

“The Film Forecast: A Marketing Research Project”
June 10-12, 2008
Big Bear Lake, California USA

*Individuals are being sought in the United States to serve as independent film critics.
Do you enjoy films? Do you have an opinion about films that you see?*

On the dates of June 10 - 12, 2008, a group of film marketing consultants, film distributors, filmmakers and international publicity teams will meet at Big Bear Lake, California to evaluate a collection of new films. Will the films be purchased by distributors and ultimately go to theaters? Will the films be discarded? Why do excellent films sometimes never make it to theaters?

A management team has been secured to help conduct a marketing research project. A total of 6 films will be screened, evaluated with a comprehensive questionnaire immediately following the screening and discussed between the marketing teams and individuals involved in the film focus group.

If you are interested in becoming a member of this exclusive film focus group, you must agree to the following:

1. Sign a confidentiality agreement about the discussions surrounding the films and the questionnaires which you complete after each screening.
2. You must attend all 6 screenings, participate in all discussion groups and complete each questionnaire.

In exchange for your participation, you will receive the following:

1. Ticket to the official opening night Gala Premiere screening (open to the general public; optional for the film focus group).
2. Ticket to the official closing night Gala Premiere screening (open to the general public; optional for the film focus group).
3. Two tickets for two individual Special Presentation screenings (one screening scheduled at the Performing Arts Center; the second film scheduled at the Discovery Center’s Amphitheater). Optional for the focus group; open to the general public.
4. Six (6) private screenings for the film focus group. Two films on Tuesday, June 10; two films on Wednesday, June 11; two films on Thursday, June 12. These six films are mandatory for the film focus group in order to participate.
5. Photo with attending filmmakers and executives from each film.
6. Room discounts offered at the official headquarters hotel “The Northwoods Resort” when you identify yourself as a member of the Film Focus group.
7. Hosted lunch each day (June 10 - 12, 2008)

Reservations on a first come, first serve basis:

Yes, I would like to attend. Please reserve ___ (# of tickets) to become members of the film focus group.

Name _____ Address _____
Address _____ City _____
State _____ Telephone # _____ Email _____

A deposit of \$100.00 will reserve your placement in the group. Deposit Enclosed _____
Payment in full _____ \$500.00 (Payment in full guarantees placement)

Checks payable to "Film Forecast" (address below)

The balance of \$400 is due May 1, 2008 to continue to reserve your placement.

Upon receipt of your deposit, an information kit will be sent for your review inclusive of the Confidentiality Agreement and Hotel Reservation information. Your deposit is refundable if you cancel before April 1, 2008. A refund request must be made in writing. If membership and reservations are full, you will be contacted and asked if you want to be put on a "waiting list" or a full refund.

Mail this form and payment to the following address:

Beth Fromm, Desert Film Society
Att: The Film Forecast: A Marketing Research Project
111 Desert Holly Drive
Palm Desert, CA 92211

My Film Interests and Experience:

How frequently do you see a film? ___1x per week ___1x per month ___other
Do you belong to a film society or other type of film membership? ___yes ___no
Name of organization _____ Where _____
Do you attend film festivals? ___yes ___no Where? _____
Are you associated with a film studio, film distributorship or publicity agency? ___yes ___no
Do you have relatives associated with any of the above? ___yes ___no
Have you ever been a member of a film focus group? ___yes ___no
Where? _____ When? _____