

SCHEDULE OF EVENTS

SHOWEAST



LOEWS MIAMI BEACH HOTEL
OCTOBER 21-24, 2024

ShowEast 2024 is celebrating the fascinating journey of cinema that spans over a century, marked by technological advancements and artistic evolution. From silent black and white films to the new age of digital cinema, the film industry has been an integral part of our culture with countless key players and industry leaders revolutionizing its journey and our approach to the industry as a whole. Filmmaking has come a long way from its humble beginnings, but what does the future hold for this dynamic and ever-evolving art form? Technology, diversity in content, and new-age marketing techniques are key indicators that warrant our attention and open discussion. Come join us at ShowEast to pay homage to the history of cinema and contemplate ways to keep pushing the boundaries and exploring new frontiers in our industry!

SUNDAY, OCTOBER 20

3:00-6:00PM

Convention & Showcase Registration

(The Rotunda)

SHOWEAST

MONDAY, OCTOBER 21

8:00AM-6:30PM

Convention & Showcase Registration

(The Rotunda)

8:00AM

Breakfast

(Bar Collins)

9:00AM

Buses depart for the Regal South Beach.

9:30AM-12:00PM

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

(Regal South Beach, Auditorium 18)



MODERATOR:

Miguel Rivera, VP Global Programming
& Content, Cinépolis



STUDIO PRESENTATIONS

Paramount Pictures International
Warner Bros. Pictures International

Buses return to the Loews Miami Beach.

1:00-2:30PM

**Welcome Back! ShowEast 2024
Opening Ceremony & Luncheon**

(Americana 4)



SPONSORS:

Comscore

CJ 4DPLEX

SHOWCAST

HOSTS:

Luis B. Vargas, Vice President Latin America,
Comscore Movies

Paul Dergarabedian, Senior Media Analyst,
Comscore Movies

Duncan Macdonald, Head of Business Development
and Marketing, Americas, CJ 4DPLEX

Samuel Real, Head of Latin America Sales
and Operations, CJ 4DPLEX

EMCEE:

Laura Najlis, VP International Marketing and Revenue
Growth, Cinemark

LATAM Keynote Address

***The Current State, Disruptors & How Events
Are Driving Our Business***

SPEAKER:

Hernán Viviano, VP LATAM & General Manager Brazil,
Warner Bros. Pictures International

Domestic Keynote Address

The Past, Present and Future of Exhibition

SPEAKER:

Bob Bagby, Chairman, NATO

LATAM Award Presentations

THE ENRIQUE RAMIREZ LATAM EXHIBITOR OF THE YEAR AWARD

Marcos Barros, CEO and Chairman of the Board,
Cinesystem Cinemas

LATAM DISTRIBUTOR OF THE YEAR

Luis Carcheri, Distribuidora Romaly, SA, Costa Rica

COMSCORE LATAM & DOMESTIC BOX OFFICE ACHIEVEMENT AWARDS

The Walt Disney Studios for *Inside Out 2*

SHOWEAST

ACCEPTED BY:

Willy Avellaneda, VP Head of Theatrical
Distribution LATAM

David Sieden Vice President, Cinema Partnerships,
The Walt Disney Studios

Susie Cotliar, Vice President, Cinema Partnerships,
The Walt Disney Studios

2:30PM

Buses depart for the Regal South Beach.

3:00-5:00PM

ShowEast Coming Attractions

(Regal South Beach, Auditorium 17)

*Take a peek at the next
run of films that will excite
cinemaphiles. Discover the
next sleeper hit that will
surprise and entertain
your audiences.*

MODERATORS:

Amanda Rufener, Vice President,
Account Executive,
PaperAirplane Media

Meggie Isom, Vice President,
Account Executive,
PaperAirplane Media

STUDIO PRESENTATIONS

Amazon MGM Studios

Angel Studios

Fathom Events

Sony Pictures Releasing

The Walt Disney Studios

Buses return to the Loews
Miami Beach.



SHOWCAST

4:45PM

Social Media Without Borders

(Americana 4)

The role of social media is nothing short of indispensable in today's entertainment industry. From fostering direct connections between creators and audiences to revolutionizing marketing strategies, the social media sphere is an indispensable part of the engine driving the success of both films and the cinemas they play in. This panel explores how to harness the power of social media and better understand how to use it to your advantage.

MODERATOR:

Carlos Fernandez, Managing Partner, Arena Media
México, Arena Mexico

PARTICIPANTS:

Ann-Elizabeth Crotty, Executive Vice-President,
Global Customer Experience, Sony Pictures Releasing
Mónica Fernández Alonso, Marketing Director,
International Marketing LATAM, Warner Bros. Pictures
Andres Giraldo, Not the CEO, GoMVP
Laura Najlis, VP International Marketing and Revenue
Growth, Cinemark

5:30PM

Unlocking Film Discovery & Marketing Partnerships: Boosting Mid-Tier Cinema Attendance

(Americana 4)

This panel will discuss and demonstrate how film discovery marketing delivered in partnership between exhibition and distribution using digital and social channels can bridge the gap between blockbuster release dates. By introducing the public to movies they wouldn't typically hear about, we can understand customer preferences and optimize resources in order to boost attendance for mid-tier movies.

SHOWEAST

MODERATOR:

Mark de Quervain, CEO, Action Marketing Works Ltd.

PANELISTS:

Hannah Carrady, Director, Digital Strategy,
Caribbean Cinemas

Rich Daughtridge, President, ICA

Monica Portella, Marketing Manager, UCI Brazil

Brandon Purdie, EVP, Head of Global Theatrical
Distribution and Brand Development, Angel Studios

6:30-8:00PM

ShowEast Opening Night

Reception:

**Celebrating The Movies
That Made Us**

(Americana Foyer)



SPONSORS:

Amazon MGM Studios

Angel Studios

Barco

Fathom Events

Paramount Pictures

Sony Pictures Releasing

The Walt Disney Studios



SHOWEAST

TUESDAY, OCTOBER 22

8:00AM-6:00PM

Convention & Showcase Registration

(The Rotunda)

8:30-10:30AM

**Rise & Shine – Breakfast
& Program**

(Americana 4)

SPONSORS:

Sharp

Cinema Coach

SHARP



Cinema Coach
CRAFTING THE CINEMA OF TOMORROW

HOSTS:

Patrick Malone, Vice-President

End User Sales, Sharp

Jeff Kaplan, Cinema Lead, Sharp

Wim Buyens, Cinema Coach

Ticket to Ride – LIVE!

Paul Dergarabedian and Mike Polydoros discuss the big Hollywood Comeback and chat with special guest and ShowEast Legend Award recipient Richie Fay.

PRESENTERS:

Paul Dergarabedian, Senior Media Analyst,
Comscore Movies

Mike Polydoros, President & Co-Founder,
PaperAirplane Media

Next Gen Marketing: New Age Techniques

Learn the new multimedia strategies that are being used to market both movies and the venues they play in. How do these strategies embed your company into people's brains and "Make You Famous?"

SHOWEAST

MODERATOR:

Brandon Jones, Founder & President,
FILMFROG Marketing

PANELISTS:

Paul Farnsworth, Executive Director of Communications
and Content, B&B Theatres

Emily Schulman Bell, Director of Marketing,
Schulman's Movie Bowl Grille

Brandon Purdie, EVP, Head of Global Theatrical
Distribution and Brand Development, Angel Studios

Brandon Nichols, Vice President of Digital Marketing,
Paramount Pictures

10:30AM-4:00PM

**ShowEast Showcase
Hospitality Lounge**

(Americana Foyer)

**SPONSOR:**

P3 Global Services

HOST:

Cami Martinez , SVP, Theatrical Distribution

10:30AM

Buses depart for the Regal South Beach.

11:00AM-2:00PM

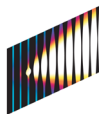
Hollywood Studio

Product Presentations

**With A Focus On Latin America,
Part II**

(Regal South Beach, Auditorium 18)

**ANGEL
STUDIOS**



**SONY
PICTURES**

MODERATOR:

Miguel Rivera, VP Global Programming
& Content, Cinépolis

SHOWEAST

STUDIO PRESENTATIONS

Angel Studios

Sony Pictures Releasing International

Universal Pictures International

The Walt Disney Studios

Buses return to the Loews
Miami Beach.



A COMCAST COMPANY

The
WALT DISNEY
Studios

11:00-4:00PM

ShowEast Showcase 2024

(Americana Foyer)

2:00-3:00PM

Lunch In The ShowEast Showcase

(Americana Foyer)

3:00PM

Buses depart for the Regal South Beach.

3:30PM

**Special Screening
from Universal Pictures**

International:

The Last Journey

(Regal South Beach, Auditorium 17)



A COMCAST COMPANY

5:00PM

Buses depart for the Regal South Beach.

5:00PM

Refreshment Break

SHOWEAST

5:30PM

**Exclusive Screening of
Bau: Artist at War
Presented by Showbiz Direct
with Special Guests**

(Regal South Beach, Auditorium 17)



Buses return to the Loews Miami Beach.

7:30PM

**Angel Studios
Special Evening Event
Amplify Light!**

(St. Moritz Lawn)



SPONSOR:

Angel Studios

HOSTS:

Brandon Purdie, Executive Vice President, Head of
Global Theatrical Distribution and Brand Development
Tim Rollins, Director of Theatrical Operations

WEDNESDAY, OCTOBER 23

8:00AM-6:00PM

Convention & Showcase Registration

(The Rotunda)

8:30-10:30AM

**Rise & Shine
Breakfast & Program**

(Americana 4)



SPONSORS:

The Coca-Cola Company
P3 Global Services



SHOWEAST

HOSTS:

Mayson Spellman, Sr. National Account
Director Strategic Partnerships & On-Premise NAOU,
The Coca-Cola Company
Cami Martinez , SVP, Theatrical Distribution,
P3 Global Services

***The Past, Present, And Future Of Cinema
Leadership & Philanthropy*****MODERATOR:**

Mayson Spellman, Sr. National Account Director
Strategic Partnerships & On-Premise NAOU,
The Coca-Cola Company

THE COCA-COLA EMPOWERMENT AWARD

Christina Blumer, Executive Director,
Will Rogers Motion Picture Pioneers Foundation

SHOWEAST LEGEND AWARD PRESENTATION

The Roast of Richie Fay

MASTER OF CEREMONIES:

Jeff Wilk, The Son-In-Law

ROASTERS:

Scott Kennedy	Kevin Mitchell
Frank Patterson	Mike Polydoros
Todd Vradenburg	Hank Lightstone

10:30AM-4:00PM
ShowEast Showcase
Hospitality Lounge
(Americana Foyer)

**SPONSOR:**

P3 Global Services

HOST:

Cami Martinez , SVP, Theatrical Distribution,
P3 Global Services

SHOWEAST

11:00AM-4:00PM

Showcase 2024

(Americana Foyer)

1:00-2:00PM

Lunch In The ShowEast Showcase

(Americana Foyer)

3:00PM

Buses depart for the Regal South Beach.

3:30PM

Amazon MGM Studios

presents a special

screening of *Red One*

(Regal South Beach, Auditorium 17)



5:30PM

Buses depart for the Regal South Beach.

5:30PM

Refreshment Break

6:00PM

Paramount Pictures presents...?

(Regal South Beach, Auditorium 17)

Buses return to the Loews
Miami Beach.



8:30PM

Seaside Social Hour

(Preston's)

SHOWEAST

THURSDAY, OCTOBER 24

8:00AM-5:00PM

Convention Registration

(The Rotunda)

8:00AM

ShowEast Morning of Leisure and Relaxation

Breakfast served in the Rotunda

- **The return of the ShowEast Golf Classic at the Miami Beach Country Club**
Buses depart at 7:30AM; Pre-Registration is required
 - **Loews Leisuretime; De-stress and Relax at the ShowEast Sea Spa or stroll and shop Lincoln Road**
-

10:30AM-1:30PM

**ShowEast Showcase
Hospitality Lounge**

(Americana Foyer)



SPONSOR:

P3 Global Services

HOST:

Cami Martinez , SVP, Theatrical Distribution

1:30-3:00PM

**The Erik Lomis ShowEast
Hall Of Fame Luncheon**

(Americana 4)



SPONSORS:

Dolby Laboratories

Moviefone

SHOWCAST

HOSTS:

Eric Tabak, VP Exhibitor Relations, Moviefone
Michael Archer, VP, WW Cinema Sales & Partner
Management, Dolby Laboratories

EMCEES:

Brock Bagby, President, B&B Theaters
Kyle Davies, President, Distribution, Bleecker
Street Media

CLASS OF 2024 INDUCTEES

Steve Claro, Founder, Quality Sign & Marquee
H. Loren Nielsen, President, Entertainment
Technology Consultants; Cinema Lead, DTS/Xperi
Kelly Palmer, VP, Film Systems & Administration,
Regal Cinemas
Mayson Spellman, Sr. National Account Director,
Strategic Partnerships & On-Premise NAOU,
The Coca-Cola Company

Blayne Gaines*

Ted Hatfield*

Bill LeClair*

Lew O'Neil*

George Rouman*

Greg Simi*

*Posthumously

JODY AND STAN'S BIKE, A VARIETY, THE CHILDREN'S CHARITY PRESENTATION

Presented by
Reynolds & Reynolds



SHOWEAST

**SHOWEAST TECHNICAL
ACHIEVEMENT AWARD**
Dolby Laboratories



6:30PM
ShowEast Awards Ceremony
(Americana 4)



SPONSOR:
The Coca-Cola Company

EMCEE:
Chris Aronson, President, Domestic Distribution,
Paramount Pictures

AWARD PRESENTATIONS

**AL SHAPIRO DISTINGUISHED
SERVICE AWARD**

Melanie Valera, Senior Vice President,
General Sales Manager, Paramount Pictures



**BINGHAM RAY INDEPENDENT
SPIRIT AWARD**

Robert Smerling, President, US Cinema Operations,
Reading International Inc.



**SALAH M. HASSANEIN
HUMANITARIAN AWARD**

Mark Gramz, President, Marcus Theatres



**SHOWEAST & NAC
ICON AWARD**

Larry Etter, Senior Vice President, Malco Theatres



**DAN FELLMAN SHOW "E"
AWARD**

Bobbie, Brittanie, and Brock Bagby,
Co-Presidents, B&B Theatres

SHOWEAST

ShowEast Closing Party
B&B Theatres Centennial Celebration
(Roaring 20's Style!)

(Americana Foyer)

SPONSORS:

B&B Theatres

Barco

CJ 4DPLEX

The Coca-Cola Company

Dolby Laboratories

DTS

GDC Technology

Screenvision Media

Sonic Equipment

Celebrate the past and next 100+ years of B&B Theatres
and the Cinema Industry!



ShowEast Showcase 2024

Hours on Tuesday & Wednesday: 11am-4pm

Lunch Sponsors Tuesday & Wednesday



ShowEast Showcase 2024

Hours on Tuesday & Wednesday: 11am-4pm

Lunch Sponsors Tuesday & Wednesday



PLEASE VISIT THE
NEW P3
HOSPITALITY
LOUNGE
OPEN TUESDAY
THROUGH THURSDAY