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:**
20th 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)
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| 10:30AM–3:30PM | **EXPO 2018 (Lunch served from 1:00PM-2:30PM)**  
  *Sponsor:* 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  | **Refreshment Break**  
  *Sponsor:* 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  | **Reception**  
  *Sponsor:* 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:

Samsung Electronics America – Onyx
Presenter: Nick Conti, Business Development Senior Manager – Cinema

Webedia Movies PRO – Reel Smart
Presenter: Stan Ruszkowski, Chief Revenue Officer - SVP Sales & Business Development

Cinionic
Creating a Better and More Consistent Moviegoer Experience
Presenter: Domien De Witte, Director Strategic Marketing

GDC Technology
Cinema Automation CA2.0 and SR-1000
Presenter: Tony Adamson, Senior Vice President, Strategic Planning

Christie
RealLaser products
Presenter: 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  Hospitality Lounge
Co-Sponsors: 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  
Breakfast  
Sponsor: 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 20th 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  

ShowEast Hall of Fame Induction Ceremony  
Moderators: 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

Variety The Children’s Charity Presentation
Sponsor: 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, 20th 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