



For Immediate Release

## **ShowBiz Expo® Los Angeles Rallies the West Coast Entertainment Community, Saturday, October 17, 2009 at the Los Angeles Convention Center**

### ***Keynote Panel, “Ca\$hing in on the New Hollywood,” Announced***

(Los Angeles, CA – October 14, 2009) ShowBiz Expo Los Angeles, a five-star event that brings everyone in show business together under one roof, is set for Saturday, October 17 at the Los Angeles Convention Center, Concourse Hall. Whether you are a producer, studio executive, director, musician, filmmaker, performer, designer, writer, stage manager, or anyone else involved in film, stage, fashion, live events, and concerts this event is for you. The Expo includes a wide range of networking opportunities including the exhibit hall, workshops/seminars, Designers’ Showcase, focus groups, roundtable discussions, Film Festival, headshot displays for casting, live auditions for performers, movie reel showcase, original music showcase, and much more.

The ShowBiz Expo Los Angeles Keynote Panel, “Ca\$hing in on the New Hollywood,” is set for 2:00 – 3:00 p.m. in the ShowBiz Expo Theatre, second level. Find out how to sell your project or service to the next generation of entertainment VIP’s in an action-packed conversation with new Hollywood experts. Speakers include Jarrod Moses, founder, President and CEO, United Entertainment Group (UEG), Mike Johns, CEO, Urban World Wireless and Robert Moskovits, co-founder of MovieFlix.com. The panel will be moderated by best-selling author and media futurist, Joyce Schwarz of [www.hollywood2020.net](http://www.hollywood2020.net).

The ShowBiz Expo Los Angeles Conference runs from 10:00 a.m. – 7:30 p.m. and offers a variety of informative workshops and panels. Topics to be addressed include breaking into voiceovers, getting good press for your production, careers in reality TV, secrets of successful screenwriting, production contracts, post-production – the process, getting your film distributed, how to get an agent in 30 days or less, TV pitch secrets, Q & A with casting directors, film festivals, the world of cinematography, fundraising for productions and more.

Throughout the day, the ShowBiz Expo Los Angeles Film Festival will screen short films from a variety of emerging filmmakers in a fully equipped theatre adjacent to the exhibit hall. At ShowBiz Expo New York, several films received distribution and funding interest. Admittance is free to registered ShowBiz Expo Los Angeles attendees.

The exhibit floor opens at 10:00 a.m. and boasts a wide variety of exhibiting companies.

# FILM, STAGE & SHOWBIZ EXPO

TheShowBizExpo.com

Hollywood Production Center and 1010 Wilshire will feature their spacious, state of the art production and post production office spaces and accommodations with full service amenities. Producing in New York City? eEmerge will offer their flexible, short term workspace solutions.

Education is foremost at ShowBiz Expo. AFI Conservatory, featuring leadership in educating the next generation of filmmakers and Cinema Arts Tech, a leading film school for producers, script supervisors, location managers, costumers and wardrobe supervisors, will both have a presence on the floor.

Service companies exhibiting include international chauffeur service, ICS, 1-800-Book-A-Limo; 41 Sets, a full-service set production and dressing company; boutique camera rental house The Camera House; Baseline Studio Systems, the leading provider of film and TV data; Benay's Birds and Animal Rental featuring birds and other trained animals for production; CineMagnetics Inc. digital replication and distribution; Premiere Transportation, America's leading fleet of executive motor coaches featuring executive mobile dressing rooms; Sell Your TV Concept Now, Inc., a resource for television show creators and XERO World, an online showcase for new and emerging artists and their fans.

Filming locations represented include Air Hollywood, the leading airplane mock up studio; Fox Studio Production Services, a 50 acre + full-service rental studio with complete production services and the City of Long Beach Office of Special Events and Filming, showcasing their seaside city.

Meet the Whoozakooza Crew promoting Cirque du Soleil's KOOZA at ShowBiz Expo. Get into the act and pose for photos with the Whoozakooza Crew for your chance to win a pair of tickets to KOOZA by Cirque du Soleil at the Santa Monica Pier.

From 10:00 a.m. – 5:00 p.m., Disney Theatrical Group and Telsey + Company will be holding casting calls for major Broadway musical productions. Audition details can be found on the ShowBiz Expo website.

New York based producer Zachary Lezberg recently acquired the ShowBiz Expo name and trademark. For the past two years, Lezberg has been producing successful twice-annual Film, Stage and ShowBiz Expo events in New York City. Plans are to expand ShowBiz Expo into a two-day event in March/April 2010 for NYC and LA respectively. The last time ShowBiz Expo was presented in Los Angeles was 2002.

ShowBiz Expo Los Angeles sponsors are eEmerge, Greenbear Technologies, Inc., Fox Studios, Variety, Bling Imaging, Prinrunner, Hollywood Production Center, 1010 Wilshire, and Internet Video Magazine.

For complete information, free ShowBiz Expo Los Angeles exhibit floor registration or to register for the ShowBiz Expo Los Angeles Conference, visit [www.showbizexpo.com](http://www.showbizexpo.com).

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