BUSINESS RESOURCES

In this section, you will find guidelines, agreements, forms, and other tools to help you efficiently and effectively run your business.

This section also contains information about incentives, production alerts, and other information necessary to day-to-day business.

If you have questions about any of the information in this section, please contact: contact Denise Gilmartin, VP, Business Affairs & Non-Traditional Media at deniseg@aicp.com.

Questions regarding legislation, production updates or alerts, and state tax incentives should be directed to David Phelps, Director of External Relations, at davidp@aicp.com.

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Business Affairs Information

Information about business affairs.

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AICP Legal Initiative

Encouraging agencies to adopt uniform language in production agreements.

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AICP Legislative & Production Information

The AICP working for you and your company.

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Town Hall Presentations

Find all documentation from AICP Town Hall Meetings here.

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A list of companies certified as meeting diversity initiative requirements.

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BUSINESS AFFAIRS INFORMATION

For 40 years, the Association of Independent Commercial Producers has focused exclusively on the needs and interests of commercial production companies in the United States. Founded in 1972 by a small group of television commercial production companies, today's AICP has grown to account for some 80-85 percent of all domestic commercials whether produced for traditional broadcast channels, or non-traditional use, public or private viewing. The AICP serves as a strong collective voice for this $5+ billion industry.

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IN THIS SECTION

AICP Agreements
Several of these agreements are only available to members.

AICP Analysis Of Advertising Agency Contracts
Several of these agreements are only available to members.

AICP Forms & Releases
AICP Releases, Location Forms, Permit Checklist

AICP Guidelines
Guidelines for responsible business practices between production companies and their contracting-clients.

Business Affairs Bulletins
Archive of AICP Bulletins.

Client Guidelines
The AICP Business Affairs Committee often reviews guidelines, contracts and whitepapers put out by clients.

Insurance Information
Insurance handbooks and checklists.

Universal Principles Of Engagement
The universal principles on which commercials production companies should be engaged.

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- AICP Guidelines
- Bulletins and Position Papers
- Client (Advertiser) Guidelines
- Grievance Review Process
- Insurance Handbook
- Universal Principles Of Engagement
- Bidding Transparencies

Legal Initiative
- AICP Analysis of Advertising Agency Contracts

Legislative & Production Data
- 2016 Member Survey
- Past Member Surveys
- State Tax Programs

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