



MARKETING ACHIEVEMENT AWARDS

March 30 - April 2, 2009
Paris & Bally's
Las Vegas

THE OFFICIAL CONVENTION OF NATO
WWW.SHOWEST.COM

ShoWest/NATO Marketing Achievement Awards

In the cinema exhibition industry, on the theatre level, the hardest working individuals are the managers and their staff who work tirelessly to market everything from big blockbuster films to smaller, independent films in order to attract audiences to their theatres. These innovative managers employ tactics ranging from newspaper advertising to web promotions to community events to in-theatre displays and everything in between.

That's why, ShoWest and NATO are proud to announce that they are once again partnering to bring you the **ShoWest/NATO Marketing Achievement Awards** – a big, celebratory event that singles out the creative marketing geniuses and their superstar teams across the nation that represent the “best of the best” in a variety of categories.

This brochure contains information on the awards categories, eligibility requirements, as well as the entry form. This is your chance to be recognized and rewarded for your Herculean efforts. Be sure to enter by the deadline of January 16, 2009.

Awards Package

- Two complimentary registrations to ShoWest 2009
- Hotel accommodations for four (4) nights at Bally's Hotel
- Cash Prize of \$1,000
- Award Plaque
- Recognition in the ShoWest Program Journal and Conference Program
- Binders to be on display the full week of ShoWest

**OVER
\$40,000
IN AWARDS!**



March 30 - April 2, 2009



Awards Categories

- **Best in Theatre Display** – *For a Specialty Film*
- **Best in Theatre Display** – *For a Major Release*
- **Best Use of Media and Events** – *For a Specialty Film*
- **Best Use of Media and Events** – *For a Major Release*
- **Best Community Event** (not necessarily geared to a movie – i.e. Theatre Opening)*
- **Best Overall Promotion and Showmanship** – *For a Major Release**
- **Best Overall Promotion and Showmanship** – *For a Specialty Film**
- **The “Heart” of Showmanship Award*** (presented to a philanthropic promotion that not only attracted people to the theatre but benefited a local or national charity or philanthropic endeavor – i.e. Variety, Will Rogers, Coat Drive, Toys for Tots, etc.)

** For this category, two awards will be presented. One to circuits of 400+ screens and one to circuits of 1-399 screens.*

SPECIALTY FILM AWARD

Three award categories are designed to recognize achievement in the marketing of specialty/art films. In most cases, this genre is easily identifiable. In the event that a film's category is in question, the judges will determine the appropriate category and ensure that all entries for that film are judged in the same category.

ENTRY DEADLINE: JANUARY 16, 2009 • www.showest.com

Eligibility Requirements The ShoWest/NATO Marketing Achievement Awards program is open to all motion picture theatres in North America whether a single theatre or part of a circuit. Entries must be related to one specific, in-theatre promotion, designed around one film or philanthropic endeavor to attract people to the theatre.

The promotion must have been executed between November 1, 2007 and October 31, 2008.

Guidelines for Entry Submission

All entries must be submitted by January 16, 2009 in the form of a Presentation Binder. The binder must only contain one (1) promotion and one (1) entry form that identifies the award category(ies) that you wish to enter. The use of creative materials including DVDs, videotapes, websites and other emerging technologies are encouraged. If more than one binder is submitted for the promotion, the entry will be disqualified.

The actual "Entry Form" must be the **first page** in the binder. A binder without this form will not be eligible.

Guidelines as to what should be included in the binder are as follows. Please label each section accordingly:

1. Theme – This should include a statement describing the promotion, its significance and its impact on the theatre-going public.

2. Promotion Description – Describe and explain how the promotion was implemented. A timeline of the promotion is recommended.

3. Promotion Results – A detailed summary of theatre attendance, increases and box office grosses should be included and presented in a visual way such as a graph or other means that is customarily used to compare this type of data.

4. Visuals – Photographs, digital images and video tapes that are used to capture the promotion should be included.

5. Use of Media – A description of all media exposure received for the event. Any photos, newspaper articles, newscasts or radiocasts should be included.

6. Team Members – If the promotion was a team effort, list all team members and their responsibilities.

7. Photographs – A photograph of the entrant and a photograph of the entrant and his/her team members (where applicable) must accompany the submission.



Judging Criteria

A panel of judges consisting of members of NATO, MPAA, ShoWest, as well as an Ad Agency, a Marketing firm, and a Newspaper, will judge each entry based on originality, showmanship, creativity, events staged, community involvement, effective use of available resources, and the results of promotional activity.

Entry binders will not be returned. ShoWest, NATO and judges are not responsible for lost, misdirected or damaged entries.

Entry Form Please complete this form in its entirety. This form will be the **first page** of your Presentation Binder. **Binders submitted without this completed form will not be eligible. Please print clearly.**

Award Categories. Please check the award category(ies) you wish to enter:

- Best in Theatre Display** - For a Specialty Film
- Best in Theatre Display** - For a Major Release
- Best Use of Media and Events** - For a Specialty Film
- Best Use of Media and Events** - For a Major Release
- Best Community Event**
- Best Overall Promotion and Showmanship** - For a Major Release
- Best Overall Promotion and Showmanship** - For Specialty Film
- The "Heart" of Showmanship Award**

1. Entrant:

Name _____
(Person responsible for execution of the promotion)

Theatre Name _____

Address _____

City _____ State _____

Zip Code _____

Telephone/Business _____

Cell Phone _____

Email _____ Fax _____

If theatre is part of a circuit:

Name of Circuit _____

Address _____

City _____ State _____

Zip Code _____

Telephone _____

Circuit Size: 400+ screens 1-399 screens

2. Team Members - (Total of 6 including Entrant)

A _____

B _____

C _____

D _____

E _____

F _____

3. Name to be placed on Award

Name _____

Title _____

There will only be one award winner from each category and only one Awards Package will be given out for each category.

Send entries to: ShoWest 2009, 770 Broadway, 7th Floor, New York, NY 10003



ShowWest

March 30 - April 2, 2009



Studio Participants

Focus Features

Lionsgate

Miramax Films

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