



# Asian Contents & Film Market Rules & Regulations

## I. ACFM Definitions

- ① 「Market」 refers to the Asian Contents & Film Market.
- ② 「Organizer」 refers to the Asian Contents & Film Market Operating Committee that has been delegated by the Busan International Film Festival Organizing Committee.
- ③ 「Participant」 refers to a person who meets the conditions specified set forth by the Market and have registered therein through the procedures designated by the Organizer.
- ④ 「Exhibitor」 refers to market participant who has registered in the Online Booth of the Market and approved by the Organizer in accordance with the procedures set by the Organizer.
- ⑤ 「Advertiser」 refers to a participant who has applied for and paid for advertising services in accordance with the market procedure set by the Organizer.

## II. Organizer & Purpose

The Asian Contents & Film Market is being hosted by the Organizing Committee of the Busan International Film Festival and ACFM 2021 will run as a combined virtual market and on-site events. The purpose of these Rules and Regulations is to clarify the respective obligations and liabilities of all the participants of the Market.

## III. Participation Eligibility and Participant Obligations

The Organizer offers the following individuals and groups the opportunity to formally register and participate in the Market.

- Institutions, corporate businesses, individual businesses, or groups carrying out activities and providing services related to the movie/film industry
- Individuals employed by or belonging to one of the above

Participants who satisfy the above conditions and have registered with the Market according to the procedures stipulated by the Organizer are eligible to receive the services provided by the Market.

Participants must not engage in any form of business that violates copyright law. Copyright violators shall be banned from participation in the Market for three years. In addition, by registering with the Market, Participants are considered to have agreed to their information and photos being displayed in Market publications and the Market online database.

## IV. Market Badge

Market badges can only be registered through the official ACFM website. Participants who have registered the Market Badge must comply with the regulations of the Market.

Persons under the age of 18 are not eligible for accreditation or ACFM registration, however, an exception may be granted after examination by the Organization. As Market Screening may include content that is not yet rated, a guardian must monitor the proceedings.

Market Badge is strictly personal and may not transfer, loan, or exchange under no circumstances. Violating this rule will



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result in losing all rights of access without any reimbursement of the registration fees. The same regulations apply to complimentary Market Badges as well.

### V. Online Booth

The Organizer reserves the right to refuse the request for the reservation of Online Booth when the business activities or programs of the Exhibitor are unsuitable, internal judgement of the Organizer or the reasons laid down in Article 6 or 13 and others.

The Exhibitor must provide information regarding the company, staff, lineup, and copyrighted works to the Market. The registered information will be displayed on the ACFM 2021 Online and the Exhibitor assumes sole responsibility for the information. Exhibitors are obliged to provide accurate information, and the Organizer has the right to revise any unclear information. In addition, photos, videos, company logos, etc. in Online Booths registered by the exhibitor may be used for the purpose of Market Promotion.

### VI. Market Screening

Only companies who have registered an Online Booth or works selected for a Busan International Film Festival World/International Premiere are eligible for Market Screening applications.

The Exhibitor must provide the title and basic information of the works for Market Screening to the Market within the specific period. If there are unavoidable delays caused by film information input, screening copy uploading, etc. that make

it impossible to adhere to the Market's schedule, the Market must be informed in advance.

Applied films must undergo screening by the Organizer in the order in which they were submitted, and films that disrupt public order or do not suit the internal screening may be rejected. Failing to do so may cause your slots to be cancelled or screening information to be missed from publications or the online databases.

In the Market Screening, legal, technical, copyright, and other issues found during the Market Screening period are the full responsibility of the participant, and the Organizer does not take responsibility for any problems arising by the participant's mistakes or delays in uploading.

### VII. Advertisement

Advertisers are fully responsible for all advertisement content, and the Market has the right to reject advertisements if any problems arise from the content. If the submitted advertisement does not fit the technical specifications, an additional technical fee may occur, which will be charged to the Advertiser. If advertisement content is not submitted within the deadline after purchasing the advertisement, the Advertiser relinquishes all rights to the advertising and any refund.

### VIII. Payment

Payment of Market Badge, Online Booth, Market Screening, Advertisement(hereafter "Market Services") can only be made via credit



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card, Online Booth and Advertisement can be paid by transfer as well. All invoices for Market Services are created as PDF files and sent via emails after registration has been confirmed. They can also be viewed on the ACFM Official Website.

### IX. Cancellations and Refunds

Market Services may be canceled prior to the submission deadline for each service. With the exception of repurchases of Online Booth upgrades, payment cancellations will result in a 30% administrative fee prior to the refund. There are no refunds will be accepted after the registration period is done.

### X. Event Venue Operation Regulations

Pets are not allowed in the Market's venues, except for guide dogs and animals trained to guide the disabled are allowed. In this case, an official document will be required in advance.

All illegal activities are prohibited inside the Market venue, and Participants may not sell items for personal gain, etc. Those found guilty of deed are allowed the Organizer to take the action of expulsion from the Market venue.

### XI. Public Safety

All participants must comply with quarantine guidelines and actively cooperate with the COVID-19 sanitary protocol in compliance with the recommendations imposed by the Organizer. Evacuation must be performed if there are any threats to public safety

(national crises, natural disasters, etc.) and Participants may not lodge complaints in such an event.

### XII. Anti-Discrimination Statement

The Organizer forbids all forms of discrimination and verbal/physical violence based on gender, religion, origin, skin color, age, etc. The Organizer may annul the rights of Participants who violate these regulations.

### XIII. Exclusion of Liability

The Participant indemnifies and guarantees the Organizer and the related parties against any third party's litigation for all information and illegal activities of the participant.

The Organizer reserves the right to change the date of the Market to other date 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 shall purchase indemnity insurance for the sake of any contingencies but does not guarantee anything farther in scope than what is covered by the insurance.

### XIV. Agreement

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

Violation of these regulations will result in





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the immediate surrender of the Market Badge and denial of access to the online platform. It is up to the sole discretion of the Management Committee whether participation is terminated with or without an official warning and refund. Penalties are also imposed according to internal discussion, and participation is prohibited for the following year.

### **XV. Interpretation of These Regulations and Mediation**

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.

Items not specifically specified in these regulations are subject to the decision of the Organizer.

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