

CALIFORNIA FLOWER MALL

2023 PHOTOGRAPHY POLICIES AND RULES

Please send direct inquiries to:

California Flower Mall

Mark Chatoff & Asusena Huezo

Email: mark@californiaflowermall.com and asusena@californiaflowermall.com

MAC Holdings, LLC as the owner of California Flower Mall, is delighted you are considering CFM as the location for your photos, videos and productions. The policies and rules are to ensure a positive experience for you, our community of businesses and our customers.

Only guest snapshots, videos, and individual or family photographs taken by an unpaid photographer for private use and for non-commercial purposes are permitted.

A 10 day advance booking is required for the following:

CONTENT, FILM AND TELEVISION PRODUCTIONS

- Only photographers who submit an application, and the application has been approved by California Flower Mall may be used. Contact mark@californiaflowermall.com or asusena@californiaflowermall.com for more information.
- All photo shoots will be scheduled from 6:00 AM – 3:00 PM.
- If you park in the CFM parking lot, you will need to pay for parking. You will pay the parking attendant directly.
- Photo shoots in this category will be charged a location fee to be paid in advance by credit card, debit card, or by check. Please contact mark@californiaflowermall.com or asusena@californiaflowermall.com to discuss arrangements. Location fees cover production crews and equipment up to 5 people. Any additional people will be charged according to mutual agreement.
- The production will provide an informational one-sheet and images for the production and release timeline, including all social media accounts associated with the production and talent appearing photos taken at CFM, 10 days in advance of the shoot. CFM is granted free and unlimited rights to use on-site production photography and on-site behind the scenes photography.

- No later than 10 days before the scheduled photo session, Photographer will provide CFM with a Certificate of Insurance showing General Liability coverage in the amount of \$1,000,000 and naming MAC Holdings, LLC and California Flower Mall as additional insured.

COMMERCIAL OR PRODUCT / BRAND PHOTOGRAPHY

- Covers any portfolio photographs, photographs to be published or to advertise or promote goods or services, photographs in connection with any business or non-profit organization, photography involving models, clothing changes, props, or extra equipment other than a tripod and standard flash commercial or product/brand sessions must be approved by CFM. Contact mark@californiaflowermall.com or asusena@californiaflowermall.com to discuss location fees and other arrangements. All photo shoots will be scheduled no later than 10 days before the scheduled photo session.
- Photographer will provide Certificate of Insurance showing General Liability coverage in the amount of \$100,000 and naming MAC Holdings, LLC and California Flower Mall as additional insured.

MEDIA SHOOTS

- All media sessions, including any content intended for paid internet or social media campaigns, print, radio, television or film, must be pre-approved and pre-scheduled. All media requests will be handled separately from all other photography and on a case-by-case basis.
- Contact mark@californiaflowermall.com or asusena@californiaflowermall.com for more information, discuss your needs and make arrangements.

We are not able to accommodate drop-in photo sessions and reserve the right to turn away anyone who has not booked in advance. Any exception to the 10 day advance booking requirement is at the sole discretion of California Flower Mall.

All content photographed at California Flower Mall shall be tagged on social media as @californiaflowermall (Facebook/Instagram) @cal_flowermall (Twitter). California Flower Mall is granted unlimited rights to use these and related production photography on all its media and communications.

Individuals, groups and photographers not abiding by any portion of the policies and rules will be asked to leave California Flower Mall. The rules and policies are subject to change.