

**SHOWEAST 2018**  
**LOEWS MIAMI BEACH**  
**SCHEDULE OF EVENTS**

**SUNDAY, OCTOBER, 21, 2018**

**11:00AM–6:00PM**      **EXPO 2018 Registration**  
(Americana Ballroom Foyer, Second Level, Loews Miami Beach)

**3:00PM–6:00PM**      **Convention Registration**  
(Americana Ballroom Foyer, Second Level, Loews Miami Beach)

**MONDAY, OCTOBER 22, 2018**

**8:00AM–5:00PM**      **EXPO 2018 Registration**  
(Americana Ballroom Foyer, Second Level, Loews Miami Beach)

**7:30AM–6:00PM**      **Convention Registration**  
(Americana Ballroom Foyer, Second Level, Loews Miami Beach)

**11:00AM**      **Fuel Up!**  
*Grab a quick bite to eat before heading to the Opening Ceremony!*  
(Rotunda, Second Level)

**12:00PM**      **Buses depart for the Regal South Beach Stadium 18  
from the Palm Court. Last bus departs at 12:15PM.**

**12:30PM**      **ShowEast Opening Ceremony**  
(Regal South Beach, Auditorium 1)

*Moderator:*      Rob Westerling, Vice President and Head Film Buyer, Regal  
Entertainment Group

**Keynote Address**

***How to Determine the ROI of Attributes in Cinemas***

*This session will focus on the marginal dollar amount in ticket price that movie patrons are willing to pay for increments in movie theater attribute levels. For example, how much more are movie patrons willing to pay in ticket price for recliners compared to reticulating rockers? A method for estimating the return on such investments will be discussed. All data for such analysis is based on a recently concluded research project on movie patrons' preferences for movie theater attributes.*

*Presented by:*      Radesh Palakurthi, Ph.D., MBA, Professor and Dean, I.H.G.  
Chair of Excellence, The Kemmons Wilson School of Hospitality  
and Resort Management, University of Memphis

**Coming Attractions! – DAY ONE**

*Join Hollywood Studios as They Offer You a Sneak Peek into the Holiday Season and Beyond!*

**Studio Presentations**

20th Century Fox  
Fathom Events  
STX Entertainment  
Sony Pictures Releasing  
NEON  
Orion Pictures  
Amazon Studios

**(Buses return to the Loews following presentations.)**

**3:30PM-6:00PM**

**ShowEast Roundtables**

(Americana Lawn, Loews Miami Beach)

*Grab a beer and join us on the Americana Lawn for a series of small group discussions covering relevant topics in the industry.*

**INDUSTRY ADDRESS**

***Delivering an Exceptional Customer Experience Is More than Just Putting a Chocolate on the Pillow***

Join Loews Hotels & Co Chairman and CEO and bestselling author Jonathan Tisch for his thoughts and insights on creating customer experiences and the people who are most responsible for making it happen.

***Not All Apps Are Created Equal***

*Discover new ways to use technology to market and drive attendance into your theatres.*

*Program Lead:*

Mark Walukevich, Senior Vice-President Film and Event Cinema  
National Amusements

*Discussion Leaders:*

Matthew Bakal, Co-Founder and Executive Chairman, Atom Tickets  
Kevin Shepela, Senior Vice President, Chief Commercial Officer,  
Fandango  
Angel Villanueva, Marketing Director, Cinepolis

***How Do Movie Theater Attributes Influence a Patrons' Choice?***

*Presented by:*

Radesh Palakurthi, Ph.D., MBA, Professor and Dean, I.H.G.  
Chair of Excellence, The Kemmons Wilson School of Hospitality  
and Resort Management, University of Memphis

***The Polish and Pizazz of Cinema Fare***

*Learn what unique menu items are impressing theatre patrons.*

*Program Lead:*

Larry Etter, Senior Vice President, Malco Theatres, Inc.

*Discussion Leaders:* Luis Ginestra, Vice President of Operations and Food & Beverages, Silverspot  
Fred Meyers, Vice President, CMX Cinemas  
Jeff Tomachek, Executive Vice President, Marcus Theatres

**6:00PM-8:00PM** **The Exhibitor Relations Opening Night Event**  
*¡Qué Viva La Fiesta!*  
(St. Moritz Lawn, Loews Miami Beach)

*Co-Sponsors:* Christie  
Fandango

*Beverage Sponsor:* GDC Technology  
*Signage Sponsor:* Quality Sign & Marquee

*Participating Studios :* 20<sup>th</sup> Century Fox  
Amazon Studios  
Aviron Pictures  
Entertainment Studios Motion Pictures  
Focus Features  
Lionsgate  
NEON  
Orion Pictures  
Paramount Pictures  
Roadside Attractions  
Sony Pictures Releasing  
STX Entertainment  
Trafalgar Releasing  
Universal Pictures

**TUESDAY, OCTOBER 23, 2018**

**6:30AM-7:30AM**

**Inhale/Exhale at ShowEast**

Start your day with **complimentary** Yoga on the St. Moritz Lawn  
(NOTE: Sign ups available at convention registration.)

*Sponsored by:*

The Coca-Cola Company  
Cinionic

**7:30AM –5:00PM**

**Convention Registration**

(Americana Foyer, Second Level)

**8:00AM–5:00PM**

**EXPO 2018 Registration**

(Americana Foyer, Second Level)

**8:00AM-8:30AM**

**Breakfast**

*Sponsor:*

Strong MDI  
(Rotunda, Second Level)

**8:30AM**

**Buses depart for the Regal South Beach Stadium 18  
from the Palm Court.**

**8:45AM**

**Coming Attractions! – DAY TWO**

(Regal South Beach Stadium 18, Auditorium 1)

*Join Hollywood Studios as They Offer You a Sneak Peek into the  
Holiday Season and Beyond!*

*Moderator:*

Paul Dergarabedian, Senior Media Analyst, comScore

**Studio Presentations**

Universal Pictures  
Annapurna Pictures  
Aviron Pictures  
Focus Features  
Lionsgate  
Trafalgar Releasing  
Roadside Attractions  
Walt Disney Studios Motion Pictures  
Fox Searchlight

**(Buses return to the Loews following presentations.)**

**10:00AM-2:00PM**

**Hospitality Lounge**

*Co-Sponsors:*

Golden Link Inc.  
Ping Solutions  
(Rotunda, Second Level)

**10:30AM–3:30PM**

*Sponsor:*

**EXPO 2018** (*Lunch served from 1:00PM-2:30PM*)

Hollywood.com

(Americana Ballrooms 1-3, Second Level)

**3:45PM**

**Buses depart for the Regal South Beach Stadium 18 from the Palm Court.**

**4:00PM**

**SCREENING**

**Walt Disney Studio Motion Pictures**

***Ralph Breaks The Internet: Wreck-It Ralph 2***

(Regal South Beach Stadium 18, Auditorium 17)

**6:00PM**

*Sponsor:*

**Refreshment Break**

ScreenX

(Regal South Beach Stadium 18)

**6:30PM**

**SCREENING**

**Sneak Preview of a Warner Bros. Feature**

(Regal South Beach Stadium 18, Auditorium 17)

**(Buses return to the Loews following the screenings.)**

**9:00PM**

*Sponsor:*

**Reception**

Dolby Laboratories

(Preston's Market, Loews Miami Beach)

**WEDNESDAY, OCTOBER 24, 2018**

**6:30AM-7:30AM**

**Inhale/Exhale at ShowEast**

Start your day with **complimentary** Yoga on the St. Moritz Lawn  
(NOTE: Sign ups available at convention registration.)

*Sponsored by:*

The Coca-Cola Company  
Cinionic

**8:00AM-4:00PM**

**EXPO 2018 Registration**

(Americana Foyer, Second Level)

**8:00AM-5:00PM**

**Convention Registration**

(Americana Foyer, Second Level)

**8:30AM-10:00AM**

**Rise & Shine – Breakfast and Programming**

(Americana Ballroom 4, Loews Miami Beach)

*Join us for breakfast and discover the latest technologies to hit your cinemas.*

*Breakfast Co-Sponsors:*

Samsung  
Webedia Movies PRO

*Moderator:*

Alan Roe, CEO, Jack Roe USA

*Presentations by:*

*Presenter:*

**Samsung Electronics America – Onyx**

Nick Conti, Business Development Senior Manager – Cinema

*Presenter:*

**Webedia Movies PRO –  
Reel Smart**

Stan Ruzskowski, Chief Revenue Officer - SVP Sales & Business  
Development

*Presenter:*

**Cinionic**

***Creating a Better and More Consistent Moviegoer Experience***

Domien De Witte, Director Strategic Marketing

*Presenter:*

**GDC Technology**

***Cinema Automation CA2.0 and SR-1000***

Tony Adamson, Senior Vice President, Strategic Planning

*Presenter:*

**Christie**

***RealLaser products***

Susie Beiersdorf, Vice President Sales, Cinema Americas

**Dolby Laboratories, Inc.**

***High Channel Amplification:***

***A Look Under the Hood of the Dolby DMA Series Amplifiers***

*Presenter:* Andrew Poulain, Director, Cinema Audio Solutions

**10:00AM-2:00PM**

*Co-Sponsors:*

**Hospitality Lounge**

Golden Link Inc.

Ping Solutions

(Rotunda, Second Level)

**10:00AM-4:00PM**

**EXPO 2018 (*Lunch served from 12:00PM-1:00PM*)**

(Americana Ballrooms 1-3, Second Level)

**3:30PM**

**“Walk with Will” to the Theatre! Walkers will meet in the lobby of the hotel.**

*We will have flip flops for you.*

(Main Lobby, Loews Miami Beach)

*Sponsored by:*

Will Rogers Motion Picture Pioneers Foundation

**3:45PM**

**Buses promptly depart for the Regal South Beach Stadium 18 from the Palm Court.**

**4:00PM-5:00PM**

**EXPO HAPPY HOUR**

*The EXPO might be over, but you don't have to go home! Join ShowEast and EXPO 2018 exhibitors for a drink to toast the end of the EXPO!*

(Rotunda, Second Level)

**4:00PM**

**SCREENING**

**Paramount Pictures**

***Instant Family***

(Regal South Beach Stadium 18, Auditorium 17)

**6:00PM**

**Refreshment Break**

(Regal South Beach Stadium 18)

**6:30PM**

**SCREENING**

**Roadside Attractions**

***Ben Is Back***

(Regal South Beach Stadium 18, Auditoriums 17)

**(Buses return to the Loews following the screenings.)**

**8:30PM**

**Lionsgate Dinner and World Series Viewing Party**

(Americana Ballroom 4, Second Level)

*Co-Sponsors:*

Lionsgate

DTS Inc. / Xperi

*Beverage Sponsor:*

Atom Tickets

**THURSDAY, OCTOBER 25, 2018**

**8:00AM–5:00PM**

**Convention Registration**  
(Americana Foyer, Second Level)

**8:00AM-8:30AM**

*Sponsor:*

**Breakfast**  
Film Journal International  
(Rotunda, Second Level, Loews Miami Beach)

**8:15AM**

**“Walk with Will” to the Theatre! Walkers will meet in the lobby of the hotel.**

*We will have flip flops for you.*

(Main Lobby, Loews Miami Beach)

*Sponsored by:*

Will Rogers Motion Picture Pioneers Foundation

**8:30AM**

**Buses depart for the Regal South Beach Stadium 18 from the Palm Court. Last bus departs at 8:45AM.**

**9:00AM**

**NCM Program**  
(Regal South Beach Stadium 18, Auditorium 18)

***Ask the Audience***

*You asked, we have the answers. Join NCM and Film Journal as they share the results of the Ask the Audience surveys you requested, to help you build an even better moviegoing experience for your customers.*

*Presenter:*

Jennifer Lupo, Vice President, Affiliate Partnerships, National CineMedia

**9:30AM**

**Buses depart for the Regal South Beach Stadium 18 from the Palm Court. Last bus departs at 9:45AM.**

**10:00AM**

**SCREENING**  
**Feature Presentation by 20<sup>th</sup> Century Fox**  
(Regal South Beach Stadium 18, Auditorium 17)  
**(Buses return to the Loews following screening.)**

**12:30PM**

**ShowEast Hall of Fame Luncheon**  
(Americana Ballroom 4, Second Level)

*Sponsor:*

myCinema – Brought to you by Nagra

*Moderators:*

***ShowEast Hall of Fame Induction Ceremony***  
Jeff Goldstein, Warner Bros. Pictures  
Clark Woods, iPic Theatres

***Class of 2018:***

Belton Clark  
Larry Etter



Bill Lewis  
Janet Murray  
Paul Rogers  
Bill Thompson  
Harry Whitson\*  
*\*Posthumously*

*Sponsor:* **Variety The Children's Charity Presentation**  
Reynolds & Reynolds

**2:30PM** **Buses depart for the Regal South Beach Stadium 18 from the Palm Court. Last bus departs at 2:45PM.**

**3:00PM** **SCREENING**  
**STX Entertainment**  
***Second Act***  
(Regal South Beach Stadium 18, Auditorium 17)  
**(Buses return to the Loews following the screening.)**

**6:00PM** **A Toast to the Honorees**  
(Americana Terrace, Second Level)

**6:30PM** **ShowEast Awards Ceremony**  
(Americana Ballroom 4, Second Level)  
*Co-Sponsors:* The Coca-Cola Company  
Cinionic

**Award Presentations**

***Innovator Of The Year***  
ScreenX

***Bingham Ray Spirit Award***  
Tim League, Alamo Drafthouse

***Al Shapiro Distinguished Service Award***  
Mark Borde, Entertainment Studios Motion Pictures

***Salah M. Hassanein Humanitarian Award***  
Chris Aronson, 20<sup>th</sup> Century Fox

***Dan Fellman Show "E" Award***  
Neil Campbell, Landmark Cinemas Canada

**8:00PM** **Awards After Party**  
(Americana Terrace and Lawn)

*Co-Sponsors:*

The Coca-Cola Company  
Cinionic