

## 2021 SCHEDULE OF EVENTS

(as of July 18, 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 Ballrooms I-III, located on the Promenade Level.**

### INTERNATIONAL DAY PROGRAMMING NOTE

CinemaCon is less than two months away. With so many international travel restrictions still in effect, we have made some changes to the usual CinemaCon schedule. Rather than a dedicated International Day, CinemaCon programming will now begin for ALL registered delegates at approximately 1:30pm on Monday, 23 August, with a special panel discussion on the international marketplace. We are hopeful the travel landscape will continue to improve so more of our overseas colleagues will be able to attend this important industry gathering, the first since the Fall of 2019. For those already registered for International Day programming, you will only be charged for a standard CinemaCon registration and you will be refunded the difference shortly.

We look forward to welcoming everyone to Las Vegas shortly.

## MONDAY, 23 AUGUST

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

**LOCATION:**  
Florentine Ballrooms I-III—Promenade Level

**PACKAGE:**  


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

**LOCATION:**  
Florentine Ballrooms I-III—Promenade Level  
Palace Ballroom Foyer—Emperors Level

**PACKAGE:**  


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

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

### CINEMA CON REGISTRATION

In looking out for the health, safety and welfare of all attendees, everyone picking up a badge (staff, delegate, trade show guest, exhibitor trade show booth personnel) will need to present one of two options for entry to CinemaCon 2021: Proof of full COVID-19 vaccination (digital copy of vaccination record will be accepted) or a negative antigen/PCR COVID-19 test conducted within 48-hours of picking up credentials. While we will have an official Covid Testing Facility on site, our recommendation is to arrive at registration with your required documentation in hand. Either option must be presented with an appropriate ID matching the name on their documentation. Attendees will be given a wristband that must be shown when entering officially scheduled events at the show. Please check back on a regular basis for protocol updates.

### "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

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

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

**Panel Members:**  
Andrew Cripps, President, International Theatrical Distribution, Warner Bros.

Pictures

Mooky Greidinger, CEO, Cineworld Group

Veronika Kwan Vandenberg, President, Distribution, Universal Pictures International

Alejandro Ramírez Magaña, CEO, Cinépolis

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 Ballroom I-II—Emperors Level

PACKAGE:



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

LOCATION:

Palace Ballroom 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:



### 9:15 PM

LOCATION:

Omnia Nightclub—Casino Level

### 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 CINEMACON 2021: A PRE-OPENING RECEPTION

CinemaCon, NATO and ICE Theatres 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.

### CINEMACON 2021 OPENING NIGHT: THE BIG SCREEN IS BACK

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

(Doors open at 5:30pm)

(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.)

**PACKAGE:**



## SONY PICTURES ENTERTAINMENT OPENING NIGHT DINNER RECEPTION AND PARTY

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

# TUESDAY, 24 AUGUST

### 7:00 AM - 6:00 PM

**LOCATION:**

Florentine Ballrooms I-III—Promenade Level

**PACKAGE:**



### CINEMA CON REGISTRATION

In looking out for the health, safety and welfare of all attendees, everyone picking up a badge (staff, delegate, trade show guest, exhibitor trade show booth personnel) will need to present one of two options for entry to CinemaCon 2021: Proof of full COVID-19 vaccination (digital copy of vaccination record will be accepted) or a negative antigen/PCR COVID-19 test conducted within 48-hours of picking up credentials. While we will have an official Covid Testing Facility on site, our recommendation is to arrive at registration with your required documentation in hand. Either option must be presented with an appropriate ID matching the name on their documentation. Attendees will be given a wristband that must be shown when entering officially scheduled events at the show. 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—Emperors Level

**PACKAGE:**



### REBUILDING AND DIVERSIFYING THE POST-COVID WORKFORCE

(program in development)

### 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)

#### 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

(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 Ballrooms I-III—Promenade Level

Palace Ballroom Foyer—Emperors Level

**PACKAGE:**



### “ADMIT ONE” HOSPITALITY LOUNGE AREAS

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

Sponsored by Cinionic

## 11:00 AM - 5:00 PM

### LOCATION:

Julius Ballroom—Pool Level

Augustus Ballroom—Emperors Level

Milano & Roman Ballrooms —Promenade Level

### PACKAGE:



## 4:15 PM - 7:15 PM

### LOCATION:

The Colosseum—Casino Level

### PACKAGE:



## 7:30 PM - 9:30 PM

### LOCATION:

Octavius Ballroom—Promenade Level

### PACKAGE:



## 7:30 AM - 6:00 PM

### LOCATION:

Florentine Ballrooms I-III—Promenade Level

### PACKAGE:



## 7:30 AM - 8:15 AM

### LOCATION:

Palace Ballroom Foyer—Emperors Level

### PACKAGE:



## 8:00 AM - 9:00 AM

### LOCATION:

Palace Ballroom I-II—Emperors Level

### PACKAGE:



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

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

### 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 3:45pm)

(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.)

## A TASTE OF LAS VEGAS

(Doors open at 7:30pm)

When the excitement in the theater concludes, the night's just getting started in true Las Vegas style. Enjoy the cuisine of Caesars Palace and the entertainment of Las Vegas without the risk of losing your money. Viva CinemaCon!

# WEDNESDAY, 25 AUGUST

## CINEMA CON REGISTRATION

In looking out for the health, safety and welfare of all attendees, everyone picking up a badge (staff, delegate, trade show guest, exhibitor trade show booth personnel) will need to present one of two options for entry to CinemaCon 2021: Proof of full COVID-19 vaccination (digital copy of vaccination record will be accepted) or a negative antigen/PCR COVID-19 test conducted within 48-hours of picking up credentials. While we will have an official Covid Testing Facility on site, our recommendation is to arrive at registration with your required documentation in hand. Either option must be presented with an appropriate ID matching the name on their documentation. Attendees will be given a wristband that must be shown when entering officially scheduled events at the show. Please check back on a regular basis for protocol updates.

## 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*.

## 9:00 AM - 5:00 PM

### LOCATION:

Julius Ballroom—Pool Level

Augustus Ballroom—Emperors Level

Milano & Roman Ballrooms —Promenade Level

### PACKAGE:



## 9:15 AM - 12:00 PM

### LOCATION:

The Colosseum—Casino Level

### PACKAGE:



## 10:00 AM - 4:00 PM

### LOCATION:

Florentine Ballrooms I-III—Promenade Level

Palace Ballroom Foyer—Emperors Level

### PACKAGE:



## 12:30 PM - 2:15 PM

### PACKAGE:



## 4:30 PM - 6:00 PM

### LOCATION:

The Colosseum—Casino Level

### PACKAGE:



## 6:30 PM - 8:15 PM

### LOCATION:

Omnia Nightclub—Casino Level

### PACKAGE:



## 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 ITS 2021 PRESENTATION

(Doors open 8:30am)

Coffee, Tea, and Juice will be available in the Lobby of The Colosseum starting at 8:30am.

(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.)

## “ADMIT ONE” HOSPITALITY LOUNGE AREAS

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

Sponsored by Cinionic

## LUNCH

Still in development. Will either be a formal filmmaker/studio sit-down lunch or a casual buffet. Stay tuned for updates.

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

(Doors open 4:00pm)

(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.)

## MOVIEFONE PARTY AND DINNER RECEPTION AT OMNIA NIGHTCLUB

Moviefone cordially invites you 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

## 8:00 AM - 5:00 PM

## CINEMACON REGISTRATION

**LOCATION:**  
Florentine Ballrooms I-III—Promenade Level



### 8:00 AM - 9:00 AM

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



### 8:00 AM - 9:00 AM

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



### 9:00 AM - 12:30 PM

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



### 9:30 AM - 12:15 PM

**LOCATION:**  
The Colosseum—Casino Level



### 10:00 AM - 2:00 PM

**LOCATION:**

In looking out for the health, safety and welfare of all attendees, everyone picking up a badge (staff, delegate, trade show guest, exhibitor trade show booth personnel) will need to present one of two options for entry to CinemaCon 2021: Proof of full COVID-19 vaccination (digital copy of vaccination record will be accepted) or a negative antigen/PCR COVID-19 test conducted within 48-hours of picking up credentials. While we will have an official Covid Testing Facility on site, our recommendation is to arrive at registration with your required documentation in hand. Either option must be presented with an appropriate ID matching the name on their documentation. Attendees will be given a wristband that must be shown when entering officially scheduled events at the show. Please check back on a regular basis for protocol updates.

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

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

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.

### 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

### BREAKFAST AT THE TRADE SHOW AND TRADE SHOW SUITES

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

**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

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

(Doors open 9:00am)

Hosted by:  
Jim Gianopulos, Chairman, Motion Picture Group  
Chris Aronson, President, Domestic 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.)

Florentine Ballrooms I-III—Promenade Level  
Palace Ballroom Foyer—Emperors Level

PACKAGE:



**12:30 PM - 2:15 PM**

LOCATION:

Octavius Ballroom—Promenade Level

PACKAGE:



**2:30 PM - 5:00 PM**

LOCATION:

The Colosseum—Casino Level

PACKAGE:



**7:00 PM - 9:30 PM**

LOCATION:

Octavius Ballroom—Promenade 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 12:00pm)

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:

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 2:00pm)

(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.)

## CINEMACon 2021 FINAL NIGHT EVENTS BROUGHT TO YOU BY THE COCA-COLA COMPANY

The Coca-Cola Company joins in celebrating the resilience of the motion picture theater industry, the movie-going experience and the conclusion of CinemaCon 2021. Join us for an evening of celebration, great food, and fun.

### CinemaCon 2021 Industry Honors and “Big Screen Achievement Awards” Dinner

(Doors open 7:00pm)

Special Sponsor’s Acknowledgement to The Coca-Cola Company

### Industry and “Big Screen Achievement Award” Honorees

(to be announced shortly)

