



For Immediate Release

## **Over 6,000 Industry Professionals Swarm the Re-Launched ShowBiz Expo®, Saturday, October 17 at LACC**

### ***LA Trade Event Expands to Two Days for 2010; NY & LA Dates Announced***

(Los Angeles, CA – October 21, 2009) More than 6,000 entertainment industry professionals filled the Los Angeles Convention Center Concourse Hall for ShowBiz Expo Los Angeles, a five-star event that brings everyone in show business together under one roof, on Saturday, October 17.

“It was exciting to bring ShowBiz Expo back to its home turf – the Los Angeles Convention Center,” said show producer, Zachary Lezberg. “We carefully considered the needs of today’s entertainment professional as we put the show together, and we are committed to keeping our finger on the pulse of the industry as the show continues to grow.”

Lezberg recently acquired the ShowBiz Expo name and trademark. For the past two years, he has been producing successful twice-annual Film, Stage and ShowBiz Expo events in New York City. The last time ShowBiz Expo was presented in Los Angeles was 2002.

The next ShowBiz Expo New York is set for March 28, 2010 at the New York Hilton. ShowBiz Expo Los Angeles returns to the Los Angeles Convention Center April 24 -25.

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 ShowBiz Expo 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 exhibit floor featured over 100 companies exhibiting the latest products and services for entertainment production.

The ShowBiz Expo Los Angeles Keynote Panel, “Ca\$hing in on the New Hollywood” offered tips on how to sell a project or service to the next generation of entertainment VIP’s in an action-packed conversation with new Hollywood experts. Speakers were Mike Johns, CEO, UrbanWorld Wireless; Robert Moskovits, co-founder of

# FILM, STAGE & SHOWBIZ EXPO

TheShowBizExpo.com

MovieFlix.com and Adam Smith Partner/Executive Vice President, United Entertainment Group (UEG). The panel was moderated by best-selling author and media futurist, Joyce Schwarz.

The ShowBiz Expo Los Angeles Conference offered a variety of informative workshops and panels. Topics included 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 screened short films from a variety of emerging filmmakers in a theatre adjacent to the exhibit hall.

Disney Theatrical Group and Telsey + Company held casting calls for major Broadway musical productions.

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

For information on attending or exhibiting at ShowBiz Expo events, visit [www.showbizexpo.com](http://www.showbizexpo.com).

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