

Dear Friend:

As far as we know, there are no books or publications written that provide specific information on opening a theater. The best way to learn is to ask questions. Therefore, we recommend that you consider attending an industry convention. CinemaCon, NATO's official convention, takes place in the spring at Caesars Palace in Las Vegas. The ShowEast Convention occurs annually in the fall in Orlando, Florida. For further information regarding ShowEast, please call (646) 654-7680. Both of these conventions will provide you an opportunity to meet with other theater men and women, ask questions and generally get a feel for the business. For a full listing of exhibition industry conventions (including international, national, and regional shows) please visit NATO's website.

There are two magazines available to our industry: *BoxOffice*, (www.boxoffice.com) and *Film Journal International*, (www.filmjournal.com). Subscriptions to each are worthwhile investments. Furthermore, NATO publishes an online resource, the Encyclopedia of Exhibition, that has information on more than 700 North American cinema operators, ranked by screen count; an alphabetical list of more than 600 cinema operators; an index of companies that service the cinema industry; comprehensive U.S. exhibition statistics and box-office data; a concise directory of U.S. motion picture distributors; international exhibitor and distributor directories; and a "Statistics" section featuring current and historical data on ticket sales, moviegoer demographics, seasonal box-office performance, ticket prices, state-by-state screen counts, employment and distributor market shares. You can find more information on the Encyclopedia of Exhibition, and can subscribe to it, by visiting www.natoonline.org. A final resource would be an excellent book called, The Movie Business Book, revised and edited by Jason E. Squire. It details important aspects of Exhibition and Distribution in an easy to follow format.

There are a number of companies that would be willing to assist you in developing either a marketing plan, or to help you determine the feasibility of building a theater in your area. In addition, we strongly encourage you to enlist the services of a professional buyer/booker. The process of obtaining film (for any kind of operation, be it first run or discount) is very complicated. A good buyer/booker can make your company successful. Done improperly or inefficiently, you will without question fail. This is the meat and potatoes of your business. We cannot stress this point more.

We know of several companies that specialize in assisting individuals in getting started. While we are happy to refer you to them, we do not take responsibility for the assistance they provide you. You may wish to speak to:

Mary Ann Anderson, Anderson Consulting, LLC, (540) 997-0203,
www.AndersonCinemaConsulting.com

Mike Doban, Arcangelo Entertainment, Inc., (818) 623-1015, www.ArcangeloEnt.com

Steve Felperin, Theatre Service Network, steve_f66@yahoo.com

Richard and Jan Herring, Consulting/Booking/Buying, (540) 929-4173, fax: (540) 929-4042, www.StartAMovieTheatre.com

Jack Panzeca, Universal Cinema Services, Inc., (817) 633-2180, fax: (817) 633-2190, www.UniversalCinema.com

Lee Josselyn, Galaxy Consulting, (818) 986-9000

Dennis McIntire, B & B Theatres, Consulting, Equipment, Building, (816) 407-7469, dennis.mcintire@bbtheatres.com

Bruce M. Taffet, Taffet & Associates, LLC, (303) 840-9026, fax: (303) 840-9643, btaffet@taffetco.com

Howard Taormino, Theatre Services Unlimited, (610) 933-3234, Cinemaland@aol.com

We hope if you decide to open a theater, you will join NATO. Good luck with your decision.