

ABOUT THE CINEMA EXHIBITORS' ASSOCIATION

The CEA is the trade association for cinemas in the UK, representing the interests of over 90 per cent of cinemas (including the major cinema chains as well as the smaller circuits, independently owned cinemas, council cinemas and regional film theatres).

- Our **Executive Board** meets on a regular basis to direct the policies of the Association, informed by **UK Regional Branches**, which meet regularly throughout the UK and feed opinions to the Executive Board.
- We issue regular **Newsletters** and provide members with bulletins on urgent issues.
- We have a comprehensive **website** resource for members and the public, providing information and position statements on key issues (from March 2008).
- We handle **national promotions** encouraging people to visit the cinema.
- We are **active in Europe and internationally**, representing the position of UK exhibitors.
- We carry out **detailed consultative work** on Governmental papers affecting exhibition – matters such as Licensing, Health and Safety, Fire Regulations, Food Regulations, Disability issues and European Legislation.
- We have **specialised, retained, consultants** in key areas such as Licensing, Health and Safety, Fire Safety and Disability, who can advise members.

CEA CIRCULARS AND PUBLICATIONS

- A **regular newsletter** updating members on recent activities, relevant legislation etc., with corresponding enclosures.
- An **Annual Report**.
- A weekly copy of **film opening dates**, supplied to us by the **Film Distributors' Association** (FDA).
- A monthly copy of consumer advice for the audience, supplied to us by the **British Board of Film Classification** (BBFC) - giving a brief explanation of certificates awarded).
- The **CEA Disability Guidelines**, covering access and employment for the disabled in cinemas, produced in conjunction with our disability consultants, taking into account all current legislation.
- The **CEA Fire Risk Assessment Guidelines**, covering all aspects of carrying out risk assessments and, again, taking into consideration all latest legislation.
- The **CEA Food Guide - Compliance for Cinema Operators**, covering all aspects of food safety, hygiene and regulations.
- **Licensing Act 2003** – this was major piece of legislation affecting cinemas. CEA has precised government documents, issued its own licensing guidance, held licensing application workshops through the UK and is currently issuing regular updates to all members.

CEA INITIATIVES, FORUMS AND MEETINGS

- The opportunity to participate in the **National Advertising Spot initiative** - participating members receive a share of the sponsorship money based on their admissions. Currently this spot is sponsored by Orange and Pizza Hut.
- The opportunity to participate in **Orange Wednesdays**. A new nation-wide promotion using Orange technology to attract mobile 'phone customers to cinemas with a 2-for-1 ticket offer.
- **A 20 per cent discount on CEA members' PPL (Phonographic Performance Ltd) Licence** for music played in foyers, bars and auditoria, through joining the CEA/PPL Blanket Licence Scheme.
- The same discount scheme with **VPL (Video Performance Ltd)**.
- In addition to **branch meetings** throughout the country, we hold **discussion forums** in London for our independent/smaller members twice yearly.
- We hold two **open Executive Board meetings** a year - at the AGM and, later in the year, in December.



**the cinema exhibitors'
association limited**

APPLICATION FORM FOR MEMBERSHIP

I/we hereby apply for Membership of the Cinema Exhibitors' Association Ltd. All screens operated by my/our company or its associated/subsidiary companies are included in this application. I/we will inform CEA of any news screens that I/we bring into operation during the course of the subscription year.

I/we hereby agree to abide by the Articles of the Association and to promote its interests. In the event of any change of proprietorship or representation, I/we shall inform CEA.

YOUR DETAILS

NAME: _____ **TITLE WITHIN COMPANY:** _____

COMPANY NAME: _____

ADDRESS for correspondence (including postcode): _____

TEL: _____ **FAX:** _____ **MOBILE:** _____

E MAIL: _____ **WEBSITE:** _____

CINEMA DETAILS

CINEMA NAME: _____ **NO. OF SCREENS:** _____

ADDRESS (if different from above): _____

MANAGER'S NAME: _____

TEL: _____ **FAX:** _____ **MOBILE:** _____

E MAIL: _____ **WEBSITE:** _____

SUBSCRIPTION FEES FOR 2008

£208 per screen plus VAT @ 17.5 per cent (discounts may apply in year 2)

SIGNATURE

NAME: _____ **TITLE:** _____

SIGNED: _____ **DATE:** _____

NOTES

Subscriptions are due for renewal on 1 January each year. CEA's VAT Registration No. is 239 1192 63.

If you operate more than one site, please forward a list of those sites and screens with their full postal addresses, telephone and fax numbers and email addresses where available. Please also indicate if you would like our regular mailings, particularly our newsletter, to be sent to these sites. All sites and screens operated by any one company or proprietor must be brought into Membership of the Association – the Membership fee is chargeable on a per screen basis.

