



cinelatamTM
cinema summit of latin america

TENTATIVE SCHEDULE OF EVENTS
AS OF 2 SEPTEMBER (SUBJECT TO CHANGE)

SUNDAY, 20 SEPTEMBER

2:00 — 7:00

Summit & Vendor Showcase Registration
(7th Floor Foyer)

7:00 — 8:00

Welcome to CineLATAM Happy Hour
(Presidential Suite, Floor 18)

MONDAY, 21 SEPTEMBER

8:00 — 6:00

Summit & Vendor Showcase Registration
(7th Floor Foyer)

9:00 — 5:00

**CineLATAM Vendor Showcase:
Open for Business**
(Alhambra Ballroom Foyer)



9:00

Continental Breakfast
(Alhambra Ballroom Foyer)



11:45 — 12:30

CineLATAM Opening Buffet Lunch
(Alhambra Ballroom Foyer)



12:30 — 1:30

CineLATAM Opening Program
(Alhambra Ballroom)

- Welcome Remarks
 - LATAM Overview
 - Rentrak Box Office LATAM Achievement Award Presentation
 - CineLATAM Award of Appreciation
Carlos Torres Piña, Attorney General, State of Michoacán
 - RealD LATAM Presentation
- SPONSOR RECOGNITION**
Barco



1:30 — 2:30
Sony Pictures International
Studio Presentation
(Alhambra Ballroom)



2:30 — 3:00
Networking Break

3:00 — 4:00
Angel Studio Presentation
(Alhambra Ballroom)
SPONSOR RECOGNITION
Moving iMage Technologies
MDI Screens

ANGEL

4:30
Buses depart for Cinépolis Luxury Cinemas
Coconut Grove

5:00
CJ 4DPLEX Invites You to
a Special Screening of
Linkin Park Unshattered
followed by a Special Reception
(Cinépolis Luxury Cinemas Coconut Grove)



Buses depart for Loews immediately
after screening.

7:00 — 10:00
Join CineLATAM
at our Open House
(Presidential Suite, Floor 18)
And enjoy some food, a drink,
a few laughs and maybe even a cigar!



TUESDAY, 22 SEPTEMBER

8:00 — 6:00
Summit & Vendor Showcase Registration
(7th Floor Foyer)

9:00 — 10:00
Networking Breakfast
(Alhambra Ballroom Foyer)



9:00 — 5:00
CineLATAM Vendor Showcase
(Alhambra Ballroom Foyer)



10:15 — 11:30
Business Sessions
Powered by Boxoffice
(Alhambra Ballroom)



The Modern Discovery Journey: The New
Path to the Cinema: How LATAM Moviegoers
Discover, Select, and Book Movies Today
Learn how moviegoers move from passive
scrolling to active search—and how cinemas can
turn that intent into ticket sales by understanding
what drives theater choice, reaching audiences
at the right moment, and making the path from
discovery to purchase as seamless as possible.

Targeting & Engaging Niche Fandoms: Unlocking New Audiences Beyond Blockbusters

From anime and gaming to horror, concerts and faith-based films, discover how passionate fan communities can drive high-engagement audiences, event cinema and incremental ticket sales.

12:30 — 1:30

Networking Lunch

(Alhambra Ballroom Foyer)



2:00 — 3:00

Paramount Pictures International Studio Presentation

(Alhambra Ballroom)
SPONSOR RECOGNITION
Lumma I 4D E-Motion
Admit One



3:00 — 3:15

Coffee Break

(Alhambra Ballroom Foyer)

3:15 — 3:45

Regional Studio Presentation

(Alhambra Ballroom)

3:45 — 4:00

Coffee Break

(Alhambra Ballroom Foyer)



4:00 — 5:30

The Walt Disney Studios Presentation

(Alhambra Ballroom)
SPONSOR RECOGNITION
CJ 4DPlex
Dolby Laboratories

6:00

Reception and Programming to be Announced



admit | one

WEDNESDAY, 23 SEPTEMBER

8:00 — 2:00

Summit & Vendor Showcase Registration

(7th Floor Foyer)

8:45 - 9:30

Networking Breakfast

(Alhambra Ballroom Foyer)



8:45 — 3:00

CineLATAM Vendor Showcase

(Alhambra Ballroom Foyer)



**Business Sessions
Powered by Boxoffice**
(Alhambra Ballroom)



**Connecting the Campaign to the Seat:
Owning the Guest Relationship to Drive Visits**

Attendees will learn how to use data and digital tools to build direct fan relationships, target micro-audiences, strengthen loyalty, and optimize paid media—turning audience insights into more frequent visits, stronger engagement, and fuller seats, even during off-peak periods.

Premiumization: The Amenity Arms Race

From premium formats and elevated concessions to technology and experiential amenities, explore how exhibitors are raising the bar—and giving audiences more reasons to choose the cinema.

10:45 – 11:00

Break

11:00 – 12:00

**Amazon MGM Studios
Presentation**

(Alhambra Ballroom)
SPONSOR RECOGNITION
The Coca-Cola Company



12:00 – 1:00

Networking Lunch

(Alhambra Ballroom Foyer)



1:00 – 1:30

Diamond Studio Presentation

(Alhambra Ballroom)



1:30 – 2:00

Studio Presentation

(Alhambra Ballroom)

3:00

**CineLATAM 2026
Closing Reception**

(Presidential Suite, Floor 18)



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IN HOUSE THEATRE

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