



UASE 12<sup>th</sup> Anniversary



[UrbanActionShowcase.com](http://UrbanActionShowcase.com)

UASE 2024

**URBAN ACTION SHOWCASE & EXPO**



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# UASE 2024 TIMES SQUARE NYC

November 9<sup>th</sup>

UASE Meta-Xperience

24/7





## UASIAFF

5 Star Event

International Action Film Festival  
Awards Celebrating Diversity  
Representing 15+ Countries

**URBAN ACTION SHOWCASE & EXPO**



## Worldwide

The World is Welcome

Streaming  
OTT  
VR Exhibit Halls



## UASE 2024

November 09

Anniversary Showcase Films  
Celebrity Panels & Seminars  
Action Expo Fan Experience

**URBAN ACTION SHOWCASE & EXPO**



***Our Heroes***

***Our Stories***

***Our Way***

**“Diversity is  
America’s  
greatest  
superpower”**

Over the past decade, Action content like *Into the Badlands*, *Luke Cage*, *Black Lightning*, and *Warrior* have captivated audiences with powerful diverse heroic images on television. It appears that the doors of opportunity have indeed begun widening, yet the accessibility for diversity in the action film genre is routinely guarded by industry gatekeepers.

This underrepresentation has become par for the course at pop culture events such as comic conventions, which typically grants limited opportunities to engage with Heroes of color.

Over a decade ago, we set out on a mission to enable greater access to diverse heroes by creating the Urban Action Showcase & Expo, a platform that would advocate change on both fans and professions.



# ***About:*** UASE 2024

## **Urban Action Showcase & Expo Action Cinema Mega-Thon**

**The UASE Action Cinema Mega-Thon** celebrates over 50 years of Action Cinema! The UASE ignites on **Saturday, November 09<sup>th</sup>** with Showcase and Festival Screenings, Panels, Celebrity guests and more. The festivities continue during the evening with The **Urban Action Showcase International Action Film Festival Red Carpet and Awards**, **Diversity in Action**, and **Behind the Action Stunt Performer Honoree Awards**.

The UASE Metaverse Xperiences commence on **January 1<sup>st</sup>** and continue throughout the year via our XR Metaverse and Social Media platforms (Facebook Live, YouTube, and IG) for the ultimate virtual experience!

### **UASE 12 Premier Events:**

- *Showcase & Festival Screenings*
- *XR/VR Trade Show & Fan Experiences*
- *Pop Culture Expo*
- *Celebrity Meet & Greet*
- *Panels & Seminars*

These activations allow us to fulfill our protocols of **Information, Education, Facilitation and Exposure**.



***Mission:***

# UASE 2024

## **Urban Action Showcase & Expo Action Cinema Megathon**

The mission of the Urban Action Showcase and Expo is to celebrate and promote diversity and inclusion in the action film, television, comics, and graphic novel industries. We strive to create a platform that showcases content that reflects the richness of our diverse world, with a focus on the Action, Adventure, Fantasy, Martial Arts, Sci-fi, Supernatural, and Superhero genres. Through our annual festival and convention, we aim to provide a space for creators, industry professionals, and fans to come together, exchange ideas, and foster growth within these industries. Our Awards presentation, panels, and seminars are designed to educate and inspire, with a commitment to promoting greater understanding and representation of diverse perspectives within these genres. Ultimately, our goal is to elevate voices and stories that might otherwise be overlooked, and to foster a more inclusive and equitable future for these industries.



# *Purpose*

At UASE, we prioritize Information, Education, Facilitation, and Exposure as our protocols. Through our Awards presentation, panels, and seminars, we strive to educate and inspire our audience with insights into the Action, Adventure, Fantasy, Martial Arts, Sci-fi, Supernatural, and Superhero genres. We facilitate connections between creators, industry professionals, and fans, fostering growth and collaboration within these industries.

Our ultimate goal is to promote greater understanding and representation of diverse perspectives within these genres, elevating voices and stories that might otherwise be overlooked. We believe that our dedication to diversity and inclusion is not only vital for creating compelling and engaging content but also for building a more equitable and inclusive world. Join us at UASE as we celebrate and showcase the best in action entertainment and culture.

— U A S E 2 0 2 4 —



# THE UASE EXPERIENCE

## International Action Film Festival

Urban Action Showcase International Action Film Festival (UASIAFF) Film Competitions showcase diverse Heroic Characters.



## International Film Festival Awards

UASIAFF Awards: Honoring Excellence in Independent Action Filmmaking.

## Behind the Action Awards

Honoring the Hidden Heroes of the Action Genre. Recognizing the crucial work of Stunt Performers, Action Directors and Fight Choreographers.



## Diversity in Action Awards

Honing the Past, Present and Future Multicultural Achievements in mainstream Action cinema.

## Urban Action Expo

A creative outlet featuring Action film Panels, Celebrity Master Classes, Professional Seminars and an eclectic exhibit of Content Creators, Comic Book and Graphic Artists, Animators, Pop Culture Exhibitors and Celebrity Guests.



# 2024 UASE 12<sup>th</sup> Anniversary



## Comic Book Artist

Indie and Mainstream  
Comic Book & Graphic  
Artists



## Seminars & Master Classes

Participate in Seminars  
and Master Classes taught  
by Celebrity Guests and  
Industry Professionals



## Pop Culture Exhibitors

If it appeals to our  
audience, we feature it



## Studio Presentations

Studios feature relative  
content to a diverse audience



## Informative Panels

Awesome Panels  
featuring Celebrity  
Guests and Industry  
Pioneers



## Fan Experiences

Cosplay and Celebrity Fan  
Experiences



# Official Selections Festival Screenings

## Features

### Indie Features



UASIAFF

## Shorts

### Indie Shorts



UASIAFF

## New Media

### TV and OTT



UASIAFF

## Web Series

### Webisodes/Short Form Content



UASIAFF

# Showcase Screenings

## Kung Fu

Homage to Kung Fu Cinema



Cinema

## Back 2 Black

Black Action Cinema from the 70's to Present



Action Cinema

## Retro Action

Retro Action Cinema from the 80's & 00's



Cinema

## Anniversary

Celebrating Over 50 Years of Action Cinema



Showcase

# ***Illuminating Panels***



## **Urban Fists of Legends Panel**

Thought-provoking discussions with the pioneers of the Action genre offering decades of experience and information.

## **She Reigns; Women in Action Panel**

Conversations with women in the Action industry ranging from Actresses, Stunt Coordinators, Stunt Women, and Directors.

## **Behind the Action Panel**

Stunt Performers, Action Directors and Fight Choreographers discuss the grit and glory of what it takes to create the Action pact sequences seen in today's cinema.

## **Writers Round Table**

Conversations with Comic Book Artists, Publishers and Filmmakers on how to bring a written visions from the page to the screen.

## **Martial Arts in Cinema Panel**

Martial Arts Cinema stars talk about their experiences and how Martial Arts films impact and influence mainstream Action cinema.

## **Anniversary Showcase Panels**

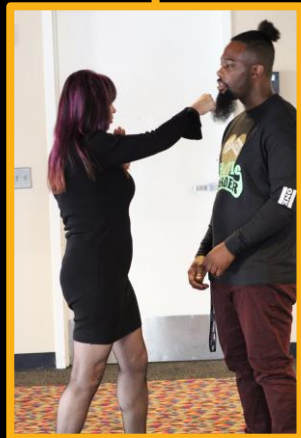
Discussing the impact of relevant content that has stood the test of time and how it has inspired change in the industry.



# Seminars

## Call 2 Action Talent Review

Martial Artists interested in breaking into the Action genre perform choreographed fight sequences before leading Stunt Coordinators and Action Icons



## Blunt & Bladed Weapons 4 Film

Introduction to weapons fighting for the screen



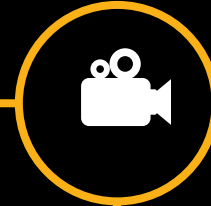
## Firearms 4 Film

Introduction to tactical firearms training for cinema



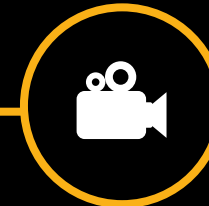
## Action Icon Experience

Premier Action Talent teach Screen Fighting Master Classes



## Screen Fighting

Introduction to fighting for the screen



# URBAN ACTION EXPO



COSPLAY ALL DAY!



## POP CULTURE EXHIBITORS

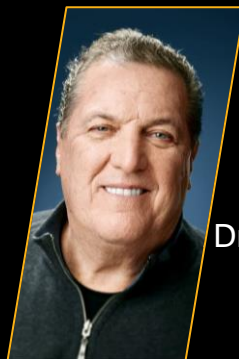
CONTENT CREATORS, COMIC BOOK & GRAPHIC ARTISTS, CELEBRITY GUESTS

FAN EXPERIENCES

# UASE 12 TLD 40 Invited Guests

**Taimak**

Retro Action Cinema:  
The Last Dragon 40<sup>th</sup> Anniversary



**Mike Starr**

Retro Action Cinema:  
Dragon 40th Anniversary



**Christopher Murney**

Retro Action Cinema:  
The Last Dragon 40th Anniversary

**Ernie Reyes Jr.**

Retro Action Cinema:  
The Last Dragon 40th Anniversary



**Kirk Taylor**

Retro Action Cinema:  
The Last Dragon 40th Anniversary



**Faith Prince**

Retro Action Cinema:  
The Last Dragon 40th Anniversary



**Mike Chen & Henry Yuk**

Retro Action Cinema:  
The Last Dragon 40<sup>th</sup> Anniversary



**Lisa Loving Dalton**

Retro Action Cinema:  
The Last Dragon 40th Anniversary





# UASE 2024 Invited Guests

**Fred The Hammer Williamson**

Retro Action Cinema:  
Three The Hard Way 50th



**Gloria Hendry**

Retro Action Cinema:  
Black Belt Jones 50th



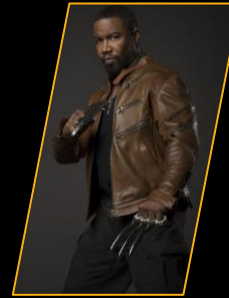
**Queen Latifah**

Sheroes of Action:  
The Equalizer (Robyn McCall)



**Bern Nadette Stanis**

Urban Pop Culture Experience:  
Good Times 50th



**Michael Jai White**

Martial Arts Cinema/Superhero:  
Blood and Bone, Bronze Tiger, Spawn

**Pam Grier**

Retro Action Cinema:  
Foxy Brown 50th



**Ron Van Clief**

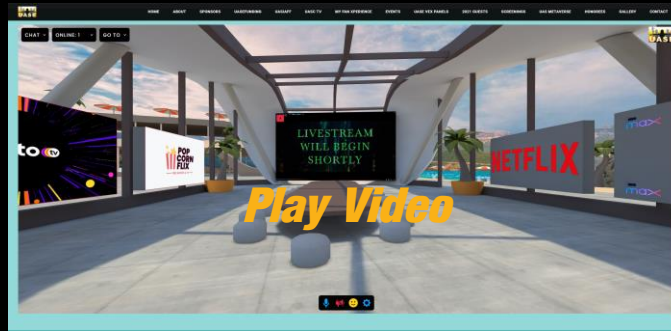
Martial Arts Action Cinema:  
The Black Dragon 50th



**Ralph Carter**

Urban Pop Culture Experience:  
Good Times 50th





# ***Metaverse Experience***

The Urban Action Showcase Metaverse Experience is comprised of 3D/VR Exhibit Halls, Showcase Galleries, and Lounges with numerous Branding opportunities including Exhibit Booths, Store Fronts, Multi-Rm Lofts, Hanging Banners, Display Banners, Floor Decals, Videos and Screening Rooms

# *Cultural Sustainability Through Action Cinema*



## **Information**

Celebrity Panels laced with Industry Professionals fulfill our **Information** protocol giving our attendees an organic experience.



## **Facilitation**

Designated Official Selections and Nominees receive Distribution opportunities with Amazon, Netflix and more.



## **Exposure**

The UAS International Action Film Festival features Independent and Mainstream Action Cinema giving filmmakers the ultimate experience.



## **Education**

Professional Seminars and Celebrity Master Classes provide unparalleled insight into the Action genre.



A glowing lightbulb is positioned in the upper left corner, casting a warm, golden light. A hand is shown in the center, with fingers spread and reaching upwards towards the lightbulb. The background is dark, creating a dramatic contrast with the lightbulb and the hand.

# **A**ccess **W**areness

The UASE protocols of **Information, Education, Facilitation** and **Exposure** have proven crucial to our efforts to foster cultural sustainability and the edification of the marginalized communities empowered by our platform.

These protocols, along with our key initiatives of **Diversity in Action** and **Heroes Honoring Heroes**, allow us to engage and empower the community of Action fans and professionals by addressing the need for social inclusion and environmental balance.

We endeavor to forge identity through creativity in order to achieve our integral cultural strategies.

## Cultural Strategies

- Cultivate a Better World
- Expand cultural relevance within our communities
- Support an active lifestyle
- Change the dynamics of mainstream media



# ***A Better World***

# ***A Better Tomorrow***

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The UASE's commitment to cultivating a better tomorrow is the foundation on which we stand. That said, much of the purpose of the UASE is to change the perception of People of Color in media from Villains to Heroes!

Conversely, an encouraging more resilient perspective for People of Color, will eventually break the cancer of inferiority, thus allowing a mutual pride and respect for our cultural differences. The resulting mainstream images will assuredly reflect the world around us in a positive heroic way. By the same token, the more we work together in tolerance, consideration, respect, and unity, the greater we will become as a nation. A better tomorrow is the catalyst for a better world!

# Community Relevance



“

The UASE Diversity in Action and Heroes Honoring Heroes Initiatives, start with the community of fans and professionals sharing a love for the multifaceted genre of heroes. The UASE is equipping the next generation through Mentorship, Awareness, and Access! These Initiatives bring unique opportunities to fans and aspiring filmmakers, producers, directors, actors, and stunt performers to meet and network. Our goal is to thereby offer an organic real-world mentorship experience to help foster personal growth in various desired fields.

Every child should have the opportunity to see heroic images that represent them and reflect their individual interests in mainstream media. By bringing both awareness and access to Heroes of Color, our Diversity in Action Initiative deeply inspires our youth to strive for excellence. This allows them the opportunity to envision the heroic images within themselves, as well, meet the actual on-screen personalities that may help to foster their “inner hero” growth.

”

# Diversity in Action

## Diversity in Action Initiative

We strive to balance the scales of diversity and inclusion in the blockbuster genre of heroes. The long-term goal of the UAS Diversity in Action Initiative is to ultimately:



### Inspire

Inspire an increase in ethnic heroic principal characters and content in all forms of media.



### Expand

Expand distribution platforms reflecting diverse images and interests within the multifaceted Action genre.



### Restore

To restore equal value to the vilified images based on Color, Creed, and Gender by advocating and promoting diverse heroic content in multimedia.



### Access & Awareness

Bring Awareness and Access to Heroes of Color thus inspiring and encouraging the communities of those who are impacted the most by these positive images.

# ***Heroes Honoring Heroes***



## **Admiration and Honor**

Inspire admiration and gratitude towards our Civil Heroes.



## **Respect**

Increase awareness of our Civil Heroes and the importance of their roles in society.



## **Awareness & Access**

Bring Awareness and Access to the fictional Heroes that inspire our imagination.

## ***Heroes Honoring Heroes Initiative***

### **Our Heroes**

The Heroes Honoring Heroes Initiative unites our Fictional Heroes with true-life Heroes (Veterans, Police Officers, Firefighters, EMT, Teachers) for photo and autograph opportunities with their families to show their appreciation and honor the service, hard work, and daily sacrifices. The long-term goal of the UAS Heroes Honoring Heroes Initiative is to ultimately:





# ***Action is Active!***

## **Moved to Action**

There is nothing more Active than the Action genre! The Action genre inspires individuals to act whether it be the ecstatic cheers from fans or the symmetry of Action Stars and Stunt Performers working together as one to create a world beyond our imagination. The Action genre inspires Action no matter how you flip it!

As a SAG AFTRA Stunt Performer myself, I wanted to make sure that not only were our Stunt Performers being honored and recognized along with the Filmmakers and Action Stars, but also that we offered live seminar opportunities for individuals interested in stunts and action acting. By doing so, we can continue fulfilling our information, education, facilitation and exposure protocols.



# Special Events



## Dynamic Audience Engagement

The UASE Action Cinema Megathon provides exciting opportunities to engage new and current consumers through Celebrity Fan Experiences, Exclusive Receptions, Thematic After Parties, Provocative Panels and Screenings



# Marketing Objectives & Opportunities

## Awareness

To increase brand awareness in the multicultural market by providing an authentic memorable experience that connects with your target audience.

## Presence

To execute strategies that will increase Social Media followers, subscriptions and site impressions.

## Social Responsibility

Corporate Social Responsibility: To expose diverse heroic characters to their fan base thus increasing community pride and self esteem.

## Change

Change the perception of marginalized individuals and cultures through the ethos of Action Cinema.

## Showcase Screenings

Anniversary & Showcase Feature Screenings, Exclusive Content Screenings, Content Marathon, Pre and Post Roll Commercial Trailer opportunities.

## Showcase Panels

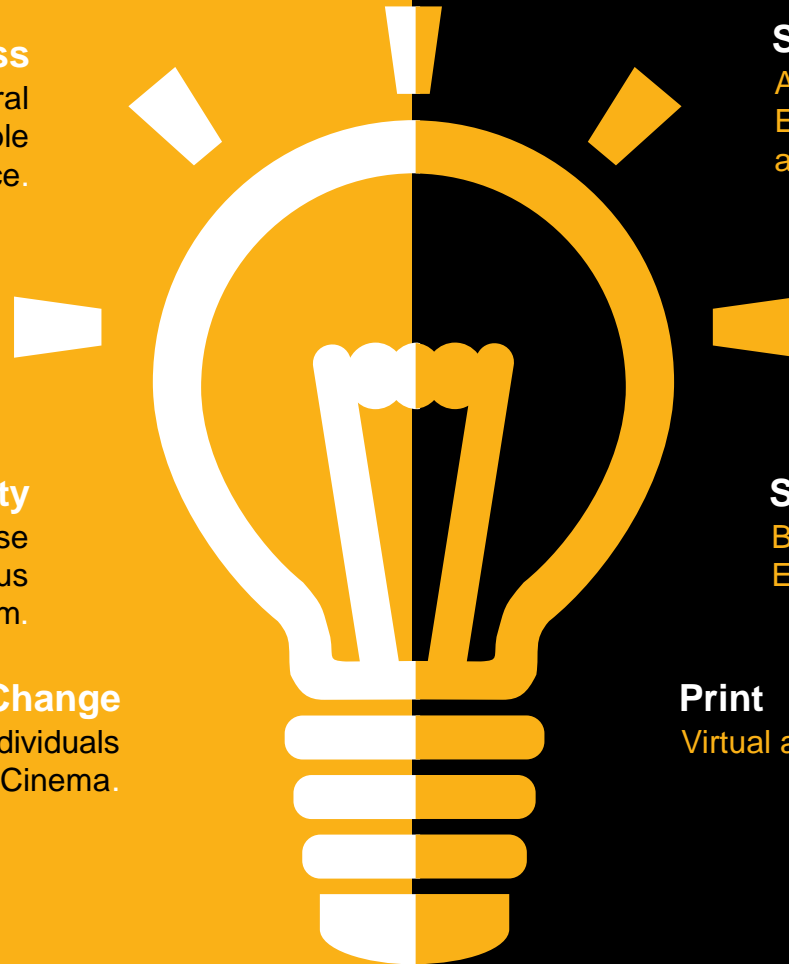
Featured and Branded Panel opportunities.

## Special Events

Branded Seminars, VR Activations, Fan Experiences and Exhibitor opportunities.

## Print

Virtual and PDF Festival Guide.



# Marketing Assets



**Inform**

## Signage

Signage Opportunities:  
Background Signage on select Virtual Platforms: Live Stream, Facebook, VR Expo, PDF Festival Guide and Website.

**Engage**

## Showcase

Screenings & Trailer Opportunities:  
Dedicated Virtual Theaters (Watch Parties), Screening & Trailer opportunities in Theaters and between Film Blocks.

**Exhibit**

## Events

Exhibit Opportunities:  
Virtual Expo Floor, Panel and Seminar, Fan & VR Experiences.

**Promote**

## Exposure

Commercial Opportunities:  
Pre and Post Event Social Media Posts, Website Promotions, Event Recap, Red-Carpet Interviews, Panels and Activations includes Photos and Videos.

# Event Traffic



## AMC Times Square

Over 10k movie fanatics come through our venue throughout that day! 90% of the AMC Empire 25 Theater traffic comes through our Expo in order access additional theaters. All traffic can be engaged by Exhibitors from our Action Expo as it is accessible to all who come through the theater, giving your brand full exposure to this flow. With our expansion goals, we are equipped to facilitate more fans as we will have more theaters and activations to engage our fans. Our reach is expanded with our **NY Comic Con Exhibit** space that we have every year to promote our event. The NY Comic Con receives over **160k fans** over the course of its 4-day expo.

## UASE Virtual Online

UASE Virtual has unlimited potential through our platform partners UASE Website, Social Media, Vimeo, OTT, Watch Party and VR Platforms! UASE 2021 VEX reached over 120k





### Pop Culture Fans

These are the fans who love to read comic books, play video games and Cosplay as their favorite characters. They love to meet up, discuss the latest Pop Culture phenomena, take selfies and are sure to share on social media! Pop Culture Fans are typical opening weekend movie goers and OTT Subscribers who love to stream content on all devices. Google and YouTube are their professors.



### Martial Artists

Martial Artists are fans of everything Martial Arts which includes Action Sports like Boxing, Kickboxing, and the UFC. They love Action Films, and of course, Kung Fu Movies! These fans have a broad demographic ranging from Grand Masters to new students of the Art. Most of them were inspired by Bruce Lee, Jim Kelly and the 70's Kung Fu craze.



### Industry Professionals

These are Action Actors, Stunt Coordinators, Stunt Performers, Action Directors, Filmmakers, Producers, Distributors, Corporate Executives and supporting industry professionals who are drawn to the vast opportunities that our UASE platform provides.



### Action Film Junkies

These fans love all types of Action movies from Marvel to Martial Arts. They love the thrill and excitement of gun play, fight scenes, car chases and explosions. Many of these fans enjoy Action Sports like Boxing, MMA, Martial Arts and the UFC. These are opening weekend movie goers and OTT Subscribers.



### Retro Action Fans

These are fans who grew up in the 60's and 70's and who were inspired by the Shaw Brothers Kung Fu classics and Blaxploitation films of the 70's. They include the 80's babies whose older siblings or friends introduced them to their experiences of Saturday Drive In Theater and Afternoon Kung Fu Theater via Television. This demographic love Boxing, Kickboxing, and the UFC.

# ***Attendee Psychographics***

# Attendee Demographics

## Males 18 - 70

65% of our demographic are Males between the ages of 18 and 70. 40% are Fans and 60% are Professionals.



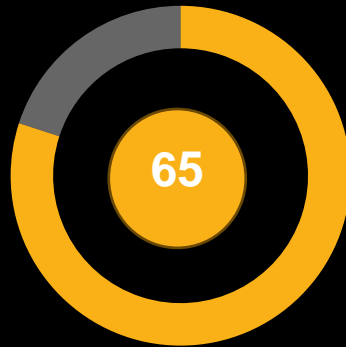
## Females 18 - 65

35% of our demographic are Females between the ages of 18 and 65. 40% are fans and 60% are Professionals.



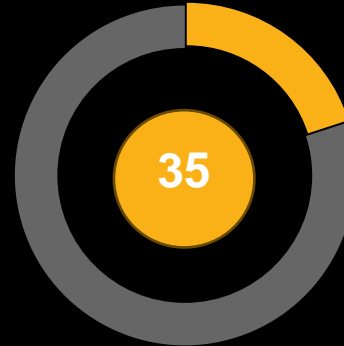
### Ethnicity

- African American 65%
- Asian 05%
- Latino 25%
- Caucasion 05%



### Ethnicity

- African American 20%
- Asian 10%
- Latino 25%
- Caucasion 45%



The UASE is an internationally recognized event with attendees from over 15 countries. The Action genre is universal and is the #1 box-office draw for cinematic entertainment. We champion diversity and inclusion welcoming all nationalities to experience the impact and excitement that only the Action genre brings.



# Contact

## Website:

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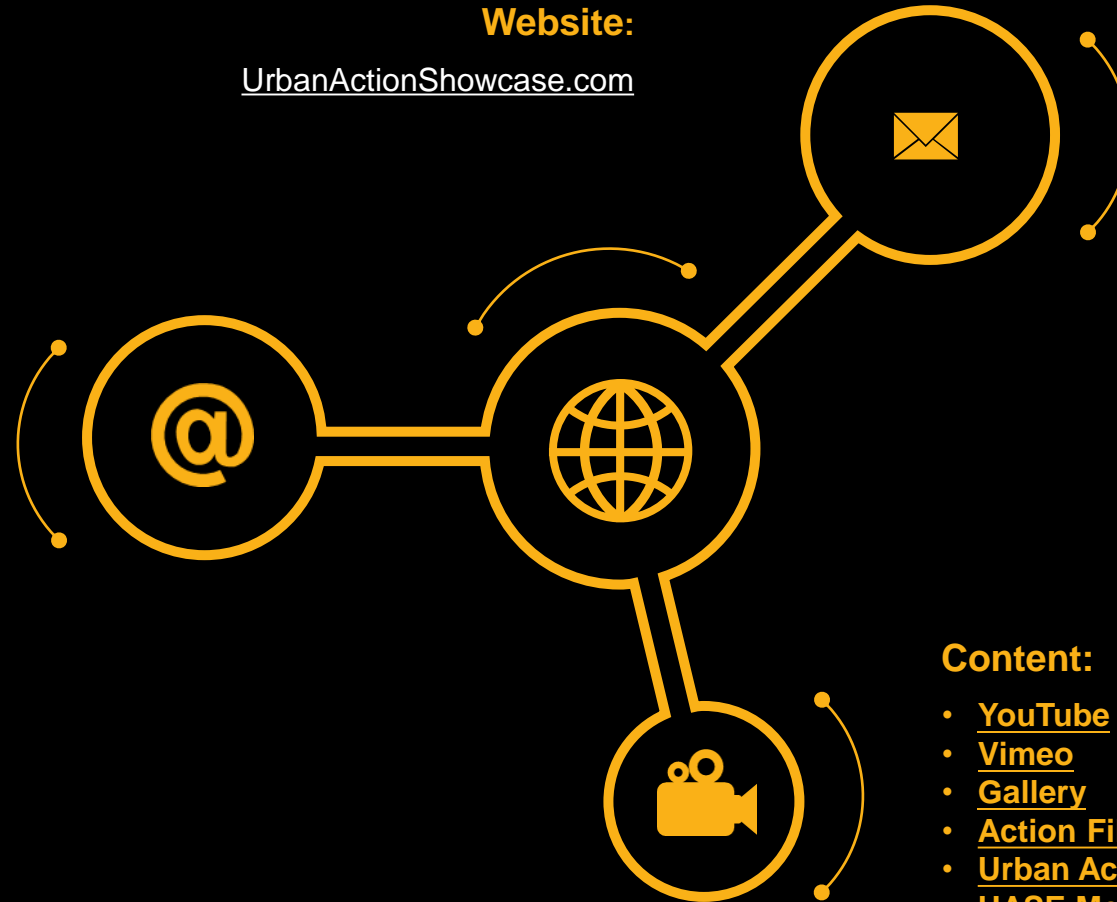
## Email:

[UrbanActionShowcase@gmail.com](mailto:UrbanActionShowcase@gmail.com)

## Social Media:

**Facebook:** [@UrbanActionShowcase](#)  
[@UrbanActionShowcaseInternational](#)  
[ActionFilmFestival](#)

**Instagram:** [@UrbanActionShowcase](#)  
**Twitter:** [@UrbanActionFest](#)



## Content:

- [YouTube](#)
- [Vimeo](#)
- [Gallery](#)
- [Action Film Vortex Blog](#)
- [Urban Action Showcase Cinema](#)
- [UASE Metaverse](#)





# UASE 2024

CELEBRATING DIVERSITY IN ACTION CINEMA

**URBAN ACTION SHOWCASE & EXPO**

