

Q. What is a Market Screening?

A. Screenings of films in a digital theatre arranged at the market venue is Market Screenings. In Market Screenings, filmmakers will get an opportunity to showcase their films on a big screen to the target audience including international sales agents, distributors, producers, festival programmers and directors.

Q. How you will benefit from a Market Screening?

A. Market Screening offers an ideal opportunity to showcase the film before the actual release or festival participation to an international audience. It enables filmmakers to garner the attention of the film with the right audience globally including sales agents and distributors.

By registering you will receive the following benefits;

- Direct access to distributors, festival curators, international sales agents and producers under a single roof.
- Enables direct interaction with international sales agents and buyers at the Indywood Film Market.
- Opportunity to showcase your film on a wide screen format in digital theatres for potential buyers.

Q. How many people can watch a screening at a given time?

A. The digital theatre ideally will have seating capacity ranging from 20 to 30 people.

Q. What is the cost involved in Market Screening?

A. The cost per screening is INR 10,000/USD 170 (taxes applicable). This cost also includes the business delegate entry fees

Q. How do I book a Market Screening?

A. To book a Market Screening, register your film for screening using the market screening registration form available on the website.

Then, the complimentary business delegate registration link will be provided to you by IFM Screenings team (the delegate registration is free of cost for market screening clients)

Q. How many digital theaters are set up at the IFM?

A. There is 1 digital theater at the IFM exclusive for market screening to screen films on the 2nd and 3rd of December

Q. Do I need to register for IFM 2017 and why?

A. Yes, you must register as an IFM Business Delegate. This delegate registration will provide you complete access to the Film Festival, film Market and all IFC events from December 1 to 4. You can advertise your film in the meantime and also interact with other delegates. The access to the entire database of delegates attending the market is allowed through registration process. You can use the database to advertise your film and to arrange meetings for your film at the Market.

Q. Is it possible to register for IFM at first and later book a market Screening?

A. Yes. You can book a Market Screenings later even if you did not opt for the same while registering at the first place. Please drop a mail to Namitha at [projects@indywood.co.in](mailto:projects@indywood.co.in) and the payment can be made through cash or demand draft.

Q. How will I contact registered delegates to view my film at the Industry Screenings?

A. You will get full access to Market delegate database once you register for IFM. You can choose to contact registered delegates directly and promote your film using this access. In order to garner the attention to your film and screening, we have facilitated multiple advertising and branding options, both sale and free of cost ones. To know more about the advertising options that we offer, please get in touch with us at [projects@indywood.co.in](mailto:projects@indywood.co.in)

Q. How can I advertise about the screening of my film?

A. You can drive more target audience through our Market collaterals such as dailies, market guide, sign post advertising, standees, delegate kit inserts etc. You can also put posters of your films in our pin up boards mentioning the screening details. Delegates will be provided with Market Screenings Brochure with the schedule through delegate kits. It can give you the opportunity to help reach out to the potential buyers

Q. Is it possible to invite people for the screenings who are not registered with the Film Market?

A. Only registered business delegates are permitted to attend the screenings. And you are allowed to invite any business delegate at the Market for the screening of your film.

Q. Is it possible that I can book more than one screening of the same film?

A. Obviously Yes!! Every extra screening would cost an additional charge of INR 5000

Q. Can I have the privilege to select the screening timing and date for the screening of my film?

A. Yes! You can write us to [Namitha at projects@indywood.co.in](mailto:Namitha at projects@indywood.co.in) mentioning the preferred slot and we will put our best efforts to give your film the preferred time slot.

It is a pleasure to accommodate the requested date and time but please do remember that the allotment of screening timing and date solely rests at the IFM team's discretion.

Q. How, where and by when can I submit my film?

A. The films should reach IFM head office at Cochin before November 15 , 2017 in any of the prescribed formats listed on the website. No late entry will be entertained. Else, it will lead to the cancellation of the screening. Entries are accepted on a first-come first serve basis, kindly book the screening of your film at the earliest.

Q. When will I receive my film back?

A. Your film (DCP format only) shall be returned to you by the IFM Head Office (Cochin) after December 7, 2017.

