

## HOORAY FOR HOLLYWOOD NORTH



by Adina Lebo  
Chairperson  
ShowCanada 2004

This year ShowCanada is in Vancouver, a major Canadian production center that's earned the nickname Hollywood North. We have a new program of studio tours, which will go to the Bridge Studio, the Vancouver Studio and the Lions Gate studio to visit the sets of film and TV shows and see a live shoot in progress, followed by a tour of post-production facilities and special effects laboratories.

We have a great seminar series again this year, including "What Exhibitors Want and Don't Want from Distributors and Producers," moderated by Richard Stursberg, the head of Telefilm Canada,

and "Youthography: Understanding the Pop-Cultural Landscape and Today's Youth," in which Max Valliquette discusses how to motivate this age group to do good work and provides insight into how and why they buy, where they spend their money, and how to market to these people.

Chuck Goldwater, the president of Digital Cinema Initiatives, and J. Wayne Anderson, head of the NATO Blue Ribbon Committee on technical issues, will bring us up to date on what's happening with digital cinema. And there are things happening!

Howard Lichtman of the Lightning Group will present his annual analysis of the box office, including 2003's numbers, trends and demographics.

William Murray, co-chief operating officer and executive vice president of the MPAA, will give the keynote address on the issue of piracy, how it's affecting our industry and what is being done to curtail piracy.

His talk will be followed by a piracy workshop in which enforcement personnel will be on-hand to teach theatre managers and employees what you can and what you cannot do at the theatre level when confronted with camcorder piracy.

Dr. John Izzo, the author of a number of books on reengaging today's workforce, will be speaking about workforce trends, positive corporate culture and

rekindling the fires of innovation and creativity in your personnel.

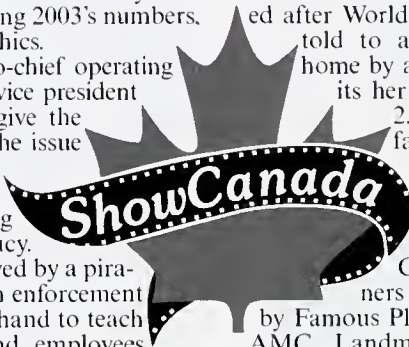
Our MPTAC update will address industry issues and technological developments with digital cinema, cyan dye track and open captioning.

In our screening series, we have a Canadian film called "Touch of Pink," about a gay Canadian living in London who has his perfectly-crafted life upset when his devoutly Muslim mother comes to visit; "St. Ralph," the story of a ninth-grader who out-ran everyone's expectations except his own in his bold quest to win the Boston Marathon; "The Notebook," which follows a young couple who meet in their teens and are reunited after World War II, whose story is told to a woman in a nursing home by an elderly man who visits her every day; and "Shrek 2," in which everybody's favorite ogre must face his only fear: Meeting his new bride's parents.

Our closing night event will celebrate ShowCanada 2004's award winners at a dinner sponsored by Famous Players, Cineplex Galaxy, AMC, Landmark, Empire, Alliance Atlantis and independent cinemas.

And our Alaska cruise is back! On Sunday, May 2, Celebrity Cruise Lines leaves Port Vancouver for a seven-day cruise of Alaska.

So that's ShowCanada 2004, from "Action!" to "Wrap!"



### ShowCanada 2004 Schedule (tentative)

#### WEDNESDAY, APRIL 28

10 a.m.: Golf Tournament  
1-5 p.m.: Studio Tours  
6:30-8:30 p.m.: CanWest Welcome Cocktail  
Pre-Function Area, 1st Floor, Conference Center, Westin Bayshore Resort & Marina  
9-11 p.m.: Screening: "Touch of Pink"  
Location: TBA

#### THURSDAY, APRIL 29

8-9:15 a.m.: LaPresse/Le Soleil/Cyberpresse Buffet Breakfast, Bayshore Grand Ballroom  
9:30-11 a.m.: Seminar: "Youthography"  
Salon 1, Stanley Park Ballroom  
2nd Floor, Conference Center  
9:30-11:15 a.m.: Seminar: "What Exhibitors Want and Don't Want From Distributors and Producers"  
Salon 2, Stanley Park Ballroom  
11-11:30 a.m.: MPTAC updates on industry issues and technological advances  
Salon 1, Stanley Park Ballroom

11:45 a.m.-12:30 p.m.: Seminar: "2003 at the Box Office" by Howard Lichtman  
Salon 1, Stanley Park Ballroom

1-2:30 p.m.: Universal/Technicolor/Creative Services/Kodak Luncheon  
Bayshore Grand Ballroom

3-5 p.m.: Screening: "Saint Ralph"  
Location: TBA

6-7 p.m.: Buena Vista Cocktail  
Pre-Function Area, Conference Center  
7-9:30 p.m.: Telefilm & BC Film Dinner  
Bayshore Grand Ballroom

9:30-10:30 p.m.: Death By Chocolate  
Pre-Function Area, Conference Center

#### FRIDAY, APRIL 30

8-9:15 a.m.: DreamWorks/Kodak Breakfast  
Bayshore Grand Ballroom

10 a.m.-12 p.m.: Screening: "Shrek 2"  
Location: TBA

12:30-2 p.m.: Warner Bros./Kodak/Technicolor Luncheon, Bayshore Grand Ballroom

2-2:30 p.m.: Keynote Speaker: William Murray of the MPAA on piracy  
Bayshore Grand Ballroom

#### 2:30-5:30 p.m.: Trade Show

Stanley Park Ballroom

4:30-5:30 p.m.: Piracy Workshop  
for Theatre Managers

Chairman Room, The Tower, Westin Bayshore

6-7 p.m.: MGM/Deluxe Cocktail

Pre-Function Area, Conference Center

7-9:30: Fox/Deluxe/Kodak Dinner

Bayshore Grand Ballroom

#### SATURDAY, MAY 1

8-9:15 a.m.: Paramount Buffet Breakfast  
Bayshore Grand Ballroom

10 a.m.-12 p.m.: Screening:

"The Notebook," Location: TBA

1-2:30 p.m.: Alliance Atlantis/Odeon/

Deluxe/Fuji Films Luncheon

Bayshore Grand Ballroom

3-4:30 p.m.: Seminar: "Rediscovering

Joy and Wonder in the Workplace"

Salon 1, Stanley Park Ballroom

4:30-5 p.m.: Open Captioning, Salon 1

6:30-8:30 p.m.: Closing Night Award Show and Party hosted by the exhibitors  
Bayshore Grand Ballroom