

SERVICES TO AICP MEMBERS

AICP represents, exclusively, the interests of independent companies that specialize in the production and post production of commercials and other forms of marketing messaging in various media for advertisers and agencies. The association, with national offices in New York and Los Angeles as well as regional chapters across the country, serves as a strong collective voice for this \$5 billion-plus industry. Founded in 1972, AICP assists its members by: disseminating information; representing production and post production companies within the advertising community in business circles, in labor negotiations and dealing with employment issues, and before governmental officials; developing industry standards and tools; providing professional development; and marketing production and post production via events and awards shows.

AICP members account for 85 percent of all domestic commercials aired nationally on all media platforms. AICP members are commercial production and post production companies (General Members) and knowledgeable, reliable suppliers (Associate Members) that the industry depends on for state of the art equipment; information; and services focused on production and post production needs.

In 2018, AICP and AICE - the trade association for post production - merged. AICP and AICE now function as a single association under the AICP brand, dedicated to promoting and advocating for independent production and post companies when it comes to producing brand communications for advertising agencies, advertisers, and media companies.

AICP's services include:

Business Affairs

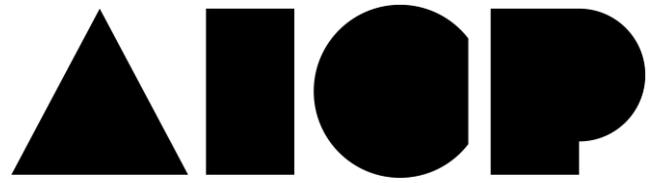
- Production guidelines for live action and digital production
- Best Practices
- Position Papers and Production Advocacy
- Legal Initiative for Agency Contracts
- Developing model documents and forms
- Full-time staff advisor to provide guidance on business affairs issues
- Business Affairs roundtables (see Education and Events)

Communication

- Disseminating information through bulletins, memos, the AICP website and bi-monthly newsletter
- Represent the interests of members in various media outlets, including trade and consumer publications.
- Participate in industry conferences and seminars to further educate clients and agencies about AICP members companies and their contribution to the process.

Discounts and Preferred Rates

- Discounts on hotels, airfare, software and various production vendors
- Preferred rates for foreign currency transactions
- Preferred rates for health insurance



Education and Events

- Town Halls
- Owners Summits
- Annual Membership meeting
- Production seminars
- Symposia
- World Producers Summit at Cannes
- Member roundtables on Employment, Business Affairs and Post Production issues
- AICE Awards
- AICP Show and Next Awards

Employment Issues

- Negotiation of labor agreements with the DGA, IATSE, and Teamsters
- Full-time staff advisor to provide guidance on union agreements, and non-union employment issues
- Labor roundtables (see Education and Events)

Legal

- Negotiation of labor agreements (See Labor)
- Legal Initiative for Agency Contracts (See Business Affairs)

Legislative

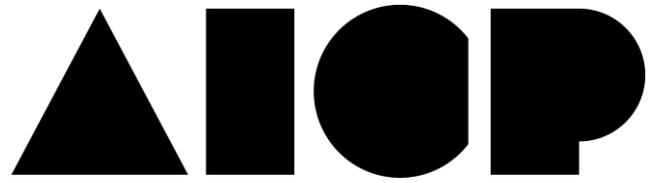
- Production advocate with local governments
- Member Survey
- State and Local Incentive Programs
- Diversity Program
- INS Assistance with Advisory Opinions

Post Production

- Guidelines for post production.
- Position papers and post production advocacy.
- Full-time staff advisor to provide guidance on post production and digital issues
- Post Production roundtables (see Education and Events)

Reputation

- A mark of standing in the community.



Business Affairs

Production Guidelines and Best Practices

The AICP Guidelines are a staple for any production company conducting business with an advertiser or advertising agency. The guidelines, which are updated as production evolves, were developed as a set of industry standards to foster responsible business practices between the production company and the advertiser/advertising agency. Business practices covered include, bidding, creative contribution, overages, payment, sequential liability, foreign production, cancellation & postponement, weather days, production insurance, indemnity, limitation of liability, copyright clearances, tax incentives, labor laws, publicity and grievances. See AICP website to obtain a copy of the Bidding, Live Action, Digital Production, Post Production, Green, or other guidelines.

Position Papers

AICP often reviews and comments on advertiser/advertising agency guidelines, specifications, and contracts. The goal is to identify problematic language in these documents and bring them to the attention of all AICP members. AICP periodically issues whitepapers addressing the most common areas of contention such as 'costs below the line' and 'cost-plus not to exceed'. Go to AICP.com to view all AICP position papers.

Production Advocacy

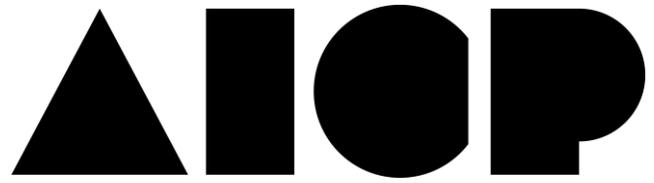
AICP advocates on behalf of its members in response to advertiser and agency initiatives, such as preferred vendor programs and objectionable guidelines. AICP also represents the interests of production companies when working with the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (4A's) on matters such as state tax incentives and best bidding practices.

Legal Initiative for Advertising Agency Contracts

At no additional cost to the member, AICP provides legal services to members through outside counsel for the sole and limited purpose of negotiating problematic clauses of agency contracts. These services provide direct contract negotiations with an advertising agency on behalf of a member company on a job-by-job basis, and are limited to select sections of the agency's production agreement standard terms and conditions which do not involve price (including production fees, costs, and payment terms). Go to AICP.com for more information on the Legal Initiative.

Documents and Forms

Over the years AICP has developed forms and tools to assist its members in their day-to-day business activities. These standard contracts, riders, forms and releases include live action work-for-hire, digital production, and licensing agreements; digital statement of work; non-disclosure agreements; foreign production service agreement; equipment rental agreement; and location and talent releases. These forms and other documents are available online under the Resources section of the AICP website.



Business Affairs Roundtables – See ‘Education and Events’

Contact

AICP has a full-time business affairs advisor on staff to assist members with an array of business affairs issues including agency contracts, advertiser guidelines, cost consultant requirements, wrap-up and production insurance, the legal initiative, foreign currency exchange, and more.

For questions regarding business affairs issues contact Denise Gilmartin, VP Business Affairs at deniseg@aicp.com or 323-960-4763, ext. 2. See also the AICP website under Resources (<http://www.aicp.com/business-resources/>)

Communication –

AICP.com

The AICP website provides a wealth of information, forms, and links to help members in their day-to-day business. Sensitive material is posted in password-protected areas of the website. Each member company has a unique member number with which to log-in. Member numbers also may be accessed via email from the site.

Information Updates

Through a series of regular bulletins—*Business Affairs*, *Production Update*, *News & Events*, *Employer Issues*, and *Legislative Action*, and our newsletter *Spotted*—the AICP keeps its members up to date on issues of importance in production and post production, as well as on new and ongoing benefits to AICP membership.

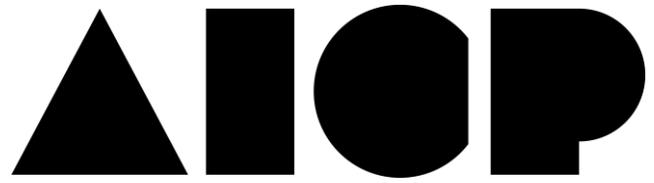
Committees

The AICP coordinates committees on a national and local level to address a variety of industry issues. We welcome member involvement on all committees. To suggest a project or area of investigation, or to request an invitation to join an existing committee, call your local Chapter President.

Discounts and Preferred Rates

Vendor Discounts

AICP works to arrange discounts and preferred rates from national companies providing business services such as hotels, airfare, and software. In addition, many AICP Associate Members offer discounts on their services to their AICP colleagues, which is a mutually beneficial relationship between our General and Associate members.



Foreign Currency Transactions

AICP has established partnerships with various foreign currency providers and negotiated preferred rates for AICP members. For more details, or to enroll, contact Denise Gilmartin, VP, Business Affairs at deniseg@aicp.com or 323-960-4763, ext. 2

Health Insurance

AICP General Members are eligible (but not required) to participate in the Producers' Health Benefits Plan (PHBP). This plan offers health insurance benefits to both staffers and freelancers at a very competitive rate. For more details, or to enroll, contact Sean Cooley, Executive Director at PHBP at seanc@phbp.org or (323)960-4781.

For more information on discounts and preferred rates visit the Perks section of the AICP website: (www.aicp.com/membership-information/membership-perks/)

Education and Events – (<https://www.aicp.com/education/>) and (<https://www.aicp.com/events/>)

AICP is committed to educating its members and clients. AICP offers its members and the industry at large several opportunities each year to gain invaluable knowledge in commercial production and post production. There are town halls and roundtables for members, as well as events like production training seminars, the Business Affairs Boot Camp and AICP Week Base Camp. Each opportunity offers members (and in some cases non-members) the chance to learn more about creativity and the business of production.

Regional Town Halls

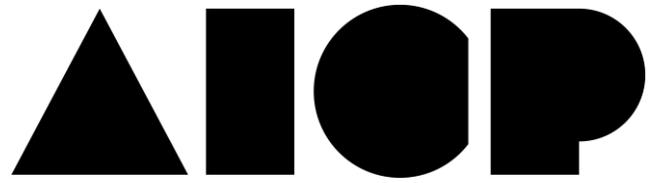
Local chapters sponsor membership meetings that range from social get-togethers, to informational meetings/town halls, to familiarity tours, which allow you to mingle with other professionals in the industry.

AICP also hosts informational meetings, specifically targeted to member company Business Managers and Production Managers to support them in their day-to-day activities and to alert them to developments which may affect their business. Topics have included:

- Cyber Security
- Talent Payment
- Virtual Reality
- Insurance Issues
- Foreign Production Issues
- Cameras and Technology

Owners Summits

On occasion the AICP may call for an Owners Summit. The purpose for these meetings is discuss important developments in the advertising industry or to make owners/principals of General Member companies aware of an issue or issues that may greatly affect how they do business.



Annual Membership meeting

These meetings provide members with an overview of the Association, as well as serving as a platform for Board elections and nominations. Please contact your local chapter for more details.

Production seminars

The AICP's highly successful Production Training Seminar was created to advance industry standards and develop consistency of production skills. This in-depth series of classes offers a detailed examination of the production process, and the role of the production staff. This course is taught by well-known commercial production professionals.

The AICP helps educate and train the next generation of production professionals by assisting chapters in mounting the AICP Commercial Production Training Seminar, a program to enrich the experience and knowledge of future supervisors and producers.

AICP also presents the popular Boot Camp educational series on both coasts (with a discount to employees of Member Companies) on various dates throughout the year. For dates of these events:

For more information on AICP Production Training Seminar, contact your local chapter or consult the AICP website (<http://www.aicp.com/news-roundup/important-dates/>)

AICP at SXSW

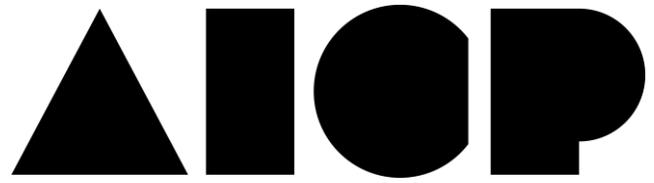
Since 2012 AICP has hosted roundtable events at the South by Southwest conference (SXSW) in Austin, TX. These events include a meeting to give AICP member companies and producers from around the globe an opportunity to mingle and discuss the "state of production"; and an Agency Producers/AICP Member round table where twenty-five industry leaders from advertising agencies and AICP member companies meet to discuss important topics facing "The Future of Digital Production."

World Producers Summit at Cannes

Held annually during the Cannes Lions, the mission of the World Producers Summit is to create a central global community of motion image producers of marketing messages to address areas of mutual concern for the purposes of elevating the efficiency and effectiveness of the production business.

Member roundtables on Labor, Business Affairs, and Post Production Issues

AICP provides opportunities to discuss issues with fellow members and receive insight on AICP positions on current issues. In an effort to facilitate information-sharing and communication of best practices within the AICP Membership, AICP launched an expanded initiative to host a series of roundtable discussions on labor, business affairs, and post production issues. The small group format of roundtables offers an opportunity to meet and discuss issues and questions in an informal setting and allow for interaction and discussion with peers.



[AICE Awards](#)

The AICE Awards accepts entries in 18 categories, which honor the excellence and skill of the editor, and nine craft categories, which recognize artists in the disciplines of audio mixing, sound design, color grading, graphic design, visual effects and original music composition. Further, it honors the best work emanating from the seven AICP Chapters around the country with its Best of Chapter awards. Each show culminates with a Best in Show winner, chosen from the category winners in Editorial and Craft. AICE Awards are presented to individual editors, colorists, VFX artists, graphic design-ers, composers, audio mixers and sound designers.

AICP Week (includes the [AICP Show & AICP Next Awards](#))

AICP Week is a celebration of creativity and thought leadership. The Week is anchored by the Premieres of The AICP Next Awards and the AICP Show: The Art and Technique of the American Commercial, the latter culminating with the most anticipated celebration in the industry: The gala at the Museum of Modern Art. Additionally, in each year, various educational seminars and events highlighting the state of marketing in the motion image are staged.

The AICP Show: The Art & Technique of the American Commercial, is one of the most highly regarded advertising awards programs in the business. The Show places an emphasis on the skill and expertise of the production crafts. The AICP Show has gained international acclaim and is an excellent ambassador for the American production industry. The AICP Show is more than just an awards show judging the best work of the year. It's an ongoing archival project with cultural and artistic significance. Since the Show's inception in 1992, the honored work is included in the archives of the Film Department at The Museum of Modern Art (MoMA), in New York. Revenues from the Show finance many of AICP's benefits and services for members.

The AICP Next Awards recognize outstanding work and the creative forces behind it but are much more than an Awards competition – Next is a platform for thought leadership and analysis. At the event, winners of the Integrated Campaign and Most Next categories will present case studies exploring the creative and strategic thinking behind each winning piece. Winners will also be announced in seven other categories as well as the winner of the Most Next Award.

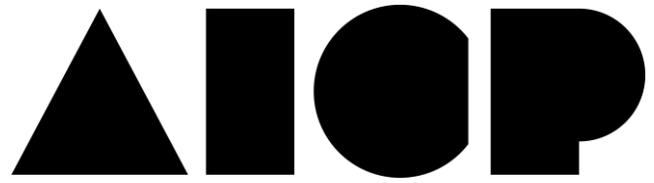
[Employment Issues](#)

Union Agreements

The AICP negotiates commercials agreements with the Directors Guild of America (DGA), and union locals affiliated with IATSE and with the Teamsters. Contracts often have AICP-Members only privileges, not available to non-members, and which may provide considerable savings to member production companies and their directors. AICP General Members may go to AICP.com to view the AICP collective bargaining agreements.

Non-Union Labor

In addition to union issues, AICP provides guidance on many non-union matters, such as federal and state labor law, the Affordable Care Act (ACA), and other areas that will help employers more effectively manage their staff (freelance and fulltime).



Labor Roundtables – See ‘Events and Education’

Contact

AICP has on staff a full-time labor consultant, available to assist members with questions regarding labor laws, labor agreements, union requirements, and non-union employment issues such as employee vs. independent contractor, timeliness of payment, and exempt employee vs. non-exempt status.

To become a signatory to one of the above collective bargaining agreements or for answers to labor questions contact Jane Nunez, VP Labor Relations at janen@aicp.com or 323-960-4763, ext. 1. See also the AICP website under Employment Issues (<http://www.aicp.com/labor/>)

Grievances

On occasion, a member company may find itself with an unresolved dispute with an advertising agency or other business. The AICP Grievance Review Board investigates complaints by members of violations of the National Guidelines or other unfair or unethical business practices. To file a grievance go to this [link](#) and select Grievance Review Process.

Legal

Legal Initiative – See ‘Business Affairs’

The AICP retains the services of Kane Kessler, P.C., in New York City as its legal counsel. For legal questions your chapter cannot answer contact Bob Sacks at rsacks@kanekessler.com or 212-519-5184

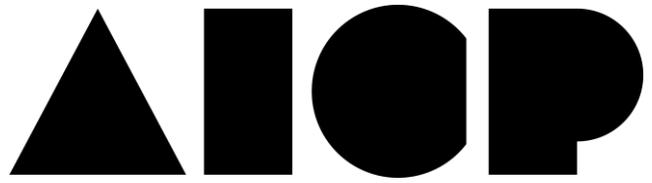
Legislative

Production advocate with local governments

AICP advocates on its members’ behalf before government agencies and state legislatures to seek film-friendly production guidelines and support financial incentives that allow members to keep their production costs down. Whether it’s a new city policy affecting production, or updates on pending state legislation impacting the industry, the AICP’s voice is consistently heard at City Hall and the State Capitol.

Member Survey

Every year AICP conducts a survey of its member companies to track changes in economic conditions and business practices affecting the commercial production industry. The aggregated results of this survey allow 1) members to benchmark its company’s practices against those of the entire industry, and 2) provides AICP with the latest industry/production data to strengthen AICP’s advocacy efforts before government agencies and the legislature on behalf of its members. Members who complete this survey report that it is an invaluable opportunity to see if their company is operating within the range of general industry practice.



State and Local Incentive Programs

The structure, type, and size of film incentives vary from state to state. Many include tax credits and exemptions, and other incentive packages include cash grants, fee-free locations, or other perks. You may find a synopsis of each state's incentive on our website. Although these listings are updated often, laws and incentives change. Please visit the links provided under each state listings to confirm the status of its film incentive.

For more information on the State and Local Incentive Programs please go to www.aicp.com/business-resources/aicp-legislative-information/state-incentive-programs/

Diversity Certification Programs

The AICP seeks to foster and encourage diversity in company ownership and operation within the commercial production industry. In support of this effort, member companies who have obtained Small Business Administration (SBA) or third party certification as a business owned and operated by one or more socially or disadvantaged persons are listed on our website.

Certification allows AICP members to better compete for and win federal contracts. SBA certified programs provide support for growing your company, offering small business workshops and networking events with government contractors. In addition to government work, many advertisers and agencies utilize this list to identify and refer private sector opportunities to AICP members.

For more information on the AICP Diversity Program or to view a list of members who have obtained certification please go to <https://www.aicp.com/membership-information/diversity-initiative-participants/>

[Commercial Directors Diversity Program \(CDDP\)](#)

Created during contract talks between the AICP and the Directors Guild of America (DGA), the Commercial Directors Diversity Program (CDDP) reflects the commitment of both organizations to effect change and increase the representation of women and other historically underrepresented groups of people in commercial directing. The CDDP works to pair unsigned directors with production companies. To achieve this goal, CDDP foster awareness and increases directing opportunities through a targeted program of outreach, mentorship and exposure.

For more information on the CDDP go to www.cddprogram.org

INS Assistance with Advisory Opinions

AICP is recognized by the Bureau for Citizenship and Immigration Services, now part of the Department of Homeland Security, as a Peer Organization, and can assist member companies applying for work visas for directors or producers from outside the U.S. by providing an Advisory Opinion. This service is free, and not available to non-members. To utilize this service contact David Stewart, Manager of Membership Information and Systems, at davids@aicp.com or 212-929-3000



Post Production –

Guidelines for post production

The AICP post production guidelines are a staple for any post production company conducting business with an advertiser or advertising agency. The guidelines, which are updated as post production evolves, were developed as a set of industry standards to foster responsible business practices between the post production company and the advertiser/advertising agency. Go to AICP.com to obtain a copy of the post production guidelines.

Post production roundtables – See ‘Education and Events’

Contact

AICP has a full-time post production advisor on staff to assist members with an array of post production and digital issues.

For questions regarding post production issues contact info@aicp.com or 212-929-3000. See also the AICP website under Resources (<http://www.aicp.com/business-resources/>)

Reputation -

The respect and admiration of the association in the advertising community is such that many agencies check to be sure a production or post production company is an AICP member before awarding a job. A listing in the AICP directory on the AICP website is a mark of a company’s standing in the industry. For our Associate members, a listing is a similar mark of standing that our General members often look for in choosing their suppliers.

The Association is constantly seeking ways to help its members work more effectively and efficiently. These are only a fraction of the services AICP provides, which save member companies money and make membership in AICP economically sound.