

THE REMAKES MARKET

ADAPTATION RIGHTS FROM AROUND THE WORLD

With remake mania striking the world, THE REMAKES MARKET is the only international business event strictly focusing on the purchase and sale of adaptation rights.

Launched in 2010, the first edition of THE REMAKES MARKET showcased classic film gems, powerful scripted series as well as ingenious, low-cost, innovative formats and web series ideas. Novels, comic books and popular biographies complemented the choice of possible remakes ideas.

Held in the entertainment capital of the world, THE REMAKES MARKET is a hotel-based, compact event centered on individual meetings organized in advance by our staff between ADAPTATION RIGHTS HOLDERS and ADAPTATION RIGHTS BUYERS, primarily representing major development, production and programming executives keen to adapt content for the cinema, television or the web, that has a frame of reference, a proven track-record and is less risky to develop.

During the 2010 Edition, close to 360 meetings took place between 87 adaptation rights buyers and 33 adaptation rights holders representing 84 properties.

The second edition of THE REMAKES MARKET will take place from Monday 14 to Wednesday 16 November, once again at the ANDAZ HOTEL in West Hollywood.

Properties presented at the 2011 edition of THE REMAKES MARKET will include:

- MOVIES
- SCRIPTED TV SERIES
- WEB CONTENT
- COMIC BOOKS
- MAGAZINE AND NEWSPAPER CONTENT
- DOCUMENTARIES
- TV FORMATS
- BOOKS
- GAMES AND APPS
- PLAYS AND MUSICALS



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MARKET ORGANIZATION

THE REMAKES MARKET takes place at the ANDAZ HOTEL, a sophisticated urban oasis, once a landmark Los Angeles hotel famous for its rock 'n roll parties, which is conveniently located on Sunset Boulevard in West Hollywood.

All programmed meeting sessions and other events staged during THE REMAKES MARKET are held in restricted areas located on the PENTHOUSE and MEZZANINE floors of the ANDAZ HOTEL.

Six weeks prior to THE REMAKES MARKET a digital CATALOG profiling all the properties to be presented at the market – and laid out to provide a reading environment enriched by photo, video and audio documents that can be embedded into each property description - is individually mailed to an international database of carefully vetted ADAPTATION RIGHTS BUYERS.

Following this mailing, ADAPTATION RIGHTS BUYERS interested in specific PROPERTIES have the assistance of our dedicated staff to set-up and confirm meetings with ADAPTATION RIGHTS HOLDERS attending the 3-day market.

Participating packages for ADAPTATION RIGHTS HOLDERS start at \$1,950. Qualified ADAPTATION RIGHTS BUYERS can take part in THE REMAKES MARKET at no cost.





PRIVATE PR
FUNCTIONS



SPECIAL RATES AVAILABLE
AT THE ANDAZ HOTEL



INKING THE DEAL
AROUND THE POOL



MEETINGS
ARRANGED SIX
WEEKS BEFORE
MARKET

TERMS OF PARTICIPATION:

■ ADAPTATION RIGHTS HOLDERS

Adaption Rights Holders interested in taking part in THE REMAKES MARKET must register with one of these limited packages:

1. A MEETING TABLE @ US\$1,950 includes:

- ONE MARKET BADGE
- Numbered MEETING TABLE and two chairs, located on the PANORAMA (24 available) or MEZZANINE (16 available) floors.
- UP TO THREE PROPERTIES listed in the digital CATALOG (basic lay-out).
- Assistance in the design and presentation of each PROPERTY PROFILE.

2. A PRIVATE EXHIBIT @ US\$3,950 includes:

- TWO MARKET BADGES
- Private EXHIBIT furnished with company signage, two chairs, a table, a display rack for flyers and located on the PANORAMA (6 available) or MEZZANINE (4 available) floors.
Customizable concave display surface surrounding half of the EXHIBIT.
- UP TO FIVE REMAKES PROPERTIES listed in the digital CATALOG (basic lay-out).
- Assistance in the design and presentation of each PROPERTY PROFILE.

3. A PRIVATE SUITE @ US\$4,950 includes:

- TWO MARKET BADGES
- 800 SQUARE FEET HOTEL SUITE that can be divided into living and office areas.
Can be used for overnight stay on a double occupancy basis (4 nights).
- Furnished with two LG Flat screen TVs, wireless Internet, i-Pod docking station, located on various hotel floors (6 available).
- UP TO FIVE REMAKES PROPERTIES listed in the digital CATALOG (basic lay-out).
- Assistance in the design and presentation of each PROPERTY PROFILE.

4. A COMMUNAL STUDIO @ US\$5,950 includes:

- SIX MARKET BADGES
- 480 SQUARE FEET PRIVATE SPACE that can be shared by up to four different companies represented under a communal umbrella.
- Individual company listing.
- Furnished with company signage, a plasma screen, four tables, eight chairs, four display racks for flyers and located on the MEZZANINE FLOOR (3 available).
- UP TO 8 PROPERTIES listed in the digital CATALOG (basic lay-out)
- Assistance in the design and presentation of each PROPERTY PROFILE.
- A FULL PAGE ADVERTISEMENT in the digital CATALOG

All ADAPTATION RIGHTS HOLDERS participating packages also include:

- Before the market, online access to the contact details of all ADAPTATION RIGHTS BUYERS who requested the digital CATALOG.
- Advance organization of meetings to be held during the market with ADAPTATION RIGHTS BUYERS.
- Weekly update of confirmed meetings with ADAPTATION RIGHTS BUYERS.
- On-site organization of last-minute meetings.
- Invitation to all informative, networking and social functions organized by THE REMAKES MARKET.
- Access to THE REMAKES MARKET pool of adaptation rights experts during the market.
- Assistance with post-market follow-up.

■ ADAPTATION RIGHTS BUYERS

THE REMAKES MARKET is open to qualified Adaption Rights Buyers only. Adaptation Rights Buyers must fill out an application form to request the digital catalog of properties and take part in meetings with Adaptation Rights Holders. The complimentary Adaptation Rights Buyers' Participating Package includes:

- ONE MARKET BADGE
- MAILING OF THE DIGITAL CATALOG six weeks prior to the event
- Advance confirmation of meetings prior to the event.
- On-site assistance in the planning of last-minute meetings.
- Invitation to all informative, networking and social functions organized by THE REMAKES MARKET.
- Assistance with post-market follow-up.

PARTICIPANTS CAN ALSO TAKE ADVANTAGE OF A LIMITED NUMBER OF PREMIUM VISIBILITY ENHANCEMENT OFFERS THAT INCLUDE:

- 1. **ADDITIONAL PROPERTIES @ US \$250.**
Additional properties can be included in the digital CATALOG. This package includes our assistance in the design and presentation of each PROPERTY PROFILE.
- 2. **ILLUSTRATION COMPONENT @ US \$100.**
Pictures, sketches and other illustration components can be added to the property profile listed in the digital CATALOG.
- 3. **AUDIO COMPONENT @ US \$1,000.**
Full length (10 min) and short length (2 min) audio property summaries can be produced in house, in English by copywriting and voice-directing specialists. Each audio component will be available as an MP3 file and embedded into the property profile listed in the digital CATALOG.
- 4. **VIDEO COMPONENT @ US \$250.**
Short length videos (3 min max) such as trailers, making of, interviews, etc. can be embedded into the property profile listed in the digital CATALOG. The video component must be delivered in an up-load-ready version.
- 5. **FULL PAGE ADVERT @ US \$1,000.**
A full page advertisement (A4/US letter format) can be booked for the digital CATALOG to be sent to carefully vetted ADAPTATION RIGHTS BUYERS around the world, six weeks prior to the market.
- 6. **JUMBO SIZED POSTER @ US \$750.**
Customized, stand-alone posters can be produced and displayed in strategic market areas.
- 7. **STAFF UNIFORM BRANDING @ US \$3,000.**
All of our on-site staff (20 persons) will be wearing a white classic chef coat that can be embroidered with a company logo on the front or the back.
- 8. **SHOW BAG BRANDING @ US \$6,000.**
A 100% cotton canvas tote bag with contrast trim and handles will be handed to each participant upon registration. Company logo can be screen printed on one of the side, THE REMAKES MARKET logo is on the other.
- 9. **SHOW BAG INSERTS @ US \$500.**
Marketing material (DVDs, flyers, books, etc.) can be inserted into each show bag. Price does not include production costs.
- 10. **MARKET BADGE BRANDING @ US \$3,000.**
Each participant is provided with a personalized MARKET BADGE, a plastic cover and lanyard. Company logo is printed on the backside of the badge with a customized lanyard.
- 11. **WELCOME COCKTAIL SPONSORSHIP @ US \$10,000.**
All participants will be invited to take part in the WELCOME COCKTAIL on Monday 14 November at 6 PM to take place at the ANDAZ HOTEL. 300 guests in total are expected to take part. Sponsor gets a speaking opportunity, branding of the cocktail room, company logo on all print-electronic invitations, all paper napkins, and embroidered on the bistro aprons worn by wait staff during the cocktail, as well as a full page advert in the digital CATALOG.
- 12. **COFFEE BREAK SPONSORSHIP @ US \$3,000.**
Coffee is served to all participants, twice a day in all market areas, and each day of the market. Sponsor gets company logo on all print-electronic invitations, all paper napkins, and embroidered in the bistro aprons worn by wait staff delivering the coffee, as well as a full page advert in the digital CATALOG.
- 13. **BREAKFAST AND LATE AFTERNOON INTERACTIVE SESSIONS SPONSORSHIP @ US \$5,000.**
Every morning of the market, from 8 AM to 10 AM, participants are invited to take part in interactive sessions hosted by renowned specialists ready to share their views and experience on the subject of adaptation rights. Sponsor gets a customizable concave display, company logo on all print/electronic invitations, all informative jumbo-sized posters promoting these educative sessions, as well as full page advert in the digital CATALOG.

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NOV 14 - 16, 2011

ANDAZ WEST HOLLYWOOD HOTEL
8401 SUNSET BOULEVARD, WEST HOLLYWOOD, CA, 90069

RIGHTS HOLDER REGISTRATION FORM

THIS FORM MUST BE FILLED OUT, SIGNED AND FAXED BACK TO + 1 (323) 782 13 01. UPON RECEIPT OF THE FORM, AN INVOICE WILL BE ISSUED AND IMMEDIATE FULL PAYMENT WILL BE EXPECTED TO CONFIRM THE BOOKING. PARTICIPATING, SPONSORSHIP AND VISIBILITY ENHANCEMENT OPTIONS BEING LIMITED, EARLY BOOKING IS RECOMMENDED. ALL PROPERTY INFORMATION MUST BE RECEIVED BY FRIDAY 26 AUGUST. PREMIUM LOCATIONS WILL BE ALLOCATED ON A FIRST COME, FIRST SERVED BASIS.

COMPANY INFORMATION

COMPANY NAME

COMPANY MAILING ADDRESS

CITY

STATE

ZIP CODE

COUNTRY

MAIN TEL

MAIN FAX

WEBSITE

SOCIAL NETWORKS (TWITTER PROFILE, FACEBOOK, ETC...)

CONTACT (S) ATTENDING THE MARKET

CONTACT #1

NAME

JOB TITLE

EMAIL

DIRECT TEL

MOBILE / CELL PHONE

CONTACT #2

NAME

JOB TITLE

EMAIL

DIRECT TEL

MOBILE / CELL PHONE

COMPANY PROFILE

- | | |
|--|---|
| <input type="checkbox"/> BOOKS AND / OR COMIC BOOKS PUBLISHER | <input type="checkbox"/> MAGAZINE AND / OR NEWSPAPER PUBLISHER |
| <input type="checkbox"/> FILM AND / OR DOCUMENTARY PRODUCTION / DISTRIBUTION COMPANY | <input type="checkbox"/> PLAYS AND / OR MUSICALS PRODUCTION / DISTRIBUTION COMPANY |
| <input type="checkbox"/> GAMES AND / OR APPS PRODUCTION / DISTRIBUTION COMPANY | <input type="checkbox"/> SCRIPTED TV PROGRAM AND / OR TV FORMAT PRODUCTION / DISTRIBUTION COMPANY |
| <input type="checkbox"/> LAW / CONSULTING / FUNDING | <input type="checkbox"/> TALENT MANAGEMENT FIRM |
| <input type="checkbox"/> LITERARY AGENT | <input type="checkbox"/> TRADE / GOVERNMENTAL ASSOCIATION |
| <input type="checkbox"/> LOCATION / PRODUCTION SERVICES | <input type="checkbox"/> WEB SERIES PRODUCTION / DISTRIBUTION COMPANY |

PARTICIPATING PACKAGES

_____ MEETING TABLE @ US\$ 1,950 = US\$ _____

_____ PRIVATE EXHIBIT @ US\$ 3,950 = US\$ _____

_____ PRIVATE SUITE @ US\$ 4,950 = US\$ _____

_____ COMMUNAL STUDIO @ US\$ 5,950 = US\$ _____

VISIBILITY ENHANCEMENT OFFERS

PACKAGE TITLE	QUANTITY	PRICE
<input type="text"/>	x <input type="text"/>	x US\$ <input type="text"/>
<input type="text"/>	x <input type="text"/>	x US\$ <input type="text"/>
<input type="text"/>	x <input type="text"/>	x US\$ <input type="text"/>

COSTS CONFIRMATION AND PAYMENT DETAILS

- Payments must be made according to agreed terms and within 5 business days following receipt of the faxed invoice
- Payments can be executed by WIRE TRANSFER or by CREDIT CARD
- 3.5% surcharge for all AMERICAN EXPRESS payments

GRAND TOTAL DUE = US\$ _____

FINAL TOTAL DUE (100% OWED UPON RECEIPT OF INVOICE) = US\$ _____

APPLICATION FOR ADAPTATION RIGHTS BUYERS TO RECEIVE THE 2011 EDITION OF THE DIGITAL CATALOG

THE APPLICATION FORM TO RECEIVE THE 2011 EDITION OF THE REMAKES MARKET DIGITAL CATALOG MUST BE FILLED OUT AND FAXED BACK TO (323) 782 1301. ACCEPTANCE WILL BE BASED ON EXPERIENCE AND CURRENT BUSINESS OBJECTIVES. ALL INFORMATION PROVIDED WILL BE TREATED IN THE STRICTEST CONFIDENCE. A CONFIRMATION NOTE WILL BE SENT AND THE DIGITAL CATALOG WILL BE MAILED FROM MONDAY 3 OCTOBER. FOR FURTHER INFORMATION, PLEASE CALL + 1 (323) 782 13 00 OR SEND EMAIL TO THEREMAKESMARKET@BASICLEAD.COM.

NAME JOB TITLE

MAIN TEL + EXTENSION MAIN FAX CELL PHONE

EMAIL

COMPANY NAME WEBSITE

COMPANY MAILING ADDRESS / CITY / STATE / ZIP CODE / COUNTRY

SOCIAL NETWORKS (TWITTER PROFILE, FACEBOOK, LINKED IN ETC...)

COMPANY PROFILE

- | | | |
|--|--|---|
| <input type="checkbox"/> FILM PRODUCTION | <input type="checkbox"/> BROADCASTER / CABLE NETWORK | <input type="checkbox"/> CONTENT DISTRIBUTION |
| <input type="checkbox"/> TV CONTENT PRODUCTION | <input type="checkbox"/> TALENT / MANAGEMENT FIRM | <input type="checkbox"/> FINANCING |
| <input type="checkbox"/> MULTI PLATFORM CONTENT PRODUCTION | <input type="checkbox"/> TELCO | <input type="checkbox"/> PUBLISHING |
| <input type="checkbox"/> OTHER - PLEASE DESCRIBE | <input type="text"/> | |

APPLICANT MAIN ACTIVITY (IES)

- PROPERTY SCOUTING
- PROJECT DEVELOPMENT / PACKAGER
- ACQUISITIONS
- PROGRAMMING
- PRODUCTION
- INTL CO-PRODUCTION

PROPERTY GENRES OF INTEREST

- SCRIPTED TV PROGRAMS
- TV FORMATS
- FILM
- DOCUMENTARIES
- BOOKS
- COMIC BOOKS
- GAMES / APPS
- WEB CONTENT
- MAGAZINE, NEWSPAPER CONTENT
- PLAYS / MUSICALS

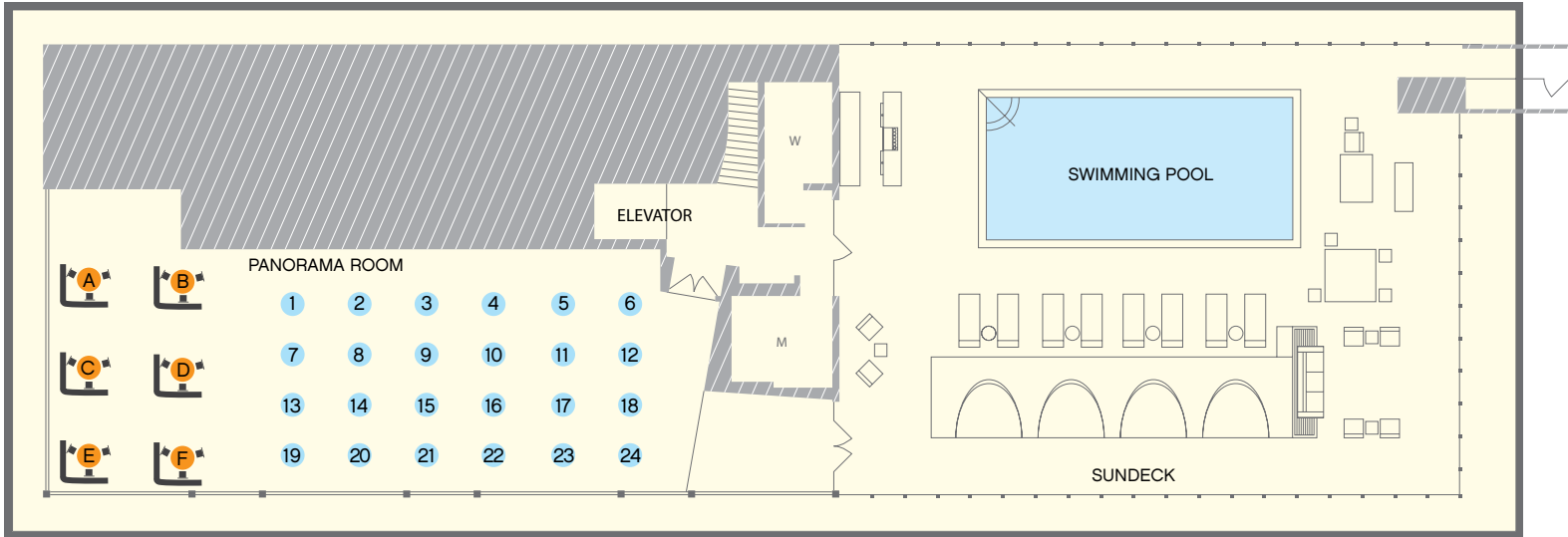
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● PRIVATE EXHIBITS A-J

● MEETING TABLES 1-40

PANORAMA LEVEL



MEZZANINE LEVEL

