

AFM Announces Move to Las Vegasâ?? Palms for 2024

Description

Posted by Larry Gleeson

IFTAÂ® ANNOUNCES AMERICAN FILM MARKETÂ® MOVE TO LAS VEGASâ?? PALMS CASINO RESORT FOR 2024 SHOW, NOVEMBER 5-10

Companies Including Arclight Films, Blue Fox Entertainment, Cornerstone, Film Mode Entertainment, FilmNation Entertainment, HanWay Films, Lakeshore Entertainment, Millennium Media, Myriad Pictures, NEON, Protagonist Pictures, The Exchange, WME Independent & XYZ Films Already Committed as Exhibitors at the Palms for AFM24

Los Angeles, CA â?? March 8, 2024 â?? The Independent Film & Television AllianceÂ® (IFTAÂ®) and its Board of Directors today announced that the American Film MarketÂ® (AFMÂ®), its industry flagship event, will relocate to Palms Casino Resort in Las Vegas for its 45th edition. Scheduled for November 5 to 10, 2024, this move marks a new chapter for AFM.



The American Film Market (AFM) will relocate to Palms Casino Resort in Las Vegas for its 45th editi

Held in Los Angeles and Santa Monica for over four decades, AFM is a cornerstone event for the independent entertainment industry. The decision to move AFM to Las Vegas comes after a multi-city search and careful consideration of the needs of AFMâ??s Exhibiting Sales Companies and Buyers and reflects IFTAâ??s dedication to creating the optimal environment where the global film and television industry can converge, collaborate, and conduct business seamlessly.

â??After extensive research, discussions with the Board and invaluable feedback from stakeholders, this move underscores our determination to evolving AFM to meet todayâ??s industry needs,â?• said Clay Epstein, IFTA Chairperson and President of Film Mode Entertainment. â??The strength of the AFM lies in its ability to create community and present a sophisticated platform for all our participantsâ?? activities in one convenient location. The Palms enables us to do all of that and beyond.â?•

Palms Casino Resort offers a wealth of modern facilities and conveniences, all in a single location for an enhanced market experience. Highlights include newly renovated rooms and suites for Exhibitor office space and guest rooms, the Brenden Theatresâ?? 14 screen state-of-the-art multiplex, and more than 170,000 square feet of dedicated conference, meeting, and event space.

Las Vegas presents easy travel options, including domestic and international flights from over 160 locations, and its close proximity to Los Angeles, with over 35 daily flights, expands the options and allows AFM participants easy stopovers. Furthermore, Las Vegas offers a wealth of dining, sleeping, entertaining, and shopping opportunities, providing added value for AFM participants.

Epstein further added, â??This move to Las Vegas is generating support and enthusiasm from colleagues around the world and we are excited to welcome everyone to AFM 2024 in November.â?•

Major production, finance, sales and distribution companies, including **Arclight Films**, **Blue Fox Entertainment**, **Blacktop International**, **Cinema Management Group, Cornerstone**, **The Exchange**, **Film Mode Entertainment**, **FilmNation Entertainment**, **Film Seekers**, **HanWay Films**, **A Higher Standard, Lakeshore Entertainment**, **Millennium Media**, **Myriad Pictures**, **NEON**, **Protagonist Pictures**, **The Asylum**, **The Solution Entertainment Group**, **Vision Films, WME Independent** and **XYZ Films** have already committed to participating in AFM24 in the new Las Vegas Palms locale, underscoring the industryâ??s enthusiasm for this monumental move and the importance of AFM to their businesses.

Jean Prewitt, IFTA President & CEO commented: â??AFM was created by the Independents and remains the Independentsâ?? market. The industry has called for a fresh look at how the market can better serve a rapidly changing business. The Board has made a monumental decision that allows us to better serve these needs. We look forward to introducing everyone to the new AFM venue and its offerings.â?•

â??Weâ??re delighted to extend a warm welcome to the American Film Market,â?• said Cynthia Kiser Murphey, General Manager of Palms Casino Resort. â??Our team members are committed to providing the Palms signature and personalized hospitality to each and every guest. The AFMâ??s needs and our offerings make for a perfect match and we look forward to hosting the AFM participants this November.â?•

As AFM prepares to make its debut in Las Vegas this Fall, further details will be unveiled in the coming weeks and months.

About the American Film MarketÂ® (AFMÂ®)

The AFM 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 AllianceÂ® (IFTAÂ®) and serves as the annual fundraiser for the association.

About the Independent Film & Television AllianceÂ® (IFTAÂ®)
IFTA 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 making history as the first resort in Las Vegas fully owned and operated by a Native American Tribe. Palms Casino Resort features two distinct towers with 766 hotel rooms and suites, a diverse mix of bars, restaurants, live entertainment venues, and immersive lifestyle experiences across a 95,000-square-foot reimagined casino. Offering free valet and self-parking, the resort also includes over 190,000 square feet of meeting, convention, and event space; the Pearl, a 2,500-seat theater; an expansive pool, The Spa & Salon at Palms; a wedding chapel; the Brenden Theatre 14-screen cinema and nearly 600 units at Palms Place condominiums.

Palms is located just west of the center of the Las Vegas Strip off I-15 on Flamingo Road. Palms Casino Resort is owned by The San Manuel Gaming and Hospitality Authority (â??SMGHAâ?•) an affiliate of the San Manuel Band of Mission Indians. For more information visit http://www.palms.com/ or the Palms Press Room. Follow Palms on social media Facebook Twitter Instagram.



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

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Category

1. American Film Market

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1. IFTa
2. The Independent Film & Television Alliance

Date Created

HOLLYWOODGLEE, LLC
1226 N Salsipuedes Unit C 1(805)704-5994 |https://hollywoodglee.com Larry@HollywoodGlee.com

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Author
hollywoodglee