

**SHOWEAST 2023, LOEWS MIAMI BEACH RESORT
ONLINE SCHEDULE OF EVENTS – V9, 09-18-23**

SUNDAY, OCTOBER 22

3:00-6:00PM

Convention & Showcase Registration
(The Rotunda)

MONDAY, OCTOBER 23

7:30AM-6:30PM

Convention & Showcase Registration
(The Rotunda)

8:00-8:30AM

Breakfast
(Bar Collins)

LATAM Registration Required

8:30AM

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

9:00-11:30AM

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

LATAM Registration Required

Welcome remarks

Moderator: Luis Olloqui Aguirre, CEO – USA, Cinépolis Luxury
Cinemas

Studio Presentations

The Walt Disney Studios

Paramount Pictures International

Presented by: Ricardo Cortes, Senior Vice President, Latin America and
Managing Director, Mexico

Sony Pictures Releasing International

(Buses return to the Loews following presentations)

12:00-2:00PM

Welcome Back! ShowEast 2023 Opening Luncheon
(Americana 4)

Emcee: Helen Moss, Senior Vice President, International
Distribution, Paramount Pictures International

***LATAM Keynote Address – Latin America: Challenges and
Opportunities***

Presenter: Ricardo Szperling, VP and Head Film Buyer,
Cinemark International

Domestic State of the Industry Keynote Address

Presenter: Michael O'Leary, President, NATO

International Award Presentations

The Enrique Ramirez International Exhibitor of the Year Award

National Amusements – Argentina Team

Oscar García Ortiz, Managing Director

Mariela Mosso, Director, Argentina Film Booking

Ana Albertí, Director, Argentine Marketing & Distribution
Partnerships

Alejandro Gonzalez Alzaga, Director of Operations and
Concessions

International Distributor of the Year

Ernesto Espinosa, Managing Director, Mexico and SVP, Latin
America, Universal Pictures International

Career Achievement Award

Steve Zuehlke, Executive Vice President of External Relations
and Special Projects, Cinemark Holdings, Inc.

Comscore International & Domestic Box Office Achievement
Awards

ShowEast Technology Award

Lumma. 4D E-Motion

Accepted by Marcos Franco, CEO

Co-Sponsors: Comscore

2:30PM

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

3:00-5:00PM

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

Studio Presentations

Amazon

Angel

Disney
Fathom Events
MGM
NEON
Trafalgar Releasing

(Buses return to the Loews following presentations)

4:30PM

ShowEast LATAM Roundtable

(Americana 4)

Moderator: J. Sperling Reich, Executive Editor, Celluloid Junkie

Panelists: Robert Carrady, President, Caribbean Cinemas
Monique Esclavissat, EVP International
Productions / Acquisitions & Latin America
Distribution, Warner Bros. Pictures International
Mark Walukevich, Senior Vice President,
International Film, National Amusements

5:30PM

Premium Experiences & Preparing Your Theatres for the Future

Opening Remarks: Brock Bagby, Chief Content & Development
Officer, B&B Theatres

Moderator: Rebecca Pahle, Deputy Editor, Boxoffice

Panelists: Kristina Warner, Marketing Strategic Advisor, D-
Box
Tony Adamson, SVP, GDC Technology USA
ScreenX
Cinionic – Wim Buyens, CEO, Cinionic

6:30-8:00PM

ShowEast Opening Night *Tropical Oktoberfest* Reception

(Biergarten, Americana Foyer)

Join us in the ShowEast Biergarten for drinks, food, and fun with friends!

Co-Sponsors: Amazon
Angel Studios
C. Cretors & Co.
Christie
CMRA
Eomac
Fathom Events
Magna-Tech
MGM

NEON
Ready Theatre Systems
Showtime Group Solutions
Sony Pictures Releasing
The Walt Disney Studios

TUESDAY, OCTOBER 24

8:00AM-5:00PM

Convention & Showcase Registration
(The Rotunda)

8:30-10:30AM

Rise & Shine – Breakfast & Program
(Americana 4)

Fireside Chat

A Ticket To Ride
Live with special guests!

Panelists:

Mike Polydoros, President & Co-Founder, PaperAirplane Media
Paul Dergarabedian, Senior Media Analyst, Comscore

Leveraging Data and Owned Media for Box Office Lift and ROI

A presentation from Rich Daughtridge, President of the Independent Cinema Alliance (ICA) and CEO of Warehouse Cinemas, and panel discussion from major distributors and exhibitors. Are there new, better and more efficient ways for exhibitors and distributors to work together in partnership to amplify films theatrically? How can we measure success of campaigns generated from exhibitor marketing strategies? What is the future of data using predictive analytics and business intelligence?

Moderator: Rich Daughtridge, President, ICA

Panelists: Ann-Elizabeth Crotty, EVP - Global Customer Experience – Marketing, Sales & Operations Specialist, Sony Pictures

Brandon Purdie, VP and Head of Theatrical Distribution, Angel Studios

10:45AM

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

11:00AM-4:00PM

Showcase 2023
(Biergarten, Americana Foyer)

11:15AM-1:15PM

Focus on Latin America

(Regal South Beach, Auditorium 18)

LATAM Registration Required

Studio Presentations

Warner Bros. Pictures International

Presented by: Monique Esclavissat, Executive Vice President, Latin America
Theatrical Distribution

Universal Pictures International

Presented by: Niels Swinkels, EVP and MD
Ernesto Espinosa, Managing Director Mexico & SVP Latin
America

(Buses return to the Loews following presentations)

1:30-2:30PM

Lunch in the ShowEast Showcase

(Biergarten, Americana Foyer)

Lunch, drinks, and good times in a Tropical Oktoberfest setting!

Co-sponsors: C. Cretors & Co.

Christie

CMRA

Eomac

Magna-Tech

Ready Theatre Systems

Showtime Group Solutions

2:30-3:00PM

Manufacturers Presentations, Part I

(Americana 4)

*See what new products the Showcase Exhibitors have to offer
your theaters.*

3:15PM

Buses depart for the Regal Dania Pointe with Florida Highway
Patrol escort.

(Palm Court)

4:00PM

Special Warner Bros. Screening

(Regal Dania Pointe, Auditorium 8)

*Join us as we explore and enjoy Regal's newest VIP Theater in
Dania Beach!*

6:15PM

Refreshment Break

6:30PM

Screening

(Regal Dania Pointe, Auditorium 8)

(Buses return to the Loews following presentation)

9:00PM

Lite Bites Reception

(Preston's/Bar Collins)

WEDNESDAY, OCTOBER 25

8:30AM-3:00PM

Convention & Showcase Registration

(The Rotunda)

9:00-11:00AM

Rise & Shine – Breakfast & Program

(Americana 4)

Today's Industry Executives Leading Tomorrow's

Presented by The Coca-Cola Company

Opening Remarks: Bob Bagby, Chairman, NATO

Moderator: Mayson Spellman, Director, AMC Theatres & Global Cinema Channel, Coca-Cola North America

Panelists: Jeff Wilk, SVP, Theatrical Operations, Warner Bros. Pictures
Pat Gonzalez, SVP, In-Theatre Marketing, Paramount Pictures
Hank Green, VP, Food & Beverage, AMC Theatres
Chris Johnson, CEO, Classic Cinemas
Rebecca Stein, VP, Marketing & Partnerships, National Amusements

The Coca-Cola Empowerment Award

Rebecca Stein, VP, Marketing & Partnerships, National Amusements

11:00AM-4:00 PM

Showcase 2023

(Biergarten, Americana Foyer)

11:30AM-12:00PM

Manufacturers Presentations, Part II

(Americana 4)

See what new products the Showcase Exhibitors have to offer your theaters.

1:00-2:00PM

Lunch in the ShowEast Showcase

(Biergarten, Americana Foyer)

Beers with Boegner! Reminisce and celebrate everyone's good friend Ray with lunch and a beer in the Biergarten!

Co-sponsors: C. Cretors & Co.
Christie
CMRA
Eomac
Magna-Tech
Ready Theatre Systems
Showtime Group Solutions

3:30PM Buses depart for the Cinépolis Luxury Cinemas, Coconut Grove with Florida Highway Patrol escort.
(Palm Court)

4:15PM **Searchlight Pictures presents**
Next Goal Wins
(Cinépolis Luxury Cinemas, Coconut Grove)

Experience the hospitality of Cinépolis as they treat ShowEast to a night of entertainment and dinner!

6:00PM Refreshment Break

6:30PM **Dine-In Screening**
Sample culinary delights from Cinépolis and enjoy the luxury dine-in experience as...
(Cinépolis Luxury Cinemas, Coconut Grove)

(Buses return to the Loews following reception)

THURSDAY, OCTOBER 26

8:00AM-5:00PM **Convention Registration**
(The Rotunda)

8:15-10:00AM **Rise & Shine – Breakfast & Program**
(Americana 4)

Fundamentals of Presentation Technology
Presented by the International Cinema Technology Association

Introduction: Frank Tees, President, ICTA

The International Cinema Technology Association in partnership with the Global Cinema Foundation presents a 90 minute crash course for non-technical positions within cinema exhibition. Topics include Cinema Audio Technology; Cinema Projection and Media Technology; and Networks, TMS & Maintenance.

Speakers: Mark Mayfield, Director, Cinema & Entertainment Marketing, Q-SYS

Reiner Doetzki, Director, Cinema Business and
Technology Development, Sharp/NEC
Chase Taylor, Owner, Sound Vision Technical

Co-sponsors: NCM

10:15AM Buses depart for the Regal South Beach
(Palm Court)

10:45AM **Screening**
(Regal South Beach, Auditorium 17)

(Buses return to the Loews following presentations)

1:00-3:00PM **The Erik Lomis Show** East Hall of Fame Luncheon
(Americana 4)

Opening: Chris Aronson, President, Domestic Theatrical
Distribution, Paramount Pictures

Dedication and Induction of Erik Lomis

Emcees: Brock Bagby, Chief Content & Development
Officer, B&B Theatres
Kyle Davies, President of Distribution, Bleecker
Street Media

Class of 2023 Inductees

Heather Blair, Senior Account Manager, LG Electronics
Bill Campbell, President, Orpheum Theatres, Inc.
Joel Davis, Vice President and COO, Premier Cinema Corp.
Willis (posthumously) & Shirley, Founders and Chris Johnson, CEO,
Classic Cinemas
John Marmo, Vice President, Digital Training & Compliance,
Screenvision Media
Paul Serwitz, Industry Veteran and Independent Consultant

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

Co-sponsor: Screenvision Media

Host: Darryl Schaffer, Chief Partnership Officer

3:15PM Buses depart for the Regal South Beach
(Palm Court)

3:45PM **Screening**

(Regal South Beach, Auditorium 17)

(Buses return to the Loews following presentations.)

7:00PM

ShowEast Awards Ceremony

Presented by The Coca-Cola Company
(Americana 4)

Emcee: Chris Aronson, President, Domestic Theatrical
Distribution, Paramount Pictures

Award Presentations

Dan Fellman Show "E" Award

Al Shapiro Distinguished Service Award

Paul Dergarabedian, Senior Media Analyst, Comscore

Salah M. Hassanein Humanitarian Award

Ron Krueger II, Chief Operating Officer, Santikos Theaters
Grand/Amstar

Bingham Ray Spirit Award

Frank Rodriguez, Senior Vice President, General Sales Manager,
Searchlight Pictures

NAC ICON Awards

Shelly Olesen, Vice President Sales & Marketing, C Cretors & Co.

ShowEast Awards Reception

(Americana Lawn & Nautilus)

Co-sponsors: The Coca-Cola Company
Comscore

Hosts: