

2018 SCHEDULE OF EVENTS

(as of February 13, 2018)

What follows is the current “TENTATIVE” schedule of events for CinemaCon 2018. Many of the events and start times are being finalized. Updates will be made on a regular basis with all entries in **PURPLE** being the most recent updates and changes made.

IMPORTANT: CinemaCon Registration and the "Admit One" Hospitality Lounge will be open on Sunday, 22 April from 2:00pm – 6:00pm in the Roman Ballroom, located on the Promenade Level.

MONDAY, 23 APRIL – INTERNATIONAL DAY PROGRAMMING

8:00 AM - 9:30 AM

LOCATION: Palace Ballrooms I and II—Emperors Level

PACKAGE:



INTERNATIONAL DAY BREAKFAST

Note: Program begins promptly at 8:15am

International Keynote Addresses:

Exhibition: Jeong Seo, CEO, CJ CGV

Distribution: Yu Dong, CEO, Bona Film Group

Sponsored by DTS, Inc. and GDC Technology

*Translation equipment provided by Webedia Movies Pro

9:30 AM - 12:30 PM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:



INTERNATIONAL SEMINARS: MORNING SESSION

Hug Your Haters: How to Embrace Complaints and Keep Your Customers

Jay Baer, President, Convince and Convert

Haters aren't your problem ... ignoring them is. Eighty percent of companies say they deliver outstanding customer service, but only eight percent of their customers agree. If it feels like there are more complaints than ever, and that you're spending more time and money dealing with negativity and backlash, you're right. But the rise of customer complaints is actually an enormous opportunity. In this eye-opening presentation, Jay Baer, best-selling author and

one of the most in-demand marketing and customer service speakers, reveals why and where your customers complain, and how to turn customer service into a marketing advantage.

Digital Innovation: One of the Plank's of Cinema's Future Strength

David Hancock, Director, Film and Cinema, IHS Market

This session addresses the twin global trends of technology and consolidation in the cinema exhibition industry: How far are we down the road of global consolidation and how is technology proliferation impacting on cinema?

Globally Speaking: Addressing the Ever-Changing Industry Landscape

A panel of leading industry executives from distribution, exhibition and production will address the current state of the industry from a global perspective - where are we and where do we need to grow in order to grow the business and not just the bottom line? This session will address important topics from consolidation and mergers, marketing in the age of digital and social media, and how the industry needs to partner on a stronger and more coordinated basis to stay relevant, profitable and successful in today's fast-paced world.

12:45 PM - 2:45 PM

LOCATION: Palace Ballrooms I and II—Emperors Level

PACKAGE:



INTERNATIONAL DAY LUNCH AND SPECIAL PROGRAM

Award Presentations

"Career Achievement in Exhibition Award" – Robert Carraday, President, Caribbean Cinemas

"CinemaCon Passepartout Award" – Kurt Rieder, EVP, Theatrical, 20th Century Fox International

"International Filmmaker of the Year"

"comScore International Boxoffice Achievement Award" – The Walt Disney Studios

Special International Day Lunch Program:

The Global Cinema Federation: Addressing the Issues of the Global Exhibition Industry

In June of 2017, the Global Cinema Federation, a worldwide association of motion picture theatre owners, was formed with the intent of giving exhibitors from around the world a stronger voice. The Federation will inform, educate and advocate for policies to protect the business. Key areas of interest include – movie theft, theatrical exclusivity, music rights payments, accessibility and related regulations, relationship with major studios and the wider creative community, technology and international trade and foreign investment, all of which command exhibition's attention. In less than one year, the GCF has made great inroads and has achieved great success on its early initiatives and this esteemed panel will not only address the current state of the industry but as well the future goals and plans of this important trade association.

Sponsored by comScore, Dolby Laboratories, and RealD

MONDAY, 23 APRIL

6:00 AM - 6:15 AM

LOCATION: Bali Hai Golf Club

NAC CHARITY GOLF OUTING—BALI HAI GOLF CLUB

Buses depart from the Main Entrance by the fountain of Caesars with departures at 6:00am and 6:15am

7:30 AM - 7:00 PM

LOCATION: Roman Ballroom—Promenade Level

PACKAGE:



CINEMA CON REGISTRATION

10:00 AM - 5:00 PM

LOCATION:

Roman Ballroom—Promenade Level and Palace Ballroom Foyer—Emperors Level

PACKAGE:



"ADMIT ONE" HOSPITALITY LOUNGE AREAS

Networking, meeting and socializing play an important role at CinemaCon. Throughout the week we invite all registered delegates to visit these lounges set up for your convenience.

Sponsored by Allure, A Christie Company and VRX Networks

3:15 PM - 4:00 PM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:



HUG YOUR HATERS: HOW TO EMBRACE COMPLAINTS AND KEEP YOUR CUSTOMERS

Jay Baer, President, Convince and Convert

Haters aren't your problem ... ignoring them is. Eighty percent of companies say they deliver outstanding customer service, but only eight percent of their customers agree. If it feels like there are more complaints than ever, and that you're spending more time and money dealing with negativity and backlash, you're right. But the rise of customer complaints is actually an enormous opportunity. In this eye-opening presentation, Jay Baer, best-selling author and one of the most in-demand marketing and customer service speakers, reveals brand-new, proprietary research into the science of complaints – why and where your customers complain, and how to turn customer service into a marketing advantage.

4:00 PM - 5:00 PM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:**5:00 PM - 5:45 PM****LOCATION:** Palace Ballroom Foyer—Emperors Level**PACKAGE:****6:30 PM - 8:15 PM****LOCATION:** The Colosseum—Casino Level**PACKAGE:****8:30 PM****LOCATION:** Omnia Nightclub—Casino Level**PACKAGE:****DEVELOPING & SUSTAINING HIGH-PERFORMING EMPLOYEES**

Maximizing the potential of a new generation of young professionals is one of the most important challenges exhibition faces today. No matter how many screens you operate, no matter how large or small your company may be, you can't lose sight of the Human Resources (HR) aspect of your company. Whether it's an HR team, executive or the smaller theatre operator who wears multiple hats, nurturing, encouraging, developing and teaching your young professional on what it means to be a dedicated employee is a key ingredient to your future success. This session will address these issues and more.

(Program in development)

WELCOME TO CINEMA CON 2018: A PRE-OPENING RECEPTION

CinemaCon, NATO, and Webedia Movies Pro invite all delegates to a special reception. Join your friends and colleagues as we celebrate the beginning of what we know will be a great week for the industry.

Sponsored by Webedia Movies Pro

CINEMA CON 2018 GALA OPENING NIGHT STUDIO EVENT

(Doors open at 6:00pm)

Sony Pictures Entertainment Gets CinemaCon Off to an Exciting Start with an Exclusive Presentation Highlighting its 2018 Summer and Beyond

Hosted by:

Tom Rothman, Chairman

Josh Greenstein, President, Worldwide Marketing & Distribution

Adrian Smith, President, Domestic Distribution

Steven O'Dell, President, International Distribution

DOLBY LABORATORIES AND SONY PICTURES ENTERTAINMENT OPENING NIGHT PARTY AND DINNER RECEPTION AT OMNIA NIGHTCLUB

Join us for a special opening night celebration as we make a return engagement to the excitement of Omnia, one of Las Vegas' most spectacular state-of-the-art clubs. What better way to kick-off CinemaCon 2018 than by joining this fun, music and dance-filled evening complete with drinks, food and great entertainment.

Sponsored by Dolby Laboratories

TUESDAY, 24 APRIL

7:00 AM - 6:00 PM

LOCATION: Roman Ballroom—Promenade Level

PACKAGE:



CINEMA CON REGISTRATION

7:30 AM - 8:30 AM

LOCATION: Palace Ballroom Foyer—Emperors Level

PACKAGE:



CONTINENTAL BREAKFAST

Sponsored by D-Box Entertainment

7:45 AM - 8:45 AM

LOCATION: Palace Ballroom III—Emperors Level

EVENT CINEMA: WHAT DOES THE FUTURE HOLD?

Panelists:

Joe Eeva, Founder, Cineplace, UK

Ray Nutt, CEO, Fathom Events, USA

Additional panelists to be announced.

Over the past five years, Event Cinema has experienced huge growth in multiple territories around the world. The arts, especially events like Andre Rieu and The Met Opera, offer high occupancy rates and premium ticket prices globally, and new genres of programming are starting to gain traction with a variety of audiences regionally. In this breakfast panel, we ask experts from within and outside the industry to give their thoughts on the future of Event Cinema. We will explore what changes are needed to kick-start a global Event Cinema phenomenon with consumers: What can exhibitors do to embrace and grow this industry?; Does the current business model work?; What types of events – and formats – can attract teenagers and families?; How can brand-partnerships help events go viral and add an incremental layer of revenue?; What data-insights and industry partnerships are needed to ensure growth in the sector?

9:00 AM - 11:30 AM

LOCATION: The Colosseum—Casino Level

PACKAGE:



“THE STATE OF THE INDUSTRY” AND STUDIO PRESENTATION FROM THE WALT DISNEY STUDIOS

(Doors open at 8:15am)

Coffee and Tea will be available in the Lobby of The Colosseum, starting at 8:15am.

Welcome Remarks

Amy Miles

Chairwoman, NATO

Valmir Fernandes

Chairman, NATO International Committee

DLP Cinema Presents

"A Salute to the Top Worldwide Grossing Films of 2017"

2018 NATO Marquee Award Presentation

Alejandro Ramírez Magaña, CEO and General Director, Cinépolis

Industry Addresses

John Fithian

President & CEO, NATO

Charles Rivkin

Chairman & CEO, MPAA

Industry Recognition

Mike Archer (ICTA) and Andrew Cretors (NAC)

Special acknowledgment to NCM – America's Movie Network for providing the morning's pre-show content.

**The Walt Disney Studios Invites You to a Special Presentation
Highlighting its 2018 Release Schedule**

Hosted by:

Dave Hollis, President, Worldwide Theatrical Distribution, Walt Disney Studios Motion Pictures

10:00 AM - 4:00 PM**LOCATION:****Roman Ballroom**—Promenade Level and **Palace Ballroom****Foyer**—Emperors Level**PACKAGE:****11:00 AM - 5:00 PM****LOCATION:**

Forum Ballroom—Pool Level; **Augustus Ballroom**—Emperors Level; **Milano & Neopolitan Ballrooms**—Promenade Level

PACKAGE:**"ADMIT ONE" HOSPITALITY LOUNGE AREAS**

Sponsored by Allure, A Christie Company and VRX Networks

**GRAND OPENING: 2018 CINEMA CON TRADE
SHOW AND SUITES WITH LUNCH SERVED**

Lunch will be available on each Trade Show and Suite level from 12:30pm-2:00pm.

TRADE SHOW SUITES

Barco –Neopolitans 1-4; Milanos 5-7

Christie – Milanos 1-3

NEC Display Solutions – Milano 4+8

4DX – Roman Ballroom 2

CinemaNext | Éclair – Florentine 1
Sony Digital Cinema 4K – Pompeian Ballroom 1-3
TimePlay – Pompeian Ballroom 4

Sponsored by MediaMation, Adaptive Technologies Group, and The Coca-Cola Company

4:00 PM - 5:45 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



WARNER BROS. PICTURES INVITES YOU TO “THE BIG PICTURE”, AN EXCLUSIVE PRESENTATION OF OUR UPCOMING SLATE

(Doors open at 3:30pm)

7:30 PM - 9:00 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



AN EVENING WITH STXFILMS, FEATURING A SNEAK PREVIEW OF THEIR FUTURE FILMS

(Doors open at 7:00pm)

Hosted by:

Adam Fogelson, Chairman, STXfilms, a division of STX Entertainment

9:15 PM

LOCATION: Octavius Ballroom—Promenade Level

PACKAGE:



STUDIO THEMED DINNER RECEPTION AND PARTY

(Doors open at 9:15pm)

In true CinemaCon fashion. Tuesday will conclude a fun-filled, studio driven and themed party with great entertainment.

Sponsored by DTS, Inc.

WEDNESDAY, 25 APRIL

7:30 AM - 6:00 PM

LOCATION: Roman Ballroom—Promenade Level

PACKAGE:



CINEMA CON REGISTRATION

8:00 AM - 9:30 AM

LOCATION: Palace Ballrooms—Emperors Level

PACKAGE:

BREAKFAST AND SPECIAL PRESENTATION FROM ENTERTAINMENT STUDIOS MOTION PICTURES

Note: Program starts promptly at 8:15am



Keynote Address:

Byron Allen

Founder, Entertainment Studios Motion Pictures

With such box-office and critical successes as “47 Meters Down” (the highest grossing independent film of 2017), “Hostiles”, “The Hurricane Heist” and “Chappaquiddick”, Entertainment Studios Motion Pictures has already provided the industry with a successful and diverse slate of films. This morning’s program will focus on the future, vision and philosophy of this exciting distribution company.

Variety - The Children’s Charity Specialized Bicycle Presentation

Sponsored by MediaMation and Reynolds & Reynolds

9:00 AM - 5:00 PM

LOCATION:

Forum Ballroom—Pool Level; **Augustus Ballroom**—Emperors Level; **Milano & Neopolitan Ballrooms**—Promenade Level

PACKAGE:



CINEMA CON TRADE SHOW AND TRADE SHOW SUITES

TRADE SHOW SUITES

Barco –Neopolitans 1-4; Milanos 5-7

Christie – Milanos 1-3

NEC Display Solutions – Milano 4+8

Sony Digital Cinema 4K – Pompeian Ballroom 1-3

TimePlay – Pompeian Ballroom 4

CinemaNext | Éclair – Florentine 1

4DX – Roman Ballroom 2

10:00 AM - 11:30 AM

LOCATION: The Colosseum—Casino Level

PACKAGE:



UNIVERSAL PICTURES INVITES YOU TO A SPECIAL PRESENTATION FEATURING FOOTAGE FROM ITS UPCOMING SLATE

(Doors open at 9:30am)

10:00 AM - 4:00 PM

LOCATION:

Roman Ballroom—Promenade Level and **Palace Ballroom Foyer**—Emperors Level

PACKAGE:



“ADMIT ONE” HOSPITALITY LOUNGE AREAS

Sponsored by Allure, A Christie Company and VRX Networks

12:15 PM - 2:00 PM

LOCATION: Octavius Ballroom—Promenade Level

PACKAGE:

LUNCHEON AND SPECIAL PRODUCT PRESENTATION FROM FOCUS FEATURES

(Doors open at 12:15pm)



Focus Features continues to acquire and produce specialty films for the theatrical market that resonate with audiences around the world. Focus Features returns to CinemaCon 2018 with some special guests, as they look forward to showcasing exclusive footage from its upcoming release slate.

Hosted by:

Peter Kujawski, Chairman

Robert Walak, President

Lisa Bunnell, President of Distribution

Sponsored by 4DX, Fandango, and Sony Digital Cinema 4K

2:30 PM - 3:45 PM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:



WEDNESDAY AFTERNOON SEMINAR SERIES: "ICTA SEMINAR - THEATRE ENTERTAINMENT CENTERS: FAMILY FUN FOR PROFITABILITY"

The program will highlight the concept of multi-entertainment and the synergies of combining F&B with a variety of social entertainment options in a single venue and to attract wide consumer bases that are creating buzz in entertainment and hospitality verticals.

Silver Scream – How Cinemas are Cashing in on Attractions and Games

Heather Blair, Head of Cinema Sales, MediaMation

Themed Attractions: Enhancing Your Guest Experience

Russ Van Natta, VP, Sales, Creative Works Inc.

Cinema + Bowling = The Perfect Frame

John Roush, VP, North American Capital Equipment Sales, Brunswick Bowling Products

The Future of Bowling

Wendy Smith, Director, New Business Development & FEC Sales, QubicaAMF Worldwide

Laser Tag: Light Speed ROI

Erik Guthrie, VP, Sales and Marketing, LASERTAG.COM by Zone

Special Award Presentation

The Ken Mason Inter-Society Award: Honoree To Be Announced

2:45 PM - 3:45 PM

LOCATION: Palace Ballroom II—Emperors Level

PACKAGE:



WEDNESDAY AFTERNOON SEMINAR SERIES: "AN INDUSTRY THINK TANK 3.0: MEETING THE EXPECTATIONS OF TODAY'S SAVVY MOVIEGOER"

An esteemed panel of industry executives (distribution, exhibition and filmmaking) will talk candidly on the state of the motion picture theater industry. This session will address topical and important issues affecting the industry today, tomorrow and well into the future. Panel is currently in formation.

Moderated by:
Anne Thompson, Editor-at-Large, IndieWire

Panelists:
Jon Landau, Producer (“Alita: Battle Angel”, “Avatar”, “Titanic”)
Stacey Snider, Chairman & CEO, 20th Century Fox
Mark Zoradi, CEO, Cinemark
Filmmaker TBA

4:30 PM - 6:00 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



PARAMOUNT PICTURES INVITES YOU TO AN EXCLUSIVE PRESENTATION HIGHLIGHTING ITS 2018 SUMMER AND BEYOND

(Doors open at 4:00pm)

Hosted by:
Jim Gianopulos, Chairman & CEO
Kyle Davies, President, Domestic Distribution

7:15 PM - 9:30 PM

LOCATION: Octavius Ballroom—Promenade Level

PACKAGE:



“2018 PIONEER OF THE YEAR DINNER”

(Doors open at 7:15pm)

The Will Rogers Motion Picture Pioneers Foundation Proudly Bestows its 2018 “Pioneer of the Year” Award on three-time Oscar nominee Tom Cruise.

THURSDAY, 26 APRIL

8:00 AM - 5:00 PM

LOCATION: Roman Ballroom—Promenade Level

PACKAGE:



CINEMA CON REGISTRATION

8:15 AM - 9:30 AM

LOCATION: Palace Ballroom II—Emperors Level

PACKAGE:



THURSDAY MORNING SEMINAR SERIES: “NAC SEMINAR - INSIGHTS ON PROFIT: CINEMA CONCESSION ANALYTICS”

In today’s disruptive marketplace, gut reactions are no longer valid or viable. Concession Professionals need facts and trends for their planning and purchasing. Cinema Analytics have become an important element in a successful concession operation. Three distinctly different examples of actual

market research are highlighted to assist the concessionaire in future planning and a more impressive ROI. Concession Industry representatives will provide “real world” reaction to the information presented.

Moderator:

Anita Watts

Co-Founder, VP, Sales, ReactorNet Technologies/Cinema Solutions

Panelists:

Craig K. Chapin

President & CEO, Allure, A Christie Company

John Curry

SVP, Food Service and Cinebarre, Regal Entertainment Group

Larry Etter

CCM, SVP, Theatre Services, Malco Theatres and Director of Education, NAC

Lee Evans

CEO, Survey Me

Radesh Palakurthi

Ph.D., MBA, Professor & Dean, The Kemmons Wilson School of Hospitality & Resort Management, The University of Memphis

“THE INDEPENDENT AND SPECIALTY MARKET: STRONGER THAN EVER”

(Palace Ballroom III—Emperors Level)

In 2017, smaller, more independent and specialty adult-skewed films accounted for almost \$1 billion at the domestic box office, an impressive figure. With such films as “The Darkest Hour”, “Three Billboards Outside Ebbing, Missouri”, “I, Tonya”, “Call Me By Your Name”, and “Ladybird” (to name but a few), critical acclaim and box office success went hand-in-hand, which more often than not, has not been the norm. When you think about the competition, not only from the larger distribution companies, but the battle for leisure time and attention on the home front, the news is positive and favorable. This session will look at what it takes to successfully get into the mindset of today’s moviegoer and successfully market a more specialized film title.

8:15 AM - 9:30 AM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:**9:00 AM - 12:30 PM****LOCATION:**

Forum Ballroom—Pool Level; **Augustus Ballroom**—Emperors Level; **Milano & Neopolitan Ballrooms**—Promenade Level

PACKAGE:**THURSDAY MORNING SEMINAR SERIES: SEMINAR**

Program is currently in development and details will be forthcoming shortly.

BREAKFAST AT THE TRADE SHOW AND TRADE SHOW SUITES

Note: Breakfast will be served on each level from 9:00am–10:00am



TRADE SHOW SUITES

- Barco –Neopolitans 1-4; Milanos 5-7
- Christie – Milanos 1-3
- NEC Display Solutions – Milano 4+8
- Sony Digital Cinema 4K – Pompeian Ballroom 1-3
- TimePlay – Pompeian Ballroom 4
- CinemaNext | Éclair – Florentine 1
- 4DX – Roman Ballroom 2

10:00 AM - 2:00 PM

LOCATION:

Roman Ballroom—Promenade Level and **Palace Ballroom Foyer**—Emperors Level

PACKAGE:



10:00 AM - 11:30 AM

LOCATION: **The Colosseum**—Casino Level

PACKAGE:



12:15 PM - 2:00 PM

LOCATION: **Octavius Ballroom**—Promenade Level

PACKAGE:



“ADMIT ONE” HOSPITALITY LOUNGE AREAS

Sponsored by Allure, A Christie Company and VRX Networks

20TH CENTURY FOX INVITES YOU TO A SPECIAL PRESENTATION HIGHLIGHTING ITS FUTURE RELEASE SCHEDULE

[\(Doors open at 9:30am\)](#)

Hosted by:

- Stacey Snider, Chairman and CEO
- Chris Aronson, President, Domestic Distribution

FINAL DAY LUNCHEON AND SPECIAL PROGRAM: AMAZON STUDIOS – AN EXCITING NEW YEAR OF GREAT PRODUCT FOR CINEMAS

[\(Doors open at 12:15pm\)](#)

After last year’s highly regarded presentation, we are delighted to have Amazon Studios back for the Thursday luncheon. Along with some very special guests, Amazon will highlight its critical and commercial success while giving exhibition an in-depth and exclusive look at the studio’s upcoming releases.

Hosted by:

- Jason Ropell, Head of Worldwide Movies
- Bob Berney, Head of Marketing & Distribution

Sponsored by Atom Tickets, Fathom Events, and Gogocinemas (a GDC company)

2:30 PM - 4:15 PM**LOCATION:** The Colosseum—Casino Level**PACKAGE:**

LIONSGATE INVITES YOU TO AN EXCLUSIVE PRESENTATION HIGHLIGHTING ITS 2018 SUMMER AND BEYOND

(Doors open at 2:00pm)

Hosted by:

David Spitz, President, Domestic Distribution

Shaun Barber, EVP, General Sales Manager, Domestic Theatrical Distribution

Mike Polydoros, EVP, Distribution Operations and Exhibitor Relations

7:30 PM - 9:15 PM**LOCATION:** The Colosseum—Casino Level**PACKAGE:**

CINEMACon “BIG SCREEN ACHIEVEMENT AWARDS”

Doors open promptly at 7:00pm for a 7:30pm start time

2018 BIG SCREEN ACHIEVEMENT AWARDS

Emcee: Natalie Morales, “Access Hollywood”

(Honorees to be announced)

Male Star of the Year

Female Star of the Year

Lifetime Achievement Award

Cinema Icon Award

Female Star of Tomorrow - [Tiffany Haddish](#)

Male Star of Tomorrow

Comedy Star of the Year

CinemaCon Vanguard Award

Distinguished Decade of Achievement in Film

Breakthrough Performer of the Year

CinemaCon Ensemble Award

Rising Stars of 2018

9:30 PM**LOCATION:** Caesars Palace Pool of the Gods**PACKAGE:**

CINEMACon AND THE COCA-COLA COMPANY INVITE YOU TO “THE 2018 BIG SCREEN ACHIEVEMENT AWARDS” AFTER PARTY

The Coca-Cola Company joins the industry in celebrating the movie-going experience and the conclusion of CinemaCon 2018. Join us for an evening of fun and great food.