



March 15-18, 2010

Paris & Bally's • Las Vegas

www.ShoWest.com

TRADESHOW INFORMATION

Increase Your Sales. Grow Your Business.
Sell to the Motion Picture Industry!

THE OFFICIAL CONVENTION OF NATO

OFFICIAL CORPORATE SPONSOR

DLP
CINEMA[®]
TEXAS INSTRUMENTS



DO BUSINESS WITH DECISION MAKERS WITH PURCHASING POWER

When They are Ready to Buy!

ShoWest brings together the key decision makers from major, regional and independent theatre circuits with the manufacturers of products, services and technologies for the movie theatre industry. Theatre owners and operators come to ShoWest with their budgets approved, ready to buy. Each year, they make ShoWest their mecca for purchasing the products and services that will benefit their theatres all year long.

SHOWEST
DELIVERS AN
AVERAGE OF
25%
NEW BUYERS
EACH YEAR

That's about 1,250 more new customers to do business with that you may never have seen before!

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WELCOME

EXPAND YOUR REACH!

- Make New Contacts
- Get New Customers
- Meet With Existing Customers
- Build New Relationships
- Plant Seeds For Future Deals
- Debut Your Products, Services & Technologies
- Network With Colleagues

SHOWEST DELIVERS BUYERS from Major U.S. and International Theatre Circuits!

At ShoWest, you'll do business with theatre circuits such as these and many other Major, Regional and Independent theatre circuits...

- AdLabs Cinemas
- AMC Entertainment
- Carmike Cinemas
- China Film Group
- Cinemark USA
- Cinemex Cineplex Entertainment
- Cineworld Cinemas
- CJCGV
- Clearview Cinemas
- Goodrich Quality Theatres
- Harkins Theatres
- Hollywood Theatres
- Hoyts Cinemas
- Kerasotes Theatres
- Lotte Cinemas
- Marcus Theatres
- MM Cinemas
- Muvico Theatres
- National Amusements
- North American Cinemas
- Pacific Theatres
- Pathé Cinemas
- Rave Theatres
- Regal Entertainment Group
- SF Cinema City
- TOHO Cinemas
- Vue Entertainment
- Velmo Cineplex

Convention: **March 15-18, 2010**



AGGRESSIVE ATTENDEE MARKETING Brings the Right Buyers to the Show

Our marketing team conducts robust research and analysis to ensure that ShoWest delivers the right buyers. All marketing campaigns are targeted and are comprised of: direct mail, blast emails, print ads, telemarketing and face-to-face visits.

99% of ShoWest attendees
visited the trade show floor

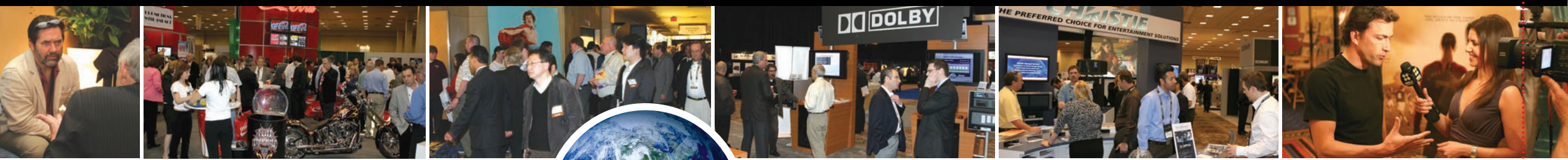
93% found it vitally
important to their business.

ShoWest 2009 post-show survey

DON'T THINK YOUR COMPANY'S PRODUCTS ARE RIGHT FOR THE MOVIE THEATRE INDUSTRY?

Think Again!

If your company doesn't normally sell to the movie theatre industry, perhaps you should consider it. Many theatre owners and operators are now thinking "outside the box" for ways to make their theatres must-attend destinations to increase revenue streams. They are adding new entertainment features, diversified products and creating more comfortable surroundings to draw larger audiences and keep them in the theatre longer. If your company sells products such as: gaming/amusements; vending machines; alternative snacks or beverages; construction, design or architecture services, to name a few, you should exhibit at ShoWest and get in on this lucrative market.



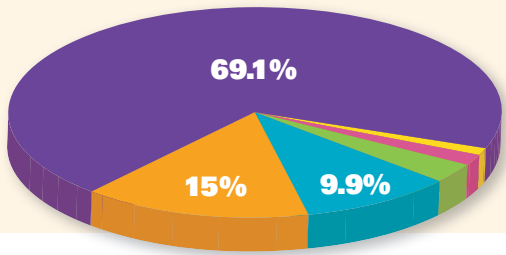
WHO SHOULD EXHIBIT?

If your business is in any of these industries, you should exhibit at ShoWest

- Amusements/Gaming
- Booth/Projection Equipment
- Concessions
- Concession Equipment
- Construction/Architecture
- Digital/Cinema Equipment
- Financial Services
- Hearing Devices
- Janitorial Supplies
- Lighting
- Lobby Displays

WHO ATTENDS SHOWEST?

- **69.1%** Theatre Operations including: Theatre Owners/Operators, Marketing, Concessions, Construction & Design
- **15.0%** Film Production / Distribution / Marketing
- **9.9%** Media Professionals
- **3.1%** Others Allied to the Field
- **1.6%** Finance/Insurance
- **1.3%** Advertising Agency



SHOWEST DELIVERS AN INTERNATIONAL AUDIENCE with Attendees from 63 Countries, including...

- Australia • Austria • Belgium • Canada • China
- France • Germany • Italy • Japan • Korea • Mexico
- Norway • Puerto Rico • Russia • Singapore • South Africa • Spain
- Sweden • Thailand • The Netherlands • United Kingdom

55.4% SHOWEST DELIVERS LOYAL BUYERS

54% of ShoWest attendees come to the convention every year, and the majority of them have attended for more than four years in a row. Loyal buyers are good customers, and they know that ShoWest is the must-attend event for their buying needs.

SPONSORSHIP OPPORTUNITIES

Join the leaders in the cinema supplier and distribution communities and become a sponsor at ShoWest 2010.

Sponsorships increase your company's visibility and brand recognition and drives traffic to your booth. Our sponsors are promoted heavily before and during the show, to give your company a competitive edge.

FOR SPONSORSHIP OPPORTUNITIES

please call Andrew Sunshine at 646.654.7684 or email him at andrew.sunshine@nielsen.com

SPACE IS LIMITED • RESERVE YOUR BOOTH TODAY!

Visit www.ShowWest.com for a Real-Time version of the Floorplan



For booth availability and floorplan updates, please visit www.showwest.com or contact:

Bill Andino: 646.654.4988
bill.andino@nielsen.com

BOOTH RATES

- NAC/ICTA Members \$3,800 per booth
- Non-Members \$4,100 per booth

SUITES

A variety of hospitality suites are available. Please call for pricing.

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.

ShoWest

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PREVIOUS SHOWEST EXHIBITORS

CONVENTION:
March 15-18, 2010

TRADE SHOW:
March 16-18, 2010

TRADE SHOW SCHEDULE (tentative)

MONDAY MARCH 15 • Trade Show Set-Up

TUESDAY MARCH 16 • 2:00pm – 6:30pm

WEDNESDAY MARCH 17 • 10:00am – 5:00pm

THURSDAY MARCH 18 • 9:00am – 1:00pm

SHOWEST

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IN ASSOCIATION WITH



OFFICIAL PUBLICATIONS OF SHOWEST



PRODUCED BY

nielsen film group



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| 1better LLC | Eisenberg Gourmet Beef Franks | Pucker Powder |
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| American Licorice Co. | Frankford Candy | Ranack Constructors, Inc. |
| American Paper Optics, Inc. | Franklin Design, Inc. | Retriever Software |
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| Cinestar Software | K & K Insurance Group | Thermo-Serv |
| Cinetize.com | Klipsch, LLC | THX |
| Cleaning Services Group | Lawrence Metal Products | Ticket Pro Systems |
| Cloud Industries, Inc. | Lighting & Electric Design | Ticketsoft |
| Coca-Cola Company | Lighting Images Technology | Tivoli, LLC |
| Continental Seating | MARS Snackfood USA | TK Architects |
| CrossLink Media, LLC | Mesbur & Smith Architects | Tootsie Roll Industries |
| Crosspoint Fabrics | Meyer Sound | Track Seating |
| Crown International | Mobiliario | T-Systems Media & Broadcast GmbH |
| CRU-Dataport | MovieCoupons.com Powered by Target Mobile | Ultra-Glo, Division of DSBN Group |
| Dale & Thomas Popcorn | Moving Image Technologies | Ultra Stereo Labs (USL) |
| Data Display USA | NAC | U.S. Dept. of Homeland Security |
| Desert Steel | Nation Pizza Products L.P. | Variety |
| DFE Technologies | NEC Solutions America | Veriana Networks (Velocast) |
| digitAll Pty Ltd | Nebraska Popcorn | VIP Cinema Seating |
| Dimensional Innovations | Nestle USA | Vista Entertainment Solutions |
| DTI Credit | Nevada Film Office | Visual Management Systems |
| Dyson B2B, Inc. | Omega Pattern Works | Weaver Popcorn |
| Embedded Processor Designs, Inc. | Omniterm Data Tech. Ltd. | Weldon, Williams & Lick |
| Funacho | Osram Sylvania Inc. | Winter's Theatre Cleaning |
| Digital Dining | PepsiCo | Worldwide Ticketcraft |
| Digital Theater Systems | Photo Research Inc. | WOW Plastics |
| Dippin' Dots | Poblocki Sign Co. | Yuyu Electric Light Appliance Co., Ltd. |
| Dolby Laboratories | Posiflex | |
| Dolphin Seating Connection | Premium Performance Sound | |
| Doremi Labs | Printtixusa | |
| Eastman Kodak | | |