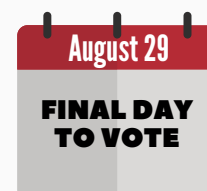
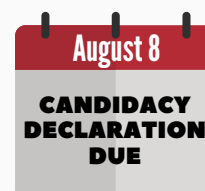


CINEMA UNITED ELECTIONS TOOLKIT

**CINEMA UNITED'S EXECUTIVE BOARD
ELECTIONS ARE COMING UP!**



As a qualified member of the Advisory Board, you are eligible to run for a seat on Cinema United's Executive Board. We hope you'll consider running for one of the elected positions of the board. We have prepared this handy guide to the elections, what they're about, and how you can campaign.

WHY WE'RE DOING THIS

Cinema United's Strategic Plan has identified strengthening exhibition through building community as a key objective for the association. With this in mind, it is imperative that Cinema United continues to focus on expanding the diversity of voices within Cinema United's volunteer leadership community.

The Executive Board includes voices from companies of all different sizes, and we also believe that it is imperative that our Board process be more inclusive to people who have not run for a seat or participated in elections before.

As part of this mission, we have created this toolkit to help encourage new voices to run for seats on Cinema United's Executive Board. This toolkit will walk you through how Executive Board elections work and help you feel confident in the elections process.

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WHAT EXACTLY IS CINEMA UNITED'S EXECUTIVE BOARD AND WHAT DOES IT DO?

Cinema United's Executive Board is a 20-member governing board that makes important decisions about our priorities, press strategy, major projects, and our annual budget. The Executive Board meets multiple times throughout the year both virtually and in-person. All Executive Board members are expected to attend both CinemaCon and the Fall Summit.

Most Cinema United initiatives pass through an approval process with the Executive Board. Cinema United's Executive Board is responsible for driving the strategic direction of the association, for setting policies and priorities, and managing risk and accountability for Cinema United, CinemaCon, and the PAC.

The Executive Board also considers and votes on all Advisory Board resolutions.

Four elected seats are held by exhibitors in each the mid-sized category (companies with 75 screens and over who are not part of the top 8) and the independent category (companies with 1-74 screens). Cinema United's certified regional associations are represented with one elected seat as well.

The eight largest cinema companies in the domestic market (U.S. and Canada), ranked by screen count, hold automatic seats on the Executive Board. These eight seats are reevaluated each year based on screen counts at the end of Cinema United's fiscal year. In addition, one additional automatic seat is filled by a representative of each circuit with more than 3,000 screens as determined by screen count on a record date, in the United States and Canada.



**EXECUTIVE BOARD MEMBERS
ARE CONSTANT
REPRESENTATIVES OF
CINEMA UNITED, AND MUST
SUPPORT CINEMA UNITED
POLICIES AND PROGRAMS.**



HOW ARE ELECTED SEATS DECIDED?

For the first time, all dues-paying Cinema United members will be able to vote in the elections. Previously, only companies represented on the advisory board were given a vote. Elections are staggered in the mid-sized circuits and independent categories so some of the seats representing those categories are up for election each summer. Board members can be elected for four consecutive terms. After that, they must sit out at least one two-year term before they can run again.

Only companies in the specific category of the seat you are running for are eligible to vote. In other words, only mid-sized companies can vote in the mid-sized election, only independent companies are eligible to vote in the independent election, etc. No one is required to vote, but it is highly encouraged. **Each company receives one vote.**


HOW SHOULD QUALIFIED CANDIDATES ANNOUNCE THEIR INTENTION TO RUN?

All eligible Advisory Board members are notified of seats that are open in their appropriate category. From there, it is up to you to decide if you want to run. Each company can hold only one seat on the board. When someone does decide to run or seek reelection, they must submit a declaration of candidacy, including a short bio of 300 words or less to Cinema United. Additionally, there are three short answer questions for candidates to respond to.

Moreover, candidates are encouraged to submit a short video (2 minutes maximum) making their case to voters. The videos do not need to be Hollywood productions, but we want to give Executive Board candidates the opportunity to introduce themselves to voters in this way.

The submitted information and video will be included on the ballot, so they are an important way to explain things like your background in the cinema industry, what topics or initiatives are important to you, and why you are the best candidate. Everyone who is voting will have the opportunity to review these items right before they cast their vote.

Eligible exhibitors must put forth their names, bios, and videos by August 8 in order to be considered as a candidate.



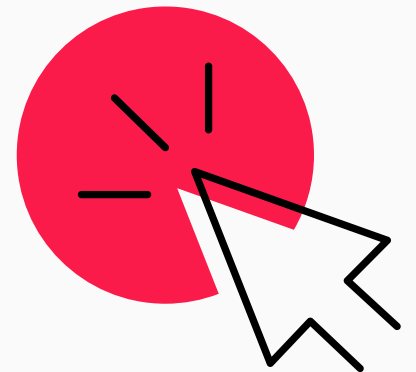
I HAVE DECLARED MY INTENT TO RUN. HOW DO I CAMPAIGN?

All information submitted through the candidacy declaration form will be formatted in an email and sent to the appropriate group of voters one week ahead of ballots opening. That information will be the main campaign opportunity for candidates. Candidates are also encouraged to reach out to their networks to discuss their platform, goals, and initiatives.



HOW ARE VOTES CAST?

Cinema United's elections are held electronically. There are separate ballots for each category. The ballots will include the candidates' information and videos within the specific category. After all of the listed information and videos, there is a simple, multiple choice question asking people to cast their votes. If there are two seats open in a specific category, voters will be able to select two candidates to vote for, but can choose to vote for only one if they wish. Ballots are open for two weeks to ensure that everyone has ample time to vote. All votes are kept confidential.



When the ballots are closed, the candidates with the highest number of votes are declared the winners. If there is a tie, Cinema United will host a run-off election between the top candidates. All candidates are promptly notified of the results, and then this information is released to the wider Cinema United membership. Winners will be expected to join the next scheduled Executive Board meeting, which will occur at the Fall Summit on Tuesday, October 4.

IS THAT IT?

Yep, that's it! That's the basic overview of Cinema United's election process. We think we covered the big questions, but you may have more. You are always welcome to contact Erin Von Hoetendorff (erin@cinemaunited.org) about any specific questions you have regarding Cinema United elections. We hope to see your name on the ballot soon!

