

2018 SCHEDULE OF EVENTS

(as of January 10, 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: To Be Announced

Distribution: To Be Announced

9:30 AM - 12:30 PM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:



INTERNATIONAL SEMINARS: MORNING SESSION

Programs in development

(As always, the morning session will key in on important topics and issues such as: customer service, technology, social media, global marketing and what can exhibitors and distributors be doing better as partners to grow the business. Programs and participants are currently being finalized.)

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"

"CinemaCon Passepartout Award"

"International Filmmaker of the Year"

"comScore International Boxoffice Achievement Award"

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 from a global standpoint. 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 standards 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.

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:



10:00 AM - 5:00 PM

LOCATION:

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

PACKAGE:



3:15 PM - 4:00 PM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:



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:



CINEMACon REGISTRATION

"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.

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.

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 CINEMACon 2018: A PRE-OPENING RECEPTION

CinemaCon and NATO 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.

CINEMACon 2018 GALA OPENING NIGHT STUDIO EVENT

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

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.

TUESDAY, 24 APRIL

7:00 AM - 6:00 PM

LOCATION: Roman Ballroom—Promenade Level

PACKAGE:



7:30 AM - 8:30 AM

LOCATION: Palace Ballroom Foyer—Emperors Level

PACKAGE:



9:00 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:



10:30 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:



7:30 PM - 9:00 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



CINEMA CON REGISTRATION

CONTINENTAL BREAKFAST

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

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”

Industry Addresses

John Fithian

President & CEO, NATO

Charles Rivkin

Chairman & CEO, MPAA

Industry Recognition

Mike Archer (ICTA) and Andrew Cretors (NAC)

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

“ADMIT ONE” HOSPITALITY LOUNGE AREAS

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.

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

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

9:15 PM

LOCATION: **Octavius Ballroom**—Promenade Level

PACKAGE:



STUDIO THEMED DINNER RECEPTION AND PARTY

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

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

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

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

10:00 AM - 4:00 PM

LOCATION:

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

PACKAGE:



"ADMIT ONE" HOSPITALITY LOUNGE AREAS

12:15 PM - 2:00 PM

LOCATION: **Octavius Ballroom**—Promenade Level

PACKAGE:



LUNCHEON AND SPECIAL PRODUCT PRESENTATION FROM FOCUS FEATURES

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.

2:30 PM - 3:30 PM

LOCATION: Palace Ballroom II—Emperors Level

PACKAGE:



2:30 PM - 3:30 PM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:



4:15 PM - 5:45 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



6:45 PM - 9:00 PM

LOCATION: Octavius Ballroom—Promenade Level

PACKAGE:



9:30 PM - 11:30 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



8:00 AM - 5:00 PM

LOCATION: Roman Ballroom—Promenade Level

PACKAGE:



8:15 AM - 9:30 AM

LOCATION: Palace Ballroom II—Emperors Level

**WEDNESDAY AFTERNOON SEMINAR SERIES:
“AN INDUSTRY THINK TANK 3.0”**

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.

**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.

Cinema + Bowling = The Perfect Frame

John Roush

VP of North American Capital Equipment Sales, Brunswick Bowling Products

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.

Additional presentations to be announced, led by Cineplex and MediaMation

Special Award Presentation

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

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

“2018 PIONEER OF THE YEAR DINNER”

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

MAJOR STUDIO SCREENING: TENTATIVE

We are working on what could be a very exciting way to end the day. Stay tuned for more details

THURSDAY, 26 APRIL

CINEMA CON REGISTRATION

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

Denise Needham

Chief Sales Officer, Survey Me

Radesh Palakurthi

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

8:15 AM - 9:30 AM

LOCATION: Palace Ballroom III—Emperors Level

PACKAGE:



**THURSDAY MORNING SEMINAR SERIES:
SEMINAR**

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

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

10:00 AM - 2:00 PM

LOCATION:

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

PACKAGE:



“ADMIT ONE” HOSPITALITY LOUNGE AREAS

10:00 AM - 11:30 AM

LOCATION: The Colosseum—Casino Level

PACKAGE:



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

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**

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.

2:30 PM - 4:15 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



7:30 PM - 9:15 PM

LOCATION: The Colosseum—Casino Level

PACKAGE:



9:30 PM

LOCATION: Caesars Palace Pool of the Gods

PACKAGE:



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

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
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

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.