

TRADE SHOW INFORMATION

# SHOW EAST

**OCTOBER 24-27, 2011**

WESTIN DIPLOMAT RESORT & SPA  
MIAMI / HOLLYWOOD • FLORIDA

CONVENTION OCTOBER 24-27  
TRADE SHOW OCTOBER 25-27



**DO BUSINESS  
WITH THE  
MULTI-BILLION DOLLAR  
CINEMA EXHIBITION  
& DISTRIBUTION  
COMMUNITIES**

[www.ShowEast.com](http://www.ShowEast.com)

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## Our New Home!

We are pleased to announce **ShowEast 2011** will be held at the beautiful **Westin Diplomat Resort & Spa** in Miami/Hollywood, Florida.

On the Blue Wave certified beach of the Atlantic, in the vibrant city of Hollywood, Florida rests The Westin Diplomat Resort & Spa. Easily accessible by Fort Lauderdale/Hollywood or Miami International Airports as well as two international ports-of-call. The resort is also ideally located near shopping, attractions and pari-mutuels. The resort features a world-class spa, golf, fitness classes, a kids club, marina, pool and beach.

## Space is Limited... Reserve Your Booth Today!

Contact: **Bill Andino**

Phone: **212.493.4053**

Email: **bill.andino@filmexpos.com**

Fax: **212. 257.6428**

**www.ShowEast.com**

## At ShowEast You Will...

- Expand your reach
- Make new contacts
- Plant seeds for future deals
- Grow your customer base
- Debut your products, services & technologies
- Network with colleagues
- Build new relationships

## See the Buyers Who Need What Your Company Sells

- **ShowEast offers you access to more than 1,300 cinema exhibition and distribution professionals** with enormous purchasing power who come to the trade show to buy. Each year, representatives from major, regional and independent circuits across the U.S. and internationally, attend ShowEast to make their purchasing decisions. **Close to 71% of those who attend ShowEast recommend, specify and are responsible for buying goods and services for their theatres.** They are always on the look out for ways to enhance the theatre-going experience.

## ShowEast has Loyal Buyers & New Buyers

- **ShowEast has an attendee return rate of over 85%.** Loyal buyers are good customers, and they know ShowEast is the must-attend event for their buying needs. The ShowEast trade show is the ideal environment for introducing new products and services when buyers are gearing up for the holiday movie season.

## ShowEast Attracts a Domestic & International Audience

- **ShowEast attracts** cinema exhibition and distribution professionals from the United States, as well as Central, South American and Caribbean markets and **over 35 countries.** **If your company wants to expand its business, ShowEast is the place to be.**

## LOTS of Traffic on the Trade Show Floor

- **ShowEast attendees** come to the convention for the informative educational seminars, networking, special events, products reels, screenings... and they also visit the trade show to find the products and services they know are invaluable to their business. This is a selling opportunity you cannot afford to miss.



## Who Attends ShowEast?

- General Theatre Management
- Film Buying Program
- Marketing
- Concessions Purchasing
- Equipment Purchasing
- Finance / Operations
- Others Within the Industry

## Who Should Exhibit?

• If your business is in any of these industries, you should be exhibiting at ShowEast...

- 3D
- Amusements/Gaming
- Booth/Projection Equipment
- Concessions
- Concessions Equipment
- Construction/Architecture
- Digital/Cinema Equipment
- Financial Services
- Furniture/Decor
- Hearing Devices
- Interactive/Mobile Marketing
- Janitorial Supplies
- Kiosks
- Lighting
- Lobby Displays
- Movie Merchandise
- Seating
- Security
- Signs
- Sound /Speakers/Amplifiers
- Special Services
- Staffing
- Theatre Advertising & Promotion
- Ticketing/Point-of-Sale
- Uniforms
- Walls/Panels/Screens



## Aggressive Attendee Marketing to Attract the Right Buyers

• Our marketing team conducts research and analysis to ensure ShowEast delivers the right buyers. All marketing campaigns are targeted and are comprised of direct mail, email marketing, telemarketing, face-to-face visits, and print ads in leading industry publications.

## ShowEast Delivers Value

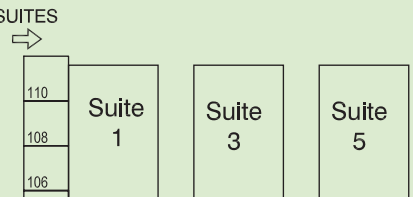
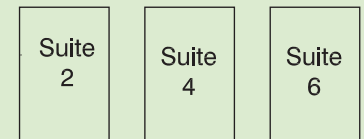
• Of the ShowEast trade show exhibitors that responded to the 2010 survey, a majority said **ShowEast delivered the best ROI and value for the money compared to other industry events.** That's why ShowEast exhibiting companies have a **return rate of 80%** and why so many new companies choose ShowEast as part of their marketing each year.

## SHOWEAST 2011 FLOORPLAN

Visit [www.ShowEast.com](http://www.ShowEast.com) for a real-time version of the floorplan

922	823	822	723	722	623	622	523	522	423	422	323	322	223
920	821	820	721	720	621	620	521	520	421	420	321	320	221
918	819	818	719	718	619	618	519	518	419	418	319	318	219
916	817	816	717	716	617	616	517	516	417	416	317	316	217
914	815	814	715	714	615	614	515	514	415	414	315	314	215
910	811	810	711	710	611	610	511	510	411	410	311	310	211
908	809	808	709	708	609	608	509	508	409	408	309	308	209
906	807	806	707	706	607	606	507	506	407	406	307	306	207
904	805	804	705	704	605	604	505	504	405	404	305	304	205
902	803	802	703	702	603	602	503	502	403	402	303	302	203

# SHOWEAST



All booths are 10' x 10'

↑  
MAIN  
ENTRANCE

### BOOTH RATES

NAC/ICTA Members: **\$3,350**

Non-Members: **\$3,600**

### SPECIAL DISCOUNT

We are offering a special rate to all members of the National Association of Concessionaires (NAC) and the International Cinema Technology Association (ICTA). Please let us know if you are a member when reserving your space.

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## CONVENTION

OCTOBER 24-27, 2011

## TRADE SHOW

OCTOBER 25-27, 2011

## TRADE SHOW HOURS

(Tentative)

**Monday • October 24**

Trade Show Set-Up

**Tuesday • October 25**

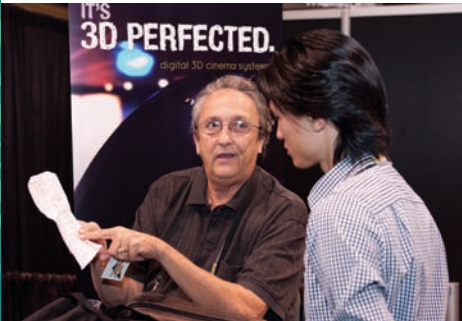
12:30pm - 5:30pm

**Wednesday • October 26**

2:00pm - 5:30pm

**Thursday • October 27**

8:30am - 11:30am



## RESERVE YOUR BOOTH TODAY!

Contact: **Bill Andino**

Phone: **212.493.4053**

Email: [bill.andino@filmexpos.com](mailto:bill.andino@filmexpos.com)

For booth availability and updated floor plan, please visit:

[www.ShowEast.com](http://www.ShowEast.com)

SHOWEAST

770 Broadway, 7th Floor  
New York, NY 10003

IN ASSOCIATION WITH:

**FILM JOURNAL**  
INTERNATIONAL

**ICTA** International  
Cinema  
Technology  
Association®

NATIONAL ASSOCIATION OF  
**NAC**  
CONCESSIONAIRES

## PREVIOUS SHOWEAST EXHIBITORS

Advanced Specialty Lighting	Hershey Foods	QSC Audio Products
All Cinema Sales & Service	High Performance Stereo	Qube Cinema Inc.
American Cinema Equipment	Hurley Screen Corp.	Quinette Gallay
American Int'l Concession Products	iCount USA	Radiant Systems
American Licorice	Inorca Seating	RCM Media
Baja Innovations	INTEG Process Group, Inc.	Ready Theatre Systems
Ballantyne Strong, Inc.	International Cinema	Retriever Software
Barco Digital Cinema	Equipment Co.	Reward Wall Systems
Betson Enterprises	International Cinema	Ricos Products
Big Sky Industries	Technology Assoc.	Schneider Optics
C. Cretors & Co.	Irwin Seating Company	Schult Industries
Caddy Products	Jack Roe USA	Seating Concepts
Camatic Seating	JBL Professional	Simply Right
Christie Digital Systems	J.F.H. Industrial (Jiaxing) Co., Ltd.	Sino Cinetech Co., Ltd
Cinedigm Digital Cinema Corp.	JKR Partners	Sirius III Corporation
Cinema Concepts	Kelonik Cinema Sound	SLS Audio
Cinema Equipment	Kernel Seasons	SOLO CUP Company
Cinema Hosting	Kinoton	Sony Electronics
Cinema Solutions	Konica Minolta Sensing	St. Jude Children's
Color Ad Packaging	Look3D	Research Hospital
Component Engineering	Marchon Eyewear	Stadium Savers
ConAgra Foodservice	Martek	Technicolor 3D
Connie's Pizza	Masterfoods USA	Tempo Industries
Continental Concessions Supplies	MasterImage 3D, LLC	Texas Digital Systems
Crown International	Mobiliario SA de CV	Texas Instruments
CRU-Dataport	Moviead	The Coca-Cola Company
Datasat Digital Entertainment	Moving Image Technologies	Therma-Stor LLC
D-BOX Technologies	National Ticket Co.	Titan Technology Group
DFE Technologies	NEC Display Solutions	Tivoli
Dolby Laboratories	Nestlé USA	TK Architects
Dolphin Seating	Northern Lights Entertainment LLC	Tootsie Roll Industries
Doremi Cinema	Odells	Touchscreen Technologies
Embedded Processor Designs	Omniterm	Universal Cinema Services
Entertainment Transportation by Deluxe	Osram Sylvania Products	USL Inc.
EOMAC	Panavision 3D System	Variety - The Children's
Filmack Studios	Paradigm Design, Inc.	Charity of the US
Franklin Designs	Photo Research	Ventura Foods
GDC Technology of America LLC	Posiflex	VIP Cinema Seating
Gehl Foods, Inc.	Preferred Popcorn	Vista Entertainment Solutions
Glassform	Proctor Companies	Vistar USA
Golden Link Inc.	Professional Systems	Weaver Popcorn
Gold Medal Products	Promotion in Motion	ZhetaPricing Chile S.A.
Harkness Screens	Promotional Management	
	ProSTAR Industries	

**ATTENTION** If you don't currently sell to the movie theatre industry, perhaps you should consider it. Movie theatre circuits of all sizes have many needs and your products and services might be just what they're looking for. They're looking for architects, construction companies, landscapers, uniform suppliers, human resources/staffing and training services, consolidated buying services, janitorial supplies, financial services, insurance, and promotion companies, to name a few. **It's never been a better time to break into the movie theatre industry and it's never been a better time to exhibit at ShowEast!**