



## 2018 SCHEDULE OF EVENTS

Hilton DFW Lakes Executive Conference Center

### MON AUG 27

11:00am-5:00pm

#### Registration & Check-In

**Cap-Rock Foyer** / Hilton DFW Lakes Executive Conference Center

Check-in and on-site registration for attendees and trade show exhibitors.

11:00am-4:00pm

#### GDC/NEC Technology Roadshow

**Premiere Lux 10 & Pizza Pub** / 510 E Westchester Pkwy, Grand Prairie, TX 75052

Join GDC and NEC as they host a live demo of the new SR-1000 server/CA2.0 cinema automation program and the NC2041 4K Laser Projector. Bus departs at 10:45am. Board at front lobby entrance of Hilton DFW Lakes Executive Conference Center.

5:45pm-6:00pm

#### Board Transportation To Studio Movie Grill

**Front Lobby Entrance** / Hilton DFW Lakes Executive Conference Center

Transportation will board at 5:45pm and depart at 6:00pm. Return transportation will board and depart immediately after the event. Service is limited so board early!

6:30pm-10:00pm

#### Dinner And A Movie At Studio Movie Grill

**SMG - Northwest Highway** / 10110 Technology Blvd E, Dallas, TX 75220

Join Cinéshow for an evening of fun, food, and film. The festivities will include a cocktail reception followed by dinner and a special studio screening.

### TUES AUG 28

8:00am-5:00pm

#### Registration & Check-In

**Cap-Rock Foyer** / Hilton DFW Lakes Executive Conference Center

Check-in and on-site registration for attendees and trade show exhibitors.

7:30am-8:30am

#### Welcome To Cinéshow Breakfast

**International Ballroom** / Hilton DFW Lakes Executive Conference Center

Welcome to the 20th Anniversary of the Greatest CinéShow on Earth! Join us for breakfast followed by a special presentation from Before The Movie / Fuze Viewer.

9:00am-9:45am	<b>Innovations In Ticketing</b>
	<p><b>International Ballroom</b> / <a href="#">Hilton DFW Lakes Executive Conference Center</a></p> <p>The exhibition industry is witnessing a paradigm shift from traditional box office sales to emerging ticketing platforms, ranging from subscription-based models to mobile applications. A panel of experts will discuss key factors and trends behind the growth and demand for ticketing innovations.</p> <p><b>Moderator:</b> <i>Daniel Loria</i>, Content Strategy &amp; Editorial Director, Box Office Magazine</p> <p><b>Panelists:</b> <i>Barack Epstein</i>, President, Texas Theatre / <i>Malcolm MacMillan</i>, SVP Global Exhibitor Sales and Marketing, Webedia Movies Pro / <i>Max Lynn</i>, Business Development, Atom Tickets / <i>Michael Gannon</i>, Director, North America, Veezi</p>
10:00am-10:45am	<b>Dine-In Cinema: Beyond Dinner And A Movie</b>
	<p><b>International Ballroom</b> / <a href="#">Hilton DFW Lakes Executive Conference Center</a></p> <p>One of the most significant enhancements to the cinema experience in the last few years is the growth of the dine-in cinema. This forum will address the unique opportunities, challenges, and considerations operators of dine-in cinemas face; including the tradeoff between seating capacity and per caps, movie scheduling, regulations, and staff training.</p> <p><b>Moderator:</b> <i>Matt Mader</i>, President &amp; Founder, Venue Valet</p> <p><b>Panelists:</b> <i>Adam Peterson</i>, Director of Sales, VIP Cinema Seating / <i>Greg Johnson</i>, Director of Sales and Marketing, Flix Brewhouse / <i>Robert A. McCall</i>, Principal, JKRP Architects / <i>Chance Robertson</i>, Executive Vice President, The Moviehouse &amp; Eatery</p>
10:45am-11:30am	<b>The Cinema Dining Boom</b>
	<p><b>International Ballroom</b> / <a href="#">Hilton DFW Lakes Executive Conference Center</a></p> <p>Cinema Dining has experienced tremendous growth in the United States over the last decade. In this session, executives from some of the industry's most influential circuits go over the new challenges and opportunities in expanding their cinema dining operations.</p> <p><b>Moderator:</b> <i>Daniel Loria</i>, Content Strategy &amp; Editorial Director, Box Office Magazine</p> <p><b>Panelists:</b> <i>Eduardo Acuna</i>, Head of Americas, Cinépolis / <i>Jaime Rionda</i>, COO &amp; CDO, Cinemex / <i>Allen Reagan</i>, CEO, Flix Brewhouse / <i>Brian Schultz</i>, CEO, Studio Movie Grill / <i>Alex Younger</i>, VP of Sales Services, CES+</p>
12:00pm-1:30pm	<b>Frank Liberto Award Luncheon</b>
	<p><b>International Ballroom</b> / <a href="#">Hilton DFW Lakes Executive Conference Center</a></p> <p>The Frank Liberto Award honors industry partners who represent the highest quality in service to the exhibition industry. Join CinéShow as we honor the award's namesake and industry legend Frank Liberto, who's dedication and leadership is known throughout the exhibition community.</p>
1:30pm-2:00pm	<b>Ask the Audience</b>
	<p><b>International Ballroom</b> / <a href="#">Hilton DFW Lakes Executive Conference Center</a></p> <p>You have questions, NCM has the answers. From how customers choose a theater to moviegoing manners, NCM presents the results of some of their most valuable Ask the Audience surveys.</p> <p><b>Moderator:</b> <i>Jennifer Lupo</i>, Vice President, Affiliate Partnerships, NCM</p>

2:00pm-2:45pm	<b>Virtual Print Fee “Golden Handcuffs” are Coming Off</b>
	<b>International Ballroom / Hilton DFW Lakes Executive Conference Center</b> Here are thoughts to consider as “rules” that have been in place that affect booking and projection equipment begin to retire. This seminar will share perspectives from exhibitors, bookers, and equipment manufactures about potential cost savings, risks associated with older equipment, and the path to refresh with new technologies. <b>Presenter:</b> <i>Keith Watanabe</i> , Business Development, CinemaNext
3:00pm-4:00pm	<b>Open Discussion Featuring The Independent Cinema Alliance</b>
	<b>International Ballroom / Hilton DFW Lakes Executive Conference Center</b> Join fellow exhibitors for an open discussion and update from the Independent Cinema Alliance on its efforts to promote the preservation and prosperity of independent cinemas as an essential part of a healthy motion picture industry.
6:15pm-6:30pm	<b>Board Transportation To TopGolf</b>
	<b>Front Lobby Entrance / Hilton DFW Lakes Executive Conference</b> Transportation will board at 6:15pm and depart at 6:30pm. Return transportation will board and depart immediately after the event. Service is limited so board early!
7:00pm-10:00pm	<b>CinéShow’s TopGolf – Benefiting Variety of Texas</b>
	<b>TopGolf The Colony / 3760 Blair Oaks Drive, The Colony, TX 75056</b> Join CinéShow for this special TopGolf networking event benefiting our partners at Variety of Texas.

## WED AUG 29

8:00am-2:00pm	<b>Registration &amp; Check-In</b>
	<b>Cap-Rock Foyer / Hilton DFW Lakes Executive Conference Center</b> Check-in and on-site registration for attendees and trade show exhibitors.
8:45am-9:30am	<b>Protecting Your Theater's Data</b>
	<b>International Ballroom / Hilton DFW Lakes Executive Conference Center</b> The fight against new and emerging cyber threats can feel like a never-ending game of whack-a-mole. This session will explain data security in plain English and explore strategies to protect your business and guests from cyber criminals. <b>Moderator:</b> <i>Wynn Salisch</i> , CEO, Casablanca Ventures
9:30am-11:00am	<b>Leading A Multi-Generational Workforce – From “Razz My Berries” to “Hey Dude”</b>
	<b>International Ballroom / Hilton DFW Lakes Executive Conference Center</b> For the first time in US history, there are five generations employed in the workforce. The forces shaping our organizations and industry present many new opportunities and challenges—with diversity of the employee population being a key factor. This session will explore the common ground and differences among the generations. Looking at the past, present, and future, industry leaders will come away with

<b>11:00am-2:30pm</b>	<p>practical tactics to recruit, develop, and engage employees of all ages.  <b>Moderator:</b> <i>Barb Gromacki</i>, Vice President, Human Resources, Marcus Theatres  <b>Trade Show and Lunch</b></p>
	<p><b>Texas Grande Ballroom</b> / Hilton DFW Lakes Executive Conference Center  CinéShow hosts the region's premiere trade show; highlighting innovative products, services, and technologies that help cinema operators bring magic to the moviegoing experience.</p>
<b>3:00pm-4:30pm</b>	<p><b>Studio Networking Event</b></p>
	<p><b>International Ballroom</b> / Hilton DFW Lakes Executive Conference Center  From collaborating on in-theater marketing strategies to creating excellent moviegoing experiences, exhibitor relations teams create success through partnerships with movie theaters of all sizes and in every part of the region. <b>Movie theater exhibitors are invited to meet with their Film Row partners at this exclusive networking event.</b></p>
<b>5:00pm-11:30pm</b>	<p><b>Texan of the Year Gala</b></p>
	<p><b>Austin Ranch</b> / 2009 Anderson Gibson Road, Grapevine, TX 76051  Join us in celebrating Cinemark's Walter Hebert at Variety's Texan of the Year Gala!  5:00 pm: Cocktail Reception featuring Chicken Sh*t Bingo and Texas Midway Games  7:00pm: Dinner and Program  9:30pm: Dancing and Entertainment by Sundae Drivers</p>

**2018 TEXAN OF THE YEAR GOLF TOURNAMENT  
THURSDAY, AUGUST 30**

**Cowboys Golf Club**

600 Fairway Drive / Grapevine, TX 76051

7:00am Arrival / 8:00 am Shotgun Start

*Separate Registration With Variety of Texas Required*



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