

Important Information regarding Targeted Move-in / out



Dear CinemaCon Trade Show Exhibitor,

GES is excited to have the opportunity to work again as the General Contractor on CinemaCon 2014. We are looking forward to making this show experience an efficient and successful one for you and your company. We are committed to your success.

As you know, the exhibits will be held in three different ballroom areas on three different levels of the Caesars Palace Conference Center — Forum Ballroom (Pool Level), Milano/Neopolitan Ballrooms (Trade Show Suites-Promenade Level) and Augustus Ballroom (Emperor's Level). The staging and scheduling for the load-in of the show is going to be the same as the 2013 show.

Additionally, we are contacting all exhibitors to coordinate the shipping of material handling to the show. GES and CinemaCon have negotiated very competitive material handling rates for pre-shipping your materials "in advance" to the GES warehouse. The more companies that pre-ship their materials to the Advanced Warehouse the timelier and more efficient load-in will be.

From a scheduling standpoint and so that you can plan your set-up and labor accordingly and efficiently, please note the following:

MATERIAL PRE-SHIPPED "IN ADVANCE" TO THE GES WAREHOUSE

As planned, any material that has been shipped in advance to the GES Warehouse will be delivered to your respective booth location, ready for you to set-up and install according to the following schedule:

-Forum Ballroom— Warehouse Freight completed by End of Day, Saturday, March 22, 2014. Begin set-up Sunday, March 23, 2014 at 8am

-Milano and Neopolitan Ballrooms- Warehouse Freight completed by End of Day, Saturday, March 22, 2014. Begin set-up Sunday, March 23, 2014 at 8am

-Augustus Ballroom- Warehouse Freight completed by End of Day, Saturday, March 22, 2014. Begin set-up Sunday, March 23, 2014 at 8am

For load out dates and times, please refer to your targeted floor plan.

MATERIAL BEING DELIVERED DIRECTLY TO SHOW SITE BY YOUR SHIPPER

So as to make this as efficient as possible for you, we will once again be using a "TARGETED" delivery/load-in/set-up schedule. As per the attached "TARGETED" floor plan, the time noted for your booth is the time we anticipate starting to accept and offload direct deliveries to show site. From past experience, you can plan on starting your installation approximately FOUR (4) HOURS after the notated time. This will allow for your truck to arrive at show site, have all material offloaded and finally, delivered to your respective booth space. This will allow you the ability to plan your labor accordingly and efficiently. For those exhibitors who may be unfamiliar with a "TARGETED" load-in, or, should you have any questions at any time, please contact me at NATO@ges.com

Level 2 Target Floor Plan (Forum Ballroom – Booth Range 1000 - 1033)

Level 3 Target Floor Plan (Milano Meeting Rooms 1 - 8 and Neopolitan Meeting Rooms 1 – 4)

Level 4 Targeted Floor Plan (Augustus Ballroom – Booth Range 2002 – 2817)

CinemaCon 2014 Service Executives

For your convenience, below is a list of service executives that will be able to assist you with any questions or concerns you may have:

Kimberlyn Smith (Milano / Neopolitan Ballrooms) – (702) 591-6368 or by email at ksmith@ges.com

Barbie Owens (Augustus Ballroom – Booths 2002A – 2817A) – (702) 604-9925 or by email at bowens@ges.com

Carolyn Repie (Forum Ballroom – Booths 100F – 1033F) – (702) 591-7201 or by email at crepie@ges.com

We are looking forward to a most successful CinemaCon 2014.

Jennifer Maness
GES Account Manager
(702) 515-5615 work
(702) 914-5038 fax
nato@ges.com

Ali Zaidi
GES Account Manager
(702) 515-5535 work
(702) 914-5038 fax
nato@ges.com