

CINÉSHOW

2026

Presented by **CINEMA
UNITED**
OF MID-AMERICA



AUGUST 24 - 26

Marriott Dallas Allen Hotel & Convention Center - Dallas, TX

Stay informed and up to date. Download the CineShow app.



MONDAY, AUGUST 24

Registration & Check-In from **1:00 PM - 5:45 PM**
Allen Convention Center - Enter VIA lobby of Marriott Allen Hotel

4:00 PM - 5:00 PM

 **Moonlight Room**
Near Registration
Marriott Allen Hotel

Things Operators Need to Know Before Serving Hemp Beverages

Presenter: **Chelsea Masters** - Partner, Denney Law Group/Dallas

From expected changes to federal law to the recent changes to TX State law, what operators need to know if they're selling or interested in selling hemp beverages.

5:00 PM - 7:00 PM

 **Corral**
Marriott Allen Hotel

Sip & Southwest Food Social

Join us in the Corral area of the hotel. Enjoy food stations and reunite with friends.

7:00 PM Board Mini-Bus to **CINEMARK LEGACY** at Main Entrance

Return transportation will board/depart immediately following the event.

7:30 PM

 **Cinemark Legacy**
7201 N. Central Expy
Plano, TX 75025

Film Screening: **The Mongoose**

With appreciation to Samuel Goldwyn Films

TUESDAY, AUGUST 25

Registration & Check-In from **8:00 AM - 5:00 PM**
Allen Convention Center - Enter VIA lobby of Marriott Allen Hotel

7:00 AM - 9:00 AM

 **Starlight I, II & III Ballrooms**
Marriott Allen Hotel

Rise & Shine Breakfast Buffet

Includes: Cage-Free Scrambled Eggs, Crisp All-Natural Bacon, Pork Sausage Links, Roasted Yukon Gold Potatoes, Artisanal Breads & Muffins, Assorted Cereals & Coffee

8:00 AM - 8:30 AM

 **Starlight I, II & III Ballrooms**
Marriott Allen Hotel

CUMA Membership Meeting

A meeting for all members of the Theatre Owners of Mid-America.

8:30 AM - 9:00 AM

 **Starlight I, II & III Ballrooms**
Marriott Allen Hotel

Investing Back Into Your Theater

Moderators: **Carrie Dietrich** - ICTA
Patrick Artiaga - Barco
Daniel Loria - Box Office PRO

9:00 AM - 9:30 AM

 **Starlight I, II & III Ballrooms**
Marriott Allen Hotel

Sound From Creation to Exhibition

Presenter: **Danny Pickett** - Cinematronix USA/Doppler Cow Studios

Learn about the process of sound on film (mixing, dialog, foley, music & effects to final mix) and how it should translate to your theater + suggestions on making your presentation reflect the filmmaker's intentions.

9:30 AM - 10:00 AM

 **Starlight I, II & III Ballrooms**
Marriott Allen Hotel

Cost of Guessing in Theater Operations

Presenters: **Shane Burkett** - AgileTix
Rob Crocker - Boost
Brandon Calder - CinemaPlus
Charles Frankel - Insight Cinema Solutions
Scott Beck - Theater Toolkit
Michael Gannon - Vista Group

Learn how ticketing systems offer assistance in better forecasting & potential-profit opportunities.

10:00 AM - 10:50 AM

 **Starlight I, II & III Ballrooms**
Marriott Allen Hotel

Maximize Your Food & Beverage Revenue

Presenter: **Dan Herrle** - Director of Food & Beverage, Epic Theatres

Learn best practices and how to earn the most revenue utilizing your food and beverage programs at theaters.

TUESDAY, AUGUST 25

Registration & Check-In from **8:00 AM - 5:00 PM**
Allen Convention Center - Enter VIA lobby of Marriott Allen Hotel

11:00 AM - 11:45 AM

 **Moonlight Ballroom**
Marriott Allen Hotel

Exhibitors & Tech Partners Fueling Box Office Growth

Moderator: Daniel Loria - SVP Content Strategy & Editorial Director, Box Office PRO
Presenters: Rolando Rodriguez - Lumma 4D E-Motion
Brock Bagby - B&B Theatres
Adam Rymer - Regal
Valmir Fernandes - Cinemark

Seating technology is boosting attendance while positioning venues as premium destinations.
What target market is driving the demand & what can we expect to see in near future?

12:00 PM - 1:00 PM

 **Starlight I, II & III Ballrooms**
Marriott Allen Hotel

Awards Luncheon

Honorees: Frank Liberto Award: Allan Reagan - Flix Brewhouse
Byron Berkley Leadership Award: Todd Halstead - Cinema United
Exhibitor Marketing of the Year Award: Cinergy Entertainment
Includes: Creamy Coleslaw, Traditional Potato Salad, BBQ-Spiced Chicken Breast, Sliced BBQ Beef Brisket, Cerveza Baked Beans, Macaroni & Cheese, and Fruit Cobbler with Bluebell Ice Cream

1:00 PM - 5:00 PM

 **Terrell Hall**
Allen Convention Center

Vendor Marketplace

120 booths in 40,000 sq. ft. - Our largest tradeshow

5:15 PM - 6:15 PM

 **Lobby Bar**
Marriott Hotel

Happy Hour

Sponsored by Venue Valet

6:30 PM Board Mini-Bus to **CINEMARK LEGACY** at Main Entrance

Return transportation will board/depart immediately following the event.

7:30 PM - 9:00 PM

 **Cinemark Legacy**
7201 N. Central Expy
Plano, TX 75025

Film Screening: **Flavia Girl Detective**

With appreciation to Magenta Light Studios
Featuring a light dinner, popcorn and soda.

WEDNESDAY, AUGUST 26

9:00 AM

 **Moonlight Room**
Near Registration
Marriott Allen Hotel

WIE: Women in Exhibition Board Meeting

Meeting for members of WIE: Women in Exhibition.

11:00 AM Board Mini-Bus to **CINEMARK** at Main Entrance

Return transportation will board/depart immediately following the event.

11:15 AM - 4:00 PM

 **Cinemark Legacy**
7201 N. Central Expressway
Plano, TX 75025

Lunch with Film Distributors & New Release Presentation

Thanks to our host, Cinemark and followed by trailers of upcoming film releases.



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2026

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Entrances: ENTRANCE (Top Center), ENTRANCE (Bottom Center)

Electrical: ELEC. BOX (Top Center), ELEC. BOX (Right Side), ELEC. BOX (Bottom Center)

Fire Safety: FE (Top Left), FE (Top Right), FE (Right Side), FE (Bottom Right), FE (Bottom Center)

Other Features: AED (Left Side), FV (Left Side), FV (Right Side), ROLL UP DOOR (Bottom Right)

Table Layouts:

- 100s:** 130, 128, 126, 124 (Left Side)
- 110s:** 117, 216, 115, 214, 113, 212, 111, 210 (Row 1)
- 200s:** 235, 334, 233, 332, 231, 330 (Row 2)
- 300s:** 307, 406, 305, 404, 303, 402 (Row 3)
- 400s:** 435, 535, 433, 532, 431, 530 (Row 4)
- 500s:** 507, 505, 604, 503, 602 (Row 5)
- 600s:** 635, 633, 631, 629, 627, 625, 623, 619, 617, 615, 613, 611, 609, 607, 605, 603 (Right Side)

Dimensions: 10', 20', 15'-9"

VENDOR	BOOTH #	VENDOR	BOOTH #
4D E-Motion / LUMMA	417	NBC Universal	402
4DX & SCREENX	610	NCM / Spotlight	320
ACS Enterprises	626	NEXGEN FABRICS	635
Admit One	313	NUS Upholstery	333
ADACTION	211	Omniterm	427
Adaptive Technologies	114	One Stop Business Group	507, 606
Agile Ticketing Solutions	535, 634	OneCinema	527
Ahoy Associates Entertainment	305	Packaging Concepts, Inc.	433
AICP	330	Paramount	505
Amazon MGM	405	Pepsico Foods	311
American Cinema Equipment	425	PIM Brands / now booth is: ONECINEMA	527
Amusement Connect	314	Plexicall	633
Angel Studios	506	Pops Corn	520
Apple Industries	406	POSitive Cinema	623
Barco Cinema	214	Preferred Popcorn / Great Western	327
Battle Company	133	Professional Flooring & Services	131, 230
Betson Enterprises	225	Quad A Services	115
BMI Merchandise	123	Qube Wire	411
Boxoffice Company	627	Qubica AMF	414
Brunswick Bowling	221	RCM Media	410
Burdette Beckmann Inc.	512	Ready Credit	523
Calliope Video Production	625	Ready Theatre Systems	316
Casablanca Payments	631	Redemption Plus	216
CES+	312	Rhode Island Novelty, INC	435, 534
Christie Digital	332	RICOS Products Co, Inc	510
Cinema Hero Solutions	632	RISE Collective	233
CINEMATRONIX USA	620	Royal Corporation	532
Cinesync	310	Screendollars	213
Claco Equipment & Service	614	Semnox Solutions	524
Coca-Cola	511, 513 & 515	Severtson Screen	127
Comscore	431	Shaffer Distributing	315, 317
Cretors	331	SHARP	423
Decibel Studios	630	Sigma Foodservice	334
Dialectic Engineering	220	Simple DCP	413
Digital Light Sources	521	Snapco	135, 234
Embed	224	SONY	407
Entertainment Supply & Technologies	322	Southern California Cinetech Services	514
EOMAC LTD.	222	Springfield Sign	615
Faith Channel TheaterFlix	502	Stadium Seating Enterprises	125
Fandango / Indy	420	Strong Technical Services	416
Ferco Seating	121	Studio V Architects	422
FLIKO	128	Sure Shot Redemption	622
Fraise Designs	421	Symphony Stage Insurance	323
Frazil	226	TAPOS/JACRO	525
Gold Medal Popcorn	235	Taste of Nature	321
Golden Link Inc.	517, 616	Telescopic Seating Systems	619, 621
Harkness Screens	231	Texas Frozen Tech	325
Hawk Hill Pictures	504	Titan Armored	604
Home Market Foods / Eisenberg	424	Theater Toolkit	531
Impulse Industries	421	Theatre FX	624
Insight Cinema Solutions	432	TK Architects	335
Intercard	629	Total Cinema Solutions LLC	324
Irwin Seating	434	TrainerTainment	117
JKRP Architects	223	Universal	402
Lasertron	612	Ushio	130
Lighting Technologies International	426	Ushio Industry & Entertainment	522
Lionsgate	403	veezi	307
Magenta Light Studios	404	VIP Luxury Seating	503
Mars Snacking	430	Virtue Construction Solutions	232
Meyer Sound	124	VISTAR	227, 326
Mobile Moviegoing	217	Vivian	526
Mobiliario	533	Weaver Popcorn	126
Moving Image Technologies	530	Zinc Group	215



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CINÉSHOW
2026

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CONGRATULATIONS

Allan Reagan from Flix Brewhouse

Frank Liberto Award

Todd Halstead from Cinema United

Byron Berkley Leadership Award





Congratulations



Allan Reagan
Frank Liberto Award



Todd Halstead
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Leadership Award



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A woman with brown hair and bangs, wearing a black t-shirt and large hoop earrings, is smiling broadly while holding a black bowling ball. In the background, another person is visible but out of focus.

👑

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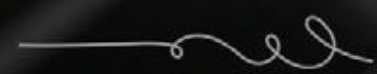
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NCM CONGRATULATES

Allan Reagan

FRANK LIBERTO AWARD

Allan's innovations to the theatrical experience and his philanthropic contributions in the community are unparalleled, and we look forward to Allan's continued success.

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Frank Liberto Award

ALLAN REAGAN

Flix Brewhouse

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TODD HALSTEAD

Cinema United

Exhibitor Marketing Team of the Year Award

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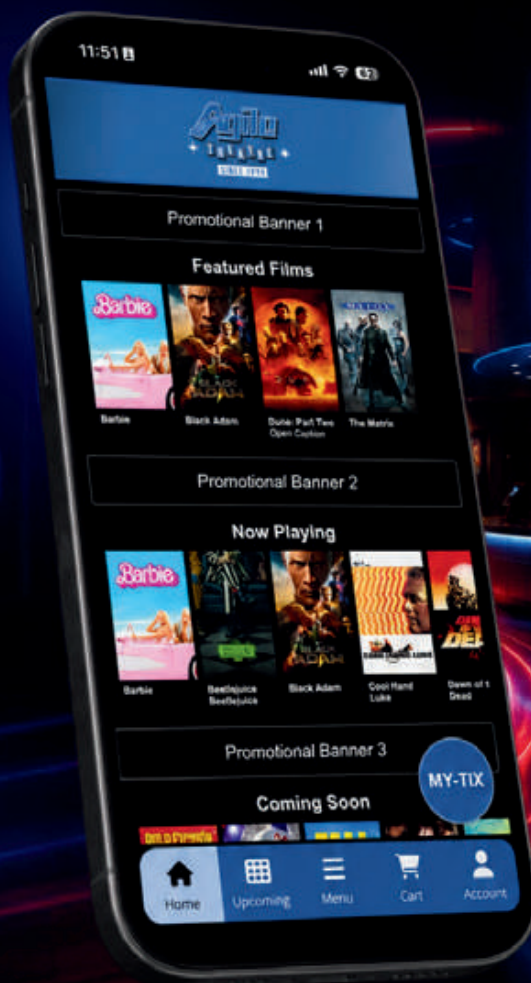
Allan Reagan

ON RECEIVING THE
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INSIDE OUT 2	11:45	2:10	7:10	9:40
DESPICABLE ME 4	12:15	2:40	5:05	7:30
A QUIET PLACE: DAY ONE	1:00	3:30	6:00	8:30

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Todd Halstead
2026 Cinéshow Berkley Award

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CONGRATULATIONS TO THE 2026 CINESHOW AWARD RECIPIENTS
Allan Reagan, Flix Brewhouse | Frank Liberto Award
Todd Halstead, Cinema United | Byron Berkley Leadership Award
Cinergy Entertainment | Exhibitor Marketing Award

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Source: [Antenna](#), cited in [Brandmovers](#), 2026

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Frank Liberto Award

Todd Halstead, Cinema United

Byron Berkley Leadership Award

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Exhibitor Marketing of the Year Award

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ALLAN REAGAN

Executive Chair

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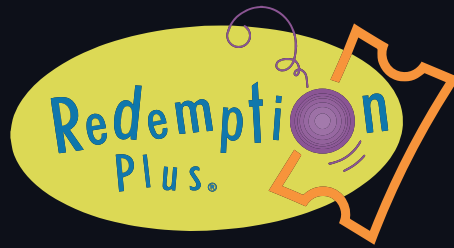
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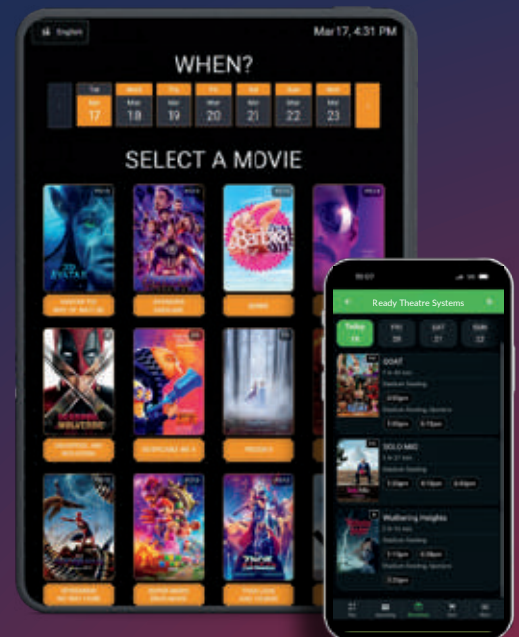
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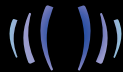


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Qube Wire congratulates CineShow 2026 Honorees

Allan Reagan

Flix Brewhouse Executive Chair
Frank Liberto Award

Todd Halstead

Cinema United
Byron Berkley Leadership Award

Cinergy Entertainment Marketing Team

Marketing Excellence Award

Gold Medal would like to congratulate:

Allan Reagan, Flix Brewhouse - Frank Liberto Award

Todd Halstead, Cinema United - Byron Berkley
Leadership Award

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Meyer Sound cinema systems deliver pure, uncolored sound—nothing added, nothing lost. From the dub stage to the theater, every detail translates with precision. Audiences hear the soundtrack exactly as the filmmakers intended.

Our loudspeakers are engineered for linear performance, with flat frequency and phase response, revealing every nuance with clarity and depth—completing the premium moviegoing experience.

meyersound.com/cinema

Academy of Motion Picture Arts and Sciences' Samuel Goldwyn Theater
Oscar statuette ©A.M.P.A.S.® • Photo: Joshua White/©A.M.P.A.S.





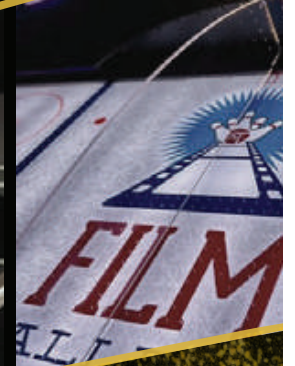
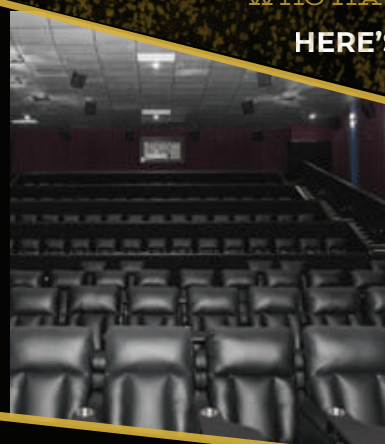
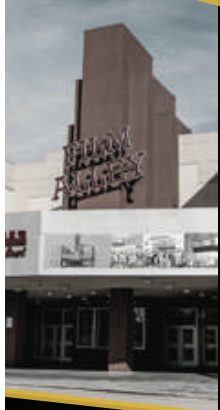
SCHULMAN
THEATRES
100 YEAR ANNIVERSARY

"Bringing Communities Together Since 1926"

For 100 incredible years, Schulman Theatres has become more than just a place to watch movies. We've been a place where memories are made, friendships are strengthened, and communities come together.

THANK YOU TO OUR GUESTS, TEAM MEMBERS AND PARTNERS
WHO HAVE BEEN PART OF OUR JOURNEY.

HERE'S TO THE NEXT 100 YEARS!



CINÉSHOW
2026

CONGRATULATIONS TO THIS YEAR'S WINNERS!

ALLAN REAGAN

FRANK LIBERTO
AWARD

TODD HALSTEAD

BYRON BERKLEY
LEADERSHIP AWARD

CINERGY ENTERTAINMENT
EXHIBITOR MARKETING OF THE YEAR AWARD

SCREENX 4DX



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