ Films

Finding Gold: Discovering Captivating Narratives and Essential Story Ideas for Your Next Project – Main Stage

- Miranda Bailey, Cold Iron Pictures
- Karin Chien, dGenerate Films, Art & Action Productions
- Phil Goldfine, Producer
- Michele Kanan, Producer, Writer and Director
- Michael Musante, Cherokee Film

Producing and Financing Films for Social Impact – Main Stage

- Mary Aloe, Aloe Entertainment / Partners in Kind
- Josh Harris, Peachtree Media
- Jonathon Glucksman, Wondermind
- Robert Rippberger, SIE Society
- Jarnell Stokes, Stoked Bros. Media

Working with SAG-AFTRA as an Independent – View Stage

- Olga Rodriguez-Aguirre, SAG-AFTRA

November 7

Finance I - Independent Film Financing in Today's Financial Landscape – Main Stage

- Jill Goldsmith, Deadline
- Jon Gosier, Film Hedge
- George Hamilton, Protagonist Pictures
- Paula Paizes, Pressman Films
- Miguel Palos, AGC Studio

Confronting Fear – Transcending, Challenging & Elevating the Horror Genre – Main Stage

- Gregory Chambet, WTFILMS
- Emily Gotto, Shudder
- Tom Malloy, Glass House Distribution
- Bob Portal, AMP
- Priscilla Ross Smith, The Coven

November 8

Finance II: How to Choose a Location to Maximize Your Budget – Main Stage

- Ryan Broussard, Wrapbook
- Jeffery Greenstein, A Higher Standard
- Andi Isaacs, University of Nevada-Las Vegas, Formerly Summit Entertainment
- Simon Williams, Palisades Park Pictures

Black Culture at the Epicenter of Hollywood – View Stage

- Kyle Bowser, NAACP Hollywood Bureau

Casting for Low-Budget Films – View Stage

- Monica Kelly, CSA, *Treadwell / Kelly Casting*
- Jennifer K.M. Treadwell, CSA, *Treadwell / Kelly Casting*

The Untold Realities of Global Film Sales: What’s Really Shaping Today’s Market?

- Clay Epstein, Film Mode Entertainment
- Tiffany Boyle, Ramo Law PC
- Mimi Steinbauer, Radiant Films International
- Brian O’Shea, The Exchange

November 9

AFM Pitch Conference: Mastering the Art of Pitching & Live Pitches – Main Stage

- Cassian Elwes, Elevated
- Lee Jessup, leejessup.com
- Lorelle Lynch, AGC Studios

Killing It at the Box Office: How Cineverse’s Horror Sensation Won Opening Weekend – Main Stage

- Chris McGurk, Cineverse
- Lauren McCarthy, Cineverse
- Thomas K Arnold, Media Play News

Maximizing Impact: Crafting Powerful Films with Limited Budgets – Main Stage

- Paul Bales, The Asylum
- Jeff Deverett, Producer
- Efuru Flowers, Flourishing Films
- Chris Gore, *Film Threat*
- Max Woertendyke, Noble Gas Media

###

For More Information on AFM and to Register, visit: americanfilmmarket.com.

About the American Film Market® (AFM®)

The [AFM](http://americanfilmmarket.com) is where the global film and television business comes to life every November. The only independently produced international sales market, hundreds of finance, production, sales and distribution companies and thousands of professionals from every segment of the industry, convene at AFM for six days of discovery, development, deal making, networking, marketplace discussions and world-class conferences. The AFM is produced by the Independent Film & Television Alliance® (IFTA®) and serves as the annual fundraiser for the association.

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

[IFTA](http://ifta.com) 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 around the world.

About Palms Casino Resort

Palms Casino Resort is a trailblazer as the first Las Vegas resort fully owned and operated by a Native American tribe, the San Manuel Band of Mission Indians. With 766 hotel rooms and suites across two towers, Palms offers a dynamic mix of bars and restaurants including the acclaimed steakhouse Scotch 80 Prime, the popular A.Y.C.E Buffet, and celebrity chef-driven eateries including Mabel's BBQ by Chef Michael Symon and sky-high dining at Vetri Cucina from Chef Marc Vetri. Home to live entertainment venues, and unique lifestyle experiences within a redesigned 95,000-square-foot casino, amenities include free valet and self-parking, The Pearl (a 2,500-seat concert theater), Ghostbar Rooftop Lounge, The Spa & Salon, the Brenden Theatre 14-screen cinema, over 190,000 square feet of meeting space, and nearly 600 units at Palms Place condominiums. Sammy's Island at Palms Pool, named after rock legend Sammy Hagar, offers island fun and laid-back vibes. Palms features innovative suites like the Hardwood Suite for basketball fans, the Kingpin Suite for bowling enthusiasts, and many more theme suites. The Sky Villa suites, with masterful artwork and private pools & terraces, with breathtaking views of the Strip provide unmatched luxury for unforgettable experiences. Located just west of the Las Vegas Strip off I-15 on Flamingo Road, Palms Casino Resort is owned by The San Manuel Gaming and Hospitality Authority (SMGHA), an affiliate of the San Manuel Band of Mission Indians. For more details, visit palms.com or the [Palms Press Room](#).

Media Contact:

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