

Declare Your Independence: Join Today!

www.cinemaalliance.org

The ICA is a trade association dedicated to the empowerment of independent movie theater owners and operators in North America. Established by independents for independents, we are leading the charge to champion the importance of independent cinemas to a dynamic and vibrant motion picture industry. As we gain more members, our voices grow stronger and the value of the Alliance to our industry increases.

FUTURE IN FOCUS

Membership. ICA membership is companywide and offers you and your team many benefits and opportunities designed to level the playing field so independent cinemas can focus on being cultural and economic hubs in their communities. For only \$150 per company plus \$25 per screen, any independent exhibitor—whether you operate on Main Street or coast-to-coast—can take advantage of opportunities to advocate on important industry issues, reduce pricing on products and services, build professional networks, and gain insights from industry leaders and visionaries. Membership is open to any independent that operates 500 or fewer screens, represents no more than 2 percent of the domestic box office, and is not publicly traded or owned by a major content supplier.

Industry and Public Relations. As a sector of the motion picture industry that generates more than \$2 billion in annual sales and represents approximately 20 percent of the North American box office, it is important for independents to have representation from Hollywood to Washington. Through strategic advocacy and initiatives, ICA communicates with leading industry stakeholders to promote innovative pro-independent cinema solutions. We also educate and inform public policymakers of the value small business movie theaters bring to communities across America.

Programs and Resources. In addition to playing a direct role in shaping the future of the independent cinema industry, you and your employees enjoy exclusive benefits and resources specifically designed for independents to help grow your business. From on-demand webinars to marketing campaigns that influence positive perceptions of independents, ICA delivers value to our members and the industry.

Cinema Buying Alliance. Join ICA today and take advantage of member discounts on products and services provided as exclusive member benefits through the Cinema Buying Alliance. The CBA combines the strength and numbers of the ICA membership to develop partnerships and programs that provide you with national account pricing and rebates on seats, lightbulbs, services, and more.

Welcome to ICA!

We look forward to you joining our active community of independent cinemas. Contact us today at info@CinemaAlliance.org or 972-382-9422 to learn how you can leverage the advantages of ICA membership to advance your business and industry.

ICA Members Save With CBA

www.cinemaalliance.org/CBA

As an exclusive ICA benefit, the Cinema Buying Alliance combines the strength and numbers of our members to develop partnerships and programs that provide you with national account pricing and rebates on seats, lightbulbs, services, and more. Join today and see how CBA can bring the highest value and savings to your cinema.

CBA PARTNERS



Digital Light Sources (DLS) offers ICA members special pricing on: 1) the first energy efficient LED fixtures and bulbs supply program for cinemas; and 2) an air sterilization and surface disinfection program using UV light sources.



Éclair USA's innovative DCP delivery platform "EclairPlay" gives cinemas access to a wide range of first-run independent, specialty, and event cinema content from one easy-to-use website.



Irwin Seating Company offers members special pricing on their Spectrum Recliners manufactured right here in the USA! Spectrum Recliners provide industry-leading comfort and quality coupled with attentive after-sale support.



The King's Building Maintenance program covers all types of screens, including silver and large format. The price for each standard size screen is \$125 and \$175 for a large format screen. KBM has been in business since 1994 and last year cleaned more than 700 movie screens.



The Lighting Technologies International (LTI) program reduces pricing and improves warranty hours on all xenon lamps for ICA members. LTI is a premium provider of xenon lamps and projector filters within the cinema industry.



RCM Media offers members low pricing on exciting new and unique products. RCM's comprehensive line of collector cups, tubs, character toppers, and new 3D drink cups and 3D tubs are proven winners.



Royal Corporation's program gets more janitorial supplies and personal protective equipment into the hands of independent exhibitors. And to help you on your road to recovery, Royal will give rebates for ICA members who "opt-in."



Schult Industries provides your entire visual communications package—including all poster cases, menu systems, auditorium blade signs, ADA signage, decorative elements, fabric light boxes, and more. And now, Schult is delivering high-quality wall shields and sneeze guards to help ICA members with COVID-19 safety procedures.



Strong Technical Services (STS) provides a comprehensive process for checking each auditorium (at a discounted rate for ICA members during June) to make sure you are ready for showtime.