



175 Bloor Street East
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ontariocreates.ca

ONTARIO CREATES IP MARKET DAY AT TIFF

GUIDELINES FOR CONTENT SELLERS

DEADLINE: TUESDAY, AUGUST 6, 2024 BY 5:00 P.M.

The IP Market Day is a business development and networking event for Ontario's book, magazine, film, TV and interactive digital media industries. This event is geared towards strengthening the business relationships between these sectors, specifically to enable Ontario-based book and magazine publishers and game developers to present their intellectual property (IP) that is available for screen options, through pitch presentations and 1:1 meetings

Onstage Pitch

Participating content sellers will be able to submit one (1) property for consideration as part of this marquee event. A selection of properties that have the strongest adaptation potential will be presented by Ontario companies to TIFF delegates and selected IP Market Day attendees. This will get the conversation started in advance of the one-on-one meetings!

Please be advised that spots for IP Market Day are very limited. We will be considering applicants' track record in licensing adaptation rights, as well as compatibility between participating companies.

This event has been created to promote the adaptation of Canadian fiction, non-fiction, linear, and non-linear content by Ontario companies to the big and small screens. It will provide a forum for Canadian and international film, television and interactive digital media companies to meet with content sellers in curated one-on-one scheduled meetings.

Registration for *IP Market Day* is complimentary. Please note that the event agenda includes brokered one-on-one meetings. Selected participants are expected to attend this event in person for their arranged meetings. Content sellers will also be responsible for providing appropriate marketing materials for properties being presented. There will be a networking reception after the event



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to allow for additional informal relationship-building between *IP Market Day* participants.

Please note the following:

- Ensure that you complete the appropriate *IP Market Day* application form [for Content Sellers](#) (there is a separate application form for content buyers to complete).
- Companies must be Canadian-owned, Ontario-based and be incorporated.
- Space is limited for the one-on-one meetings with content buyers, and also limited to 2 people per company.
- Priority for selection of participants will be given to applicants with a volume of properties suitable for adaptation for which they hold appropriate rights. Consideration will also be given to companies with experience in licensing screen rights.
- There will be both morning and afternoon meetings scheduled for content sellers to meet with content buyers. It is generally expected that sellers will be available all day for the meetings; however, there is an opportunity for sellers to indicate on the application form if they are available for either only just the morning or the afternoon.
- There will be a catalogue created for this event which will include corporate profiles and contact information on attending companies, as well as their properties available for adaptation.
- Successful applicants will be advised of their participation in the event during the week of August 12, 2024.

IP Market Day at TIFF
Saturday, September 7, 2024

TIFF Lightbox
350 King Street West, Toronto, ON

If you have questions regarding this program please contact:
Ontario Creates Book Programs
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Email: programs2@ontariocreates.ca