

EIC APPLICATION – HOW TO APPLY

The Entertainment Industry Coalition (EIC) consists of talent and modeling agencies, casting directors, performer unions and other concerned parties in the entertainment industry. These organizations formed the EIC to help prevent unethical behaviour in the modeling and talent agency business.

The EIC 'Code of Conduct' defines standards of practice and ethical behavior for member agencies. Talent and Modeling agencies that wish to join the EIC must first agree to abide by the EIC Code. Prospective members must satisfy the EIC board that they are properly established businesses, operating in good faith and have experience in the industry.

Use this checklist to ensure that your EIC application is complete and includes:

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| <input type="checkbox"/> a filled out EIC Application Form | <input type="checkbox"/> proof that your banking arrangements comply with the EIC Code |
| <input type="checkbox"/> a signed copy of the EIC Code of Ethical Conduct | <input type="checkbox"/> a list of the agency roster indicating which are ACTRA and CAEA members |
| <input type="checkbox"/> a copy of your incorporation papers | <input type="checkbox"/> work history of the agency principals if they have worked for any other agencies |
| <input type="checkbox"/> (if applicable) | <input type="checkbox"/> letters of reference in support of your application |
| <input type="checkbox"/> an outline of the entertainment industry experience of the agency principals | |

Applications are reviewed by the EIC Membership Review Committee comprised of:

- EIC Chair(s)
- TAMAC (Talent Agents and Managers Association of Canada) liaison to EIC
- AMIS (Acting and Modeling Information Service) liaison to EIC
- Independent Casting Director

The EIC Membership Review Committee generally meets on a quarterly basis to review membership applications and member agency compliance with the EIC Code.

Entrance into the EIC is not automatic. New agencies with inexperienced principals will have to develop a track record in the industry before being accepted. Agencies that violate the 'Code of Conduct' will lose their EIC standing.

Once approved, the new EIC member agency may attend the twice yearly EIC general meetings. If an application is rejected for operating outside the standard industry norms of the EIC Code of ethical conduct, the rejected applicant may choose to uphold the 'Code' and reapply for membership in one year's time.

Thank you for expressing your interest in becoming a member of the EIC!

The application and support materials should be scanned, signed, converted to .pdf format and submitted by email. A signed paper "hard" copy should also be sent by regular mail to:

**EIC, c/o ACTRA Toronto
625 Church Street, Suite 200
Toronto, ON M4Y 2G1**

For more information, please [contact us](#).



EIC APPLICATION FORM

Please complete the form below and return along with your signed EIC Code of Ethical Conduct. Please fax both to fax (416) 928-2852. The EIC Board also requires a copy of your Business Registration in Ontario and other materials in support of your application.

Agency Name: _____

Is the agency an EIC Signatory agency? Yes No Confirmed with TAMAC on: _____
DD/MM/YYYY

Agency represents (check all that are appropriate):

- Principal Models
 Background Other: _____
 Both Principal and Background

Address _____ Suite _____ Province _____

City _____

Postal Code: _____

Tel. _____ Fax _____

email _____ website _____

Do you represent 50 or more ACTRA members (Apprentice and Full members)? Yes No

How long have you been in business?

What is your commission charge? ACTRA _____ Non-ACTRA _____

Do you have any up-front fees? _____

Are you Currently a TAMAC member? Yes No

Agents or key personnel to include in listing

1. _____ 3. _____

2. _____ 4. _____

Please note: Only TAMAC Agencies and EIC Signatories can be featured in the Agents Directory on the ACTRA Toronto website at www.actratoronto.com.

For more information, please contact Karl Pruner at (416) 928-2278

The Role of the Agent

1. Recognizing the uniqueness of their client's abilities, an agent will use all reasonable efforts to assist the client in procuring engagements in the entertainment industry.
2. An agent will be truthful in his or her statements and represent every client in good faith.
3. An agent will maintain the confidentiality of all dealings on behalf of the client both during representation and after the representation has terminated.
4. An agent will inform the client, upon request, of any and all activities undertaken on the client's behalf.
5. An agent will not make any claim or guarantee of engagements to clients that cannot be immediately substantiated.
6. An agent will not accept engagements on the client's behalf without informing the client of the terms of engagement including but not limited to details of fees, performance credit and working conditions.
7. An agent will negotiate terms and conditions of prospective engagements in consultation with the client.
8. An agent will recognize and uphold the client's prerogative to refuse any and all offered engagement opportunities.
9. An agent will adhere to applicable human rights legislation and commit to work to protect the client from harassment, discrimination, bullying and violence.

The Business of the Agent

10. An agent will maintain an office, records and such tools normally deemed necessary to conduct business as an agent in the entertainment industry.
11. An agent shall make herself/himself available at all reasonable hours to speak or meet with a client upon request. Accommodations for client consultation shall be made within 72 hours.
12. An agent shall not require the client to engage any particular photographer, printer, school or any other service provider as a condition of representation.
13. An agent will fully disclose any financial or other interest he or she has in any industry-related business they recommend to the client. An agent will recommend a minimum of three service providers. The agent shall have no financial interest in at least two of the three recommended businesses.
14. An agent will not advertise to the general public for the purpose of soliciting clients in any manner that is misleading, deceptive or found to be contradictory to generally accepted professional standards of ethical conduct as expressed herein.
15. An agent will ensure, to the best of their ability, that any industry showcase, talent event or modelling convention that the agent attends or endorses is ethical and conforms to the principles of this code.
16. An agent will not accept engagement as an actor.



The Entertainment Industry Code of Ethical Conduct

Rev. 02/06/18

Agent Commissions, Contracts, and Financial Records

17. An agent will negotiate with the prospective client, at the time of signing, a representation agreement with a detailed commission structure. An agent will not charge a client more than 15% commission for Film TV and Digital work. Commissions will not be levied on auditions.
18. Any extraordinary expenses (including but not limited to photo reproductions, demos, union dues, permits or casting breakdown services) paid for by the agent must have the client's previous approval and will be reimbursed by the client, once he or she is provided with receipts for any expense incurred.
19. Talent Agents are not allowed to charge "registration" or "annual maintenance" fees except in the case of Background agents who may charge a one-time registration fee, to a maximum of \$100.00, and only in the first year of representation.
20. A new agent will remind clients that all commissions due to the original agent of record should be kept current and paid accordingly, as set out in their original client/agent contract.
21. An agent will maintain proper financial records pertaining to engagements and provide supporting documentation to the client with payment or upon request, within twelve months of engagement.
22. An agent will not commingle monies belonging to the client with monies belonging to the agency but will keep such monies in a separate client account or trust account.
23. All monies belonging to the client received by the agent shall be faithfully accounted for and the agent will pay each client his or her share of all monies within five (5) business days, after the funds have cleared.
24. An agent will not enact any financial penalties against a client beyond collecting outstanding commissions owed.
25. A contract between an agent and the client will not stipulate terms longer than one year. After one year, either party may terminate their contract with (60) days' notice unless there is a mutual agreement to an immediate termination or extension. Requests for early termination will not be unreasonably denied.

Individual Agent Name (print)

Signature

For (agency name)

Date