

SHOW-EAST

October 24-27, 2011

TENTATIVE SCHEDULE OF EVENTS

As of 10/19/11 9:09 AM

Updates as of the date above are in RED

Sunday, October 23, 2011

2:00PM–6:00PM - **Convention Registration**
(Grand Ballroom Registration, Second Floor)

Monday, October 24, 2011

7:00AM–7:00PM - **Convention Registration**
(Grand Ballroom Registration, Second Floor)

8:00AM–6:00PM - **Trade Show Registration**
(Great Hall Registration, Third Floor)

8:30AM–12:00PM - **International Cinema Technology Association (ICTA)
Experts Speak Out**
(Breakfast served from 8:30AM-9:00AM)

Moderator: Susie Beiersdorf, Vice President of Sales, Sony Electronics,
Digital Cinema Solutions

***Things You Need To Know When Converting From Film
to Digital Projection***

Presenter: Bobby Pinkston, VP Technical Services, Universal
Cinema Services, Inc.

Digital Projection Luminance Levels

Presenter: Pat Moore, Vice President, Ballantyne Strong

***Manage Lamp Performance for Optimized Digital
Cinema***

Presenter: Jim Dukes, Senior Product Manager, Christie

High Frame Rates for Digital Cinema

Presenters: Reiner Doetzki, Director of Technology, DLP Cinema®

Presenter: ***Business Implications Regarding Higher Frame Rates***
Joe DeMeo, Director of Sales, Digital Cinema-
North America Media & Entertainment
Division, Barco

Presenter: ***Server Technology for Higher Frame Rates***
Mike Archer, Vice President, Digital Services, Doremi
Cinema

Presenters: **Manufacturers Presentations**
New Products & Technologies to be Seen on the
ShowEast Trade Show Floor
Francois Godfrey, Ballantyne Strong
Joe DeMeo, Barco
Jim Hall, Christie
Tim Schafbuch, Dolby Laboratories
Michael Archer, Doremi Cinema
Annie Wang, GDC Technology of America
Andrew Robinson, Harkness Screens
Alan Roe, Jack Roe USA
Chuck Goodsell, JBL Professional
Peter Koplik, MasterImage 3D
Jim Reisteter, NEC Display Solutions
Barry Ferrell, QSC Audio Products
Rajesh Ramachandran, Qube Cinema, Inc.
Dwight Lindsey, Schneider Optics
Dan Maxwell, Severtson Screens
Larry McCourt, Sony Digital Cinemas Solutions
Reiner Doetzkie, Texas Instruments
Adam Peterson, Universal Cinema Services
(Atlantic Ballroom 2 & 3)

10:00AM–4:00PM - Hospitality Suite
(Atlantic Ballroom 1)

7:30AM–8:00AM - INTERNATIONAL DAY PROGRAMMING
“Grab & Go” Breakfast
(Grand Ballroom Foyer)
**(Buses depart for the AMC Aventura from the lower
level entrance of the convention center at 8:00AM)**

8:30 AM–12:00 PM - **Morning Program-- OFFSITE**
Moderator: Mark Walukevich, Vice President Film International,
National Amusements
***International Distribution and Marketing
Presentations***
Paramount Pictures International
Sony Pictures Releasing International
Twentieth Century Fox International
Universal Pictures International
Warner Bros. Pictures International
(AMC Aventura 24, Auditorium 8)
**(Buses return to the Westin Diplomat at the conclusion
of the presentations.)**

12:30PM–1:30PM - **International Day Networking Lunch**
Sponsors: Christie
DLP Cinema®

1:45PM–2:45PM - **Afternoon Program**

Keynote Address: ***Latin America – It’s Success! It’s Prospects?***
Monique Esclavissat, EVP, Europe & Latin
America, Warner Bros. Pictures
International

International Day Awards Ceremony
International Exhibitor of the Year
Martin Schwartz, General Manager,
The Entertainment Division, Corporación El
Rosado S.A.

International Distributor of the Year
Vittorio Tamburini, Senior Vice President of
Marketing, Sony Pictures for Latin America

**Anti-Piracy Latin American Government Leadership
Award**
Edsom Ortega Marques, Secretary of Urban
Security of the City of São Paulo

3:00PM–4:00PM - **SHOWEAST PROGRAMMING BEGINS**
Growing Concession Spend Per Head
*Barry Jones will share recent research, test marketing
methodologies and results of more impactful concession
merchandising practices conducted by Coca-Cola in Europe.
The subsequent growth in total SPH numbers has been
impressive with the strategy having beneficial implications for
every operator.*

Moderator: Maria Angles, M Angles Consulting, LLC
Presenter: Barry Jones, Director International Cinema, The Coca-Cola Company
(Atlantic Ballroom 2 & 3)

4:00PM-5:30PM

ADA Compliance Seminar

This seminar will provide in-depth knowledge of state and federal accessibility standards for theatre environments, food and beverage requirements and will have special attention to the concession area requirements. Attendees will learn the concept of universal design and its application for use in all theatre environments. You will learn the differences in state standards and federal law compliance, as well as how to protect your company from access related complaints and legal action.

Presenter: Kristi J. Avalos, President & CEO, Accessology
(Atlantic Ballroom 2 & 3)

5:45PM-7:00PM

ShowEast Opening Night Party

(South Palm Court)

(Buses depart from the lower level entrance of the convention center at 7:00PM.)

7:30PM

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Screening

Walt Disney Studios Motion Pictures'

The Muppets

(AMC Aventura 24, Auditorium 17 & 19)

9:30PM

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Screening

Pantelion's

Girl in Progress

(AMC Aventura 24, Auditoriums 17 & 19)

(Buses return to the Westin Diplomat at the conclusion of the screenings.)

Tuesday, October 25, 2011

7:30AM-5:30PM

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Trade Show Registration

(Great Hall Registration, Third Floor)

7:30AM-6:00PM

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Convention Registration

(Grand Ballroom Registration, Second Floor)

8:30AM-10:00AM

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Breakfast & Seminar

Status Update – Learn How Facebook is Helping to Drive Patrons to the Movies

While Hollywood may have pioneered the art of capturing and leveraging the power of friend recommendations, it's now being perfected on Facebook. Word of mouth at scale has become a

film marketing mantra and key to a film's success; social media now provides the most logical and effective vehicle in which to leverage this form of marketing. Learn how Facebook and social media has become foundational to building an audience, opening a film and driving effective ROI on opening weekend.

Host: Pamela McClintock, Senior Film Reporter, *The Hollywood Reporter*

Speaker: Matt Jacobson, Head of Business Development, Facebook (Grand Ballroom, Second Floor)

10:00AM–12:00PM - Moderator: **ShowEast Specialty Showcase featuring Paul Dergarabedian, President, Box-Office Division, Hollywood.com**

Participating Studios: **Indie Product Presentations**
Focus Features
Fox Searchlight
Pantelion
Roadside Attractions
The Weinstein Company

12:00PM–4:30PM - Will Rogers Health & Fitness Fair
(Atlantic Ballroom 3)

12:00PM–4:30PM - Trade Show & Luncheon
Co-Sponsors: MasterImage 3D
(Lunch to be served from 12:30PM-2:00PM)
(Great Hall, Third Floor)
(Buses depart for the AMC Aventura 24 from the lower level entrance of the convention center at 3:00PM.)

3:30PM - Screening
Relativity Media's
Act of Valor
Q & A with co-directors Mike 'Mouse' McCoy & Scott Waugh and Navy SEALs immediately following the screenings.
(AMC Aventura 24, Auditoriums 17 & 19)

6:00PM - Refreshment Break

6:30PM - Screening
Warner Bros. Pictures'
Joyful Noise
(AMC Aventura 24, Auditorium 17 & 19)
(Buses return to the Westin Diplomat at the conclusion of screenings.)

8:30PM - **Exhibitor Relations Presents**
Carnival Night at ShowEast
 Your friends in Exhibitor Relations invite you to step right up for a night of fun & games at the first ever ShowEast Carnival! Test your gaming skills for a chance to win one of many Grand Prizes!

Chairpersons: Susan Griesi, Walt Disney Studios Motion Pictures
 Cassandra Hough, Paramount Pictures
 Will Preuss, Lionsgate

Sponsor: Fandango

Beverage Sponsor: Cinema Scene Marketing

Participating Studios: FilmDistrict
 Focus Features
 Lionsgate
 Paramount Pictures
 Relativity Media
 Roadside Attractions
 Sony Pictures Releasing
 Summit Entertainment
 The Weinstein Company
 Walt Disney Studios Motion Pictures
 Warner Bros. Pictures

(Please have your Passport stamped when exiting to receive a special gift from your friends in Exhibitor Relations!)
 (The Landings at Westin Diplomat)

Wednesday, October 26, 2011

7:00AM–5:30PM - **Convention Registration**
 (Grand Ballroom Registration, Second Floor)

7:00AM-8:30AM - **“Grab & Go” Breakfast**
 (Grand Ballroom Foyer, Second Floor)
(NOTE: Golf participants will have breakfast at the golf course. First bus departs The Westin for the golf course at 6:15AM. One bus departs from the Crowne Plaza at 6:30AM).

7:30AM–12:30PM - **SPF 30**
1st Annual Fun in the Sun Day at ShowEast
Your choice of activities including:
 First Annual Golf Outing
 Tennis
 Deep Sea Fishing
 Yoga on the Beach

Beach Volleyball
Scuba Diving
Sightseeing
Special Spa Discounts
...or just relax by the pool

10:00AM–5:00PM - **Trade Show Registration**
(Great Hall Registration, Third Floor)

1:00PM–2:15PM - **ShowEast Hall of Fame Luncheon**
Sponsor: Sony Digital Cinema Solutions

***Award of Distinction for Services to the Film Industry
Presented to Golf Outing Honorees***

John Lundin, Vice President of Film, Carmike Cinemas
John Wilmers, Former President and CEO,
Ballantyne/Strong

Moderators: ***ShowEast Hall of Fame Induction Ceremony***
Jim Amos, President of Distribution, Sony Pictures
Releasing
Clark Woods, iPic Theatres

Class of 2011

Frank Carroll, Warner Bros. Pictures
Kathleen Ciaramello, The Coca-Cola Company
*Steve Friedstrom, Premiere Entertainment
Danny Seddon, CMCI Booking
Chuck Viane, Walt Disney Studios Motion Pictures
*Marty Zeidman, Slow Hand Releasing
Craig Zeltner, Clearview Cinema Group
* *Posthumously*
(Grand Ballroom, Second Floor)

1:00PM–5:00PM - **Will Rogers Health & Fitness Fair**
(Atlantic Ballroom 1)

2:00PM–5:30PM - **ShowEast Trade Show**
(Great Hall, Third Floor)
**(Buses depart for the AMC Aventura 24 from the lower
level entrance of the convention center at 4:30PM.)**

5:00PM - **Screening**
Paramount Pictures & Columbia Pictures'

The Adventures of Tintin in IMAX 3D and in RealD 3D
(AMC Aventura 24, Auditorium 17 & 18)
(Buses return to the Westin Diplomat for dinner.)

- 7:15PM** - **Dinner Reception**
Sponsor: Summit Entertainment
(Grand Ballroom)
(Buses depart for the AMC Aventura 24 from the lower level entrance of the convention center at 8:30PM.)
- 9:00PM** - **Screening**
Summit Entertainment's
Man on a Ledge
(AMC Aventura 24, Auditorium 17 & 19)
(Buses return to the Westin Diplomat at the conclusion of the screening)
- 8:00AM–5:00PM** - **Thursday, October 27, 2011**
Convention Registration
(Grand Ballroom Registration, Second Floor)
- 8:00AM–11:30AM** - **Trade Show Registration**
(Great Hall Registration, Third Floor)
- 8:30AM–11:30AM** - **Will Rogers Health & Fitness Fair**
(Atlantic Ballroom 1)
- 8:30AM–11:30AM** - **Breakfast on the Trade Show Floor**
Co-Sponsor: Dolby Laboratories
Sonic Equipment Co.
(Breakfast served from 8:30AM-10:30AM)
(Great Hall, Third Floor)
(Buses depart for the AMC Aventura 24 from the lower level entrance of the convention center at 10:00AM.)
- 10:30AM** - **Screening**
Sony Pictures Classics'
Carnage
(AMC Aventura 24, Auditorium 17 & 19)
- 12:30PM–1:30PM** - **Luncheon**
(Grand Ballroom, Second Floor)

(Buses depart for the AMC Aventura 24 from the lower level entrance of the convention center at 1:30PM)

- 2:00PM** - **Screening**
Sony Pictures Releasing's
Arthur Christmas in MasterImage 3D
(AMC Aventura 24, Auditoriums 17 & 19)
- 4:15PM–6:15PM** - **Screening**
Fox Searchlight's
The Descendants
(AMC Aventura 24, Auditorium 17 & 19)
(Buses return to the Westin Diplomat at the conclusion of the screening)
- 7:15PM-8:00PM** - **Final Night Cocktail Reception**
Sponsor: RealD
(Grand Ballroom Foyer, Second Floor)
- 8:15PM** - **Final Night Banquet and Award Ceremony**
Sponsor: The Coca-Cola Company
Award Presentations
Emcee: Rolando Rodriguez, CEO, Rave Cinemas
- Al Shapiro Distinguished Service Award*
John C. Hall, Universal Pictures
- Salah M. Hassanein Humanitarian Award*
Kurt Hall, National CineMedia
- Show "E" Award*
Jim Amos, Sony Pictures Releasing
(Grand Ballroom, Second Floor)