



Asian Contents & Film Market Rules & Regulations

1. Organizer & Purpose

The Asian Contents & Film Market ("Market", hereinafter) is organized by the Asian Contents & Film Market Operating Committee ("Organizer", hereinafter) of the Busan International Film Festival Organizing Committee. The purpose of these Rules and Regulations is to clarify the respective obligations and liabilities of all the participants of the Market.

2. Eligibility

Registration at the Market is open to individuals, companies, institutions, associations and professional organizations conducting business, providing services, or engaging in activities in relation to the contents & film industry, including their directors and employees. The Organizer provides various services in relation to the Market only for use by those individuals, companies, institutions, associations and professional organizations, and their directors and employees, who have properly registered with the Market (hereinafter the "Participants").

3. Exhibitor Registration

The participants properly registered for Sales Booths are "Exhibitors."

The Organizer reserves the right to refuse the request for the reservation of Sales Booth upon the limited number of Sales Booths being sold out or the reasons laid down in Article 5 or 8 and others.

The Organizer will allocate the location under the consideration of floor plan, the order of applications received and other reasonable standards. The Organizer reserves the right to alter or change the location assigned to the Exhibitor without incurring any liability to the Exhibitor thereby.

Installation and removal of exhibition facilities shall be completed within the nominated period. The Exhibitor shall pay the Organizer for any loss incurred due to delay in installation or any removal damage to the Exhibition Hall made by the Exhibitor.

The Exhibitor must effect at his/her own cost gull indemnity insurance against comprehensive general liability and all other usual risks in respect of loss, damage or accidents. The Organizer will arrange a general site security during the period of the Exhibition but will accept no liability for loss or damage. Exhibits, fabrics and other decorative materials must have proven flame resistance in accordance with Fire and Safety Regulations. The Organizer may restrict booth construction or displays when necessary.

The Exhibitor will be responsible for all damage to property and for any loss or injury caused by them, their employees, theft or other cause whatsoever, which will indemnify the Organizer

against all claims and expenses arising from them.

4. Market Badge

Market Badge is strictly personal and under no circumstances may be passed on to another person, lent or exchanged, at the penalty of the offender losing all rights of access without any reimbursement of the registration fees.

In the case of loss or theft, a new Market Badge will be issued and invoiced with charge. These rules are applied to complimentary Market Badges as well.

The registration of a Participant allows the Organizer to publish in its works, including the printed Market Guide Book and the databases online, all information given by the Participant, including his/her photo. The Participant warrants to the Organizer that he/she has all rights concerning the copyright of his/her photographs and indemnifies the Organizer against any third party action.

This information will appear in the Market Guide Book and is the responsibility of the Participant alone. Moreover, the Participant confirms and accepts that the Participant may be photographed or video-recorded on-site by the Organizer while participating in any of the Market Events, and such photograph and video image and the logos of the Participant may be reproduced and used by the Organizer for the purpose of promoting the Market.

5. Market Screening

The Participants who are registered as exhibitors can make reservations to conduct Market Screenings ("Screenings") and the reservation will be completed once the full Sales Booth payment is made.

Or other Companies those having international or world premiere films at Busan International Film Festival are also eligible for the reservation of Screening(s).

The Participants who wish to reserve for Screenings must send the titles and basic information of the films to be screened to the Market no later than the given due date. Failing to do so may cause your slots to be cancelled or Screening information to be missed from publications or the database online.

The print of the films to be screened shall arrive by the given date unless the print shipper informs in writing the Market in advance of the inevitable reason for failure to meet the print arrival deadline; provided, however, that under all circumstances the print must arrive at an airport in Korea within the given due date. Failing to deliver the print within the due date, due to delay in shipment or insufficient documentation or failure to comply with the Shipping Instruction provided by the Market, will cause the cancellation of the Screening. The Participant who caused the cancellation of a Screening may be restricted in registering at the Market





Asian Contents & Film Market Rules & Regulations

the following year.

6. Payment

Payment of registration fee for Sales Booth, Market Badge, Market Screening, Advertisement, and Optional Service can be made by credit card or bank transfer.

7. Cancellation

Cancellations of Sales Booth, Market Badge, Market Screening, Advertisement, and Optional Service can be made until its registration period is done with 30% of administrative costs deducted from the total amount paid. There are no refunds will be accepted after the registration period is done.

8. Exclusion of Liability

The Participants are expressly forbidden to exploit products or rights in any form whatsoever in violation of copyright laws. The offender will not be allowed to participate in the Market for 3 years, and shall indemnify the Organizer and its affiliate from any third party actions arising out of the illegal activities.

Under no circumstances, the Organizer shall be responsible to other Participants for any consequences flowing from the aforesaid activities of other Participants.

The Organizer reserves the right to change the date(s) of the Market to other date(s) as the Organizer deems fit, or cancel, alter in character or mode, reduce in scale, shorten or extend the duration of the Market at any time without incurring any liability whatsoever to the Participant due to circumstances.

The Organizer provides insurance in case of unexpected accidents and the Organizer guarantees only within the coverage of the insurance.

9. Jurisdiction (Governing Law, Arbitration)

These Rules and Regulations shall be governed by and construed in all respects in accordance with the laws of the Republic of Korea and Participants irrevocably submit to the exclusive jurisdiction of the Korean Commercial Arbitration Board.

10. Acceptance

All Market Badge holders are regarded to agree with above regulations and articles.

Asian Contents & Film Market Operating Committee

3rd Floor, BIFF HILL, Busan Cinema Center, 120,
Suyeonggangbyeon-daero, Haeundae-Gu,
Busan 48058, Korea

Tel. 051-709-2210

Fax. 051-709-2299

E-mail. market@acfm.kr

Webpage. www.acfm.kr