



SHOWEAST 2009
October 26th – OCTOBER 29th

FINAL SCHEDULE OF EVENTS

As of 10/21/09 3:59 PM

Sunday, October 25th

4:00 PM – 6:00 PM **Convention Registration**
(Palms Registration Desk, Level One)

Monday, October 26th

7:00AM – 8:00PM - **Convention Registration**
(Palms Registration Desk, Level One)
(Goody Bag Pickup will be in the Chicago Room)

8:00AM – 6:00PM - **Trade Show Registration**
(Palms Foyer, Level One)

10:00AM – 4:00PM - **Texas Instruments Hospitality Suite**
DLP Cinema®
in association with
Barco, Christie & NEC, welcome you
(Anaheim Room)

INTERNATIONAL DAY PROGRAMMING

9:00AM - **Continental Breakfast**
Sponsor: *Film Journal International*
(Crystal Ballroom Foyer)

9:45 AM – 12:00 PM - **Morning Program**
Moderator: Eric Weinberg, President, Nielsen Entertainment

Keynote Address: Tom Molter, SVP, International Distribution,
Warner Bros. Pictures International

Seminars

“Working Together: Using New Media and Marketing Best Practices to Attract Moviegoers”

Panelists:

Valmir Fernandes, President, Cinemark International
Mark Walukevich, National Amusements International
Alejandro Ramirez Magaña, Cinapolis
Miguel Mallett, Universal Pictures International
Jorge Peregrino, Paramount Pictures International
Redo Farah, Warner Bros. Pictures International
Laura Rama, Vice President, Studio Marketing, Walt Disney Studios Motion Pictures International

“International Digital Update”

Presenters:

Tony Adamson, Manager, Worldwide Customer Marketing, DLP Cinema® Products
Gary Johns, Vice President, Digital Cinema Systems Division, Sony Electronics, Inc. (Crystal Ballroom J)

12:00PM – 1:00PM

Sponsor:

- **International Day Networking Lunch**
Film Journal International
(Fairway Terrace)

1:15PM – 3:30PM

- **Afternoon Program**
International Day Awards Ceremony
“International Achievement Award in Distribution”
Jose Victoria, UIP

“International Achievement Award in Exhibition”
Mike Moraskie, Caribbean Cinemas

“Anti-Piracy Latin American Government Leadership Award”

Jorge Amigo, Director General of The Mexican Industrial Property Institute ("IMPI")

International Distribution and Marketing Presentations, Part Two

The Walt Disney Studios Latin America
Martin Iraola, Senior Vice President

Warner Bros. Pictures International

Kelley Nichols, Vice President, Latin America

Paramount Pictures International

Jorge Peregrino, Senior Vice President, Latin America

Universal Pictures International

Mauricio Duran

(Crystal Ballroom J)

SHOWEAST PROGRAMMING BEGINS

- 4:30PM – 5:30PM** - **Seminar**
“A Sound Idea -- State of the Art Audio in the Age of Digital Cinema”
Moderator: Ioan Allen, SVP, Dolby Laboratories
Panelists: Bill Mead, Publisher, *DCinema Today*
Larry Blake, Swelltone Labs
Mike Thomson, Vice President, Technology & Operations, Malco Theatres
(Crystal Ballroom J)
- 6:00PM – 7:30PM** - **ShowEast Opening Night Poolside Luau**
Sponsor: Cinedigm
masterImage USA
Your Hosts: Bud Mayo, Chairman and CEO, Cinedigm
Chuck Goldwater, President, Cinedigm Media Services Group
Peter Koplik, COO, masterImage USA
(Fairway Terrace and Pool)
(Buses depart for screening at 7:45pm)
- 8:15PM** - **Screening**
Overture Films’
“The Men Who Stare at Goats”
- 10:00PM** - **Post-Screening Dessert Party**
Sponsor: Overture Films
(Buses return to Marriott at conclusion of screening)
- 7:30AM – 6:00PM** - **Tuesday, October 27th**
Convention Registration
(Palms Registration Desk)
(Goody Bag pick-up will be in the Chicago Room)

- 7:30AM – 5:30PM** - **Trade Show Registration**
(Palms Foyer)
- 8:30AM – 9:45AM** - **Breakfast & Special Program**
Sponsor: Barco Digital Cinema
Doremi
Your Hosts: Todd Hoddick, VP Digital Cinema, Barco Digital Cinema
Michael Archer, Vice President, Digital Cinema, Doremi Cinema
- Moderator:* **Digital Cinema Update**
Michael Karagosian, Founder and President, MKPE Consulting LLC
- Panelists:* Andrew Sriubas, Managing Director, JP Morgan Investment Banking
Travis Reid, DCIP
Michael Rhea, Vice President, GE Capital – Media, Communications & Entertainment
Bill Campbell, Managing Director, Cinema Buying Group – NATO
Bud Mayo, Chairman & CEO, Cinedigm
*Please note, the program will begin promptly at 8:45AM.
(Crystal Ballrooms H & J)
(Buses depart for screening at 9:45am)
- 10:15AM – 12:15PM** - **Screening**
Paramount Pictures’
“Up In The Air”
- 12:30PM – 5:30PM** - **Will Rogers Health & Fitness Fair**
(Anaheim Room)
- 12:30PM – 5:30PM** - **ShowEast Opening Day Lunch on the Trade Show Floor**
Sponsors: Ballantyne Strong
NEC
Your Hosts: John Wilmers, President & CEO
Ray Boegner, Senior Vice President
(Please note that lunch will be served from 1:00pm – 2:45pm)
(Palms Ballroom & Foyer)
- 5:30PM – 7:15PM** - **Dinner Event**
“Casino Night at ShowEast”

Your Friends at Certified Reports, Deluxe, Fandango and Exhibitor Relations invite you for dinner and cocktails. Try your hand at Lady Luck and win some Grand Prizes!

Your Hosts:

Jim Radcliff, President, Certified Reports, a Market Force company
Michael Alvarez, President, Deluxe Media Management
Robert Macias, Director, Exhibitor & Studio Relations, Fandango

Participating Studios:

20th Century Fox/Fox Searchlight Pictures
CBS Films
Lionsgate
MGM
Overture Films
Paramount Pictures
Roadside Attractions
Sony Pictures Releasing
Summit Entertainment
Walt Disney Studios Motion Pictures
Warner Bros. Pictures

(Please have your Passport stamped at the Ballroom Entrance to receive a special gift from your Exhibitor Relations friends, along with your gambling instructions for the evening....Good Luck!)

(Crystal Ballrooms H & J)

(Buses depart for screening at 7:15pm)

8:00PM

- **Screening**
Lionsgate's
"Daybreakers"
(Buses return to Marriott at conclusion of screening)

Wednesday, October 28th

7:30AM – 6:00PM

- **Convention Registration**
(Palms Foyer)

(Note: For Breakfast At The Movies, bus service from the Marriott to AMC Pleasure Island will run continuously from 7:45am– 9:30am. The last buses will depart at 9:30am)

8:00AM - 10:00AM

- **Breakfast At The Movies**
Technicolor 3D demonstration:

“3D For Every Exhibitor!”

See Technicolor’s new high-quality, affordable, 3D solution for 35mm projectors

Sponsor:

Technicolor

Your Hosts:

Joe Berchtold, President, Creative Services,
Technicolor

Ahmad Ouri, Chief Marketing Officer, Thomson

Presentations will take place in Auditorium 17 at 8:30am and 9:15am

(Breakfast will be served in the atrium area of the AMC Pleasure Island Theatre Complex)

10:00AM – 5:00PM

- **Trade Show Registration**
(Palms Registration Desk)

10:15AM

- **Screening**
Freestyle Releasing’s
“Me and Orson Welles”

12:30PM – 2:00PM

Sponsors:

- **ShowEast Hall of Fame Luncheon**
DLP Cinema®, A Texas Instruments Technology
IMAX Corporation

Your Hosts:

Tony Adamson, Manager, Worldwide Customer
Marketing, DLP® Cinema Products
Nancy Fares, Business Manager, DLP® Cinema
Products
Larry O’Reilly, EVP, Theatre Development, IMAX
Corporation
Geoff Atkins, Senior VP & GM, The Americas,
IMAX Corporation

Moderators:

ShowEast Hall of Fame Induction Ceremony

Clark Woods, Marquee Cinemas
David Garel, Executive Vice President, General
Sales Manager, Sony Pictures Releasing
Robert J. Lenihan, President of Programming,
AMC Theatres

Class of 2009

MaryAnn Anderson (Anderson Consulting)

Jerry Brand (Brand Booking)

* Bob Capps (Columbia/TriStar)

* Wayne Lewellen (Paramount Pictures)

Mike Mihalich (MJR Theatres)

Bill Towey (National Amusements)

*Posthumously

(Crystal Ballrooms H & J)

- 1:00PM – 5:00PM** - **Will Rogers Health & Fitness Fair**
(Anaheim Room)
- 2:00PM – 5:30PM** - **ShowEast Trade Show**
(Palms Ballroom)
(Buses depart for screening at 4:30PM)
- 5:00PM** - **Screening**
Warner Bros. Pictures’
“The Blind Side”
- 7:15PM** - **Dinner Reception**
Sponsors: Warner Bros. Pictures
Christie
Technicolor
Your Hosts: Dan Fellman, President, Domestic Distribution,
Warner Bros. Pictures
Jack Kline, President and COO, Christie
Craig Sholder, Vice President Entertainment
Solutions, Christie
Joe Berchtold, President, Creative Services,
Technicolor
(Bongo’s Cuban Café)
- 9:00PM** - **Screening**
Sony Pictures Releasing’s
“2012”
(Buses return to Marriott at the conclusion of screening)

Thursday, October 29th

- 8:00AM – 5:00PM** - **Convention Registration**
(Palms Registration Desk)
- 8:00AM – 11:30AM** - **Trade Show Registration**
(Palms Registration Desk)
- 8:30AM – 11:30AM** - **Will Rogers Health & Fitness Fair**
(Anaheim Room)
- 8:30AM – 11:30AM** - **Breakfast on the Trade Show Floor**
Sponsor: QSC Audio Products
Your Host: Francois Godfrey, Director of Cinema Sales
(Palms Ballroom & Foyer)

- 11:00AM** - **Screening**
Lionsgate's
“Precious: Based on the Novel ‘Push’ by Sapphire”
- 1:15PM– 2:30PM** - **Luncheon & Special Program**
Sponsor: Sony Digital Cinema
Your Host: Gary Johns, Sr. General Manager, Sony Digital Cinema
Moderator: Doug Oines, Senior Vice President & General Manager, Clearview Cinemas
Moviegoers: 2010
Stradella Road's research study is intended to provide film marketers and exhibition partners with actionable insights into how best to reach movie consumers over the next decade. The survey of nearly 4,000 moviegoers finds that an overwhelming number of people across all age groups have fully adopted digital technologies and increasingly depend on them to gain information about new movie releases and help with their decisions about which films to see. The event presentation will be conducted by project lead Gordon Paddison, principal of Stradella Road, with marketing strategy consultant Linda S. Middleton who worked with Stradella Road to design and execute the study.
The Moviegoers: 2010 research study was supported by a consortium of media companies that includes AOL, Facebook, Fandango, Google, Microsoft, MovieTickets.com and Yahoo!
(Crystal Ballrooms H & J)
(Buses depart for screening at 2:30PM)
- 3:00PM** - **Screening**
Apparition's
“The Young Victoria”
- 6:30PM – 7:15PM** - **Final Night Cocktail Reception**
Sponsor: RealD
Your Host: Joe Peixoto, President, Worldwide Cinema
(Crystal Ballroom Foyer)
- 7:30PM** - **Final Night Banquet and Award Ceremony**
Sponsor: The Coca-Cola Company
Your Hosts: Nancy Hunter, Director, Strategic Partnership

Emcee:

Marketing
Kristin Wilson, Senior Manager, Strategic
Partnership Marketing
Chris Aronson, Senior Vice President & General
Sales Manager, Twentieth Century Fox

Award Presentations

Al Shapiro Distinguished Service Award
Kelly O'Connor, Warner Bros. Pictures

Show "E" Award
Stewart Harnell, Cinema Concepts

Salah M. Hassanein Humanitarian Award
Sonny Gourley, AMC Theatres

(Crystal Ballrooms H & J)