

Frequently Asked Promoters Questions (1)

What happens if it rains?

Popcorn Media *Mobile Cinema* will run screenings regardless of weather, providing it is safe to do so. If we have to cancel due to poor weather, we will re-schedule the event by finding a mutually convenient alternative date. If you have a back up indoor venue for the event we will rig our screen indoors - a decision can be made on the day.

What type of venues can Popcorn Media set up in?

Popcorn Media *Mobile Cinema* screens are very versatile and durable so set up locations can be varied, providing there is sufficient space for the screen, equipment and audience, the area has good access for our vehicles and is deemed safe and secure.

What should I consider when selecting an area for an Outdoor Movie Event?

Safety management for the event is a primary consideration. The Popcorn Media *Mobile Cinema* team will assist you in creating a safety plan by meeting on site with you and discussing issues you may have. Your local licensing and fire authorities should also be able to give guidance. Proximity to neighbours is a strong consideration along with ample parking for guests.

How much power will I need?

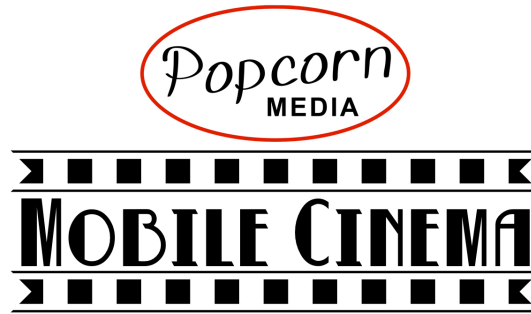
A double 13a standard 230 volts is all that is required (or 16a external supply) but if power is not close by then generators can be used (at additional cost). Our cables reach up to 100 metres from the supply.

How long does set up take?

Typically, we like to get to the venue at least 4 hours before sunset, but this can vary according to the type of event. We generally prefer to get to site early and then have time for coffee!

What format is the film in?

Most of the film distributors only provide DVD content, and although our digital system is HD Blu-ray compatible we can only screen content provided by the distributors. We endeavour to use the highest quality format available to us. All our screens are 16:9 widescreen but we can show cinemascope or old 4:3 format films.



Frequently Asked Questions (2)

Can we charge an admission fee?

Yes you can. This will affect the licensing of the film whereby the distributors will take a percentage of the admission price or a guaranteed minimum amount. These charges do vary according to audience size and the film selected, and are negotiated on a 'per title' basis. Don't worry - we do this for you!

What is the cost of hiring Popcorn Media for an Outdoor Cinema Event?

Please see the current Popcorn Media *Mobile Cinema package charges sheet* for costs. Popcorn Media tries to work within each client's budget, especially if you are trying to raise funds for a worthwhile cause. For start-up venues we are happy to offer individual deals - please contact us to arrange an informal chat.

When do we pay for the event?

Generally, we require a 50% payment when we issue an invoice which will confirm your booking, and 50% 14 days before the event.

Fees payable to film distributors and PRS must be paid to us within 7 days of the screening date.

Box office percentage deals are payable within 7 days of the end of the event.

Charges for creating or screening adverts are payable on invoice.

Income from our box office ticketing service will be paid to you within 7 days of the screening and will be paid minus any outstanding charges. (PRS/distribution etc)

All charges are subject to VAT at the current rate.

Do you work with schools and charities?

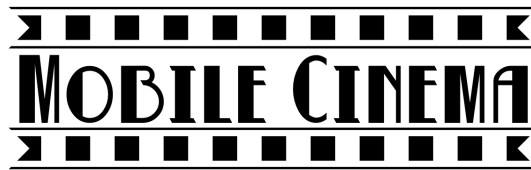
The Popcorn Media *Mobile Cinema* team loves to work with all types of organisations to promote awareness or to raise funds. We would be more than happy to help work on your event and provide advice on how to maximise your efforts. We actively support charities, but unfortunately are not able to offer discounts.

Do we need insurance?

Yes. You will need to insure the event. Popcorn Media does carry insurance on all areas we are liable for (mostly equipment and staff related) but we do recommend that you seek further advice, as it is important not to put your organisation at risk.

Do we have to sign a contract?

Yes. This ensures that both parties have full understanding of their obligations and rights. We also prefer communications to be via email where possible.



Frequently Asked Questions (3)

Can we advertise at our event?

Yes - in fact we encourage all event organisers to utilise the screen time as much as possible. On-screen advertising is a great way to generate revenue. It also gives you the option of seeking sponsorship for your event, which can increase your profit. Advertisers and sponsors love to see their brand or product displayed on the big screen!

What are the benefits of hosting an Outdoor Movie event?

Outdoor movies are a fantastic way to experience the magic of the movies under the stars whilst either fundraising or impressing clients. It is a perfect way to bring the whole community together. The feeling of watching film in the outdoors is a great experience that will not only be appreciated but applauded.

How much work is involved in planning an outdoor movie event?

Surprisingly, an outdoor movie event does not take a great deal of planning, as long as you are working with professionals like the Popcorn Media *Mobile Cinema* team. Event organisers only need to worry about the location, marketing, promotion, security and selecting a movie - almost everything else falls onto our shoulders. We want your event to be a success to ensure our good reputation in the market place, so we will do everything we can to ensure things go to plan.

How do I decide on the right film for the night?

Carefully considering your target audience will give you a good guide as to what is likely to be popular for the demographic attending. Talk to some of your existing customers to understand what they might like to see. In addition you can look up "The International Movie Database (IMDB)" which has a tremendous amount of movie information. Our expert film programmers are also available for advice and suggestions. (Some charges may be made)

What is the running order for the night?

- Four hours before sunset - Popcorn Media *Mobile Cinema* arrive and set up.
- Two hours before sunset - all systems are checked and gates open.
- The screening begins - pre-feature promotional messages are screened.
- Sunset - movie begins (subject to light levels)
- End of movie - screen and other equipment is de-rigged.