



CINEMA EXPO INTERNATIONAL 2009
FINAL SCHEDULE OF EVENTS
6/16/09

We are pleased to note that all screenings and presentations in the RAI Auditorium will be digital, featuring equipment manufactured and provided for by Barco and Christi (featuring DLP Cinema® Technology) as well as Sony Digital Cinema.

Please look for the special signage at each event, which will notify Cinema Expo delegates as to which equipment will be featured at that time. Cinema Expo International would also like to single out Dolby Laboratories for their continued support in serving as technical advisors in the RAI Auditorium throughout the week.

Monday, 22 June

Special Note About the Paramount Pictures International Presentation and Screening:

As the Paramount Pictures International Product Presentation and Screening of “Transformers: Revenge of the Fallen,” shown in IMAX, will be presented at both 15.15 and 19.30, all Cinema Expo delegates will be required to sign up and receive a special ticket of admittance for their preferred screening time. Tickets will not be pre-assigned and you must have a ticket to gain admittance.

08.00-18.30 **Convention Registration**
(RAI-Onyx Lounge)

08.00-18.00 **Trade Show Registration**
(Booth Exhibitors Only)
(Hollandhal #11)

09.15-10.00 **Continental Breakfast**
Sponsor: XpanD
Your Host: Maria Costeira, CEO
(Auditorium Lounge)

10.00-11.00 **Cinema Expo Invites You to Participate in its “First Annual Interactive Challenge”, the Quiz Show “UNIVERSALLY CHALLENGED”.**
Hosted by Cineworld Cinemas, with two teams of industry experts competing against each other. You vote on the answers to questions on some of the hottest and most topical issues within the industry!

Welcome Remarks: Steve Wiener, CEO, Cineworld

Quizmaster: Justin Skinner, Head of Marketing, Cineworld

Team A Leader – Crispin Lilly, VP Business Affairs, Cineworld
Information

Team B Leader – Matt Eyre, VP Operations, Cineworld
Information

(Please note: the first 100 delegates to arrive will have the opportunity to join the competition. You will decide who wins!)
(Forum Room)

Monday (continued)

11.00-17.00 Cinema Expo Hospitality Lounge
Sponsor: Saturn
Your Host: Tony Paulden, Group Director, Saturn
(RAI Auditorium Lounge & Terrace)

11.15-12.00 Special Presentation
“An Exhibitor’s Guide to the Galaxy: Movies and More via Satellite”
Plus, a presentation of AAM’s upcoming alternative content releases
Presented by Arts Alliance Media
(Portions of this program will showcase the XpanD 3D Active System)
(RAI Auditorium)

12.00-13.15 Buffet Lunch
Sponsors: Arts Alliance Media
Arqiva
Your Hosts: Howard Kiedaisch, CEO, Arts Alliance Media
Barrie Woolston, Commercial Director, Arqiva Satellite & Media
(Auditorium Lounge & Terrace)

13.15-14.30 Special Digital Cinema Seminar

Part One

“3D-Driving Digital Deployment-A Summary of Progress and Challenges in Europe”
Dave Monk, CEO, European Digital Cinema Forum (EDCF)

Part Two

“Getting into Digital: Defying the Recession & Denying the Doomsayers”

Moderator: Drew Kaza, Executive VP, Digital Development, Odeon/UCI Cinemas
Panelists: Jason Brenek, Senior VP, Worldwide Digital Cinema and Cinema Programming, Walt
Disney Studios Motion Pictures
Mark Christiansen, Executive VP, Operations, Paramount Pictures
Howard Kiedaisch, Chief Executive Officer, Arts Alliance Media
Franck Lebouchard, Managing Director, Europalaces
Christophe De Winter, Executive Director - Project Finance, Fortis Bank,
a division of BNP Paribas
(Forum Room)

Paramount Pictures International Invites You To An Afternoon and Evening of Film, Food and Fun at the Pathé Arena Theatre Complex

As the entire Cinema Expo delegation will see the Paramount Pictures International Product Presentation and Screening of ***“Transformers: Revenge of the Fallen”*** as an IMAX experience, two separate screening times have been arranged in order to accommodate everyone. The first screening is at **15.15** and the second at **19.30**. Bus service from the Amsterdam RAI to the Pathé Arena will be provided accordingly. Please refer to, and bring, the special screening ticket you received at registration for screening time.

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Additionally, Paramount Pictures International will be hosting a dinner reception at JinSo Restaurant (adjacent to the Pathé Arena).

It should be noted for those delegates attending the Paramount presentation and screening at 19.30, we have arranged for a special screening of Summit Entertainment’s upcoming release ***“Bandslam”***, starting at **15.45** in Auditorium 13 at the Pathé Arena. Those

delegates who attended the 15.15 Paramount presentation and screening are invited to attend a special 20.00 screening of *“Bandslam”*.

The official bus schedule, timing and location of these events are listed below.

Monday (continued)

14.30 **Buses depart main entrance of the Amsterdam RAI for the 15.15 Paramount Pictures International Presentation and Screening at the Pathé Arena Theatre Complex**

15.00 **Buses depart main entrance of the Amsterdam RAI for the 15.45 Summit International screening at the Pathé Arena Theatre Complex**

15.15 **Paramount Pictures International Invites You to a Special Presentation Highlighting its Upcoming Release Schedule.**

Following this, Paramount Pictures and DreamWorks Pictures, in association with Hasbro, present a Michael Bay Film -

***“Transformers: Revenge of the Fallen”* shown in IMAX.**

Your Hosts: Andrew Cripps, President, Paramount Pictures International

Roger Pollock, Executive VP Distribution and Operations, Paramount Pictures International

Co-sponsored by Greg Foster, Chairman and President, Filmed Entertainment, IMAX

15.45 **Screening**
Summit Entertainment’s
“Bandslam”
(Auditorium 13)

18:00 **Dinner Reception**

Sponsor: Paramount Pictures International

Beverage Sponsor: IMAX Corporation

Your Hosts: Andrew Cripps, President, Paramount Pictures International

Roger Pollock, Executive Vice President Distribution and Operations, Paramount

Pictures International

(Don’t forget to have your passport stamped to receive your special gift from Paramount Pictures International)

(JinSo Restaurant, Arena Boulevard 155—adjacent to the Pathé Arena Theatre Complex)

19.30 **Paramount Pictures International Invites You to a Special Presentation Highlighting its Upcoming Release Schedule**

Following this, Paramount and DreamWorks Pictures, in association with Hasbro, present a Michael Bay Film -

***“Transformers: Revenge of the Fallen”* shown in IMAX**

20.00 **Screening**
Summit Entertainment’s
“Bandslam”
(Auditorium 13)

(Buses will return to area and downtown hotels at the conclusion of each of the late screenings)

Tuesday, 23 June

07.45-18.00 **Convention Registration**
(RAI-Onyx Lounge)

08.00-17.30 **Trade Show Registration**
(Hollandhal #11)

08.15-09.00 **Continental Breakfast**
Sponsor: XpanD
Your Host: Maria Costeira, CEO
(Forum Lounge)

09.00-10.15 **The Coca-Cola Cinema Business Development Seminar**
“Profit By Design”
This program will focus on four distinct issues, all of which have a significant impact on the bottom line: Foyer Design, Concession Merchandising, Staff and Marketing to older audiences
Presenters: Barry Jones, Director, International Cinema, Global Customer & Commercial Leadership, Europe, The Coca-Cola Company
Bob Morrison, CEO, Elephants Can’t Jump
(Forum Room)

10.00-17.00 **Cinema Expo Hospitality Lounge**
Sponsor: Saturn
(RAI Auditorium Lounge & Terrace)

10.30 **Screening**
Sony Pictures Releasing International’s
“The Ugly Truth”
(RAI Auditorium)

11.30-16.30 **Cinema Expo Trade Show and Luncheon on the Trade Show Floor**
(Note: Lunch will be served from 13.00 – 14.30)

Sponsor: Dolby Laboratories
Your Host: Ramzi Haidamus, Executive Vice President, Sales and Marketing
(Hollandhal #11)
All guests are reminded not to miss the exclusive opportunity to step down the rabbit hole, in hall 11, as Disney invites you to experience the artistry and inspiration behind one of 2010’s most anticipated releases in the ALICE IN WONDERLAND Touring Exhibition
Please note that cameras and recording of any kind are strictly prohibited. The “Alice in Wonderland” experience will operate during trade show hours on Tuesday and Wednesday.

Please note for the 20th Century Fox International Screening & Product Presentation, no mobile phones or electronic devices of any kind will be allowed in the RAI Auditorium. All electronics must be checked in the cloakroom on the lower level. No exceptions will be made.

17.00 **Screening**
20th Century Fox International’s
“Ice Age: Dawn of the Dinosaurs” in 3D
Presented in Dolby 3D
(RAI Auditorium)

18.45 **Refreshment Break**
(Auditorium Lounge & Terrace)

Tuesday (continued)

19.30 ***An Exclusive Look at 20th Century Fox International's Lineup for 2009 and Beyond***
Paul Hanneman, Co-President, 20th Century Fox International
Tomas Jegeus, Co-President, 20th Century Fox International
Please note: This is a ticketed presentation. You will need to show the 20th Century Fox ticket given to you at registration to gain admittance to this event. Your Passport will not be admissible in place of a ticket. (Portions of this presentation will showcase the RealD 3D system).
(RAI Auditorium)

20.45 **Dinner Reception**
Sponsor: 20th Century Fox International
Your Hosts: Paul Hanneman, Co-President, 20th Century Fox International
 Tomas Jegeus, Co-President, 20th Century Fox International
 (Deltahal #10)
(Buses return to area and downtown hotels at the conclusion of reception)

Wednesday, 24 June

08.30-18.00 **Convention Registration**
(RAI-Onyx Lounge)

09.00-09.45 **Continental Breakfast**
Sponsors: Doremi Cinema
 SmartJog & MEDIA BROADCAST, TDF Group Companies
Your Hosts: Patrick Zucchetta, EMEA Business Development, Doremi Technologies
 Thomas Bremond, International Development Director, TDF Multimedia Division
 Nicolas Dussert, European Theatrical Sales Director, SmartJog
 Joerg Brueggen - Head of Digital Cinema Group, MEDIA BROADCAST
(Auditorium Lounge and Terrace Area)

09.30-17.00 **Trade Show Registration**
(Hollandhal #11)

Please note for the Warner Bros. Pictures Screening, no mobile phones or electronic devices of any kind will be allowed in the RAI Auditorium. All electronics must be checked in the cloakroom on the lower level. No exceptions will be made.

09.45-11.45 **Screening**
Warner Bros. Pictures'
"Orphan"
(RAI Auditorium)

10.00-17.00 **Cinema Expo Hospitality Lounge**
Sponsor: Saturn
(RAI Auditorium Lounge & Terrace)

11.45-13.00 **Beachside Luncheon**
Sponsor: Sony Digital Cinema
Your Hosts: Naomi Climer, Vice President Sony Europe
 David McIntosh, Director, Sony Europe
(StrandZuid Beach)

Wednesday (continued)

13.00-14.00 Special Presentation
"Sony CineAlta 4K: Solutions for Digital Cinema That Truly Differentiate the Movie Experience Featuring a Very Special Appearance by RealD"

Your Hosts: David McIntosh, Director, Sony Europe
Oliver Pasch, Head of Digital Cinema Europe
(RAI Auditorium)

14.00-17.00 Cinema Expo Trade Show
(Hollandhal #11)

Please note for the Walt Disney Studios Motion Pictures International Screening & Product Presentation, no mobile phones or electronic devices of any kind will be allowed in the RAI Auditorium. All electronics must be checked in the cloakroom on the lower level. No exceptions will be made.

16.30 Walt Disney Studios Motion Pictures International Invites You to a Presentation of Upcoming 3D Projects....and More!

Anthony Marcoly, President, Walt Disney Studios Motion Pictures International
(This presentation will showcase the masterImage 3D cinema system)
(RAI Auditorium)

18.00 Refreshment Break
(Auditorium Lounge and Terrace)

18.45 Screening
Walt Disney Studios Motion Pictures International
And Pixar Present
"UP"
in Disney Digital 3D
(This feature will showcase the masterImage 3D Cinema System)
(RAI Auditorium)

20.15 Dinner and Cinema Expo Awards Ceremony

Sponsors: Christie
Nielsen EDI

Beverage Sponsor: masterImage

Your Hosts: Dale Miller, Vice President EMEA, Christie
Eric Weinberg, President, Nielsen Entertainment
Peter Koplik, Chief Operating Officer, masterImage
Andrew Lee, Vice President, Cinema Technology, masterImage

Emcee: Roger Pollock, Executive VP Distribution and Operations, Paramount Pictures
International

Wednesday (continued)

Presentation of the Nielsen EDI International Gold Reel Awards

2009 Ceremony in recognition of those films that have earned more than \$100 million at the International Boxoffice

Award Presentations to:

New Line International
Paramount Pictures International
Pathé
Sony Pictures Releasing International
Summit International
Toho
Twentieth Century Fox International
Universal Pictures International
Walt Disney Studios International
Warner Bros. International

Cinema Expo 2009 Awards Ceremony

Hosted by The Coca-Cola Company

“International Distributor of the Year”

Daniel Frigo, EVP & General Manager, EMEA, Walt Disney Studios Motion Pictures International

“International Exhibitor of the Year”

Odeon & UCI Cinemas Group,
Accepted by Rupert Gavin, CEO

“International Director of the Year”

Pierre Morel (“Taken”)

“Cinema Expo Award of Appreciation”

Chas Evans, SVP, International Creative Affairs, Paramount Pictures International

(Deltahal #10)

(Buses return to area and downtown hotels at conclusion of dinner.)

Thursday, 25 June

08.00-16.00 Convention Registration
(Onyx Lounge)

08.00-11.30 Trade Show Registration
(Hollandhal #11)

08.30-11.30 Continental Breakfast on the Trade Show Floor
Sponsor: Harkness Screens
Your Hosts: Andrew Robinson, Managing Director, Harkness Screens
Tony Dilley, Screen Sales Manager, Harkness Screens
(Hollandhal #11)

10.00-17.00 Cinema Expo Hospitality Lounge
Sponsor: Saturn
(RAI Auditorium Lounge & Terrace)

Thursday (continued)

11.15

Screening

Walt Disney Studios Motion Pictures International's
"The Proposal"
(RAI Auditorium)

13.00-14.45

Final Day Luncheon, Product Presentation & Marketing Program

Sponsor:

DLP Cinema®, A Texas Instruments Technology
Summit Entertainment

Your Hosts:

Nancy Fares, Business Manager, DLP Cinema® Products
Tony Adamson, WW Customer Marketing, DLP Cinema® Products
David Garrett, President, Summit Entertainment International

"We're All in This Together: Innovative & Timely Ways of Marketing Our Theatres and Product to the Moviegoing Audience"

Moderator:

Mark de Quervain, Sales and Marketing Director, Vue Entertainment

Panelists:

Adnan Akdemir, CEO, Eurasia Cinemas
Youry Bredewold, Senior Manager, Marketing, Pathé
Helena Eklund, Vice President, Marketing, SF Bio AB
Fiaz Mahomed, CEO, Ster-Kinekor Theatres
(Deltahal #10)

15.00

Screening

Sony Pictures Releasing International's
"The Taking of Pelham 1 2 3"
(RAI Auditorium)

17.30

Cinema Expo Closing Day Farewell Party

(Auditorium Lounge & Terrace)

(Buses return to area and downtown hotels at the conclusion of event)