

SHOWEAST 2022
LOEWS MIAMI BEACH RESORT
TENTATIVE SCHEDULE OF EVENTS

SUNDAY, OCTOBER 16

3:00-6:00PM **Convention Registration**
(The Rotunda)

3:00-6:00PM **EXPO Registration**
(The Rotunda)

MONDAY, OCTOBER 17

7:30AM-6:00PM **Convention Registration**
(The Rotunda)

7:30AM-5:00PM **EXPO Registration**
(The Rotunda)

8:00AM

Breakfast
(Hemisphere Terrace)

Sponsor:
DTS

Hosts:
Loren Nielsen, VP Content & Strategy, DTS

8:30AM

Buses depart for Regal South Beach – Focus on Latin America
(Palm Court)

9:00AM-12:00PM

Focus on Latin America
(Regal South Beach, Auditorium 18)

Moderator:
Mark Walukevich, National Amusements

Studio Presentations
Paramount Pictures International
Sony Pictures Releasing International
Warner Bros. Pictures International

(Buses return to the Loews following presentations.)

12:30-2:00PM

Welcome Back! ShowEast 2022 Global Luncheon
(Americana 4)

Emcee:
Niels Swinkels, Universal Pictures International

Keynote Addresses

Presenter:
Tonis Kiis, Warner Bros. Pictures International
Bob Bagby, B&B Theaters

Award Presentations

International Exhibitor of the Year
Miguel Mier, Cinépolis

International Distributors of the Year
Claiton Fernandes, Vice Chairman, California Filmes
Vladimir Fernandes, Chairman, California Filmes

Career Achievement Award
Mauricio Duran, formerly Universal Pictures International

Comscore International & Domestic Box Office Achievement Awards

Co-Sponsors:
Comscore
ScreenX

2:30PM

Buses depart for Regal South Beach – Coming Attractions
(Palm Court)

3:00-4:45PM

ShowEast Coming Attractions
(Regal South Beach, Auditorium 17)

Moderators:
Meggie Isom & Amanda Rufener, PaperAirplane Media

Welcome Remarks
Matt Eyre – Regal Entertainment

Studio Presentations
Sony Pictures
Fathom Events
The Walt Disney Studios
Briarcliff

(Buses return to the Loews following presentations.)

5:15PM

SHOWEAST BUSINESS SESSIONS
(Americana 4)

Alternative Content and Event Cinema – Filling the Void

With less features currently dated on the film calendar for 2023, is there an opportunity for Event Cinema to take a bigger role and what is a realistic expectation for the sector? What are the new opportunities beyond the traditional arts and more recent growth areas, such as Anime & K-Pop? Do exhibitors have to adopt more of a distribution role to test and nurture new content? How is it possible to transition a limited event into a more traditional theatrical run to maximise its box office return? And how can distributors manage messaging for event releases across multiple PLFs? An esteemed panel of specialists from Event Cinema distribution and exhibition will explore these questions and more.

Moderator:

James Dobbin, Director of Event Cinema, UK & International, Showcase Cinemas/National Amusements

Panelists:

Lynne Schmidt, SVP Operations, Fathom Events
Kymberli Frueh, SVP Programming & Content Acquisitions, Trafalgar Releasing
Steve Garrett, SVP, IMAX Entertainment
Marco Damian, Event Space Cinema, Cinapolis

6:00PM

Viral Movie Marketing: Converting Social Media Followers to Moviegoers

(Americana 4)

A look at how social media marketing is driving moviegoers to cinemas, featuring an analysis of the latest trends and insights from distributors and exhibitors on how to turn social media engagement into box office revenue.

Moderator:

Daniel Loria, The Boxoffice Company

Panelists:

Paul Farnsworth, B&B Theatres
Rebecca Stein, National Amusements/Showcase Cinemas
Mayra Ramirez, Caribbean Cinemas

6:45-8:00PM

ShowEast Opening Night Reception

(Americana Lawn & Nautilus)

Sponsor:

GDC

TUESDAY, OCTOBER 18

7:30AM-5:00PM

Convention Registration

(The Rotunda)

7:30AM-4:00PM

EXPO Registration

(The Rotunda)

8:30-9:00AM

Breakfast

(Americana 4 or Foyer)

Co-Sponsors:

DTS

RealD

Host:

Loren Nielsen, VP Content & Strategy, DTS

9:00-10:30AM

Fireside Chat

A Ticket To Ride: A Month By Month Review Of 2022 And Look Ahead At The Upcoming Box Office

Panelists:

Mike Polydoros, President & Co-Founder, PaperAirplane Media

Paul Dergarabedian, Comscore

Sarah Whitten, CNBC

***ShowEast Global Roundtable in Association with The
Boxoffice Company***

Moderator:

Julien Marcel, CEO, The Boxoffice Company

Panelists:

Mark Viane, President, International Distribution, Paramount
Pictures International

Alejandro Ramírez Magaña, CEO, Cinépolis

Rolando Rodriguez, Marcus Theatres, Chairman – NATO

Kyle Davies, President Distribution, Bleecker Street Media

11:00AM-5:00PM

EXPO 2022

(Americana 3)

10:30AM

Buses depart for the Regal South Beach – Focus on Latin
America and Coming Attractions

(Palm Court)

11:00AM-1:00PM

Focus on Latin America

(Regal South Beach, Auditorium 18)

Studio Presentations

Walt Disney Studios International

Universal Pictures International

1:00PM

The Premium Xperience

(Regal South Beach, Auditorium 1)

Moderated by Brock Bagby, B&B Theaters
Presented by ScreenX

11:00AM-12:30PM

Coming Attractions

(Regal South Beach, Auditorium 17)

Studio Presentations

UA Releasing

Focus Features

Universal

Trafalgar Releasing

Lionsgate

(Buses return to the Loews following presentations.)

1:30-2:30PM

Lunch on the EXPO 2022 Floor

(Americana 3)

4:00PM

Buses depart for the Regal South Beach
(Palm Court)

4:30PM

Screening – Universal Pictures

Puss in Boots

(Regal South Beach, Auditorium 17)

6:15PM

Refreshment Break

6:30PM

Screening – Warner Bros.

(Regal South Beach, Auditorium 17)

(Buses return to the Loews following presentations.)

8:30PM

Dinner Reception

(Americana 4)

Sponsor:

Comscore

WEDNESDAY, OCTOBER 19

7:30AM-5:00PM

Convention Registration

(The Rotunda)

8:00AM-3:00PM

EXPO Registration

(The Rotunda)

8:30-10:30AM

Rise & Shine – Breakfast & Program

(Americana 4)

Inclusion & Diversity

Presented by The Coca-Cola Company

Panelists:

Loren Nielsen, VP Content & Strategy, DTS

Jackie Brenneman, EVP & General Counsel, NATO

Pat Gonzalez, SVP, In-Theatre Marketing, Paramount Pictures

Award Presentation

The Coca-Cola Empowerment Award

Co-Sponsors:

The Coca-Cola Company

RealD

11:00AM-4:00 PM

EXPO 2022

(Americana 3)

12:30-1:30PM

Lunch on the EXPO 2022 Floor

(Americana 3)

3:00PM

Buses depart for the Regal South Beach

(Palm Court)

3:30PM

Searchlight Pictures presents *The Menu*

(Regal South Beach, Auditorium 17)

5:30PM

Refreshment Break

6:00PM

Searchlight Pictures presents *Empire of Light*

(Regal South Beach, Auditorium 17)

8:00PM

Cocktail Reception & Hors D'oeuvres

(Regal South Beach Foyer)

(Buses return to the Loews following reception.)

THURSDAY, OCTOBER 20

8:30AM-5:00PM

Convention Registration

(The Rotunda)

8:00-8:30AM

Breakfast On The Go

(Hemisphere Terrace)

8:30AM

Buses depart for the Regal South Beach

(Palm Court)

9:00AM-9:45AM

Experience Gaming on the Big Screen

Watch 6 competitors demonstrate gaming in a theatre auditorium.

Have your questions answered on technology, promotions, creation and managing in-theatre gaming.

(Regal South Beach, Auditorium 1)

Introduction:

Rich Daughtridge, President, ICA

Presenters:

Rick Starr, CEO, SNDBX

Frank Tees, MIT

9:30AM

Buses depart for the Regal South Beach

(Palm Court)

10:00AM

Presentation – Paramount Pictures

(Regal South Beach, Auditorium 17)

(Buses return to the Loews following presentations.)

12:30PM

ShowEast Hall of Fame Luncheon

(Americana 4)

Emcees:

Brock Bagby, B&B Theaters

Kyle Davies, Bleecker Street Media

Class of 2022 Inductees

Byron Berkley

Paul Holliman

Mark O'Meara

Phil Rafnson

Krista Schulte

Morrie Birnbaum

*Jody and Stan's Bike, a Variety, The Children's Charity
Presentation*

Presented by Reynolds & Reynolds

Co-sponsors:

Moviefone

ScreenX

Screenvision

Hosts:

John Partilla, Chief Executive Officer
Darryl Schaffer, Chief Partnership Officer

2:45PM

Buses depart for the Regal South Beach.
(Palm Court)

3:15PM

Screening
(Regal South Beach, Auditorium 17)

(Buses return to the Loews following presentations.)

5:30PM

Toast to the Honorees
(Americana Foyer)

Join us as we raise a glass to the ShowEast 2022 Honorees!

6:30PM

ShowEast Awards Ceremony & Final Night Reception
Presented by The Coca-Cola Company
(Americana 4)

Emcee:
Chris Aronson, Paramount Pictures

Award Presentations

Dan Fellman Show “E” Award
Rolando Rodriguez, Marcus Theatres, Chairman – NATO

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

Salah M. Hassanein Humanitarian Award
Mark Christiansen, EVP, Worldwide Distribution Operation,
Paramount Pictures

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

NAC ICON Awards
Rob Novak, Marcus Theatres
Rob Lehman, Santikos Entertainment
Doreen Sayegh, Cranford Theater

Co-sponsors:
The Coca-Cola Company