

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

Free Membership (until July 1, 2021). 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. Every independent exhibitor—whether you operate on Main Street or from 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 two (2) percent of the domestic box office, and is not publicly traded or owned by a major content supplier. **And the best part: Membership is free until July 1, 2021!**

Industry and Public Relations. As a sector of the motion picture industry that generates more than \$3 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.