

REACH THE ENTIRE
MOTION PICTURE INDUSTRY
WORLDWIDE



nielsen film group
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I N P E R S O N • I N P R I N T • O N L I N E



Leverage the Power of the
NIELSEN FILM GROUP

ShoWest

ShowEast

Cinema Expo International

CineAsia

Film Journal International

■
INCREASE YOUR SALES

■
GAIN EXPOSURE

■
LAUNCH NEW PRODUCTS

■
www.nielsenfilmgroup.com

www.filmjournal.com



nielsen film group

Only the **Nielsen Film Group** has the worldwide reach and influence of trade events, online and print media specifically geared toward the cinema exhibition and distribution industry. Our goal is to help your company use these resources to do business in this multi-billion dollar market.

We encourage you to take advantage of a combination of the selling tools we offer so you leave no stone unturned to uncover your sales potential and make the most effective use of your marketing dollars. Ask our Account Executives how you can cross-promote your products and services with our vast array of products, as well as those of the Nielsen companies. They will work with you to customize a package that fits your needs.

If your company currently doesn't sell to the movie theatre industry, perhaps you should consider it. Movie theatre circuits of all sizes have many needs and they are looking to step outside the box to increase their revenues and make their theatres must-attend destinations. Your products and services might be just what they're looking for. The time has never been better to break into the movie theatre industry.

THESE ARE JUST
SOME OF THE
COMPANIES WHO
DO BUSINESS
WITH US
▪
SHOULDN'T
YOUR
COMPANY'S
NAME
BE ON
THIS LIST

nielsen film group

Partial listings

STUDIO PARTNERS

Focus Features
Lionsgate Films
New Line Cinema
Paramount Pictures
Picturehouse
Sony Pictures Classics
Sony Pictures Releasing
Twentieth Century Fox
Universal
Walt Disney Studios
Motion Pictures
Warner Bros. Pictures

SPONSORS

AccessIT
American Express
Arts Alliance Media
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Cinema Scene
Coca-Cola Company USA
Deluxe Media Management
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Imax Corp
Kodak Digital Cinema
Land Rover
Maroevich, O'Shea & Coghlan
MovieTickets.com
MySpace
Nestle USA
Nielsen EDI
Noble Inc. Entertainment
Qube Cinema, Inc.
Real D
Reynolds & Reynolds Inc
Screenvision
Sony Electronics, Inc.
Strong International
Technicolor
Texas Instruments
USA Today
Yahoo

TRADE SHOW EXHIBITORS

AccessIT
Advanced Specialty Lighting
Advanced Surveillance
Technologies
American Express
American Int'l Conc. (AICP)
American Licorice Co.
American Popcorn Company
Barco, Inc.
C. Cretors & Co.
Caddy Products
Camatic Seating
Cragill Foods
Christie, Inc.
Cinemecanica US Inc.
Clarity Commerce
Coca-Cola Company
ConAgra
Crown International
Data Display USA
Digital Theater Systems (DTS)
Dolby Laboratories
Doremi Labs
Eastman Kodak
Figueras Int'l Seating
First Vending LLC
Franklin Design, Inc.
F'REAL Foods, LLC
Funacho
Georgia Pacific Corp.
Great Western Products
Hershey Chocolate USA
Irwin Seating Co.
J&J Snack Foods
JBL Professional
Kernel Season's
Kinoton GmbH
Klipsch, LLC
Land Rover North America
Lawrence Metal Products
Lighting Images Technology
MARS Snackfood USA
Mobiiliario
Moving Image Technologies
Namco Cybertainment
NCS Corporation
NEC Solutions America
Nestle USA
Neumade Products
OmniTerm Data Tech. Ltd.
Osram Sylvania Inc.
Panasonic
Paramount Pictures
PepsiCo
Promotional Mgmt. Group, Inc.
QSC Audio Products
Quinette Gallay Int'l
Radiant Systems
Reynolds & Reynolds
Ricos Products
Royal Paper
Ruiz Food Products
Sbarro
Seating Concepts
Sony Electronics
Strong International
Summit Foods
Taste of Nature
Tempo Industries, Inc.
Texas Instruments
The Promotion in Motion Co.
THX
TK Architects
Tootsie Roll Industries
Ultra Stereo Labs (USL)
Vista Entertainment Solutions
Winter's Theatre Cleaning

FILM JOURNAL

INTERNATIONAL

For more than 70 years, **Film Journal International** has been one of the most authoritative voices of the motion picture industry. *FJI* is a trade publication that covers the entire motion picture industry, including theatrical exhibition, production, distribution, equipment and concessions and other allied activities.

Articles report on U.S. and international news, with features on current production, industry trends, theatre design, equipment, concessions, sound, digital cinema, screen advertising, and other industry-related news. Each issue also includes the Buying and Booking Guide, with comprehensive feature film reviews that are indispensable for the theatre operator.

SPECIAL SECTIONS

- Annual Guide to Distribution
- Blue Sheets Review
- Annual Guide to Exhibition
- Special issues published in conjunction with:
 - ShoWest
 - ShowEast
 - Cinema Expo International
 - CineAsia
 - NAC Convention
 - Show Canada
 - Kino Expo

FILM JOURNAL
INTERNATIONAL

Sunday, September 9, 2007

ABOUT US | ADVERTISING

REVIEWS FEATURES FILM MAKERS FILM GUIDES

THIS MONTH

REVIEWS

INTO THE WILD
Competing, haunting adaptation of the best-selling account of a young college graduate whose singleminded wanderlust ends in tragedy.

KING OF CALIFORNIA
Another whimsical yarn from the folks who brought us *Sideways*; this one about an unlikely father and daughter in search of buried treasure.

3:10 TO YUMA
Solid, if not terribly inspiring, remake of Delmer Daves' 1957 western.

SHOOT 'EM UP
Loner battles assassins to protect an orphaned infant. High-decibel action with more style than substance.

FEATURES INDEX

REEL NEWS

FILM CO. NEWS

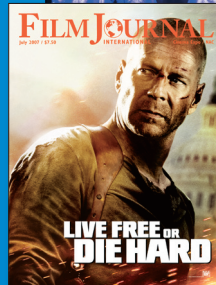
IFP DIPS INTO 'HONEYDRIPPER'

20TH CENTURY FOX
Gavin Hood (Tropic) was chosen as the director for the Hugh Jackman vehicle *Wolverine*, a spinoff of his X-Men character written by David Benioff (Troy). Lauren Shuler-Donner,

ZEMECKIS IN MOTION AT IBC

'BOURNE' RACES BACK TO TOP OF OVERSEAS BOOTICE

SHOOT 'EM UP



FREQUENCY
OF PUBLICATION
Monthly

www.filmjournal.com

SPONSORSHIP OPPORTUNITIES

Augment your presence before, during and after any of our events with a customized sponsorship program. All sponsors are listed on the show website.

SPONSORSHIP PROGRAMS

- Goody Bags
- Lanyards
- Passport/Credentials
- Passport Holder
- Cocktail Receptions
- Seminar
- Food Function
- Reception
- Belly Band
- Registration Badge
- Welcome Portfolio
- Transportation
- Hotel Room Keys
- Video Wall & In-House Channel
- Customized Packages Available

ONLINE ADVERTISING

Your 24/7 online connection to the motion picture industry

- ShoWest: www.showest.com
- ShowEast: www.showeast.com
- Cinema Expo International: www.cinemaexpo.com
- CineAsia: www.cineasia.com

ADVERTISING OPPORTUNITIES

- Banner ads (various sizes/positions available)
- Ad spots
- Logo spots
- Video-capable ads
- Podcasts
- Webcasts
- Special custom packages

Nielsen Media Research
Want to know where your target audience is?
CINEASIA
December 4-6, 2007
Macau
REGISTER NOW

Nielsen Media Research
Need information on your local area?
ShowEast
October 15-18, 2007
Orlando World Center Marriott
REGISTER NOW

Nielsen Media Research
DMA Wall Map
CINEMA EXPO INTERNATIONAL
June 23-26, 2008
International Airport
REGISTER NOW

Nielsen Media Research
SHOWEST
March 10-13, 2008
Caesars Palace, Las Vegas
REGISTER NOW



ShoWest

LOCATION

Las Vegas, Nevada



VENUE

Bally's & Paris Hotels



TIME OF YEAR

March



DURATION

Four days

(Trade Show runs for three days)

www.showest.com

ShoWest continues to be the most prestigious and longest running event exclusively for the cinema exhibition and distribution community. ShoWest brings together over 6,000 key decision makers from every major, regional and independent theatre circuit 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, as well as to see screenings of feature films slated for summer release. ShoWest is the official convention of the National Association of Theatre Owners (NATO).

TRADE SHOW

Equipment, services, concessions, supplies, construction/architecture/design and new technologies for motion picture theatres.

CONFERENCES & PROGRAMMING

- Screenings of feature films slated for summer release
- Product reels of upcoming films in development & production
- Educational seminars on important industry topics
- International Day
- ShoWest University
- Networking events
- Studio events
- ShoWest & Coca-Cola Final Night Awards Banquet



LOCATION

Amsterdam
The Netherlands



VENUE

Amsterdam RAI



TIME OF YEAR

June



DURATION

Four days

(Trade Show runs for three days)

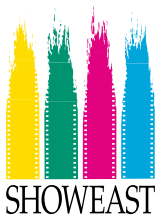
Cinema Expo International is the only pan-European convention and trade show catering to the cinema exhibition and distribution community. Nowhere else will your company reach as many important movie theatre decision makers from across Europe, the Middle East and Africa (EMEA) at one time. It is the most economical way to grow your business and expand your reach into new markets.

TRADE SHOW

Equipment, services, concessions, supplies, construction/architecture/design and technologies for motion picture theatres.

CONFERENCES & PROGRAMMING

- Screenings of upcoming cinema releases for the European market
- Exclusive product reels of films in development and production
- Networking events
- Educational seminars on important industry topics



LOCATION
2008 • Orlando, Florida
2009 • Miami, Florida

VENUE
2008 • Orlando World Center Marriott
2009 • Fontainebleau Miami Beach

TIME OF YEAR
October

DURATION
Four days
(Trade Show runs for three days)

www.showeast.com

ShowEast offers you access to more than 1,300 cinema exhibition and distribution professionals with enormous purchasing power who come to the show to buy. ShowEast is the only trade event of its kind on the East Coast, but it is not a regional event. Each year, representatives from major, regional and independent theatre circuits across the U.S. and internationally, attend ShowEast to make their purchasing decisions and to see screenings of feature films slated for holiday and year-end release.

TRADE SHOW

Equipment, services, concessions, supplies, construction/architecture/design and technologies for motion picture theatres

CONFERENCES & PROGRAMMING

- Screenings of feature films slated for holiday release
- Product reels of upcoming films in development and production
- Educational seminars on important industry topics
- International Day
- Networking events
- Studio events
- ShowEast and Coca-Cola Final Night Awards Banquet



LOCATION

Macau



VENUE

Wynn Macau &
Macau Tower



TIME OF YEAR

December



DURATION

Three days

www.cineasia.com



CineAsia is the only Pan-Asian event for the cinema exhibition and distribution community. Asia is the fastest growing region for the entertainment industry and is accountable for an ever increasing share of the US major studio box office. Asian regional filmmaking is also rapidly increasing and selling across worldwide markets. As theatre-going continues to rise, more multiplexes emerge, and the roll out of digital cinema picks up the pace, cinema owners and operators will come to CineAsia looking for products and services to serve their growing needs.

TRADE SHOW

Equipment, services, concessions, supplies, construction/architecture/design and technologies for motion picture theatres

CONFERENCES & PROGRAMMING

- Screenings of feature films
- Product reels of upcoming films in development and production
- Educational seminars on important industry topics
- Networking events
- Awards Banquet

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nielsen film group

770 Broadway
New York, NY 10003
646.654.7680
www.nielsenfilmgroup.com
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CONTACT INFORMATION

ShoWest

ShowEast

Cinema Expo International

CineAsia

SPONSORSHIP
SALES

Andrew Sunshine

646.654.7684

andrew.sunshine@nielsen.com

BOOTH SALES

Bill Andino

646.654.4988

bill.andino@nielsen.com

Nellie Chung

646.654.4963

nellie.chung@nielsen.com

ONLINE SALES

Robin Klamfoth

770.291.5448

robin.klamfoth@nielsen.com

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