

**SCHEDULE OF EVENTS**

# SHOW EAST



**CONVENTION & SHOWCASE**

**OCTOBER 23-26, 2023**

**LOEWS MIAMI BEACH HOTEL**

# WELCOME TO SHOWEAST!

This is the official Schedule of Events for ShowEast 2023. The schedule includes a listing of all events taking place at the Loews Miami Beach Hotel and the Regal South Beach, the Regal Dania Pointe, and the Cinépolis Luxury Cinemas, Coconut Grove.

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 any of the ShowEast 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, or likewise.

**ENJOY THE SHOW!**

# SHOWEAST

**THANK YOU TO OUR 2023  
HOST THEATRES**



**cinépolis**  
LUXURY CINEMAS

**Presentations and Screenings will take place at the  
Regal South Beach, Regal Dania Pointe, and  
Cinépolis Luxury Cinemas, Coconut Grove**

**THANK YOU TO**

**SHARP / NEC**

**FOR PROVIDING PROJECTORS IN THE  
AMERICANA 4 BALLROOM**

**SHOWEAST 2023 SCHEDULE OF EVENTS  
SPONSORED BY**



# MONDAY, OCTOBER 23

**7:30AM-6:30PM**

## **Convention & Showcase Registration**

(The Rotunda)

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**8:00AM**

## **Breakfast**

(Bar Collins)

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

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**9:00-11:30AM**

## ***Hollywood Studio Product Presentations with a Focus on Latin America***

(Regal South Beach, Auditorium 18)

### **MODERATOR:**

Luis Olloqui Aguirre, CEO, USA, Cinépolis Luxury Cinemas

### **STUDIO PRESENTATIONS**

#### **The Walt Disney Studios**

##### **PRESENTERS:**

Willy Avellaneda, VP Theatrical LATAM

Renato D'Angelo, GM Brazil & Head of Marketing

OOH LATAM

Sofia Spiritoso, Director Marketing Studios

#### **Paramount Pictures International**

##### **PRESENTER:**

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

#### **Sony Pictures International**

##### **PRESENTER:**

Ann-Elizabeth Crotty, EVP, Global Customer Experience,  
Marketing, Sales & Operations Specialist

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**Buses return to the Loews following presentations.**

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**12:00-2:00PM**

## **Welcome Back!**

## **ShowEast 2023**

## **Opening Luncheon**

(Americana 4)



### **HOSTS:**

Paul Dergarabedian, Senior Media Analyst, Comscore Movies  
Luis B. Vargas, VP Latin America, Comscore Movies

### **EMCEE:**

Helen Moss, Senior Vice President, International Theatrical  
Distribution, Paramount Pictures International

### **LATAM Keynote Address:**

#### ***Latin America: Challenges and Opportunities***

Ricardo Sperling, VP and Head Film Buyer,  
Cinemark International

### **Domestic Keynote Address:**

#### ***What I Saw at the Movies:***

#### ***Cinema's Bright Future***

Michael O'Leary, President & CEO, NATO

## LATAM AWARD PRESENTATIONS

### Enrique Ramirez LATAM Exhibitor of the Year

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

### LATAM 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.

### ShowEast Technology Award

Lumma. 4D E-Motion  
Accepted by Marcos Franco, CEO

### Comscore LATAM & Domestic Box Office Achievement Awards

Warner Bros. Pictures for *Barbie*

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

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3:00-5:00PM

**ShowEast Coming Attractions: Upcoming Cinema Product**  
(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 | MGM Studios

#### PRESENTER:

Branden Miller, Principle In-Theatre Marketing

### Angel Studios

#### PRESENTER:

Brandon Purdie, EVP and Head of Global Theatrical Distribution

### Fathom Events

#### PRESENTER:

Shannah Miller, VP Marketing

### NEON

#### PRESENTER:

Kim Kalyka, VP National Exhibitor Relations

### GKids

#### PRESENTER:

Chance Huskey, Director of Distribution

### The Walt Disney Studios

#### PRESENTER:

### Freestyle Releasing

#### PRESENTER:

PaperAirplane Media

5:30PM

**ShowEast Roundtable of the Americas**

(Americana 4)

**MODERATOR:**

J. Sperling Reich, Executive Editor, Celluloid Junkie

**PANELISTS:**

Robert Carrady, President, Caribbean Cinemas

Mark Walukevich, Senior Vice President, International Film,  
National Amusements

Ricardo Cortes, Senior Vice President, Latin America  
and Managing Director, Mexico, Paramount Pictures  
International

Mark Gramz, President, Marcus Theatres

Joe Garel, VP Film, Cinépolis USA

Renato D'Angelo, GM Brazil & Head of Marketing OOH Latam,  
The Walt Disney Studios

6:30-8:00PM

**ShowEast Opening Night  
Tropical Oktoberfest**

(Biergarten, Americana Foyer)

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



**cinionic**  
EXPERIENCES. DELIVERED.  
a Barco company

**HOST:**

Wim Buyens, CEO, Cinionic

**PARTICIPATING STUDIOS:**

Amazon | MGM Studios

Angel Studios

Fathom Events

Lionsgate

NEON

Paramount Pictures

Freestyle Releasing

Sony Pictures

OPENING NIGHT PARTICIPATING STUDIOS

**ANGEL**  
STUDIOS

**FATHOM**  
EVENTS



**Freestyle**  
RELEASING

**LIONSGATE**

**MGM** | **AMAZON**  
STUDIOS

**NEON**



**SONY**  
PICTURES

## TUESDAY, OCTOBER 24

**8:00AM-5:00PM**

### **Convention and 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

Brandt Gully, Owner, The Springs Cinema & Taphouse

Ted Low, VP Marketing & Creative Director, Studio Movie Grill

Brandon Purdie, EVP and Head of Global Theatrical

Distribution, Angel Studios

**10:45AM — Buses depart from Palm Court for Regal South Beach.**

**11:00AM-4:00PM**

### **Showcase 2023**

(Americana Foyer)

*Visit the ShowEast Showcase to see the latest offerings available for cinemas...*

**11:15AM-1:15PM**

**Hollywood Studio Product Presentations  
with a Focus on Latin America, Part II**  
(Regal South Beach, Auditorium 18)

#### **STUDIO PRESENTATIONS**

##### **Warner Bros. Pictures International**

#### **PRESENTERS:**

Andrew Cripps, President, International Theatrical Distribution

Kristina Raid, Executive Director, Operations, Strategy,

and Local Productions, Latin America

##### **Universal Pictures International**

#### **PRESENTERS:**

Niels Swinkels, EVP and MD

Ernesto Espinosa, Managing Director Mexico  
& SVP Latin America

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Buses return to the Loews following presentations.

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**1:30-2:30PM**

**Lunch in the ShowEast Showcase**

(Biergarten, Americana Foyer)

*Food, drinks, and good times in a Tropical Oktoberfest setting hosted by...*

**C. Cretors & Co.**

**Christie Digital**

**CMRA Consulting Services**

**The Coca-Cola Company**

**Dolby Laboratories**

**Encore Performance**

**Seating**

**Eomac**

**GDC Technology USA**

**Golden Link, Inc.**

**ICTA**

**Inorca Seating**

**Magna-Tech Electronic Co.**

**Moving iMage Technologies**

**Omniterm**

**Onestop Business LLP**

**NAC**

**Ready Theatre Systems**

**Reist Popcorn Company**

**Severtson Screens**

**Showtime Group Solutions**

**Variety, A Children's Charity**

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**2:30-3:00PM**

**Manufacturers Presentations**

(Americana 4)

*See what new products the Showcase Exhibitors have to offer your theaters (shown above in **green**).*

**MODERATOR:**

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

**3:15PM — Buses depart for the Regal Dania Pointe with  
Florida Highway Patrol escort.**

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**4:00PM**

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



**Special Screening of *Wonka***

(Regal Dania Pointe, Auditorium 8)

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**6:15PM**

**Refreshment Break**

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**6:30PM**

**Special Screening of *The Shift***

(Regal Dania Pointe, Auditorium 8)

**ANGEL**  
STUDIOS

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Buses return to the Loews following presentations.

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**9:00PM**

**Late Night Bite**

(Preston's)



**HOSTS:**

Paul Kim, SVP, Content & Production, CJ 4DPLEX  
Duncan Macdonald, SVP, Head of Worldwide Marketing &  
Theatre Development, Americas, CJ 4DPLEX,  
ScreenX & 4DX  
Sam Real, SVP, Sales & Operations, LATAM, CJ 4DPLEX  
Don Savant, CEO & President, CJ 4DPLEX  
Travis Reid, CEO & President, Worldwide Cinema, RealD  
Sean Spencer VP, Sales & Marketing, RealD

# WEDNESDAY, OCTOBER 25

**8:30AM-5:00PM**

## **Convention and Showcase Registration**

(The Rotunda)

**9:00-11:00AM**

## **Rise & Shine Breakfast & Program Presented by Coca-Cola**



### *Cultivating the Next Generation of Leaders*

(Americana 4)

#### **OPENING REMARKS:**

Bob Bagby, Chairman, NATO

#### **MODERATOR:**

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

#### **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

#### **AWARD PRESENTATION**

### **The Coca-Cola Empowerment Award**

Rebecca Stein, VP, Marketing & Partnerships,  
National Amusements

#### **HOST:**

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

**11:00AM-4:00PM**

## **Showcase 2023**

(Biergarten, Americana Foyer)

*Visit the ShowEast Showcase to see the latest offerings  
available for cinemas...*

**11:30AM**

## **Premium Experiences & Preparing Your Theatres for the Future**

(Americana 4)

#### **OPENING REMARKS:**

Brock Bagby, EVP, Chief Content, Programming  
& 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  
Michael Archer, VP, WW Cinema Sales & Partner  
Management, Dolby Laboratories  
Wim Buyens, CEO, Cinionix  
Duncan Macdonald, SVP, Head of Worldwide Marketing &  
Theatre Development, Americas, CJ 4DPLEX, ScreenX & 4DX  
Sean Spencer, Vice President – Sales and Marketing, RealD



**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!*

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**3:30PM — Buses depart for the Cinépolis Luxury Cinemas, Coconut Grove with Florida Highway Patrol escort.**

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**4:15PM**

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

**Special Screening of  
Next Goal Wins**

(Cinépolis Luxury Cinemas,  
Coconut Grove)

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**6:00PM**

**Refreshment Break**

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**6:15PM**

**Dine-In Screening**

*Sample culinary delights from Cinépolis and enjoy the luxury dine-in experience as...*

**Special Screening of  
Origin**

(Cinépolis Luxury Cinemas, Coconut Grove)

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**NEON**

**Buses return to the Loews following reception.**

## THURSDAY, OCTOBER 26

**8:00AM-7:00PM**

**Convention Registration**

(The Rotunda)

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**8:15-10:00AM**

**Rise & Shine**

**Breakfast & Program**

(Americana 4)



**Fundamentals of Presentation Technology: Presented by  
the International Cinema Technology Association**

*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.*

**INTRODUCTION:**

Frank Tees, President, ICTA

**PRESENTERS:**

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

Reiner Doetzkies, Director, Cinema Business and Technology  
Development, Sharp/NEC

Chase Taylor, Owner, Sound Vision Technical

**HOSTS:**

Jennifer Lupo, VP of Affiliate Partnerships, NCM

Alee Gourley, Partner Account Manager, NCM

10:15AM — Buses depart from Palm Court for Regal South Beach.

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**10:45AM**  
**Special Screening**  
**of *Journey to Bethlehem***  
(Regal South Beach,  
Auditorium 17)



Buses return to the Loews following presentation.

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



**OPENING REMARKS:**

Andrew Sunshine  
President, Film Expo Group

**Dedication and Induction of Erik Lomis (posthumously)**

**EMCEES:**

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

**HOSTS:**

Darryl Schaffer, Chief Partnership Officer, Screenvision Media  
Paul Kim, SVP, Content & Production, CJ 4DPLEX  
Duncan Macdonald, SVP, Head of Worldwide Marketing &  
Theatre Development, Americas, CJ 4DPLEX, ScreenX & 4DX

Sam Real, SVP, Sales & Operations, LATAM, CJ 4DPLEX  
Don Savant, CEO & President, CJ 4DPLEX

**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.  
Chris, CEO and Willis (posthumously) & Shirley,  
Founders, 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:**  
Stan W. Reynolds



3:15PM — Buses depart from Palm Court for Regal South Beach.

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**3:45PM**  
**Special Screening of**  
***Waitress***

(Regal South Beach,  
Auditorium 18)



Buses return to the Loews following presentation.

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7:00PM

**ShowEast Awards Ceremony  
and Reception Presented by  
The Coca-Cola Company**

(Americana 4)



**EMCEE:**

Mike Polydoros, President &  
Co-Founder, PaperAirplane Media



**HOSTS:**

Paul Dergarabedian, Senior Media Analyst, Comscore Movies  
Luis B. Vargas, Vice President Latin America, Comscore Movies  
Mayson Spellman, National Account Director,  
The Coca-Cola Company  
Wim Buyens, CEO, Cinionic

**AWARD PRESENTATIONS**

**Dan Fellman Show "E" Award**

Elissa Federoff, President, Distribution, NEON

**NAC ICON Award**

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

**Al Shapiro Distinguished Service Award**

Paul Dergarabedian, Senior Media Analyst, Comscore

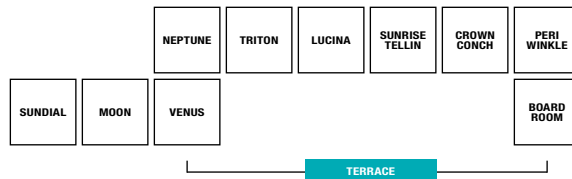
**Bingham Ray Spirit Award**

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

**Salah M. Hassanein Humanitarian Award**

Ron Krueger II, Chief Operating Officer, Santikos Theaters

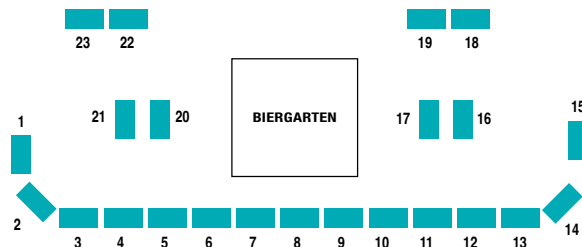
**SHOWEAST LEVEL 3 MEETING ROOMS**



**SHOWEAST SHOWCASE  
PRODUCT DISPLAYS - AMERICANA 3**



**SHOWEAST SHOWCASE  
AMERICANA FOYER**



## 2023 EXHIBITOR LISTINGS

### EXHIBITOR

ANGEL STUDIOS.....	PERIWINKLE
C. CRETORS & CO .....	6
CHRISTIE DIGITAL SYSTEMS.....	A3-05 & 5
CMRA CONSULTING SERVICES LLC .....	2
DOLBY .....	17 & VENUS
ENCORE PERFORMANCE SEATING.....	A3-09 & 9
EOMAC LTD.....	10
GDC TECHNOLOGY LTD.....	19
GOLDEN LINK INC. ....	7 & 8
INTERNATIONAL CINEMA TECHNOLOGIES ASSOCIATION.....	16
INORCA SEATING .....	A3-01 & 1
MAGNA-TECH ELECTRONICS CO. ....	4
MOVING IMAGE TECHNOLOGIES .....	14
NATIONAL ASSOCIATION OF CONCESSIONAIRES .....	21
NATO.....	CROWN CONCH
OMNITERM.....	20
ONESTOP BUSINESS LLP.....	13
READY THEATRE SYSTEMS .....	11
REIST POPCORN COMPANY .....	12
SEVERTSON CORP. ....	18
SHARP NEC DISPLAY SOLUTIONS .....	SUNDIAL
SHOWTIME GROUP SOLUTIONS.....	3 & LUCINA
THE COCA-COLA COMPANY.....	BOARDROOM
VARIETY, THE CHILDREN'S CHARITY .....	15

# SEE YOU IN 2024!

**CineEurope**  
Official Convention of the International Union of Cinemas

17-20 JUNE

**SHOWCAST**

OCTOBER 21-24

**Cineasia**

8-12 DECEMBER

**FilmExpoGroup**<sub>LLC</sub>

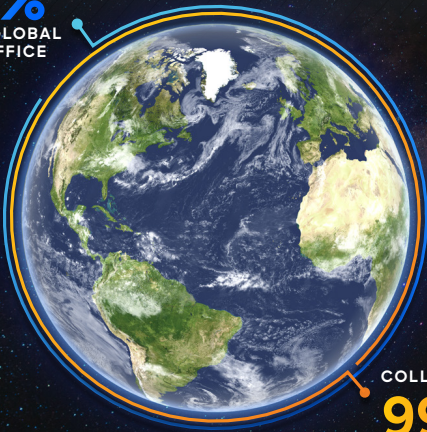
# Comscore Movies

**Know what's happening now.**

IBOE is now Comscore Movies. Box office results from all key markets: fast, reliable and intuitive.

**And with mobile optimisation, it can be used on any device.**

COLLECTING  
**95%**  
OF THE GLOBAL  
BOX OFFICE



COLLECTING  
**99%**  
THE NORTH  
AMERICAN  
BOX OFFICE