

SCHEDULE OF EVENTS



SHOW EAST

CONVENTION: OCTOBER 17-20

EXPO: OCTOBER 18-19

LOEWS MIAMI BEACH HOTEL

WELCOME TO SHOWEAST!

This is the official Schedule of Events for ShowEast 2022. The schedule includes a listing of all events taking place at the Loews Miami Beach and the Regal South Beach Theatre, the Official Venue Partner of ShowEast 2022.

Fully registered delegates will receive an ACCESS PASS which allows entry into all scheduled events. NOTE: Lost or stolen Access Passes will not be replaced and are non-transferable.

IMPORTANT NOTICE FOR TICKETED DELEGATES

Security continues to be a major initiative at all ShowEast screenings and product presentations. In order to maintain and protect the integrity of content presented at the convention, we kindly advise that the use of mobile phones or any other kind of photo or video recording device is strictly prohibited in the Regal South Beach auditoriums.

To further protect product being shown, we will have security personnel at each event utilizing night-vision goggles. Anyone caught using any type of recording device will have their Access Pass confiscated and will be escorted out of the auditorium.

Due to increased security measures at screenings, large bags are subject to search upon arrival at the theatre. We urge those attending screenings to leave large bags in their hotel rooms. We appreciate your cooperation and understanding of this matter.

We ask that none of the films screened or product featured be reviewed or commented on—regardless of good or bad. Please note, this includes speaking to members of the press, personal and professional blogs, social networking sites like Facebook, Snapchat, Instagram, LinkedIn, Twitter, or likewise.

ENJOY THE SHOW!

SHOW EAST

SCHEDULE OF EVENTS • OCTOBER 17-20, 2022



OFFICIAL SCREENING
VENUE

**All screenings will take place at the
Regal South Beach Theatre.**

GOLDEN LINK

**Please Visit the Hospitality Lounge in the Americana Foyer
Monday 4-6PM / Tuesday & Wednesday 11AM-4PM**

HOSTS:

Jeff Waaland, President, Golden Link Inc.

Craig Chapin, Executive Chairman, Golden Link Inc.

MONDAY, OCTOBER 17

7:30AM-6:00PM

Convention & EXPO Registration

(The Rotunda)

8:00AM

Breakfast

(Hemisphere Terrace)



HOSTS:

Loren Nielsen, VP Content & Strategy, DTS

Sean Spencer, VP Sales and Marketing, RealD

8:30AM – Buses depart from Palm Court for Regal South Beach.

9:00AM-12:00PM

Focus on Latin America

(Regal South Beach, Auditorium 18)

LATAM Registration required

MODERATOR:

Mark Walukevich, Senior Vice President Film

and Event Cinema, 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
Opening Luncheon
(Americana 4)



HOSTS:

Duncan Macdonald, SVP, Head of Worldwide Marketing & Theatre Development, Americas, CJ 4DPlex
Sam Real, SVP LATAM Sales and Operations, CJ 4DPlex
Mike Viane, Head of Global Revenue, Comscore Movies
Luis Vargas, VP Latin America, Comscore Movies

EMCEE:

Niels Swinkels, EVP & MD, Universal Pictures International

International Keynote Address

Tonis Kiis, SVP, International Distribution,
Warner Bros. Pictures International

Domestic Keynote Address

Bob Bagby, CEO, B&B Theatres

INTERNATIONAL AWARD PRESENTATIONS

International Exhibitor of the Year

Miguel Mier, Chief Operating Officer, Cinépolis

International Distributors of the Year

Claiton Fernandes, Vice Chairman, California Filmes
Vladimir Fernandes, Chairman, California Filmes

Career Achievement Award

Mauricio Duran, formerly of Universal Pictures International

Comscore International Box Office Achievement Awards

Universal Pictures International

El Exorcismo de Dios

Adriana Ortega Arratia, CEO, CINENAUTA

Comscore Domestic Box Office Achievement Award

Paramount Pictures for

Top Gun: Maverick

2:30PM – Buses depart from Palm Court for Regal South Beach.

3:00-4:45PM

ShowEast Coming Attractions

(Regal South Beach, Auditorium 17)

MODERATORS:

Meggie Isom, Vice President, Account Executive,
PaperAirplane Media

Amanda Rufener, Vice President, Account Executive,
PaperAirplane Media

Welcome Remarks

Matt Eyre, Chief Operating Officer, Regal Entertainment

STUDIO PRESENTATIONS

Sony Pictures

Fathom Events

The Walt Disney Studios

Searchlight Pictures

Briarcliff Entertainment

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,
National Amusements/Showcase Cinemas

PANELISTS:

Lynne Schmidt, SVP Operations, Fathom Events
Kymberli Frueh, SVP Programming & Content Acquisitions,
Trafalgar Releasing
Steve Garrett, SVP, IMAX Entertainment
Marco A. Damián García Pérez, Deputy Director, Cinépolis
& Event Space Cinema

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, SVP Content Strategy & Editorial Director,
The Boxoffice Company

PANELISTS:

Paul Farnsworth, Director Of Public Relations, B&B Theatres
Rebecca Stein, VP, Studio Relations & US Marketing,
National Amusements/Showcase Cinemas

Eric Carr, SVP, In-Theatre Marketing, Universal Pictures/Focus
Features

Mayra Ramirez, Director of Marketing, Caribbean Cinemas

6:45-8:00PM

**ShowEast Opening Night
Reception**

(Americana Lawn & Nautilus)



HOSTS:

Wim Buyens, CEO, Cinionic
Tony Adamson, SVP, GDC
Technology Ltd.

Anne Wang, President,
GDC Technology Ltd.

Steve Claro, President, Quality
Sign & Marquee



OPENING NIGHT PARTICIPATING STUDIOS

amazonstudios



FATHOM
EVENTS



F O C U S
F E A T U R E S
A COMCAST COMPANY

LIONSGATE[®]



TRAFALGAR
— RELEASING —



TUESDAY, OCTOBER 18

7:30AM-5:00PM

Convention and EXPO Registration

(The Rotunda)

8:30-9:00AM

Breakfast

(Americana 4 Foyer)



HOSTS:

Loren Nielsen, VP Content & Strategy, DTS

Sean Spencer, VP Sales and Marketing, RealD

9:00-10:30AM

Showeast Business Sessions

(Americana 4)



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, Senior Media Analyst, Comscore

Sarah Whitten, Entertainment Reporter, 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)

Visit the ShowEast EXPO to see the latest offerings
available for cinemas...

10:30AM — Buses depart from Palm Court for Regal South Beach.

11:00AM-1:00PM***Focus on Latin America***

(Regal South Beach, Auditorium 18)
LATAM Registration Required

STUDIO PRESENTATIONS

Walt Disney Studios International
Universal Pictures International

1:00PM***The Premium Xperience***

(Regal South Beach, Auditorium 1)

SCREEN X**MODERATOR:**

Brock Bagby, EVP, Chief Content and Development Officer,
B&B Theatres

11:00AM-12:30PM

ShowEast Coming Attractions

(Regal South Beach, Auditorium 17)

STUDIO PRESENTATIONS

UA Releasing

Focus Features

Universal Pictures

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 from Palm Court for Regal South Beach.

4:30PM

Screening – Universal Pictures

Puss in Boots: The Last Wish

(Regal South Beach, Auditorium 17)



6:15PM

Refreshment Break



6:30PM

**Special Screening from
Warner Bros. Pictures**

(Regal South Beach, Auditorium 17)

Buses return to the Loews following presentations.

8:30PM

Comscore Dinner Reception

(Americana 4)



Come join Comscore for dinner and cocktails and enjoy the Major League Baseball Playoffs.

HOSTS:

Mike Viane, Head of Global Revenue,
Comscore Movies

SHOW EAST

**SAVE THE DATE
OCTOBER 23-26, 2023**

WEDNESDAY, OCTOBER 19

8:00AM-5:00PM

Convention and EXPO Registration

(The Rotunda)

8:30-10:30AM

Rise & Shine – Breakfast & Program

(Americana 4)



MODERATOR:

Jason Cole, Vice President, Mergers
& Acquisitions and International
Development at AMC Theaters

REAL D

HOSTS:

Mayson Spellman, National Account Director,
The Coca-Cola Company

Josh Nations, Global Vice President, Strategic Partnership,
The Coca-Cola Company

Sean Spencer, VP Sales and Marketing, RealD

***ShowEast Programming: Inclusion & Diversity
Presented by The Coca-Cola Company***

PANELISTS:

Loren Nielsen, VP Content & Strategy, DTS

Jackie Brenneman, EVP & General Counsel, NATO
& President, Cinema Foundation

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

AWARD PRESENTATION

The Coca-Cola Empowerment Award

Joe Masher, Owner & Operating Partner, Bow Tie Management

11:00AM-4:00PM

EXPO 2022

12:30

Lunch on the EXPO 2022 Floor

(Americana 3)

3:00PM – Buses depart from Palm Court for Regal South Beach.

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

Lite Bites Reception

(Regal South Beach Foyer)

Buses return to the Loews following reception.

THURSDAY, OCTOBER 20

8:00AM-5:00PM

Convention Registration

(The Rotunda)

8:00-8:30AM

Breakfast On The Go

(Hemisphere Terrace)

8:30AM – Buses depart from Palm Court for Regal South Beach.

9:00-9:45AM

Experience Gaming on the Big Screen

(Regal South Beach, Auditorium 1)

Watch 6 competitors demonstrate gaming in a theatre auditorium. Have your questions answered on technology, promotions, creation and managing in-theatre gaming.

INTRODUCTION:

Rich Daughtridge, President, ICA

PRESENTERS:

Rick Starr, CEO, SNDBX

Frank Tees, VP Technical Sales Support,

Moving Image Technologies

9:30AM – Buses depart from Palm Court for Regal South Beach.

10:00AM

Presentation – Paramount Pictures

(Regal South Beach, Auditorium 17)



Buses return to the Loews following presentation.

12:30PM

ShowEast Hall of Fame Luncheon

(Americana 4)



WELCOME REMARKS:

Andrew Sunshine, Co-Managing
Director, ShowEast



HOSTS:

Duncan Macdonald, SVP, Head of
Worldwide Marketing & Theatre Development Americas,
CJ 4DPLEX



Samuel Real, SVP, LATAM Sales and Operations, CJ 4DPLEX
Cleveland O'Neal, CEO, Moviefone

Eric Tabak, VP, Exhibitor Relations, Moviefone

John Partilla, Chief Executive Officer, Screenvision Media

Darryl Schaffer, Chief Partnership Officer, Screenvision Media

EMCEES:

Brock Bagby, Chief Content & Development Officer,
B&B Theatres

Kyle Davies, President of Distribution, Bleecker Street Media

SHOWEAST HALL OF FAME 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 INC
INSURANCE AGENTS & BROKERS

2:45PM – Buses depart from Palm Court for Regal South Beach.

3:15PM

Special Screening

(Regal South Beach, Auditorium 17)

Buses return to the Loews following presentation.

6:00PM

Toast to the Honorees

(Americana Foyer)

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

6:30PM

ShowEast Awards Ceremony

Presented by The Coca-Cola Company

(Americana 4)



EMCEE:

Chris Aronson, President, Domestic Distribution,
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 The Children’s
Charity of Southern California

Salah M. Hassanein Humanitarian Award

Mark Christiansen, EVP, Worldwide Distribution Operations,
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

Final Night Reception

(Americana Lawn and Nautilus)

HOSTS:

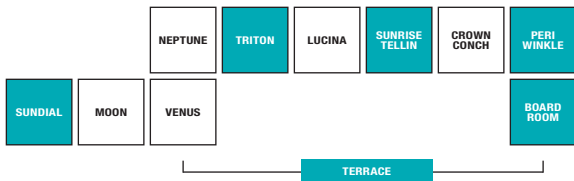
Mayson Spellman, National Account
Director, The Coca-Cola
Company

Josh Nations, Global Vice
President, Strategic Partnership,
The Coca-Cola Company

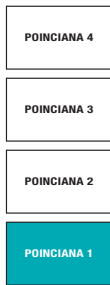
Wim Buyens, CEO, Cinionic



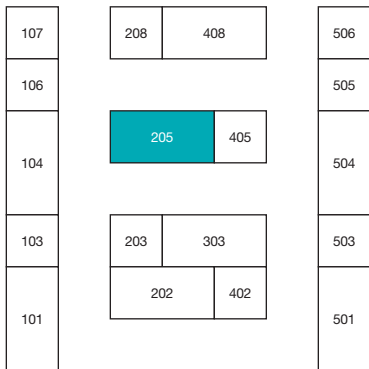
LEVEL 3 MEETING ROOMS



LEVEL 2 MEETING ROOMS



SHOWEAST EXPO FLOORPLAN AMERICANA 3



ENTRANCE

2022 EXHIBITOR LISTINGS

EXHIBITOR	BOOTH
AGILE TICKETING	208
BOXOFFICE	SUNRISE TELLIN
CES+	405
CHRISTIE DIGITAL SYSTEMS.....	103
CINIONIC	TRITON
COMSCORE	BOARDROOM
DOLBY	VENUS
EOMAC LTD.....	104
GDC TECHNOLOGY LTD	POINCIANA 1
GOLDEN LINK INC	205
INORCA SEATING	202
INTERNATIONAL CINEMA TECHNOLOGY ASSOCIATION	506
MAGNA-TECH ELECTRONIC CO., INC.....	402
MOVING IMAGE TECHNOLOGIES	308
NATO	CROWN CONCH
OMNITERM DATA TECHNOLOGY	101
POSITIVE SOFTWARE.....	203
RCM MEDIA, INC.....	505
READY THEATRE SYSTEMS	503
SEVERTSON CORP.	303
SHARP NEC DISPLAY SOLUTIONS	SUNDIAL
SNAPCO LLC.....	107
THE COCA-COLA COMPANY	PERIWINKLE
TIVOLI LLC.....	406
VARIETY - THE CHILDREN'S CHARITY OF THE UNITED STATES.....	106
VIP LUXURY SEATING.....	501

SEE YOU IN 2023!

CineEurope
Official Convention of the International Union of Cinemas

19-22 JUNE

SHOWFAST

OCTOBER 23-26

Cineasia

3-7 DECEMBER

FilmExpoGroup_{LLC}



comscore

**The recognized
global market
leader in box office
measurement**



There's no place
like **the movies.**

One thing is certain:
**there is no replacement for the
movie-going experience.**

Comscore: the gold standard in
worldwide box office data.



Comscore is a **proud partner and supporter** of the movie industry and applauds its resiliency over the last two years.



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