

SHOWEAST 2010
October 11-14, 2010

FINAL SCHEDULE OF EVENTS
10/4/10 at 4:00 PM

Please note: all buses will depart from the Palms Registration Area, on Level One.

Sunday, October 20, 2010

2:00PM – 6:00PM **Convention Registration**
(Palms Registration Desk, Level One)

Monday, October 11, 2010

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)

8:30AM – 12:00PM **Bonus Programming For Theatre Managers and Projectionists**
ICTA Technology 101: “Keeping Your Cinema Open on a Saturday Night”
Learn how to keep your theatre running in the face of unforeseen technical issues and how to get back on track quickly to keep your audience in their seats. This program will run concurrently with International Day programming. It is available to all registered attendees of ShowEast. The cost for all others is \$75.

Program Highlights

Digital Projection Overview

Bill Mead • DCinemaToday.com

Keeping the Show on the Screen

Pat Moore • Ballantyne Strong

Keeping the Audio on the Air

Paul Pearson • Dolby Laboratories

Servers

Mike Archer • Doremi Cinema

NOC, Network Operations Center

Sean James • Christie

Digital Projectors

Tony Adamson • DLP Cinema®
Steve Banaszek • Sony Digital Cinema Solutions
3D Projection
Bill Mead • DCinemaToday.com
(Crystal Ballroom G)

10:00AM – 4:00PM - **Hospitality Suite**
(Anaheim Room)

INTERNATIONAL DAY PROGRAMMING

*(Buses will depart for AMC Pleasure Island
directly outside of the Palms Registration area at 8:30AM)*

8:00AM – 8:30AM - **“Grab And Go” Breakfast**
(Crystal Ballroom Foyer)
*(Buses will depart promptly at 8:30AM for the AMC
Universal Cineplex20 for the morning session)*

9:00 AM – 12:00 PM - **Morning Program**

Opening Remarks: Valmir Fernandes, President, Cinemark
International

Moderator: Mike Moraskie, Head Film Buyer, Caribbean
Cinemas
***International Distribution and Marketing
Presentations***
**Walt Disney Studios Motion Pictures
International**
David Hollis, Senior Vice President,
Distribution
Sony Pictures Releasing International
Steven O’Dell, Vice President Distribution,
Latin America
Ann-Elizabeth Crotty
Warner Bros. Pictures International
Monique Esclavissat, Executive Vice
President Distribution, Europe and Latin
America
Paramount Pictures International
Jorge Peregrino, Senior Vice President
Distribution, Latin America & Caribbean
20th Century Fox International
Eduardo Echeverria, Executive Vice
President Distribution, Latin America

Martha Cavalheiro, Vice President
Marketing, Latin America
(AMC Universal Cineplex 20, Auditorium 1)

*(Buses leave the AMC Pleasure Island and return to
the Marriott immediately following studio
presentations for lunch.)*

12:30PM – 1:30PM
Sponsor:

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

Afternoon Program

Moderator:
1:45PM – 3:15PM

Munir Falah, CEO, Cine Columbia
Latin America Overview
Jorge Peregrino, Senior Vice President Distribution,
Latin America & Caribbean, Paramount Pictures
Simon Burton, VP, International Business
Development, Rentrak Corporation

International Day Awards Ceremony
Anti-Piracy Latin American Government
Leadership Award

Presented by:

Arturo German Rangel, Deputy Attorney General
for Federal Crimes Investigation, Mexico
Federico De La Garza, Managing Director,
MPA, Mexico

International Achievement Award in
Distribution

Presented by:

Mauricio Duran, VP, Latin American
Distribution Supervisor, Universal Pictures
International
Alejandro Ramirez, CEO, Cinepolis

International Achievement Award in Exhibition

Presented by:

Fernando Soriano, General Manager, CinePlanet
Brian Pritchett, General Manager, UIP Peru &
Bolivia

(Crystal Ballroom J)

SHOWEAST PROGRAMMING BEGINS

3:30PM – 4:45PM

- **Keynote Address**

Geek To Sleek: The Surprising Evolution of Online Piracy

Presenter:

Frederick Huntsberry, Chief Operating Officer,
Paramount Pictures

An overview of the current state of online piracy, demonstrating how it has evolved from complicated technology to easy-to-use technology, from dorm rooms to highly-profitable commercial operations, from “sharing” to organized crime, from a 2-foot to a 10-foot experience. The presentation will identify tactics which must be deployed in this new era where any film can be found online with just four clicks and where stolen content can easily be viewed on the television in your living room. The challenges created by film piracy are greater now than they have ever been. But so are the opportunities for finding solutions.

(Crystal Ballroom J)

Seminars

5:00PM – 6:00PM

Alternative Content and Delivery Methods

Brought to you by D&E Entertainment

Hosted by:

D&E Entertainment

Moderator:

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

Panelists:

Ira Deutchman, Managing Director, Emerging Pictures

Dan Diamond, VP, NCM Fathom

Joe Hart, VP Distribution Services, Technicolor

Michele Martell, COO, Cinedigm Entertainment Group

Evan Saxon, Partner, D&E Entertainment

Curtis Tilly, Manager of Digital Cinema

Distribution, Microspace

David Wengrod, VP Alternative Programming, Screenvision

6:00PM – 7:00PM

VIP Houses – A Luxury Experience for Your Audience

Moderator:

Bruce Proctor, President, Proctor Companies

Panelists:

Mike Cummings, Principal, TK Architects

Tim League, Owner & CEO, Alamo Drafthouse Cinemas, LLC

Alejandro Ramirez, CEO, Cinapolis

Mike Wilson, President, Paragon Theatres

(Crystal Ballroom J)

Sales Manager
Eric Carr, VP Exhibitor Marketing
Fox Searchlight
Sheila DeLoach, Executive Vice President
& General Sales Manager
Branden Miller, Vice President of
In-Theatre Marketing
Pantelion Films
Max Scher, Theatrical Distribution Manager
Paul Presburger, CEO
Roadside Attractions
Gail Blumenthal, Senior Vice President of
Distribution
Will Preuss, Director In-Theatre Marketing
and Sales
Summit Entertainment
Ryan Provencher, Vice President, Exhibitor
Relations
The Weinstein Company
Laurent Ouaknine, Senior Vice President
and Head of Domestic Distribution
(Crystal Ballrooms H & J)

12:30PM – 1:45PM
Participating Studios:

Indie Schmooze & Luncheon
Focus Features
Fox Searchlight
Lionsgate
Pantelion Films
Roadside Attractions
Summit Entertainment
(Crystal Ballrooms H & J)

2:00PM – 2:45PM

Panelists:

***Indie and Specialty Marketing & Promotional
Techniques – Collaboration Between the
Exhibitor & Distributor***
Eric Carr, VP Exhibitor Marketing, Focus Features
Jon Foreman, President, Cleveland Cinemas
Marian Koltai-Levine, Executive Vice President,
Film Marketing and Distribution,
PMK-BNC
John Lundin, VP, Film, Carmike Cinemas
Paul Presburger, CEO, Pantelion Films

3:30PM

- **Independent Screenings**
Pantelion Films'
"From Prada to Nada"

Roadside Attraction's

"Cool It"

Sony Pictures Classic's

"Made In Dagenham"

5:15PM

- **Refreshment Break**

5:30PM

- **Screening**
Lionsgate's
"The Next Three Days"
(AMC Universal Cineplex 20, Auditoriums 18 & 19)
(Buses return to Marriott at conclusion of screening)

8:15PM

- **Dinner Event**
"Casino Night at ShowEast"
Your friends in Exhibitor Relations invite you for dinner and cocktails. Try your hand at Lady Luck and win some Grand Prizes!
Fandango
Cinema Scene Marketing with NEC Display Solutions
Deluxe Media Management

Sponsor:

Beverage Co-Sponsors:

Participating Studios:

20th Century Fox
CBS Films
Focus Features
Fox Searchlight
Lionsgate
Paramount Pictures
Relativity Media
Roadside Attractions
Sony Pictures Releasing
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)

Wednesday, October 13, 2010

7:30AM – 6:00PM

- **Convention Registration**
(Palms Foyer)

8:30AM – 9:00AM

Sponsor:

- **Breakfast At The Movies**
Panavision 3D System
(Breakfast will be served in the Level 2 lobby of the theatre)
(Note: For Breakfast At The Movies, bus service to the AMC Universal Cineplex 20 will run continuously starting at 8:00AM. The last bus will depart the Marriott at 9:15AM)

9:00AM – 9:45AM

Presenter:

- **3D Made Simple**
Drena Rogers, Director of Sales, Panavision 3D System
*You are invited to a demonstration of the new **Panavision 3D System** -- compatible with white or silver screens, film or digital projection.*
(AMC Universal Cineplex 20, Auditorium 13)

10:00AM – 12:00PM

- **Screening**
Paramount Pictures'
“Morning Glory”
(AMC Universal Cineplex 20, Auditoriums 18 & 19)
(Buses return to the Marriott at the conclusion of the screening).

10:00AM – 5:00PM

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

12:30PM – 2:00PM

Co-Sponsored by:

- **ShowEast Hall of Fame Luncheon**
DLP Cinema®
Barco, Inc.

Moderators:

ShowEast Hall of Fame Induction Ceremony
Jim Amos, President of Distribution, Sony Pictures Releasing
Robert J. Lenihan, President of Programming, AMC Theatres
Clark Woods, Marquee Cinemas

Class of 2010

Claude Chene, Sony Releasing Canada
David Garel, Sony Pictures Releasing
*Noel Kendall, Harkins Theatres
Bud Mayo, Cinedigm
Ron Polon, 20th Century Fox

*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 from the Marriott for the AMC
Universal Cineplex 20 at 4:45PM)*
- 5:15PM – 7:15PM** - **Screening**
Warner Bros. Pictures’
“Due Date”
(AMC Universal Cineplex 20, Auditoriums 18 &
19)
- 7:15PM** - **Dinner Reception**
Sponsored by:
Co-Sponsored by:
Christie Digital Systems
IMAX Corporation
Technicolor
(The Groove at Universal CityWalk)
- 9:00PM** - **Screening**
Paramount Pictures’
“The Fighter”
(AMC Universal Cineplex 20, Auditoriums 18 &
19)
*(Buses return to the Marriott at the conclusion of
screening)*
- 8:00AM – 5:00PM** - **Thursday, October 14, 2010**
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**
Co-Sponsored by:
Vista Entertainment Solutions
Par Technology
(Palms Ballroom & Foyer)

(Buses depart from the Marriott for the AMC Universal Cineplex 20 at 9:45AM)

10:15AM – 11:00AM

- **Technicolor 3D Demonstration**
“3D For Every Exhibitor!”
See Technicolor’s high-quality, affordable, 3D solution for 35mm projectors
Presented by:
Brett Fellman, VP Strategic Sales & Marketing,
Technicolor Creative Services
Tom Bracken, Global Sales & Marketing,
Technicolor 3D
(AMC Universal Cineplex 20, Auditorium 12)

11:15AM – 1:15PM

- **Screening**
20th Century Fox’s
“Unstoppable”
(AMC Universal Cineplex 20, Auditoriums 18 &19)
(Please note, additional buses will depart for the AMC Universal Cineplex at 10:30AM)

1:15PM– 2:30PM

Co-Sponsored by:

- **Luncheon**
Sony Digital Cinema Solutions
(Latin Quarter)

3:00PM – 5:00PM

- **Screening**
Summit Entertainment’s
“Fair Game”
(AMC Universal Cineplex 20, Auditoriums 18 & 19)
(Buses return to the Marriott at the conclusion of screenings)

6:30PM – 7:15PM

Sponsor:

- **Final Night Cocktail Reception**
RealD
(Crystal Ballroom Foyer)

7:30PM

Sponsor:

- **Final Night Banquet and Award Ceremony**
The Coca-Cola Company

Tonight’s special showing of Walt Disney Pictures’ “TRON: Legacy” footage is brought to you by the Coca-Cola Company and presented in Real D.

Emcee:

David Passman, President & CEO, Carmike Cinemas

Award Presentations

Al Shapiro Distinguished Service Award

Branden d. Miller, Vice President of In-Theatre
Marketing, Twentieth Century Fox and Fox
Searchlight Pictures

Presented by:

Elaine Urban Purdy, VP Global Promotions,
Advertising & Publicity, National
Amusements

Salah M. Hassanein Humanitarian Award

Todd Vradenburg, Executive Director, TheWill
Rogers Motion Picture Pioneers Foundation
Rory Bruer, President Worldwide Distribution,
Sony Pictures Releasing

Presented by:

Show "E" Award

Tom Stephenson, Jr., President & CEO Rave
Motion Pictures

Presented by:

Chuck Viane, President, Distribution, Walt Disney
Studios Motion Pictures

(Crystal Ballrooms H & J)