

Sundance Industry Office (SIO)

The SIO services members of the independent film industry and will be the main liaison for your Sales Agent to receive important Festival information. During the Festival, they are located at Festival Headquarters in the Sheraton Park City in Ballroom 4, adjacent to Artist Relations.

Once you secure a Sales Agent, please email their contact information to Johnny Alvarez, SIO Associate Manager, at Johnny.Alvarez@sundance.org. He will liaise directly with your sales agent/company to distribute important information such as Sales Agent pass registration, sales agent ticket purchase, and Press and Industry (P&I) screening schedule.

If you don't have a Sales Agent, the SIO has a [Sales Agents Reference List](#) of active sales agents (both domestic and international) that includes contact information and past credits in order to help you. This list is not intended to reflect a complete list of all sales companies. The Sundance Film Festival has no commitments to any of the listed individuals or companies and you are under no obligation to enter into a contract with any of them. You may also contact Rosie Wong (Director, Industry Relations) at rosie_wong@sundance.org if you'd like to talk to her about sales agents. She has headed the SIO for many years and is happy to offer any advice/guidance that she can.

If you are acting as your own Sales Agent, email Johnny to ensure you receive all pertinent Festival information that goes to the Sales Agent. If you have yet to hire a Sales Agent during the ticket sales period, we highly urge you to buy as many of the allotted Sales Agent tickets to your public screenings that you can. This ensures your Sales Agent will have tickets to service buyers when needed.

Starting in mid-December, refer to the SIO Attendee List, which lists all the registered SIO members attending the Festival. If you have a Sales Agent, they will receive a copy from the SIO.

If your film sells to a distributor BEFORE the Festival:

If your film is sold to a distributor prior to the Festival, they will most likely assign someone from their team to be the Main Contact (MC), who receives all pertinent information regarding the film (ticketing benefits, credential benefits, screening times) from the assigned Artist Relations Liaison. It is up to the MC to communicate all information to the rest of the team (including the director/ lead artist and other appropriate team members). Any ticket benefits provided by Artist Relations will be managed by the MC, including director specific allocations for the premiere screening. Additionally, the SIO will reach out to the distributor to see if they would also like to access the ticket allotment the SIO usually provides for Sales Agents, since there would not be a Sales Agent on the film.

If you film sells to a distributor DURING the Festival:

If a distributor buys your film at any point during the Festival, please share that information with your Artist Relations Liaison. Since your Festival ticketing benefits will already have been distributed to your MC (and film team), it will be up to them to share these benefits with the distributor. Keep in mind that Sundance provides director specific screening tickets for the premiere screening; directors may choose to keep this allotment or share them with the distributor.