

## **Billy Geltmaker**

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**From:** Billy Geltmaker  
**Sent:** Tuesday, November 24, 2015 3:03 PM  
**To:** Brandywine 14 Theatre; Blankenbaker 14 Theatre; Northgate 14 Theatre; 'keving@xscapetheatres.com'; 'LeeB@XscapeTheatres.com'; 'jasonb@xscapetheatres.com'  
**Cc:** 'sbgwell (scottb@patokacapital.com)'; Monica Kidwell  
**Subject:** SOP - In Theatre Trailer Checkers  
**Attachments:** Distributor Trailer Checker Letter.pdf

SOP – In Theatre Trailer Checkers

Effective immediately all persons entering the theatre for the purpose of checking distributor trailers must have a distributor Letter of Authorization in order to conduct these checks. Each distributor has their variation of the letter but they all basically inform the management of the checkers presence in the theatre and specifically why they are there. You must make sure the Checkers name is written on the letter and that they have signed it. Attached you will see an example of an authorization letter, please put the example letter attached behind this SOP in your binder inside the same sleeve for future reference.

After you have received the completed and signed letter you are to scan and email a copy to the VP of Operations, The Operations Manager, and the Film Booker

Also many times a checker is authorized to request the grosses of a certain film so they can verify the head count that they calculated in the auditorium. If they ever request grosses you must contact corporate for authorization beforehand. If you have any questions please let me know.

Please put this SOP in section 3 behind the IT - FRS Pros Support contact list

Thanks,

**William Geltmaker**

**Operations Manager**

**825 Northgate Blvd. Suite 203**

**New Albany, IN 47150**

**812-945-4006 ext 111**

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To: Theatre Management

Lions Gate Films/Summit Entertainment has engaged Market Force, to verify daily attendance, ticket sales, box office gross, show times, seating capacities, screen numbers, trailers and screen advertising for the feature named below. This letter entitles the Checking Proposal representative who signed below to have access to your theatre.

I am sure you will give the Market Force representative the fullest measure of cooperation and professional courtesy necessary to fulfill his/her duties:

These duties include but are not limited to:

1. Obtaining a printout of the box office grosses, ticket sales and ticket numbers from theatre management. If a printed report is not possible, then please provide verbal information.
2. Verifying the screen number(s) and exact seating capacity of the auditorium(s) where the assigned feature is shown
3. Stationing him/her in a position that will allow him/her to make an accurate count of all theatre patrons attending the assigned feature. The Market Force representative has been advised not to interfere in any way with your theatre operations.
4. Obtaining the signature of the theatre manager or cashier on duty who provided the box office ticket sales information

The Market Force representative has been instructed to count patrons for each assigned performance. Box office information should not be provided to the Market Force representative for any performances for which he/she did not actually perform an on-site patron count. Thank you very much for your assistance and courtesy. If you have any problems or questions, please contact the Market Force Home Office at (800) 320-1290.

Regards,

Michael Polydoros  
Lions Gate Films

Theater: XSCAPE Blankenbaker 14  
City, State: Louisville KY  
Checker\_ID: 1494504  
Checker Name: Robert Hartsock  
Assigned Feature: SICARIO  
Signature of Checker: Robert Hartsock