

Return to Moviegoing and Our Work Ahead
Lisa Bunnell, Focus Features

Presenting studios as of 10/12:

Focus Features
Universal Pictures
Neon
Lionsgate
UA/MGM

(Buses return to the Loews following presentations.)

4:30PM

SHOWEAST BUSINESS SESSIONS

(Location)

Gaming Events at Your Cinema
Presented by The Cinema Esports Alliance Corp (CEAC)

Covid-19 hit us all hard. More than ever cinemas are forced to diversify their entertainment offering and find new revenue streams. Gaming and esports events are a great option. They are able to communicate and engage with a younger audience. On this panel hear from industry experts on how to create, offer, market, and monetize events at your cinema. Whether through ticket sales or sponsorships, cinemas can find creative ways to make these events fun and successful.

Moderator

Heather Blair, President, Cinema Esports Alliance

Panelists

Stefy Bau – Founder & CEO, Init Esports
Erika Bagby – CEO, Ezone Media
Justin Stanovich – Misfits Gaming
Jahaiya Stricklen – Centric Gaming
Rick Starr – CW Theatres

5:15PM

Global Roundtable

(Location)

What will be the relationship between theatrical exhibition and distribution going forward? Hear from industry leaders and gain insight as to how they will work together in the future. This will be a high-level impactful discussion with panelists from both the domestic and international sides of the aisle.

Moderator

Julien Marcel, CEO, The Boxoffice Company

Panelists

Alejandro Ramírez – Cinépolis
Chris Aronson – Paramount Pictures
Rolando Rodriguez – Marcus Theatres
Niels Swinkels – Universal Pictures International

6:30PM–8:00PM

ShowEast Opening Night Cocktail Party

TUESDAY, NOVEMBER 9, 2021

7:30AM–5:00PM

Convention Registration

8:30AM–10:30AM

Breakfast - Business Sessions & Manufacturers' Presentations
(Location)

9:00AM

Innovations in Exhibition

As you know, today's theatrical landscape requires our exhibitor partners to find new and unique ways to enhance their audience's experience. There are many new technologies being introduced to the industry to attract more people to the cinema as well as software to make the eco system more user friendly.

Moderator

Mike Polydoros – PaperAirplane Media

Panelists

Cinionic – Adam Cassels
ScreenX – Don Savant
MetaMedia – Jason Brenek
DTS:X – Loren Nielsen

(Time)

Manufacturers Presentations

Moderator

Frank Tees, Moving Image Technologies

Presenting Companies as of 10/12

Cinionic
Christie
GDC
MIT
Paradigm
Proctor
MagnaTech

Golden Link
CES+
RCM

10:30AM

Buses depart for the Regal South Beach.

11:00AM–12:30PM

FOCUS ON GLOBAL PRODUCT
(Regal South Beach, Auditorium 17)

Studio Presentations

Universal Pictures International
Sony Pictures International

(Buses return to the Loews following presentations.)

1:00PM – 2:30PM

Networking Lunch
(Loews Miami Beach, Third Floor Foyer & Terrace)

3:00PM

Buses depart for the Regal South Beach.

3:30PM

SCREENING – UNIVERSAL PICTURES
(Regal South Beach, Auditorium 17)

5:30PM

Refreshment Break

6:00PM

SCREENING – LIONSGATE
(Regal South Beach, Auditorium 17)

(Buses return to the Loews following presentations.)

8:30PM

Dinner Reception
(Location)

WEDNESDAY, NOVEMBER 10, 2021

7:30AM–5:00PM

Convention Registration

9:00–10:30AM

Rise & Shine – Breakfast & Program

12:00PM–2:30PM

Special Lunch Program
Inclusion & Diversity
Presented by The Coca-Cola Company
(Location)

Moderator
Marti Walsh

Panelists
TBC

Presentation of The Coca-Cola Empowerment Award

- 3:00PM Buses depart for the Regal South Beach.
- 3:30PM SCREENING – WALT DISNEY PICTURES MOTION STUDIOS
(Regal South Beach, Auditorium 17)
- 6:00PM Refreshment Break
- 6:30PM SCREENING – WARNER BROS. PICTURES
(Regal South Beach, Auditorium 17)
- (Buses return to the Loews following presentations.)
- 8:30PM Dinner
(Location)

THURSDAY, NOVEMBER 11, 2021

- 8:30AM–5:00PM Convention Registration
- 9:00AM–9:30AM Grab & Go Breakfast
(Location)
- 9:30AM Buses depart for the Regal South Beach.
- 10:00AM SCREENING TBD
(Regal South Beach, Auditorium 17)
- (Buses return to the Loews following presentations.)
- 12:00PM ShowEast Hall of Fame Luncheon
(Location)

Emcees

Brock Bagby
Kyle Davies

Class of 2021 Inductees

Paul Holliman
Mark O'Meara
Phil Rafnson
Krista Schulte
Rick Slaughter

Salah M. Hassanein Humanitarian Award – Mark Christiansen,
Paramount Pictures

*Jody's Bike, a Variety, The Children's Charity Presentation
Presented by Reynolds & Reynolds*

Co-Sponsors:
Moviefone
Christie Digital

2:15PM Buses depart for the Regal South Beach.

2:30PM SCREENING – NEON
(Regal South Beach, Auditorium 17)

(Buses return to the Loews following presentations.)

5:00PM Toast to the Honorees Reception
(Location)

Join us as we raise a glass to the ShowEast 2021 Honorees!

6:00PM ShowEast Awards Ceremony
(Location)

Show "E" Award - Rolando Rodriguez, CEO, Marcus Theatres

Al Shapiro Distinguished Service Award – Elizabeth O'Neil,
Executive Director, Variety Southern California

Bingham Ray Spirit Award – Lisa Bunnell, President Distribution,
Focus Features

NAC Icon Awards – Rob Novak, Marcus Theatres
Rob Lehman, Santikos Theatres
Doreen Sayegh, Cranbury Theatres

7:00PM Awards After Party
(Location)

Co-sponsors: The Coca-Cola Company & Cinionic