



MEMO

National Association of Theatre Owners

To NATO Independent Theatre Owners Committee and Cinema Buying Group
From Joe Paletta, Chairman, NATO Independent Theatre Owners Committee
John Vincent, Vice Chair, NATO Independent Theatre Owners Committee
Re CinemaCon 2016: **Important Notification and RSVP Required**
Date 2 February 2016

In 2014, the NATO Independent Theatre Owners Committee went in a new direction concerning its annual meeting/gathering in Las Vegas. Feedback was overwhelmingly positive. As compared to holding a formal meeting at CinemaCon, with an agenda chock-full of issues and topics, the idea is to once again put together a more focused program aimed at helping the independent theater owner more than hold his/her own in this vastly competitive market. As well, all CBG members, regardless of whether they are members of National NATO, are invited to this program. We would like our CBG members to have an opportunity to witness the work and goals of this important NATO committee.

On Monday, 11 April 2016 from approximately 11:15am to 3:15pm, a special program geared **specifically toward independent theater owners** will be held at Caesars Palace, prior to the official beginning of CinemaCon. What follows are the current details of this year's program. Please read carefully as some of the logistics from past years have changed.

NATO 11:15am - 12:15pm - **Networking Lunch**. Informal buffet lunch at a location within Caesars Palace still being finalized. Once confirmed, attendees will be notified. Only those who have RSVP'd to the Independent Session will be admitted.

**FOLLOWING LUNCH PLEASE PROCEED TO THE EMPERORS BALLROOM II
ON THE EMPERORS LEVEL OF THE CAESARS CONVENTION CENTER.**

NATO 12:30pm - 1:30pm **In-Theatre Marketing: A True Partnership** - Pat Gonzalez, SVP, In-Theatre Marketing, Paramount Pictures and Mark Mulcahy, Vice President, In-Theatre Marketing, STX Entertainment. When it comes to marketing a film, an important pipeline between exhibition and distribution is the In-Theatre Marketing department. From the largest of the majors to the smallest of the independent distribution companies, each has a specific department dedicated to working with you. The goal is simple - maximize available materials and help create special programs with an end result of driving business and ticket sales. Learn how this vital partnership between exhibition and distribution plays an important role in your day-to-day business.



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- NATO** 1:30pm – 2:15pm **CYA (Cover Your Assets):How to Develop a Reasonable Care Defense to Protect Your Theaters Reputation and Assets – Jack Koury, Principal, The Avalon Resource Group.** In any given business, cliché or not, you've always got to look out for number one. This session will address a number of timely issues including the importance of Food Safety Training, Alcohol Awareness and Training, among others. Jack Koury is a 30+ year veteran of the Hospitality/Service Industry with an emphasis in the field of training and development. Jack's competitive advantage is that he teaches and educates from experience, not theory.
- NATO** 2:15pm – 3:00pm – **Facilities Management and Operating an Efficient Theater – Art Justice, Vice President – Energy & Sustainability, Cinemark.** From the outside looking in, it may seem as though it's all about ticket and concessions sales. But for this session we are going to reverse it and look at things from the inside looking out – the world of operations and how to run a more efficient theater. When did you last take time to think about Facilities Management? This session will touch on such items as HVAC, LED lighting conversions, energy and sustainability and temperature/lighting controls, to name a few.
- NATO** **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 2016. You should plan on arriving in Las Vegas on Sunday, 10 April 2016. **If you have yet to register for CinemaCon, please visit www.CinemaCon.com.**

And please remember: CinemaCon officially begins for all delegates at approximately 3:15pm with a special presentation.