

## 2021 SCHEDULE OF EVENTS

(as of August 20, 2021)

What follows is the current "TENTATIVE" schedule of events for CinemaCon 2021. Many of the events and start times are being finalized. Updates will be made on a regular basis with all entries in **PURPLE** being the most recent updates and changes made.

**IMPORTANT:** CinemaCon Registration and the "Admit One" Hospitality Lounge will be open on Sunday, 22 August from 2:00pm – 6:00pm in the Florentine Ballroom, located on the Promenade Level.

### MONDAY, 23 AUGUST

#### 9:00 AM - 7:00 PM

**LOCATION:**  
Florentine Ballroom—Promenade Level

**PACKAGE:**  


#### CINEMA CON REGISTRATION

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In line with current CDC guidelines and mandates in Clark County, Nevada, all attendees will be required to wear masks in public spaces.

Please check back on a regular basis for protocol updates.

#### 10:00 AM - 5:00 PM

**LOCATION:**  
Florentine Ballroom—Promenade Level  
Palace Ballroom Foyer—Emperors Level

**PACKAGE:**  


#### "ADMIT ONE" HOSPITALITY LOUNGE AREAS

Networking, meeting, and socializing play an important role at CinemaCon. Throughout the week we invite all registered delegates to visit these lounges set up for your convenience.

(Official "Admit One" registration credentials required to gain admittance.)

Sponsored by Cinionic

#### 1:30 PM - 2:45 PM

**LOCATION:**  
Turin Room—Promenade Level

#### GLOBALLY SPEAKING: A LOOK AT THE INTERNATIONAL MARKET

**Moderator:**  
Nancy Tartaglione, International Box Office Editor, Senior Contributor, Deadline

**Panel Members:**  
Mooky Greidinger, CEO, Cineworld Group  
Veronika Kwan Vandenberg, President, Distribution, Universal Pictures International  
Alejandro Ramírez Magaña, CEO, Cinépolis  
Mark Viane, President, International Theatrical Distribution, Paramount Pictures

Hard to believe it's been 873 days since the end of CinemaCon 2019. A lot has happened since then and you might say, "we aren't in Kansas anymore". Or, better put, we aren't in London, Tokyo, Sydney or Mexico City, if you will. So, where are

we? Great question. This and many others will be addressed during this in-depth discussion on the International market, which accounts for upwards of 70% of the global box office.

### 3:00 PM - 4:00 PM

**LOCATION:**

Palace Ballrooms I-II—Emperors Level

**PACKAGE:**



### 4:00 PM - 5:00 PM

**LOCATION:**

Palace Ballrooms I-II—Emperors Level

**PACKAGE:**



### 5:00 PM - 5:45 PM

**LOCATION:**

Palace Ballroom Foyer—Emperors Level

**PACKAGE:**



### 6:00 PM - 9:00 PM

**LOCATION:**

The Colosseum—Casino Level

**PACKAGE:**



### 9:00 PM

**LOCATION:**

Caesars Pool of the Gods

**PACKAGE:**



### IF YOU CAN SEE IT, YOU CAN BE IT

Jeff Henderson, Celebrity Chef and Best-Selling Author

Chef Jeff knows what it feels like to be hungry, and he knows what it is to struggle. In this presentation he shares two decades of life lessons that he gained on his redemptive journey from drug dealer to TV celebrity chef to nationally acclaimed speaker. With his twelve inspiring and pragmatic street-smart recipes for success, audiences will discover their hidden business aptitudes, make life-changing decisions, and secure personal and professional success.

### WORKFORCE HAPPINESS: YOUR SECRET WEAPON FOR A SUCCESSFUL COMEBACK

Valerie Alexander, CEO, Goalkeeper

Our theaters and, more than ever, our employees, are on the front lines of our industry's recovery. Which means our front-line people have to love the part we play in making this happen. The best way we can ensure that love happens is by making their happiness our top priority. Across more than a dozen distinct metrics, having a happy workforce creates enormous value and savings for employers, but beyond that, it's just more fun to go someplace that feels warm, welcoming and, well...happy, especially to watch a movie! Valerie Alexander is a renowned expert on the brain science behind happiness. She is joining us today to explore the top factors that determine how happy we all are in our jobs and to share simple, meaningful changes we can make in policies and training that can be put into practice immediately to achieve inspiring results for everyone in our work families. We all want the movie-going experience to once again be the memory-making, uplifting and thought-provoking endeavor it's always been, and making sure the people who bring us those movies are happy, from the box office to the ticket-takers to the projectionists to the popcorn poppers, will be the surest way to bring back that joy.

### WELCOME TO CINEMA CON 2021: A PRE-OPENING RECEPTION

CinemaCon and NATO invite delegates to a special reception. Join your friends and colleagues as we celebrate the beginning of what we know will be a great week for the industry.

### CINEMA CON 2021 OPENING NIGHT: THE BIG SCREEN IS BACK

(Doors open at 5:30pm)

### Sony Pictures Entertainment Kicks Things Off with an Exclusive Presentation Highlighting its Upcoming Releases

Hosted by

Josh Greenstein, President, Sony Picture Entertainment Motion Picture Group  
Adrian Smith, President, Domestic Releasing, Sony Pictures Entertainment  
Steven O'Dell, President, International Releasing, Sony Pictures Entertainment

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

### DOLBY LABORATORIES AND SONY PICTURES ENTERTAINMENT OPENING NIGHT DINNER RECEPTION AND POOL PARTY

Join us at the pool for a special opening night celebration and start of CinemaCon 2021. What better way to kick-off the week than by joining this fun, casual, and music-filled evening complete with drinks, food, friends, and fun.

# TUESDAY, 24 AUGUST

## 7:00 AM - 6:00 PM

**LOCATION:**  
Florentine Ballroom—Promenade Level

**PACKAGE:**  


## CINEMA CON REGISTRATION

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Please check back on a regular basis for protocol updates.

## 7:15 AM - 8:30 AM

**LOCATION:**  
Palace Ballroom Foyer—Emperors Level

**PACKAGE:**  


## CONTINENTAL BREAKFAST

Sponsored by Movio

## 7:45 AM - 8:45 AM

**LOCATION:**  
Palace Ballroom III—Emperors Level

**PACKAGE:**  


## REBUILDING AND DIVERSIFYING THE POST-COVID WORKFORCE

Theatres are back, but if only it was that simple. Many circuits face new challenges when it comes to recruiting, training, and supporting a strong team. In the wake of new realities, our industry faces workforce obstacles not unlike many others. How do you hire staff members that reflect the diversity of the communities you serve? What innovative ways will convince your rising stars to stay on the job longer? Our group of HR and diversity experts will weigh-in on these and other important employee retention action items.

**Moderator:**  
Rebecca Pahle, Deputy Editor, *Boxoffice Pro*

**Panelists:**  
Marissa Cazem, Diversity & Inclusion Brand Consultant; Sr. Manager, Global DIBs Communications, LinkedIn  
Peter Lieu, VP, Operations, AMC Theatres  
Francisco Schlotterbeck, CEO, Maya Cinemas

## 9:15 AM - 11:30 AM

**LOCATION:**  
The Colosseum—Casino Level

**PACKAGE:**  


## “THE STATE OF THE INDUSTRY” AND STUDIO PRESENTATION FROM MGM/UAR

(Doors open 8:30am)

**Award Presentation**  
2021 NATO Marquee Award – Movie Theater Team Members  
Presented by Adam Aron, Chairman of the Board & CEO, AMC Theatres

**Industry Addresses**  
John Fithian, President & CEO, NATO  
Charles Rivkin, Chairman & CEO, MPA

**Industry Recognition**  
Frank Tees (ICTA) and Adam Gottlieb (NAC)

Special acknowledgement to NCM – America’s Movie Network for providing the morning’s pre-show content.

## MGM/UAR Invites You to a Special Presentation Highlighting its Upcoming Release Schedule

Hosted by:

Michael De Luca, Motion Picture Group Chairman, MGM

Pamela Abdy, Motion Picture Group President, MGM

Erik Lomis, President of Distribution, United Artists Releasing

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

### 10:00 AM - 4:00 PM

#### LOCATION:

Florentine Ballroom—Promenade Level

Palace Ballroom Foyer—Emperors Level

#### PACKAGE:



### 11:00 AM - 5:00 PM

#### LOCATION:

Julius Ballroom—Pool Level

Augustus Ballroom—Emperors Level

Milano & Roman Ballrooms —Promenade Level

#### PACKAGE:



### 5:00 PM - 6:30 PM

#### LOCATION:

The Colosseum—Casino Level

#### PACKAGE:



### 7:00 PM - 9:00 PM

#### LOCATION:

Octavius Ballroom—Promenade Level

#### PACKAGE:



### “ADMIT ONE” HOSPITALITY LOUNGE AREAS

(Official “Admit One” registration credentials required to gain admittance.)

Sponsored by Cinionic

### 2021 CINEMA CON TRADE SHOW AND SUITES WITH LUNCH SERVED

(Lunch will be available on each Trade Show level from 12:00pm - 1:30pm. Additional seating available in the Augustus Ballroom)

#### SPONSORS

DTS:X

Mobile Moviegoing & BeforeTheMovie

The Coca-Cola Company

#### Trade Show Suites

Christie - Milano 1

Cinionic – Roman Ballroom

Dolby Laboratories – Milano 2

GDC Technology – Milano 3

Sharp NEC Display Solutions – Milano 4

Mobile Moviegoing & BeforeTheMovie – Pompeian 1

### WARNER BROS. PICTURES STUDIO PRESENTATION

(Doors open 4:30pm)

Hosted by:

Jeff Goldstein, President, Domestic Distribution

Andrew Cripps, President International Theatrical Distribution

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

### HOLIDAY DINNER PARTY - “BABY, IT’S (NOT) COLD OUTSIDE”

(Doors open at 7:00pm)

CinemaCon. Las Vegas. August. Only two of these are typical. So what better way to celebrate a one-year focus on Fall/Winter holiday film slates than by celebrating the holidays at CinemaCon? Dress warm (you know how cold ballrooms sometimes get), don't land on any naughty lists, and prepare for a festival of lights, imbibing, holiday cheer, and special entertainment from “Legends In Concert,” the longest running show in Las Vegas.

Sponsored by CinemaBlend

## WEDNESDAY, 25 AUGUST

### 7:30 AM - 5:00 PM

### CINEMA CON REGISTRATION

**LOCATION:**  
Florentine Ballroom—Promenade Level



## 7:30 AM - 8:15 AM

**LOCATION:**  
Palace Ballroom Foyer—Emperors Level



## 8:00 AM - 9:00 AM

**LOCATION:**  
Palace Ballrooms I-II—Emperors Level



## 9:00 AM - 5:00 PM

**LOCATION:**  
Julius Ballroom—Pool Level  
Augustus Ballroom—Emperors Level  
Milano & Roman Ballrooms —Promenade Level



## 9:30 AM - 11:45 AM

**LOCATION:**  
The Colosseum—Casino Level



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## CONTINENTAL BREAKFAST

Sponsored by Usheru

## SPECIAL PRESENTATION FROM NEON

(Doors open 7:30am. Program starts promptly at 8:00am)

In just over four years, NEON has garnered 12 Academy Award® nominations, 5 wins, including Best Picture, and has grossed over \$150M at the box office. The company continues to push boundaries and take creative risks on bold cinema such as Bong Joon Ho's *Parasite*, which made history winning four Academy Awards®, becoming the first non-English-language film to claim Best Picture. This morning NEON is pleased to present its upcoming slate, which includes *Spencer* from acclaimed filmmaker Pablo Larraín (*Jackie*) starring Kristen Stewart; *Petite Maman*, Celine Sciamma's follow up to *Portrait of a Lady on Fire*; and the Sundance Grand Jury Winner *Flee*.

Hosted by:  
Tom Quinn, Founder and CEO  
Sumyi Antonson, SVP, Distribution and Marketing  
Kim Kalyka, VP, Exhibitor Relations  
Christian Parkes, CMO

## CINEMACON TRADE SHOW AND TRADE SHOW SUITES

**Trade Show Suites**  
Christie - Milano 1  
Cinionic - Roman Ballroom  
Dolby Laboratories - Milano 2  
GDC Technology - Milano 3  
Sharp NEC Display Solutions - Milano 4  
Mobile Moviegoing & BeforeTheMovie - Pompeian 1

## THE WALT DISNEY STUDIOS INVITES YOU TO A SCREENING OF MARVEL STUDIOS' "SHANG-CHI AND THE LEGEND OF THE TEN RINGS"

(Doors open 9:00am)

Marvel Studios' "Shang-Chi and the Legend of the Ten Rings" stars Simu Liu as Shang-Chi, who must confront the past he thought he left behind when he was drawn into the web of the mysterious Ten Rings organization. The film is directed by Destin Daniel Cretton, produced by Kevin Feige and Jonathan Schwartz and also stars Tony Leung as Wenwu, Awkwafina as Shang Chi's friend Katy and Michelle Yeoh as Jiang Nan, as well as Fala Chen, Meng'er Zhang, Florian Munteanu and Ronny Chieng.

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### 10:00 AM - 4:00 PM

**LOCATION:**  
Florentine Ballroom—Promenade Level  
Palace Ballroom Foyer—Emperors Level

**PACKAGE:**



### 12:30 PM - 2:00 PM

**LOCATION:**  
Palace Ballrooms I-II—Emperors Level

**PACKAGE:**



### 4:30 PM - 6:00 PM

**LOCATION:**  
The Colosseum—Casino Level

**PACKAGE:**



### 6:15 PM - 8:00 PM

**LOCATION:**  
Omnia Nightclub—Casino Level

**PACKAGE:**



### 8:00 AM - 5:00 PM

**LOCATION:**  
Florentine Ballroom—Promenade Level

**PACKAGE:**



### “ADMIT ONE” HOSPITALITY LOUNGE AREAS

(Official “Admit One” registration credentials required to gain admittance.)

Sponsored by Cinionic

### LET’S DO LUNCH

Attendees have asked for more flexibility in the CinemaCon schedule, allowing for more time for meetings, visiting the trade show, etc. So rather than a formal sit-down lunch, you are cordially invited to enjoy a more casual buffet-style lunch in the Palace Ballroom.

Sponsored by Olson Visual

### UNIVERSAL PICTURES AND FOCUS FEATURES INVITE YOU TO A SPECIAL PRESENTATION FEATURING FOOTAGE FROM THEIR UPCOMING SLATE

(Doors open 4:00pm)

Hosted by:  
Lisa Bunnell  
President, Domestic Theatrical Distribution Focus Features  
Veronika Kwan Vandenberg  
President, International Distribution Universal Pictures International  
Jim Orr  
President, Domestic Theatrical Distribution Universal Pictures

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### “WE’RE BACK” - MOVIEFONE PARTY AND DINNER RECEPTION AT OMNIA NIGHTCLUB

(Doors open at 6:15pm)

Moviefone cordially invites you back for an evening of bottomless cocktails, buffet-style dinner, and of course great company and entertainment at a world-class venue. See you there!

## THURSDAY, 26 AUGUST

### CINEMA CON REGISTRATION

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## 8:00 AM - 9:00 AM

### LOCATION:

Palace Ballroom II—Emperors Level

### PACKAGE:



## NAC SEMINAR: TO INFINITY AND THEN WHERE? FACING THE FUTURE REQUIRES 5 F's

As we as concession and foodservice operators move forward, we will need tools to adjust to the methods after the pandemic. What will change? What will the new normal look like? The next generation of operations will need Flexibility, Fortitude, Focus, Faith, and the ability to Float.

### Facilitated by:

Larry Etter, CCM, Director of Education, NAC and EVP, Malco Theatres

### Panel:

Wes Kraker, President, Pathmark Logistics

Rob Novak, V.P. of Concessions and F&B, Marcus Theatres

Jacque Bray, National Sales Manager, Home Market Foods

Kim Cook-Sorano, Director of Food & Beverage, Galaxy Theatres

Shelly Olesen, ACS, Vice President Sales & Marketing, C. Cretors and Company

***READ CONCESSION PROFESSION 2020 IN e-MAG FORM HERE***

## 8:00 AM - 9:00 AM

### LOCATION:

Palace Ballroom III—Emperors Level

### PACKAGE:



## ICTA SEMINAR: LESSONS LEARNED AND THE WAY FORWARD IN THE WAKE OF THE PANDEMIC

### Moderated by:

Frank Tees, VP, Technical Sales & Support, Moving iMage Technologies

### Panelists:

Brock Bagby, Executive VP, B&B Theatres

Mike Cummings, Sr. Principal, TK Architects

Tim League, Founder of Alamo Drafthouse

Crispin Lilly, Interim CEO, MediCinema

### **Personal On-Demand Cinema, a Video Case Study The(Any)Thing Cinema, The Netherlands**

Jan Runge, European Rep, ICTA – In conversation with Thomas van de Weerd, CEO and Co-Founder, The(Any)Thing Cinema and Pathé Thuis

## 9:00 AM - 12:30 PM

### LOCATION:

Julius Ballroom—Pool Level

Augustus Ballroom—Emperors Level

Milano & Roman Ballrooms —Promenade Level

### PACKAGE:



## BREAKFAST AT THE TRADE SHOW AND TRADE SHOW SUITES

(Note: Breakfast will be served on each level from 9:00am – 10:00am)

### SPONSOR

DTS:X

### Trade Show Suites

Christie - Milano 1

Cinionic – Roman Ballroom

Dolby Laboratories – Milano 2

GDC Technology – Milano 3

Sharp NEC Display Solutions – Milano 4

Mobile Moviegoing & BeforeTheMovie – Pompeian 1

## 10:00 AM - 12:15 PM

### LOCATION:

The Colosseum—Casino Level

### PACKAGE:



## PARAMOUNT PICTURES INVITES YOU TO AN EXCLUSIVE PRESENTATION HIGHLIGHTING ITS UPCOMING SLATE

(Doors open 9:30am)

### Hosted by:

Chris Aronson, President, Domestic Distribution

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## 10:00 AM - 2:00 PM

### LOCATION:

Florentine Ballroom—Promenade Level  
Palace Ballroom Foyer—Emperors Level

### PACKAGE:



## 12:30 PM - 2:15 PM

### LOCATION:

Octavius Ballroom—Promenade Level

### PACKAGE:



## 2:45 PM - 4:15 PM

### LOCATION:

The Colosseum—Casino Level

### PACKAGE:



## 6:30 PM - 8:30 PM

### LOCATION:

Palace Ballroom—Emperors Level

### PACKAGE:



## “ADMIT ONE” HOSPITALITY LOUNGE AREAS

(Official “Admit One” registration credentials required to gain admittance.)

Sponsored by Cinionic

## LUNCHEON PROGRAM

### AN INDUSTRY THINK TANK: THE BIG SCREEN IS BACK

(Doors open 12:30pm)

The pandemic has had a dramatic effect on the state of the motion picture theatrical industry, but as Elton John might say, “We’re still standing”. Today’s luncheon program will see an esteemed panel of industry executives (from distribution, exhibition and filmmaking) talking candidly on the state of the industry. This session will address topical and important issues affecting the global industry today, tomorrow and well into the future.

#### Moderator:

Ryan Faughnder, Staff Writer and Film Business Reporter, The Los Angeles Times; and Host of The Wide Shot newsletter

#### Panelists:

Chris Aronson, President, Domestic Distribution  
Patty Jenkins, Writer/Director, “Wonder Woman 1984”, “Star Wars: Rogue Squadron”  
Rolando Rodriguez, CEO & President, Marcus Theatres  
Mark Zoradi, CEO, Cinemark  
Studio executive to be announced

Sponsored by The Los Angeles Times

## LIONSGATE INVITES YOU TO AN EXCLUSIVE PRESENTATION OF ITS UPCOMING SLATE

(Doors open 2:15pm)

#### Hosted by:

David Spitz, President, Domestic Theatrical Distribution  
Joe Drake, Chairman, Motion Picture Group  
Shaun Barber, EVP & General Sales Manager, Domestic Theatrical Distribution  
Marisa Liston, President, Worldwide Marketing

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## CINEMA CON AND THE COCA-COLA COMPANY INVITE YOU TO THE 2021 FINAL NIGHT PARTY

(Doors open 6:30pm)

The Coca-Cola Company joins us in celebrating the resilience of the motion picture theater industry, the moviegoing experience and the conclusion of CinemaCon 2021. Prepare for an evening of great food, fun, and special entertainment.

