

SHOWEST 2007 SCHEDULE

as of 3/8/07 4:09 PM.

Regarding all feature film digital screenings in Bally's and Paris, please note that Le Theatre des Arts will feature equipment provided by Christie and the Jubilee Theatre will feature equipment from Barco Digital Cinema. All digital cinema equipment showcases the DLP Cinema® Projection Technology from Texas Instruments, the Official Corporate Sponsor of ShoWest 2007.

Sunday, March 11, 2007

1:00pm - 6:00pm

Convention Registration

(Paris Ballroom Foyer, Paris Hotel)

Monday, March 12, 2007

6:30am

Buses leave for Al Lapidus Golf Tournament at 6:30 am and 6:45 am from the Flamingo Road Entrance of Bally's Hotel

7:30am – 8:00pm

Convention Registration

(Paris Ballroom Foyer, Paris Hotel)

8:00am

Al Lapidus Golf Tournament

(Anthem Country Club)

8:00am – 6:00pm

Trade Show Registration

(Palace Foyer, Bally's Hotel)

8:15am

Sponsored by:

International Day Breakfast

Strong International

Qube Cinema

Your Hosts for Strong International:

Ray Boegner, Sr. Vice President

Daniel Benitez, VP, Latin American Sales

Troy James, Director of Customer Service

Your Hosts for Qube:

Rajesh Ramachandran, President & CTO

Raja Enok, Chief Marketing Officer

Jim Steele, Head of Business Affairs

Moderator:

Eric Mika, SVP & Managing Director, Film & Performing Arts and Music Group, The Nielsen Company

Industry Addresses:

“The International Market - 2006-07”

Andrew Cripps, President, Paramount Pictures International

“A UNIC Point of View: An Update on the European Exhibition Market”

Ad Weststrate, President, UNIC
(Champagne Ballroom, Paris Hotel)

9:00am

Al Lapidus Tennis Tournament

(Tennis Courts, Bally’s Hotel)

9:30am

International Day Seminars

A Focus on Japan

Moderator:

Tetsuo Tsukada, President, United Cinemas

Panelists:

Masaharu Ina, Director, Head of Sales & Business Affairs,
TOHO Cinemas Ltd.

Naoshi Yoda, Managing Director, T-Joy

Jesse Lee, Managing Director, Japan, Twentieth Century
Fox Int’l

Isao Matsumoto, Director, Film Buying Dept., Warner
Mycal Cinemas

(Le Theatre Des Arts, Paris Hotel)

11:00am

Digital Seminar

“Digital Cinema – The Way Forward”

There has been good progress in the development and deployment of digital cinema both in the United States and various International markets, but there continues to be the perception it is slow going. What are the key challenges facing the pacing, progress and deployment of digital cinema around the world and what is the “The Way Forward”? This session will dedicate itself to focusing on and discussing the key issues which include global adoption of single standard and performance/compliance protocol, viable business models and related issues, whether or not there is a sufficient international servicing infrastructure to support efficient and reliable digital content servicing needs, security and key management services and a host of other relevant issues. And, how might digital 3D technology impact the overall pacing of deployment of digital cinema systems.

Moderator:

Julian Levin, Executive Vice President, Digital Exhibition,
Twentieth Century Fox

Panelists:

Chuck Goldwater, President & COO, AccessIT Media
Services Group

Steve Bergman, EVP & GM, Deluxe Digital Media

Howard Kiedaisch, CEO, Arts Alliance Media

Curt Behlmer, COO of Digital Cinema & EVP, Theatrical
Services, Technicolor

Drew Kaza, EVP, Digital Development, Odeon/UK

Gwendal Auffret, CEO, Éclair

Joe Peixoto, President, Worldwide Cinema, Real D

Adam Rymer, SVP, Digital Platforms, Universal Pictures
(Le Theatre Des Arts, Paris Hotel)

12:30pm

Sponsored by:

International Day Luncheon

IMAX Corporation

Exhibitor Host:

Nielsen EDI

Tim Richards, CEO, Vue Entertainment

Your Hosts for IMAX Corporation:

Rich Gelfond, Co-CEO & Co-Chairman

Brad Wechsler, Co-CEO & Co-Chairman

Greg Foster, Chairman and President, Filmed
Entertainment

Larry O'Reilly, Executive Vice President, Theatre
Development

Your Hosts for Nielsen EDI:

Nick King, President, International, Nielsen EDI

Award Presentations

International Lifetime Achievement Award

Isao Matsuoka, Chairman, Toho Co., Ltd.

Presenter: Mark Zoradi, President, Walt Disney
Motion Pictures Group

International Achievement in Filmmaking Award

Alfonso Cuarón

Presenter: David Linde, Co-Chairman, NBC
Universal

(Champagne Ballroom, Paris Hotel)

2:15pm

Moderator:

International Distribution Marketing Presentations

Nick King, President, International, Nielsen EDI

Presentations from:

Buena Vista International

Mark Zoradi, President, Walt Disney Motion
Pictures Group

Anthony Marcoly, President, BVI

Paramount Pictures International

Andrew Cripps, President

Roger Pollock, EVP, Int'l Distribution &
Operations

Jon Anderson, EVP, Int'l Marketing

Sony Pictures Releasing International

Mark Zucker, President

Universal Pictures International

Duncan Clark, Executive Vice President,
International Distribution

Warner Bros. Pictures

Sue Kroll, President, International Marketing

Veronika Kwan-Rubinek, President, International
Distribution

(Le Theatre Des Arts, Paris Hotel)

3:15pm

Seminar

“A Digital Cinema Primer: Practical Understanding of Digital Cinema Basics”

As digital cinema becomes more prevalent, the need to understand exactly ‘what it is’ and ‘how it works’ has increased. The proliferation of new acronyms can be daunting and difficult to understand. From the DCDM to the CPL and all the DCP’s that generate VPF’s, the ISDCF (Inter-Society Digital Cinema Forum, an association of industry professionals from every facet of digital cinema) has worked to put together a presentation to provide basic understanding of the technology and provide definition behind some of the acronyms associated with digital cinema in the process. The presentation and Q/A session will also strive to demystify the process by detailing how content gets from production to exhibition in the digital world. This will be a very introductory session that will also cover many frequently asked questions surrounding the practical application of digital cinema in the business.

Presenters:

Joe Hart, Director, Distribution Services
Technicolor Digital Cinema
Michael Karagosian, President, MKPE Consulting LLC
(Champagne Ballroom, Paris Hotel)

4:00pm – 6:00pm

Las Vegas Ballroom Demonstration Suites

Ballroom 1 - T-Systems
Ballroom 3 - Panasonic
(South Tower, Bally’s Hotel)

6:00pm & 9:00pm

ShoWest Showcase:

An Evening of Independent Film

(Cinemark Orleans 18 Theatres, Orleans Hotel)

****Each film screens at both 6:00pm and 9:00pm****

“Talk to Me” - Focus Features
“Away From Her” - Lionsgate
“Gracie” - Picturehouse
“The Valet” - Sony Pictures Classics
“The TV Set” - THINKFilm
“Goodbye Baby” - Renart Films / Gigantic Pictures Production

(Buses begin continuous shuttle at 5:15pm from the Flamingo Road Entrance of Bally’s Hotel. The last bus returns at 11:30pm)

(Please remember that no cameras of any kind, still or video, will be allowed into the theatre.)

8:00pm

ShoWest Showcase Reception at The Cinemark Orleans 18 Theatres

Sponsored by:

Newspaper Association of America
Noble Inc. Security

Your Host for NAA:

Jack Brady, Director of Marketing and Advertising

Your Hosts for Noble Inc. Security:

Tom Caruso, President
Michael Belfiore, Vice President, Operations
*(Buses continue shuttle service between Bally's Hotel and
Cinemark Orleans 18 Theatre. The last bus will return to
Bally's Hotel at 11:30pm)*

Tuesday, March 13, 2007

We are pleased to be hosting ShoWest University once again this year. ShoWest University is a series of informal sessions to be held in Las Vegas Ballroom 5, located in the South Tower of Bally's. This program has been designed to help update and educate the industry on a number of pertinent and important topics. Sessions will run daily starting on Tuesday. Seminar times, topics and speakers are notated daily in this schedule.

7:30am – 7:00pm

Convention Registration
(Paris Ballroom Foyer, Paris Hotel)

8:00am – 6:30pm

Trade Show Registration
(Registration Office, Grand Salon, Bally's Hotel)

7:45am

Sponsored by:

Opening Day Breakfast

AccessIT

Reynolds & Reynolds

Your Hosts for AccessIT:

Bud Mayo, Chairman & CEO, AccessIT

Chuck Goldwater, President & COO, AccessIT Media
Services Group

Presentation:

"Theatre Safety in the 21st Century"

Your Hosts for Reynolds & Reynolds:

Stanley J. Reynolds, President & CEO

J. Edgar Williamson, EVP & COO

Stan W. Reynolds, Vice President

Sandra K. Bell, VP, Theatres

Judy Gearhart, Asst. VP

Diana Wissler, Account Manager

Brooks Reynolds, Account Executive

Your Hosts for Variety International:

Jody Reynolds, Past International President

Rebecca Palmer, Exec. Dir., Variety Children's
Lifeline

Jane Brody, COO, Variety Int'l

Anna LaDou, Executive Director, Variety Int'l

Award Presentation

The Inter-Society's "Ken Mason Award"

John Pytlak, Eastman Kodak
Presenter: Ted Costas, President, Inter-Society
(Champagne Ballroom, Paris Hotel)

9:15am

ShoWest Opening Day Ceremony

Welcome Remarks:

Lee Roy Mitchell, Chairman, NATO
Dick Cook, Chairman, The Walt Disney Studios
Jerry Bruckheimer, Producer (“Pirates of the Caribbean: At
World’s End”)
Brad Bird, Director (“Ratatouille”)

**Texas Instruments, DLP Cinema’s[®] “Salute to the \$100
Million Films of 2006”**

(Special thanks to Technicolor Digital Cinema, ETC and
Modern VideoFilm for their continued support in the
production of this year’s retrospective and to Dolby Labs
for providing the server.)

Convention Addresses:

Dan Glickman, Chairman and CEO, Motion Picture
Association of America
John Fithian, President & CEO, National Association of
Theatre Owners

Award Presentation:

ShoWesters of the Year

MaryAnn & J. Wayne Anderson

Presenters: John Fithian, President & CEO, National
Association of Theatre Owners and
Tom Sherak, Partner, Revolution Studios

Special Recognition:

Larry Etter, President, NAC
Barry Ferrell, President, ICTA
Jack Brady, Director of Marketing and Advertising, NAA
Tom Caruso, President, Noble Inc. Security

***(Please note that for the Opening Ceremony, no cameras
of any kind, still or video, will be permitted into the
Theatre.)***

(Le Theatre Des Arts, Paris Hotel)

11:15am

Seminar

***“3-D and Alternative Content – Not Just for Movies
Anymore”***

Presented by Sony Electronics

Alternative content for your digital theater moves to the next level with live events in 3-D. As demonstrated during the NBA All-Star Game weekend, sporting and concert events captured - live - by 3D Digital Camera Systems and exhibited - live - in 3D provide a new and more compelling theater experience. Game enthusiasts competing together in multiple HD windows on a single 4K projector can provide a way to monetize off-hours in your theater. A panel of Industry Experts will discuss the moneymaking implications of these new content avenues. Examples of gaming content and 3D "live" sports content will be exhibited during the session.

(Jubilee Theatre, Bally's Hotel)

12:00pm – 4:00pm

Will Rogers Health and Fitness Fair

(Directors Room, Bally's Hotel)

12:30pm

2007 "Red Carpet Event"

Hosted by your friends in Exhibitor Relations

Deluxe Film Services / Deluxe Media Management

United Parcel Service

Cinema Scene Marketing

Your Hosts for Deluxe:

Randy Morgan, President, Deluxe Film Services

Michael Alvarez, Jr., President, Deluxe Media Management

Your Hosts for UPS:

Art Costello, Director of Strategic Accounts

Brian F. McQuade, Strategic Accounts Sales Manager

Your Hosts for Cinema Scene:

Joe Ross, Managing Partner

Michael Holmes, Partner, International Business Development

Participating Companies:

After Dark Films

Buena Vista Pictures Distribution

Focus Features/Rogue Pictures

IFC Films

Lionsgate

New Line Cinema

Paramount Pictures

Picturehouse

Sony Pictures Releasing

THINKFilm

Twentieth Century Fox/Fox Searchlight Pictures

Universal Pictures

Warner Bros. Pictures

Yari Film Group, LLC

(Don't forget to visit the Variety Kids Silent Auction to bid on one-of-a-kind entertainment items.)

(Please have your Passport stamped at the redemption desk inside the ballroom to receive your Goody Bag Certificate)

(Paris Ballroom, Paris Hotel)

2:00pm – 6:00pm

ShoWest Trade Show and Corporate Suites

Palace Room 1 - AccessIT
Palace Room 2 - DTS
Palace Room 3 - Sony Electronics
Palace Rooms 4 & 5 - NEC Solutions America
Palace Rooms 6 & 7 - XpanD
(Grand Ballroom and Events Center, Bally's Hotel)

Las Vegas Ballroom Demonstration Suites

Ballroom 1 - T-Systems
Ballroom 3 - Panasonic
(South Tower, Bally's Hotel)

3:00pm

Seminar

"Newspapers: It's a Brave New World"

There is a lot happening in the newspaper world across the nation. Declining circulation is old news, and we show you why. We're talking about reaching new and younger audiences; robust interactive web sites, new advertising space designs and more! Come and hear about new ideas and opportunities that newspapers are offering to help you reach your target audience. You won't want to miss this exciting session!

Sponsored by:

Newspaper Association of America

Panelists:

Shawn Riegsecker, CEO, Centro
Dawn Royal, Principal, Gallup
Tyler DiNapoli, Account Executive, Terry Hines & Associates New York
Mort Goldstrum, VP Advertising, Newspaper Association of America
(Skyview Room 5, Bally's Hotel)

ShoWest University – Schedule for Tuesday March 13th

3:00 pm

Digital Cinema Update
Bill Mead, *D Cinema Today*

4:00 pm

Performance Management: Pitfalls & Best Practices
Keith Wiedenkiller, Senior VP, Human Resources, AMC Entertainment Inc.

5:00 pm

Making Sense of Trans-Fat
Bill Hausmann, Vice President, Operations, Ventura Foods' Lou Ana
Robert Perkins, Chairman Public Affairs Committee, NAC
Larry Etter, President, NAC
(Las Vegas Ballroom #5, South Tower, Bally's Hotel)

**5:30pm &
6:00pm**

Screening
Metro-Goldwyn-Mayer's
"Mr. Brooks"
Starring:
Kevin Costner
William Hurt
Demi Moore
Dane Cook
Danielle Panabaker
Marg Helgenberger

Academy Award® winner Kevin Costner in his most unexpected role to date is a man with two sides: one the admired father/husband next door, the other a killer addicted to the thrill of murder. How far Mr. Brooks will go to conceal his crimes and who can out-smart and stop him are the questions in this electrifying psychological thriller, co-starring Demi Moore, Dane Cook and Academy Award® winner William Hurt.

(Please note, you must show your screening ticket to gain attendance.)

(Please remember that no cameras of any kind, still or video, will be allowed into the theatre.)

(5:30pm - Le Theatre Des Arts, Paris Hotel and 6:00pm - Jubilee Theatre, Bally's Hotel)

8:00pm
Sponsored by:

Opening Night Reception
Sony Electronics
Your Host for Sony Electronics:
John Scarcella, President, Sony Broadcast and Business
Solutions Company
(Champagne Ballroom)

**9:30pm &
10:00pm**

Screening
Paramount Pictures'
"Disturbia"

After his father's death, Kale (Shia LaBeouf) becomes sullen, withdrawn and troubled so much so that he finds himself under a court-ordered sentence of house arrest. His mother, Julie (Carrie-Anne Moss), works night and day to support herself and her son, only to be met with indifference and lethargy. The walls of his house begin to close in on Kale. He becomes a voyeur as his interests turn outside the windows of his suburban home towards those of his neighbors, one of which Kale begins to suspect is a serial killer. But, are his suspicions merely the product of cabin fever and his overactive imagination? The film stars David Morse & Sarah Roemer and is directed by D.J. Caruso.

Kindly refer to and bring your assigned screening ticket as provided in your registration envelope for your theatre location and screening time.

(Please remember that no cameras of any kind, still or video, will be allowed into the theatre.)

(9:30pm - Le Theatre Des Arts, Paris Hotel and 10:00pm - Jubilee Theatre, Bally's Hotel)

Wednesday, March 14, 2007

7:30am – 6:30pm

Convention Registration
(Registration Office, Paris Hotel)

8:00am – 5:30pm

Trade Show Registration
(Registration Office, Grand Salon, Bally's Hotel)

8:00am

Co-Sponsored by:

Breakfast

Nestlé USA
Screenvision

Your Hosts for Nestlé:

Mike Mosher, Director of Specialty Markets
Tim Farha, Development Manager,
Specialty Markets

Your Hosts for Screenvision:

Matthew Kearney, President & CEO
Darryl Schaffer, EVP, Theatre Operations & Exhibitor
Relations

Award Presentations

“The Bert Nathan Memorial Award”

Mike Mosher, Director of Specialty Markets, Nestlé USA

Presenter: Larry Etter, President, NAC

Moderators:

2006 Will Rogers Institute Theatre Managers Awards

Rory Bruer, Chairman, The Will Rogers Motion Picture
Pioneers Foundation

Bruce Snyder, President, The Will Rogers Motion Picture
Pioneers Foundation

At this time, the following circuits and their managers will
be singled out for their extraordinary efforts on behalf of
the 2006 Will Rogers In-Theatre Collection Campaign:

AMC Theatres

Regal Entertainment Group

(For a complete listing of honorees, please refer to the Will
Rogers acknowledgement page located in the Summer
Preview of the ShoWest Program Journal)

(Champagne Ballroom, Paris Hotel)

9:30am

Seminar

***“Showing You Ours: Our Ever Better Movie Ratings
System”***

This informative panel discussion will enhance your appreciation for the system that 80% of parents indicate they find useful in determining choices for their children. Designed to provide exhibitors with a behind-the-scenes look at how the movie ratings system works, this panel begins with a discussion of what the world would look like without our system – and then explores the process by which films get their ratings, how ratings can be appealed, and your responsibilities in enforcing the age advisories and

restrictions in a voluntary system. You will learn about the content and purpose of the recent changes to the rules – and how these changes do and do not affect your operations.

Panelists:

MaryAnn Anderson, Vice President & Executive Director,
NATO

Joan Graves, MPAA

G. Kendrick Macdowell, Vice President, General Counsel
and Director of Government Affairs, NATO

Greg Goeckner, MPAA

Award Presentation

NATO/ShoWest Superior Achievement Award

Simon Barsky

Given to those individuals whose performance of their job or the completion of and/or oversight of a significant body of work has resulted in an important contribution to the motion picture exhibition industry.

(Le Theatre Des Arts, Paris Hotel)

10:00am – 5:00pm

Will Rogers Health and Fitness Fair

(Directors Room, Bally's Hotel)

10:00am – 5:00pm

ShoWest Trade Show and Corporate Suites

Palace Room 1 - AccessIT

Palace Room 2 - DTS

Palace Room 3 - Sony Electronics

Palace Rooms 4 & 5 - NEC Solutions America

Palace Rooms 6 & 7 - XpanD

(Grand Ballroom and Events Center, Bally's Hotel)

Las Vegas Ballroom Demonstration Suites

Ballroom 1 - T-Systems

Ballroom 3 - Panasonic

(South Tower, Bally's Hotel)

ShoWest University – Schedule for Wednesday, March 14th

2:30pm

Employee Training Options in an Online World

Scott Bailey, Director, Client Services, Diversys
Learning, Inc.

Larry Etter, President, NAC

3:30pm

Successful Marketing Plans

Mark de Quervain, Sales & Marketing Director, Vue
Entertainment

4:30pm

**Aspects of Security and Key Distribution for Digital
Cinema**

Dave Schnuelle, Senior Director, Image Technology,
Dolby Laboratories Inc.

(Las Vegas Ballroom #5, South Tower, Bally's Hotel)

11:00am

Seminar

“Closed Captioning Systems: Emerging Technologies to Increase Access to the Hearing Impaired”

**Introductory Remarks:
Moderator:**

John Fithian, President & CEO, NATO
Randy Smith, Sr. VP, HR Counsel, Regal Entertainment Group

Presentations:

Michael Karagosian, President, MKPE Consulting LLC
Nanci Linke-Ellis, SightLine Media LLC
Bruce Ridley, eMagin Corporation
Jack Cashin, President, USL, Inc
(Le Theatre Des Arts, Paris Hotel)

12:15pm

Lionsgate Invites You To Lunch And A Preview Of Its Upcoming Release Schedule

Sponsored by:

Lionsgate
Christie Digital Systems
Dolby Laboratories
Myspace.com

Exhibitor Host:

Dick Walsh, Executive Vice President & Film Chairman,
AMC Entertainment, Inc.

Your Hosts for Lionsgate:

Tom Ortenberg, President, Lionsgate Releasing
Steve Rothenberg, President, Domestic Distribution
David Spitz, Executive Vice President & General Sales Manager

Your Hosts for Christie:

Jack Kline, President & COO
Craig Sholder, VP, Entertainment Solutions
Keith Watanabe, Sr. Manager, Cinema Sales, Entertainment Solutions

Your Host for Dolby:

Tim Partridge, Sr. VP & General Manager, Professional Products

Your Host for Myspace.com:

Shari Friedman, VP, Entertainment Sales

Award Presentation

“ShoWest Breakout Performance of the Year”

Dane Cook

“ShoWest Award of Excellence in Producing”

Mark Burg and Oren Koules
(Paris Ballroom, Paris Hotel)

2:30pm

Seminar

“Independent Film Takes Center Stage”

Presented by Yahoo!

*Welcome Remarks by Colleen Aylward, Entertainment
CDO, Yahoo!*

Moderator:

Anne Thompson, Deputy Film Editor, *The Hollywood
Reporter*

Participants:

Bob Berney, President, Picturehouse

Jennifer Lopez (“El Cantante”)

Leon Ichaso, Director (“El Cantante”)

Mark Urman, Head of US Theatrical, THINKFilm

David Duchovny (“The TV Set”)

Jack Foley, President, Theatrical Distribution, Focus
Features

Bob Yari, Chairman, Yari Film Group, LLC
(Le Theatre des Arts, Paris Hotel)

4:15pm

Screening

Picturehouse’s

“El Cantante”

Starring Jennifer Lopez & Marc Anthony, “El Cantante” is the dramatic-biography of Puerto Rican salsa pioneer Hector Lavoe. The film follows Lavoe’s (Anthony) passionate relationship with Puchi (Lopez) and his skyrocket to international fame. But even when he has it all, Lavoe is unable to escape the allure of drugs and his personal pain. Directed by Leon Ichaso.

*(Please remember that no cameras of any kind, still or
video, will be allowed into the theatre.)*

(Le Theatre Des Arts, Paris Hotel)

7:45pm

Something Big Is Coming!

“Hairspray”

Sponsored by:

New Line Cinema

DLP Cinema®, A Texas Instruments Technology

Barco Digital Cinema

Your Hosts for New Line Cinema:

Rolf Mittweg, President and COO Worldwide Distribution
and Marketing

David Tuckerman, President, New Line Domestic
Distribution

Russell Schwartz, President, New Line Domestic
Marketing

Cam Galano, President, New Line International Releasing,

Inc.

Bob Kaplowitz, EVP, New Line Theatrical Distribution

Kristina Warner, Vice President Exhibitor Relations

Your Hosts for DLP Cinema®:

Doug Darrow, Brand and Marketing Manager,

DLP® Products Division

Nancy Fares, Business Manager, DLP® Cinema Products

Your Hosts for Barco:

Scott Freidberg, VP of Sales, Barco Digital Cinema N.A.

Mike Jones, VP and General Manager, Barco Digital

Cinema N.A.

(Paris Ballroom, Paris Hotel)

9:45pm

Screening

Rogue Pictures'

"Hot Fuzz"

*The biggest smash of the year in the U.K. (where it opened and remained at #1), **Hot Fuzz** is the action-packed new comedy from the makers of the hit movie *Shaun of the Dead*. With the same razor-sharp combination of humor and attention to detail they used to breathe new life into the undead, Simon Pegg and Edgar Wright have set their sights on Action Movies for their next uniquely funny vision.*

*Written by Pegg and director Edgar Wright, **Hot Fuzz** reteams Pegg and Nick Frost alongside a killer cast. In addition to Oscar winner Jim Broadbent, the stellar lineup of talent includes Paddy Considine (*In America*), Timothy Dalton (*The Living Daylights*), Martin Freeman (*The Hitchhiker's Guide to the Galaxy*), Paul Freeman (*Raiders of the Lost Ark*), Bill Nighy (*Pirates of the Caribbean: Dead Man's Chest*), Lucy Punch (*The Class*), Anne Reid (*The Mother*), Billie Whitelaw (*The Omen*), Stuart Wilson (*The Mask of Zorro*), Edward Woodward (*The Equalizer*), and plenty of surprises!*

(Please remember that no cameras of any kind, still or video, will be allowed into the theatre.)

(Le Theatre Des Arts, Paris Hotel)

Thursday, March 15, 2007

8:00am – 1:00pm

Trade Show Registration

(Registration Office, Grand Salon, Bally's Hotel)

8:00am – 5:00pm

Convention Registration

(Registration Office, Paris Hotel)

8:15am

Panel Discussion

"4K-Originated Movies: Playing Soon at a Theater Near You"

*Production formats are changing in Hollywood. By 2008, movies produced on 4K Digital Cameras and stored on 4K Digital Recorders will be arriving at the box office. The cost-effective nature of 4K production systems will produce movies with the 65mm visual quality of *Ryan's Daughter* and *Lawrence of Arabia*. Join a panel of Industry experts as they exhibit 4K-produced footage already "in the can" and discuss upcoming developments and projects using these new workflows.*

Panelists:

David Stump, Chairman of Camera Technology

Committee, American Society of Cinematographers

James Mathers, President and Co-Founder, The Digital
Cinema Society

Rob Hummel, President, Dalsa Digital Cinema

Panelists subject to addition and change at press time

(Jubilee Theatre, Bally's Hotel)

8:30am – 12:30pm

Will Rogers Health and Fitness Fair

(Directors Room, Bally's Hotel)

9:00am – 1:00pm

ShoWest Trade Show, Las Vegas Ballroom

Demonstration Suites and Corporate Suites

(Grand Ballroom and Events Center, Bally's Hotel)

Continental Breakfast Served From 9:00am – 10:30am

Sponsored By:

Harkness Screens

Avica Technology Corporation

Your Hosts for Harkness Screens:

Andrew Robinson, Managing Director

Your Hosts for Avica:

Nicholas Clay, Chairman & CEO

Scott Stremple, Vice President, Operations

Palace Room 1 - AccessIT

Palace Room 2 - DTS

Palace Room 3 - Sony Electronics

Palace Rooms 4 & 5 - NEC Solutions America

Palace Rooms 6 & 7 - XpanD

Ballroom 1 - T-Systems

Ballroom 3 - Panasonic

(Grand Ballroom, Events Center and South Tower, Bally's
Hotel)

9:30am

Presentation

*"Engaging Moviegoers in a World of Choice: Voices From
the Web"*

An in-depth analysis of the movie industry's best customers
and what they really want from the movie experience.

These consumers will be profiled against moviegoers at
large as well as to the population of the US as a whole.

Insights into changes on key measures from last year's
ShoWest presentation will also be addressed.

Presenters:

Kathy Benjamin, Sr. Vice President, Nielsen NRG

Ray Ydoyaga, Executive Vice President, Nielsen NRG

(Champagne Ballroom, Paris Hotel)

10:45am

Presentation

“REAL D Presents: Hollywood and Beyond”

Sponsored by:

DLP Cinema®, A Texas Instruments Technology
Kodak Digital Cinema
(Le Theatre Des Arts, Paris Hotel)

ShoWest University – Schedule for Thursday, March 15th

9:30 am

**U.S. Dept. of Homeland Security: Our Role In
Fighting Movie Theft**

David Faulconer, Section Chief, IPR, U.S. Dept. of
Homeland Security

10:30am

Websites Working For You

Shawn Riegsecker, CEO, Centro
(Las Vegas Ballroom #5, South Tower, Bally’s Hotel)

12:30pm

Sponsored by:

Final Day Luncheon and Presentation

The Hollywood Reporter

Your Host:

John Kilcullen, Sr, Vice President, Nielsen Business Media
Entertainment Group & Publisher, *The Hollywood Reporter*

Special Award Presentation

**The Hollywood Reporter Boxoffice Achievement Award
for 2006 presented to**

Sony Pictures Entertainment

**ShoWest/NATO Marketing Achievement Awards
Ceremony**

Presented by American Express

***Use of Media & Events – Independent Film &
In-Theatre Display - Independent Film -***

Ali Rae Pierce (Regal Ent. Grp.)

Community Event -

Bridget LeConey (Regal Ent. Grp.)

Use of Newspaper -

Daniel Lundquist (Celebrity Theatres)

Heart of Showmanship -

James Reese (Regal Ent. Grp.)

***Presentation Binder & In-Theatre Display - Major
Release***

Jodi Pine (Muvico Theatres)

Internet Promotion -

Wesley Ratliff (Regal Ent. Grp.)

Use of Media & Events – Major Release

Lee Milstead (Regal Ent. Grp.)

Overall Promotion & Showmanship -

Joe Girouard (Brenden Theatres)

Contributing Sponsors:

Buena Vista Pictures Distribution, Focus Features, Lionsgate, New Line Cinema, Picturehouse, Paramount Pictures, Sony Pictures Releasing, Twentieth Century Fox, Universal Pictures, Warner Bros. Pictures (Paris Ballroom, Paris Hotel)

2:45pm & 4:00pm

**Exclusive Footage Presentation on “Surf’s Up”
From Sony Pictures Animation**

(This is a ticketed event. In addition to your passport, kindly refer to and bring your assigned time event & gift redemption ticket as provided in your registration portfolio.)

(Please remember that no cameras of any kind, still or video, will be allowed into the theatre.)

(Le Theatre Des Arts, Paris Hotel)

6:30pm

Sponsored by:

Your Host:

Final Night Banquet and Awards Ceremony

The Coca-Cola Company

Kathleen Ciaramello, Group Vice President Strategic Alliances & National Sales

Welcome Remarks:

Lee Roy Mitchell, Chairman, NATO

Presentation of Sponsor’s Award to The Coca-Cola Company

Presentation of the 2007 Coca-Cola Refreshing

Filmmaker’s Award to Josh Greenbaum and Raul Fernandez

Presentation of the USA TODAY/ Coca-Cola Consumer Choice Award for Favorite Movie of 2006 to

“Pirates of the Caribbean: Dead Man’s Chest”

As voted on by the readers of *USA Today*

2007 ShoWest Award Ceremony

Emcees: Nancy O’Dell / Billy Bush, “Access Hollywood”

(in order of presentation)

Animation Directors of the Year – Chris Miller &

Raman Hui

Supporting Actor of the Year – Freddy Rodriguez

Female Star of Tomorrow – Emma Roberts

Male Star of Tomorrow – Shia LaBeouf

Screenwriter of the Year – Bruce Joel Rubin

Supporting Actress of the Year - Rosario Dawson

Producer of the Year – Jerry Weintraub

Comedy Star of the Year – Steve Carell

**Directors of the Year – Quentin Tarantino &
Robert Rodriguez**

Male Star of the Year – Don Cheadle

Female Star of the Year – Kirsten Dunst

(Paris Ballroom, Paris Hotel)