



National Association of Theatre Owners™

MEMO

To NATO Independent Theatre Owners Committee (ITOC)

From John Vincent, Chairman, NATO Independent Theatre Owners Committee

Re CinemaCon 2019: **Important Notification and RSVP Required**

Date March 6, 2019

We are delighted to send this memo updating you on the NATO Independent Theatre Owners Committee Special Program to be held in conjunction with CinemaCon 2019.

Please read the following carefully...

On Monday, 1 April 2019 from 11:30am to 3:00pm, this special program for the independent theater owner will be held in the **Sunset Ballroom located on the Third Level of The Flamingo Hotel**, located directly across the street from Caesars Palace. The Flamingo Hotel is just a brief, five-minute walk from Caesars Palace. Attendees will be provided with walking directions as we get closer to the session. We are very excited about this year's program and what follows are the current details.

11:30am - 12:55pm (Lunch served starting at 11:30am, program starts promptly at 12:00pm)

Luxury Seating

As more and more exhibitors upgrade their auditorium accommodations to feature luxury seating, we've assembled a panel of experts to share their experiences in making this important transition. Seating options ranging from chairs with improved ergonomics to full recliners to motion seating will be examined along with construction and installation considerations, guest reactions and financial considerations. A not to be missed, informative panel discussion on the latest industry trend.

Panelists:

Byron Berkley, President, Foothills Entertainment

Rob Del Moro, Manager, Cinema Buying Alliance

Les Lundberg, Sales Manager, Irwin Seating Company

Larry Mann, Owner, Mann's Park Plaza Cinema

Rodney L. Sartain, President, Rodney L. Sartain Architects & Design Group

12:55pm - 1:10pm

ICA Update

Bill Campbell provides an informative and timely update on ICA progress since last year's ITOC meeting here at CinemaCon. Touching on membership development, the new CBA purchasing program and studio relations, he'll also outline the ICA's goals and objectives for the current year, as well as sharing some of its thoughts on expanded member benefits being considered for the future. For both members and prospective members,



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you'll want to hear all about how the ICA is working for independent exhibitors.

1:10pm - 2:00pm

Reserved Seating

Is reserved seating for you? As the industry continues to evolve and improve the cinema experience, moviegoers have now come to expect more and more amenities and enhancements. So, while your guests become increasingly selective in their film choices, more comfortable buying tickets online and less willing to wait in line at your box office for a ticket, it may be time for you consider offering them reserved seating. This is a particularly important question if you are planning to upgrade your seating so our panel of experienced reserved seating practitioners will share their opinions, suggestions and recommendations with you.

Rob Del Moro, Manager, Cinema Buying Alliance

Michael Gannon, Director, North America, Veezi

Melissa Heller, Sr. Director, Exhibitor Relations, Fandango

Chris Johnson, CEO, Classic Cinemas

Steve Joudi, Head of Operations and Exhibitor Relationship, Atom Tickets

2:00pm - 3:00pm - **Exhibitor Relations & In-Theater Services Meet-and-Greet with**

Distribution (Dessert and Coffee served) - Due to the continued popularity and success of this event, we have scheduled a repeat performance. This is your chance for personal interaction with those representatives who serve as your studio pipeline. Participation is already confirmed from **Amazon Studios, Aviron Pictures, Bleecker Street, Entertainment Studios Motion Pictures, Fathom Events, Focus Features, Indie Marketing Coalition, Lionsgate, NEON, Paramount Pictures, Roadside Attractions, Sony Pictures Classics, Sony Pictures Entertainment, STXfilms, Trafalgar Releasing, 20th Century Fox, United Artists Releasing, Universal Pictures, The Walt Disney Studios, and Warner Bros. Pictures.**

RSVP to David Binet at the NATO office +1 202 962 0054 or db@natodc.com. Due to space constraints, we kindly ask attending companies to limit seminar attendees to those directly involved in management and operations.

We encourage you to attend, and recommend you make your travel plans accordingly for CinemaCon 2019. You should plan on arriving in Las Vegas on Sunday, March 31. **If you have yet to register for CinemaCon, please visit www.CinemaCon.com.**

Please remember: CinemaCon officially begins for all delegates at approximately 3:15pm with a special presentation. The current schedule of events is online at www.cinemacon.com.