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   **International Day Breakfast**  
Sponsored by:  
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  
**International Day Luncheon**  
Sponsored by: IMAX Corporation
Exhibitor Host:
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
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

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:
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 noted 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  Opening Day Breakfast
Sponsored by:
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
Sponsored by:
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**

<table>
<thead>
<tr>
<th>Room</th>
<th>Company</th>
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<tbody>
<tr>
<td>Palace Room 1</td>
<td>AccessIT</td>
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<td>Palace Room 2</td>
<td>DTS</td>
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<td>Palace Room 3</td>
<td>Sony Electronics</td>
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<td>Palace Rooms 4 &amp; 5</td>
<td>NEC Solutions America</td>
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<td>Palace Rooms 6 &amp; 7</td>
<td>XpanD</td>
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(Grand Ballroom and Events Center, Bally’s Hotel)

**Las Vegas Ballroom Demonstration Suites**

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<tr>
<th>Ballroom</th>
<th>Company</th>
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<tr>
<td>1</td>
<td>T-Systems</td>
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<tr>
<td>3</td>
<td>Panasonic</td>
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</tbody>
</table>

(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)

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

9:30pm & 10:00pm
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  Breakfast

Co-Sponsored by:
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

2006 Will Rogers Institute Theatre Managers Awards
Moderators:
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:  John Fithian, President & CEO, NATO
Moderator:  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 Riegecker, CEO, Centro

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

## 12:30pm

**Final Day Luncheon and Presentation**

*Sponsored by:*
- *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**

**Final Night Banquet and Awards Ceremony**

Sponsored by: The Coca-Cola Company

Your Host: 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

(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)