

# 2018 SCHEDULE OF EVENTS

(as of April 21, 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: Rob Friedman, Chairman/CEO, Global Road Entertainment

Sponsored by **DTS, Inc.** and **GDC Technology**

\*Translation equipment provided by Webedia Movies Pro

**9:45 AM - 11:45 AM**

**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 Planks of Cinema's Future Strength**

David Hancock, Director, Film and Cinema, IHS Markit

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?

**ANCINE – Supporting the Brazilian Cinema Industry**

Christian de Castro Oliveira, President, ANCINE

Brazil has long been known to be one of the fastest and most important growing markets in the world, aiming to become one of exhibition's Top 10 from a global standpoint. ANCINE, the Brazilian Film Agency, is committed to the betterment of the motion picture theatrical industry throughout the country, keeping an eye out for exhibitors, supporting local productions and digitalization and keeping quotas at reasonable levels. This session will look to the future as it concerns ANCINE's commitment in their support of exhibition.

**Growing the Business: Joining Forces to Attract New Moviegoers**

Moderator:

Patrick Von Sychowski, "Celluloid Junkie"

Panel Members:

Stefaan Claes, International CRM & Digital Marketing Manager, Kinopolis

Luke Mackey, General Manager Entertainment Australia, Event Hospitality & Entertainment Limited

Valerie Shortall, VP, International, Cinemark

David Sieden, VP, Cinema Partnerships, The Walt Disney Studios

The internet, social media, streaming and the constant (r)evolution of mobile services have transformed our industry. With the world instantly connected, with word-of-mouth (good or bad) and social opinion (good or bad) more immediate and impactful than ever before, we can choose to continue with traditional marketing plans or adapt with the times. From marketing to guest experience, the burden of creating a perfect theatrical experience lies heavily on both exhibition and distribution. This is a two-way street and never before has the partnership between the two been more important. Join us as we discuss compelling issues we need to address to ensure future growth and success.

**INTERNATIONAL DAY LUNCH**

**Award Presentations**

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

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

"International Filmmaker of the Year" – J.A. Bayona, Director, "Jurassic World:

**12:00 PM - 1:30 PM**

**LOCATION: Palace Ballrooms I and II—Emperors Level**

**PACKAGE:**



Fallen Kingdom"

"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**

**1:45 PM - 2:30 PM**

**LOCATION:** Palace Ballroom III—Emperors Level

**PACKAGE:**



**THE GLOBAL CINEMA FEDERATION: ADDRESSING THE ISSUES OF THE GLOBAL EXHIBITION INDUSTRY**

**One-on-one discussion with:**

Alejandro Ramírez Magaña, CEO and General Director, Cinépolis  
Phil Clapp, President, UNIC and Chief Executive, UK Cinema Association

In June of 2017, the Global Cinema Federation (GCF), a worldwide association of motion picture theater 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.

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

**LOCATION:** Palace Ballroom III—Emperors Level

**PACKAGE:**



**THE NEW FRONTIER: SAUDI ARABIA OPENS DOORS TO MOVIE THEATRES AFTER 35 YEARS**

In December 2017, exciting news emanated from the Kingdom of Saudi Arabia. After a 35-year ban, movie theatres would be allowed to re-open throughout the Kingdom. Cinemas will open in 2018, and some have estimated this market will potentially surpass \$1 billion in box office. CinemaCon, in conjunction with the Saudi Arabian General Commission for

Audiovisual Media (GCAM), is delighted to host this exclusive panel discussion on the burgeoning market. The conversation will key in on such important issues as the licensing of both exhibitors and distributors, censorship, and the groundbreaking decision to open the door to theatres.

Moderator:

John Fithian, President & CEO, NATO

Panelists:

Adam Aron, CEO & President, AMC Entertainment

Duncan Clark, President, Distribution, Universal Pictures International

Andrew Cripps, President, Theatrical Distribution, 20th Century Fox International

Ahmed Ismail, CEO, Majid Al Futtaim Ventures

## 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:**



**CINEMACON 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.

VRX Networks invites you to experience the best in class LBE VR solution in the Palace Ballroom Foyer.

*Daily prize drawings in the Roman Ballroom on Monday - Tuesday (at 3:00pm) and Wednesday (at 2:30pm).*

Sponsored by **Allure**, **A Christie Company** and **VRX Networks**

(Official "Admit One" registration credentials required to gain admittance.)

**3:15 PM - 4:00 PM****LOCATION: Palace Ballrooms I and II—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 Ballrooms I and II—Emperors Level****PACKAGE:**

## DEVELOPING AND 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.

Moderator:

Barbara Gromacki, VP, Human Resources, Marcus Theatres

Panelists:

Katie Cate, Director of Talent Management, Regal Entertainment Group

Miguel Angel Prieto, Global HR Director, Cinépolis

Robert Slade, General Manager, AMC Theatres (Phipps Plaza 14)

**5:00 PM - 5:45 PM****LOCATION: Palace Ballroom Foyer—Emperors Level****PACKAGE:**

## 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****6:30 PM - 8:30 PM****LOCATION: The Colosseum—Casino Level**

## 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 &amp; 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**

*(All guests must be at least 21 years of age to enter. Please be sure to bring your ID.)*

**PACKAGE:****8:30 PM - 10:30 PM****LOCATION: Omnia Nightclub**—Casino Level**PACKAGE:**

## TUESDAY, 24 APRIL

**7:00 AM - 6:00 PM****LOCATION: Roman Ballroom**—Promenade Level**PACKAGE:****CINEMA CON REGISTRATION****7:15 AM - 8:30 AM****LOCATION: Palace Ballroom Foyer**—Emperors Level**PACKAGE:****CONTINENTAL BREAKFAST**Sponsored by **Vista Cinema****7:45 AM - 8:45 AM****LOCATION: Palace Ballroom III**—Emperors Level

## EVENT CINEMA PROGRAM: WHAT DOES THE FUTURE HOLD?

Moderator: Jan Runge, Managing Director, Jan Runge Consulting

### Panelists:

Laura Correia, Director, Film & US Event Cinema, National Amusements Joe Eeva, Founder, Cineplace, UK

Matthew Liebmann, Global President, Movio Cinema

Ray Nutt, CEO, Fathom Events, USA

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?

### 2018 Event Cinema Award Presentation – The Walt Disney Company

Accepted by Dave Hollis, President, Theatrical Distribution, Walt Disney Studios Motion Pictures

**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, Tea, and juice will be available in the Lobby of The Colosseum, hosted by Vista Cinema, starting at 8:15am.

### 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:

Alan Horn, Chairman, The Walt Disney Studios

Cathleen Taff, EVP, Distribution & Franchise Management, Walt Disney Studios Motion Pictures

Dave Hollis, President, 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:**



**4:00 PM - 5:45 PM**

**LOCATION:** The Colosseum—Casino Level

**PACKAGE:**



**“ADMIT ONE” HOSPITALITY LOUNGE AREAS**

VRX Networks invites you to experience the best in class LBE VR solution in the Palace Ballroom Foyer.

*Daily prize drawings in the Roman Ballroom on Tuesday (at 3:00pm) and Wednesday (at 2:30pm).*

Sponsored by **Allure, A Christie Company** and **VRX Networks**

(Official “Admit One” registration credentials required to gain admittance.)

**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**

Cinionic –Neopolitans 1-4; Milanos 5-7

Christie – Milanos 1-3

NEC Display Solutions – Milano 4

4DX ScreenX – Roman Ballroom 2

CinemaNext | Éclair – Florentine 1

Power Technology, Inc. – Sorrento Room

Sony Digital Cinema 4K – Pompeian Ballroom 1-3

TimePlay – Pompeian Ballroom 4

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

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

(Doors open at 3:30pm)

Hosted by:

Toby Emmerich, Chairman, Warner Bros. Pictures Group

Ron Sanders, President, Worldwide Theatrical Distribution and Home



## Entertainment

Jeff Goldstein, President, Domestic Distribution, Warner Bros. Pictures

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

**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 - 11:00 PM**

**LOCATION:** Octavius Ballroom—Promenade Level

**PACKAGE:****LIGHTS, CAMERA, ACTION POINT**

(Doors open at 9:15pm)

The theme park and midway are open. It's party time as Paramount Pictures and DTS Inc. / Xperi invite you to celebrate Johnny Knoxville's "Action Point". With great food, games, entertainment and a few surprises in store, get ready for a rowdy good time.

Sponsored by **DTS Inc. / Xperi**

Beverage sponsor: **GOVINO**

**WEDNESDAY, 25 APRIL****7:30 AM - 6:00 PM**

**LOCATION:** Roman Ballroom—Promenade Level

**PACKAGE:****CINEMA CON REGISTRATION****7:45 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," 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:



### 10:00 AM - 11:30 AM

**LOCATION:** The Colosseum—Casino Level

#### PACKAGE:



### 10:00 AM - 4:00 PM

#### LOCATION:

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

#### PACKAGE:



### 12:15 PM - 2:00 PM

**LOCATION:** Octavius Ballroom—Promenade Level

#### PACKAGE:



## CINEMA CON TRADE SHOW AND TRADE SHOW SUITES

#### TRADE SHOW SUITES

Cinionic – Neopolitans 1-4; Milanos 5-7

Christie – Milanos 1-3

NEC Display Solutions – Milano 4

CinemaNext | Éclair – Florentine 1

Power Technology, Inc. – Sorrento Room

Sony Digital Cinema 4K – Pompeian Ballroom 1-3

TimePlay – Pompeian Ballroom 4

4DX ScreenX – Roman Ballroom 2

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

(Doors open at 9:30am)

## “ADMIT ONE” HOSPITALITY LOUNGE AREAS

VRX Networks invites you to experience the best in class LBE VR solution in the Palace Ballroom Foyer.

*Daily prize drawing in the Roman Ballroom at 2:30pm.*

Sponsored by **Allure**, **A Christie Company** and **VRX Networks**

(Official “Admit One” registration credentials required to gain admittance.)

## LUNCHEON AND SPECIAL PRODUCT PRESENTATION FROM FOCUS FEATURES

(Doors open at 12:15pm)

Coming off a successful 2017, capped by three Academy Awards® (one for Gary Oldman who introduced “Darkest Hour” to the industry at last year’s luncheon), Focus Features returns to CinemaCon 2018 with an advance look and exclusive footage from their release slate for the remainder of 2018, along

with some very special guests. Focus Features continues to acquire and produce specialty films for the theatrical market that resonate with audiences around the world.

Hosted by:

Peter Kujawski, Chairman

Robert Walak, President

Lisa Bunnell, President of Distribution

Sponsored by **Fandango**, **EclairColor HDR**, and

**Sony Digital Cinema 4K**

**2:45 PM - 3:45 PM**

**LOCATION: Palace Ballroom II—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.

#### **Premium Cinema Amusement Experiences**

Joe McCullagh, General Manager, Player One Amusement Group

#### **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

#### **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

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

Heather Blair, Head of Cinema Sales, MediaMation

#### **Special Award Presentation**

Ken Mason Inter-Society Award – John Wolski

**2:45 PM - 3:45 PM**

**LOCATION: Palace Ballroom III—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.

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

#### **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 6:45pm)

The Will Rogers Motion Picture Pioneers Foundation proudly presents its 2018 Pioneer of the Year Award to Tom Cruise, the first actor to ever receive the honor. The night will feature a performance by Tony and Grammy Award-winning *Hamilton* star, Leslie Odom Jr., a special presentation from acclaimed and celebrated producer, director and Academy Award® winning screenwriter, Christopher McQuarrie, and more!

## **THURSDAY, 26 APRIL**

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

**LOCATION:** Roman Ballroom—Promenade Level

**PACKAGE:**



### **CINEMA CON REGISTRATION**

**8:15 AM - 9:15 AM****LOCATION:** Palace Ballroom II—Emperors Level**PACKAGE:**

## **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 &amp; 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 &amp; Dean, The Kemmons Wilson School of Hospitality &amp; Resort Management, The University of Memphis

**8:15 AM - 9:15 AM****LOCATION:** Palace Ballroom III—Emperors Level**PACKAGE:**

## **"THE INDEPENDENT AND SPECIALTY MARKET: STRONGER THAN EVER"**

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 "Darkest Hour," "The Big Sick," "Three Billboards Outside Ebbing, Missouri," "I, Tonya," "Call Me By Your Name," and "Lady Bird" (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 market a more specialized film title.

**Moderator:**

Gordon Paddison, President &amp; CEO, Stradella Road

**Panelists:**

Lisa Bunnell, President of Distribution, Focus Features

Tom Prassis, EVP, Sales, Sony Pictures Classics

Tom Quinn, CEO, NEON

Frank Rodriguez, SVP, General Sales Manager, Fox Searchlight Pictures

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

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

**PACKAGE:****BREAKFAST AT THE TRADE SHOW AND TRADE SHOW SUITES**

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

Breakfast sponsored by **4DX ScreenX**

**TRADE SHOW SUITES**

Cinionic – Neopolitans 1-4; Milanos 5-7

Christie – Milanos 1-3

NEC Display Solutions – Milano 4

CinemaNext | Éclair – Florentine 1

Power Technology, Inc. – Sorrento Room

Sony Digital Cinema 4K – Pompeian Ballroom 1-3

TimePlay – Pompeian Ballroom 4

4DX ScreenX – Roman Ballroom 2

**10:00 AM - 2:00 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**

VRX Networks invites you to experience the best in class LBE VR solution in the Palace Ballroom Foyer.

(Official “Admit One” registration credentials required to gain admittance.)

**10:00 AM - 11:30 AM**

**LOCATION: The Colosseum**—Casino Level

**PACKAGE:****20<sup>TH</sup> 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

**12:15 PM - 2:00 PM**

**LOCATION: Octavius Ballroom**—Promenade Level

**PACKAGE:****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. 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

**GoGoCinema™** (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:

Joe Drake, Co-Chairman Motion Picture Group

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”

Breakthrough Producer of the Year – Gabrielle Union

Action Star of the Year – Taron Egerton

Breakthrough Performer of the Year – Lil Rel Howery

Cinema Spotlight Award – Anna Kendrick

Director of the Year – Ryan Coogler

Award of Excellence in Acting – Felicity Jones

Female Star of Tomorrow – Tiffany Haddish

CinemaCon Vanguard Award – Jonah Hill

CinemaCon Visionary Award – Jack Black

Cinema Icon Award – Samuel L. Jackson

Comedy Star of the Year – Kate McKinnon

Male Star of the Year – Benicio Del Toro

Female Star of the Year – Dakota Johnson

Lifetime Achievement Award – Jodie Foster

**9:30 PM - 11:30 PM**

**LOCATION:** Caesars Palace Pool of the Gods

**PACKAGE:**



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

The Coca-Cola Company welcomes the industry to celebrate the movie-going experience and the conclusion of CinemaCon 2018. Join us for an evening of fun, great food, and new experiences.