



Greetings and Welcome to CinemaCon 2017

On behalf of everyone at CinemaCon and GES (Global Experience Specialists), the official services provider of the 2017 Trade Show, we are delighted you will be a part of CinemaCon to be held at Caesars Palace. We are anticipating a highly successful outing and are happy to report as well, from a planning standpoint, we are now into high-gear, and everything is going extremely well. Your support of the 2017 Trade Show is greatly appreciated and valued and we are all committed to making this the best possible show for you and your company.

This Exhibitor Service Manual from GES will allow you the opportunity to access and order GES products and services needed for a successful trade show experience. In reviewing the table of contents and noting all of the different vendor and service forms provided, you will have the ability to download any of them with ease. Everything you might need to successfully prepare, equip and outfit your booth(s) or suite(s) for the upcoming CinemaCon 2017, to be held from March 28 – 30 (trade show dates) in Las Vegas is available at the push of a button. **As a special thank you for your continued support of our show and the industry, CinemaCon is pleased to announce a freeze from 2016's rates on pricing for labor and material handling for the 2017 Trade Show.**

From a management standpoint, a lot of hard work and planning go into producing a successful trade show. Likewise from your end, that of the trade show exhibitor, it is that same degree of advance preparation that will ensure your experience is a good, productive and successful one. Please take the time to view this online manual carefully, paying close attention to procedures and deadlines, all streamlined and designed to help save you both time and money. If you are unable to download any of the forms and would like the PDF format sent to you, please contact the GES National Servicer at 1-800-475-2098 or email them at servicenter@ges.com.

If you require any personal assistance with ordering products or services, or have any questions regarding the shipping of your freight, please contact as well, the GES Servicer.

As it concerns your trade show experience, please note the following **IMPORTANT** highlights and recommendations:

We URGE you to re-read the attached memo previously sent out addressing plans for the 2017 CinemaCon Trade Show. One point that is worth repeating is that we **highly recommend** all exhibitors to pre-ship their material to the GES warehouse as it will be this material that will be first loaded onto the respective trade show floors. As noted, CinemaCon has negotiated very competitive material handling rates for pre-shipping of materials "in advance" to the GES warehouse.

Trade Show Schedule for CinemaCon 2017

Move-In Hours (refer to your targeted move in floor plan for exact times)

Saturday, March 25	8:00 am – 5:00 pm
Sunday, March 26	8:00 am – 5:00 pm
Monday, March 27	8:00 am – 5:00 pm

Trade Show Hours (TENTATIVE)

Tuesday, March 28	11:00 am – 5:00 pm (12:30 pm – 2:00 pm lunch served in foyers of each trade show level)
Wednesday, March 29	9:00 am – 5:00 pm (9:00 am – 10:00 am breakfast served in foyers of each trade show level)
Thursday, March 30	9:00 am – 12:30 pm (9:00 am – 10:00 am breakfast served in foyers of each trade show level)

Dismantle Hours (refer to your targeted move out floor plan for exact times)

Thursday, March 30	1:30 pm – 5:00 pm
Friday, March 31	6:00 am – 11:00 pm

Exhibitor & Guest Badges

Under **separate** cover from An Ideal Partner, CinemaCon's official registration management company, you will be receiving instructions on how to submit your request for both Exhibitor and Guest Badges. Please be advised in advance, that CinemaCon, in concert with its association partners at ICTA and NAC, will be instituting a Guest Badge policy that will provide each exhibiting company with up to **five (5) complimentary guest badges per booth** and that any requests above and beyond this amount will be available at the cost of \$75 per badge. It is our hope and goal that each exhibiting company will be mindful and give thought to those names submitted for guest passes so that they are truly representative of those clients you feel are most deserving of them. **NOTE:** Guest badges are intended for your customers in Exhibition that are not registered to attend CinemaCon. They are not intended for friends or colleagues who should otherwise pay the full trade show attendee rate.



Hotel Accommodations

We recommend that you make your hotel reservations now and take advantage of the CinemaCon room rates at Caesars Palace.

Simply click here to go to the Hotel Information area of our website and follow the instructions to make your reservation.
<https://resweb.passkey.com/go/SCCC7>

Booth Display Rules & Regulations

All trade show companies should adhere to industry standard booth display regulations. We ask you fully review the guidelines located in the exhibitor's manual. **If you are designing/building a custom booth, you must submit plans to Evan Salka (esalka@ges.com) for approval.**

If you should have any questions regarding the CinemaCon Trade Show, exposition policies, contractors, the size, layout or design of your booth including location, height restrictions or anything else of that nature, please feel free to contact us. As noted earlier on, we are committed to your success at the CinemaCon 2017 Trade Show. While there are exceptions to every rule, those exceptions are for Show Management to make. We will be flexible when we can. Our goal is to not have everyone's booth compromised by another.

Your official GES Team consists of Jennifer White, Ali Zaidi, and Evan Salka. Their contact details are as follows:

Jennifer White

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The CinemaCon management team looks forward to sharing what we can only hope will be a great Trade Show experience for you and your company. These are exciting times for all of us and we're thrilled to have you along for the ride.

All the best,

Matt Pollock
Associate Convention Director

Matt Shapiro
Operations Manager