

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 2026. 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.

The exhibits will be held in three different ballroom areas on three different levels of the Caesars Palace Conference Center – Julius Ballroom (Pool Level), Promenade Level Trade Show Suites, and the Augustus Ballroom (Emperors Level). The staging and scheduling for the load-in of the show is going to be the same as the 2026 show.

Additionally, we are contacting all exhibitors to coordinate the shipping of material handling to the show.

IMPORTANT: The more companies that pre-ship their materials to the Advanced Warehouse, the timelier and more efficient load-in will be for your company.

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:

Julius Ballroom – Warehouse Freight completed by End of Day, Friday, April 10. Begin set-up Saturday, April 11, at 8am

Trade Show Suites (Promenade Level) – Warehouse Freight completed by End of Day, Friday, April 10. Begin set-up Saturday, April 11, at 8am

Augustus Ballroom – Warehouse Freight completed by End of Day, Friday, April 22, 2022. Begin set-up Saturday, April 11, 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/ load-out schedule. As per the “**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 Mick Goddard at mgoddard@ges.com.

Level 2 Target Floor Plan – Julius Ballroom (Booth Range 100J – 1038J)

Level 3 Target Floor Plan – Promenade Level Trade Show Suites

Level 4 Targeted Floor Plan – Augustus Ballroom (Booth Range 2001A – 2824A)

We are looking forward to the most successful CinemaCon 2026.

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