

SHOWEAST 2008
October 13th – OCTOBER 16th



FINAL SCHEDULE OF EVENTS

As of 10/10/08 2:16 PM

**PLEASE NOTE THAT ON-SITE REGISTRATION WILL BE OPEN ON SUNDAY,
OCTOBER 12TH FROM 5:00 PM – 8:00 PM**

Please note that all buses will depart from the Palms Registration Area of the Marriott on
Level One.

*Note: For all screenings and presentations at the AMC Pleasure Island Theatre Complex that
are presented digitally, Auditorium One will feature the Christie CP2000-XB and Auditorium
Two will feature equipment manufactured by Sony 4K Digital Cinema*

****Don't forget to visit the Variety Kids Silent Auction on the convention level to bid on one-
of-a-kind entertainment items!****

Sunday, October 12th

5:00PM – 8:00PM

Convention Registration Opens
(Palms Registration Desk, Level One)

Monday, October 13th

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)

9:00AM – 4:00PM

Sponsor:

- **Opening Day Hospitality Suite**
Film Journal International
(Anaheim Room)

INTERNATIONAL DAY PROGRAMMING

8:00AM

- **Continental Breakfast**
(Crystal Ballroom Foyer)

(Monday continued next page)

Monday (continued)

8:30 AM – 12:30 PM

Moderator:

Morning Program

Eric Weinberg, Managing Director, Nielsen EDI International

Seminars

“Is Latin America Falling Behind the U.S., Europe and Asia In Terms of Digital and 3D?”

Moderator:

Panelists:

Bill Mead, Publisher, *DCinema Today*

Jason Brenek, Senior VP, Worldwide Digital Cinema and Cinema Programming, Walt

Disney Studios Motion Pictures Group

Heriberto Brown, General Manager, Cine Hoyts

Munir Falah, CEO, Cine Colombia

Valmir Fernandes, President, International, Cinemark

Miguel Mier, COO, Cinopolis

Thomas Molter, SVP International Distribution, Warner Bros. Pictures International

Mark Walukevich, Vice President of International Film, National Amusements Inc.

“Distribution Speaks Out: The Current Climate in the Latin American Marketplace”

Moderator:

Panelists:

Carl DiOrio, Deputy Film Editor, *The Hollywood Reporter*

Mauricio Duran, Regional VP, Latin America, Universal Pictures International

Eduardo Echeverria, Executive Vice President, Latin America, 20th Century Fox International

International

Redo Farah, Senior Vice President, Latin America, Warner Bros. Pictures International

Martin Iraola, SVP, The Walt Disney Studios Latin America

Steven O’Dell, Vice President, Distribution, Latin America, Sony Pictures Releasing Int’l

Jorge Peregrino, Senior VP, Latin America & Caribbean, Paramount Pictures International

International

There will be a brief coffee break between segments, served inside Crystal Ballroom

(Monday continued next page)

Monday (continued)

*International Distribution and Marketing
Presentations, Part One*

**Walt Disney Studios Motion Pictures
International**

Diego Lerner, President, Latin America

Sony Pictures Releasing International

Steven O'Dell, Vice President, Distribution, Latin
America

(Crystal Ballroom J)

12:30PM – 1:30PM

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

1:30PM – 3:30PM

- **Afternoon Program**

International Day Awards Ceremony
*“International Achievement Award in
Distribution”*

Griselda Fortunato, Warner Bros. South Inc. &
20th Century Fox International

“International Achievement Award in Exhibition”
Ken Higgins, Cinemark

*“Anti-Piracy Latin American Government
Leadership Award”*

Martin Moscoso, Managing Director, Copyright
Office of Peru

*International Distribution and Marketing
Presentations, Part Two*

20th Century Fox International

Eduardo Echeverria, Executive Vice
President, Latin America

Martha Cavalheiro, Vice President,
Marketing, Latin America

Paramount Pictures International

Jorge Peregrino, Senior VP, Latin America
& Caribbean

Universal Pictures International

Mauricio Duran, Regional Vice President,
Latin America

(Crystal Ballroom J)

(Monday continued next page)

Monday (continued)

SHOWEAST PROGRAMMING BEGINS

- 4:45PM – 5:45PM** - **Seminar**
“Exhibition Speaks Out: A Panel Discussion On Current Trends To Attract Moviegoers”
Moderator: Marie McClaflin, Principal/Consultant, Arc Branding Marketing
Panelists: Alan Grossberg, President & CEO, UltraStar Cinemas
Ellis Jacob, President & CEO, Cineplex Entertainment
James Meredith, Vice President, Marketing & Communications, Cinemark

(Crystal Ballroom J)
- 6:00PM – 7:30PM** - **ShowEast Opening Night Poolside Barbecue**
Sponsor: AccessIT
Your Hosts: Bud Mayo, Chairman & CEO, AccessIT
Chuck Goldwater, President, AccessIT Media Services Group
(Fairway Terrace and Pool)
(Buses depart for screening at 7:45pm)
- 8:00PM – 10:00PM** - **A Walt Disney Studios Screening**
Disneynature
Presents
“EARTH”
(A digital cinema presentation)
- 10:00PM** - **Dessert Party**
Sponsor: Planet Hollywood
Your Host: Robert Earl, Chairman & CEO, Planet Hollywood International, Inc.
(AMC Pleasure Island Atrium)
(Buses return to Marriott at conclusion of screening)

Tuesday, October 14th

- 7:30AM – 6:00PM** - **Convention Registration**
(Palms Registration Desk)
(Goody Bag pick-up will be in the Chicago Room)
- 7:30AM – 5:30PM** - **Trade Show Registration**
(Palms Foyer)

(Tuesday continued next page)

Tuesday (continued)

8:00AM – 9:45AM

Sponsors:

Your Hosts:

Moderator:

Moderator:

Panelists:

- **Breakfast & Special Program**
Barco Digital Cinema
Qube Cinema
Rajesh Ramachandran, President & CTO, Qube Cinema
Todd Hoddick, VP of Digital Cinema, N.A., Barco Digital Cinema
Scott Freidberg, VP of Sales, Digital Cinema, N.A., Barco Digital Cinema
Sonny Gourley, President, Film Programming, AMC Theatres
“Key Challenges for Digital Deployment on a Worldwide Scale”
Matt Belloni, Managing Editor, Features, *The Hollywood Reporter*
Mark Christiansen, Executive Vice President, Operations, Paramount Pictures Motion Picture Distribution
Julian Levin, EVP, Digital Exhibition and Non Theatrical Sales & Exhibition, 20th Century Fox
Bud Mayo, Chairman & CEO, AccessIT
Travis Reid, CEO, DCIP
Tom Stephenson, President & CEO, Rave Motion Pictures
**Please note that the program will begin promptly at 8:30AM.*
(Crystal Ballrooms H & J)
(Buses depart for screening at 9:45am)

10:15AM – 12:15PM

- **Screening**
Universal Pictures’
“Frost/Nixon”
(A Digital Cinema Presentation)

12:30PM – 4:30PM

- **Will Rogers Health & Fitness Fair**
(Anaheim Room)

(Tuesday continued next page)

Tuesday (continued)

12:30PM – 5:30PM

- **ShowEast Opening Day Lunch on the Trade Show Floor**
Strong International
NEC Corporation of America
Doremi Cinema
John Wilmers, President & CEO, Strong International
Jim Reisteter, General Manager, NEC Corporation of America
Camille Rizko, Principal, Doremi Cinema
Michael Archer, VP Sales, Doremi Cinema
(Please note that lunch will be served from 1:00pm – 2:30pm)
(Palms Ballroom & Foyer)

Sponsors:

Beverage Sponsor:

Your Hosts:

5:30PM – 7:15PM

- **Dinner Event**
“Casino Night at ShowEast”
Your Friends in Exhibitor Relations and Certified Reports Inc., Deluxe Media Management, Fandango and Screenvision invite you for dinner and cocktails. Try your hand at Lady Luck and win some Grand Prizes!
Jim Radcliff, President, Certified Reports, Inc.
Steve Claro, Vice President, Deluxe Display
Michael A. Alvarez Jr., President, Deluxe Media Management
Robert Macias, Director, Exhibitor & Studio Relations, Fandango
Darryl Schaffer, EVP, Exhibitor Relations, Screenvision
Participating Studios:
20th Century Fox/Fox Searchlight Pictures
Focus Features
Lionsgate
Overture Films
Paramount Pictures
Roadside Attractions
Sony Pictures Releasing
Summit Entertainment
Universal Pictures
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)

Your Hosts:

Participating Studios:

(Tuesday continued next page)

Tuesday (continued)

- 7:45PM – 9:30PM - **Screening**
MGM's
“Soul Men”
(A Digital Cinema Presentation)
- 9:30PM - **Refreshment & Coffee Break**
(AMC Pleasure Island Atrium)
- 10:00PM – 11:45PM - **Screening**
The Weinstein Company's
“Zack and Miri Make a Porno”
(A Digital Cinema Presentation)
(Buses return to Marriott at conclusion of screening)

Wednesday, October 15th

- 7:30AM – 6:00PM - **Convention Registration**
(Palms Foyer)

(Note: For Breakfast At The Movies: The World of 3D and screening, bus service 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: The World of 3D**
Sponsors:
Dolby Labs
masterImage USA
XpanD
Your Hosts:
Page Haun, Senior Director Marketing, Cinema, Dolby Labs
Maria Costeira, CEO, XpanD
Laura Peralta-Jones, VP Sales & Marketing, XpanD
Younghonn Lee, CEO, masterImage USA
Peter Koplik, COO, masterImage USA
You are cordially invited to an open house featuring demonstrations from some of today's leading 3D facilitators and manufacturers, including: Dolby Labs, masterImage USA and XpanD. Presentations begin at 8:30AM and will take place every 30 minutes, concluding at 10:00AM. 3D Demonstrations will be held in the following locations:
Dolby Labs – Auditorium 19
masterImage USA – Auditorium 17
XpanD – Auditorium 20
(Breakfast will be served in the atrium area of the AMC Pleasure Island Theatre Complex)

(Wednesday continued next page)

Wednesday (continued)

- 10:00AM – 5:00PM** - **Trade Show Registration**
(Palms Registration Desk)
- 10:15AM – 12:00PM** - **Screening**
Overture Films’
“Nothing Like the Holidays”
(A Digital Cinema Presentation)
- 12:30PM – 2:15PM** - **Luncheon**
Sponsor: Sony Electronics
Your Host: Gary Johns, VP, Sony 4K Digital Cinema
Moderator: John Lundin, Vice President, Film & Head Film Buyer, Cinemark
- Award Presentation**
Lifetime Achievement Award
Lee Roy Mitchell, Cinemark
- (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 4:45PM)
- 5:15PM – 7:00PM** - **Screening**
Sony Pictures Releasing’s
“Paul Blart: Mall Cop”
(A Digital Cinema Presentation)
- 7:00PM – 8:45PM** - **Dinner Reception**
Sponsors: Lionsgate
Christie
Your Hosts: Steve Rothenberg, President Distribution, Lionsgate
David Spitz, EVP and General Sales Manager, Lionsgate
Mike Polydoros, EVP Exhibitor Relations and Operations, Lionsgate
Jack Kline, President and COO, Christie USA
Craig Sholder, VP Entertainment Solutions, Christie USA
(Bongo’s Cuban Café—located directly across from the AMC Pleasure Island Theatre)

(Wednesday continued next page)

Wednesday (continued)

- 9:00PM** - **Lionsgate Invites You to a Special Program**
Featuring Exclusive Footage From
“My Bloody Valentine 3D” presented in RealD 3D
followed by a feature screening of
“Transporter 3”
(A Digital Cinema Presentation)
(Buses return to Marriott at the conclusion of screening)

Thursday, October 16th

- 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: Deluxe Display
Your Hosts: Michael A. Alvarez, Jr., President, Deluxe Media Management
Steve Claro, Vice President, Deluxe Display
(Palms Ballroom & Foyer)
(Buses depart for screening at 10:00AM)
- 8:30AM - 11:30AM** - **Trade Show**
- 10:15AM** - **AUDITORIUM ONE**
RealD Invites You to a Special 3D Presentation
Featuring Exclusive First Look Footage from
Our Studio Partners

To be followed by the Feature Screening of
Overture Films’
“Last Chance Harvey”
(A Digital Cinema Presentation)
- 10:15AM** - **AUDITORIUM TWO**
Screening
Overture Films’
“Last Chance Harvey”
(A Digital Cinema Presentation)
To be followed by the special RealD 3D Presentation

(Thursday continued next page)

Thursday (continued)

1:00PM– 2:30PM

Sponsor:

Your Hosts:

Moderator:

Moderators:

- **ShowEast Hall of Fame Luncheon**
DLP Cinema®, A Texas Instruments Technology
IMAX Corporation
Nancy Fares, Business Manager, DLP Cinema®
Products
Tony Adamson, Manager, Worldwide Marketing,
DLP Cinema® Products
Larry O'Reilly, EVP, Theatre Development, IMAX
Corporation
Geoff Atkins, Senior VP & General Manager, The
Americas, IMAX Corporation
John Fithian, President and CEO, NATO

ShowEast “Hall of Fame” Induction Ceremony

Clark Woods, President, Domestic Theatrical
Distribution, MGM
David Garel, Executive Vice President, General
Sales Manager, Sony Pictures Releasing
Robert J. Lenihan, Senior Vice President
Village Roadshow Gold Class Cinemas

Class of 2008

Rene Brunet Jr. (Prytania Theatre)
Bill Hertz* (Mann Theatres)
George Levitt (National Amusements)
Tom Sawyer (Carmike Cinemas)
Dean Schaff (Pacific Theatres)
Mike Share (Metro-Goldwyn-Mayer Studios)

**Posthumously*

(Crystal Ballrooms H & J)

(Buses depart for screening at 2:30PM)

3:00PM – 4:45PM

- **Screening**
Walt Disney Pictures’
“Bolt”
In Disney Digital 3D
(A digital cinema presentation using RealD 3D
Technology)

(Thursday continued next page)

Thursday (continued)

6:30PM – 7:15PM

Sponsor:

Your Hosts:

- **Final Night Cocktail Reception**
RealD
Deluxe Entertainment Services Group
Joseph Peixoto, President, RealD
Joshua Greer, President, RealD
Randy Morgan, President & Founder, Deluxe Film Services
Michael A. Alvarez, Jr., President, Deluxe Media Management
Steve Bergman, EVP & GM, Deluxe Digital Media
(Crystal Ballroom Foyer)

7:30PM

Sponsor:

Your Host:

Emcee:

- **Final Night Banquet and Award Ceremony**
The Coca-Cola Company
Kathleen Ciaramello, Group Vice President,
Strategic Alliances and National Sales
Jeff Goldstein, EVP & General Sales Manager,
Warner Bros. Pictures

Award Presentations

ShowEast Award of Appreciation

AMC Theatres

Salah M. Hassanein Humanitarian Award

Clark Woods, Metro-Goldwyn-Mayer Studios, Inc.

Al Shapiro Distinguished Service Award

Nancy Klueter, Walt Disney Studios Motion Pictures

Show “E” Award

Larry Collins, Carmike Cinemas

The Kodak Award for Excellence in Filmmaking

Edward Zwick

(Crystal Ballrooms H & J)