

**2022 RETURNING EXHIBITOR CONTRACT FOR BOOTH SPACE**

We hereby authorize CinemaCon to reserve booth space for the 2022 Convention to take place at Caesars Palace in Las Vegas from 25 - 28 April 2022. We agree to pay the fees listed below and to submit the requested deposit and final payment as noted on this contract. We recognize and understand that failure to make required deposit can result in the release of the assigned booth space. We acknowledge that by signing this contract for booth space, we have read and agree to the official Terms and Conditions, governing the CinemaCon trade show.

COMPANY NAME _____		DATE _____	
COMPANY NAME (to be listed on Floorplan and Program Journal) _____			
STREET ADDRESS _____		CITY _____	STATE _____ ZIP _____
COMPANY CONTACT _____		TITLE _____	
TELEPHONE _____		MOBILE _____	
E-MAIL _____		WEBSITE _____	
SECONDARY CONTACT NAME _____		TELEPHONE _____	
E-MAIL _____			
PRESS CONTACT (for Media Inquiries) _____		TELEPHONE _____	
E-MAIL _____			
I am a member in good standing of <input type="checkbox"/> ICTA <input type="checkbox"/> NAC <input type="checkbox"/> I am not a member of ICTA or NAC			
<b>Exhibit product categories (check all that apply)</b>			
<input type="checkbox"/> 3D Provider	<input type="checkbox"/> Candy/Confections	<input type="checkbox"/> Digital Cinema (Other)	<input type="checkbox"/> Marketing
<input type="checkbox"/> Amps/Sound/Speakers	<input type="checkbox"/> Concession Stands	<input type="checkbox"/> Family Entertainment Center (FEC)	<input type="checkbox"/> Point of Purchase/Ticketing
<input type="checkbox"/> Architecture/Construction/Design	<input type="checkbox"/> Digital Cinema Projection	<input type="checkbox"/> Janitorial/Sanitation	<input type="checkbox"/> Screens
<input type="checkbox"/> Beverages/Soft Drinks	<input type="checkbox"/> Digital Cinema Servers	<input type="checkbox"/> Lobby Displays/Signage	<input type="checkbox"/> Seating
			<input type="checkbox"/> Servers
			<input type="checkbox"/> Snacks
			<input type="checkbox"/> Software/Cloud Services
			<input type="checkbox"/> Other: _____

**ABOUT THE CINEMA CON TRADE SHOW**

NATO, through CinemaCon, LLC, is excited to be producing and managing the industry's largest and most important conference and convention for the motion picture theatre industry. One of the main components of the event will be the Trade Show, which will offer all manufacturers, suppliers and service companies of theatre equipment and concession items, the ability to showcase their material before the worldwide cinema community.

**The Trade Show Will Be Located in Two Major Ballrooms of Caesars Palace as Follows:**

- **Julius Ballroom (formerly Forum)**—located on the pool (lower) level—8' x 10' booths.
- **Augustus Ballroom**—located on the Emperor's (upper) level—10' x 10' booths.

**(IMPORTANT NOTE:** Both ballrooms are easily accessible via escalators that will conveniently take delegates from one location to the next. There will NOT be a price differential in booth space with regard to the booths located in the Augustus Ballroom as compared to those in the Julius Ballroom.)



CinemaCon 2022 Returning Exhibitor Booth Rates (per 8x10 or 10x10 booth)

All returning CinemaCon 2021 exhibitors will be accorded the same booth rate paid for the 2022 Trade Show.

**NAC/ICTA Member Renewal Rate—\$4,950 • Non Member Renewal Rate - \$5,450**  
**NAC/ICTA Member Standard Rate - \$5,250 • Non-Member Standard Rate - \$5,750**



**DESIRED NUMBER OF BOOTHS**

We would like to request \_\_\_\_\_ trade show booth(s)  
(number of booths)  
 in a \_\_\_\_\_ ft. x \_\_\_\_\_ ft. configuration.

**BOOTH LOCATION REQUESTS**

Please let us know if you have any specific booth location requests should your choices not be available at the time of your assignment (i.e. corner booth, right side of ballroom, avoid competitor "XYZ Company", etc.)

**DESIRED BOOTH LOCATION** (you must select a minimum of 3 choices)

1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_ 3<sup>RD</sup> \_\_\_\_\_  
 4<sup>th</sup> \_\_\_\_\_ 5<sup>th</sup> \_\_\_\_\_ 6<sup>th</sup> \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

In reading and completing this contract for booth space, we hereby agree to all of the terms, conditions, booth guidelines and regulations put forth.

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

**NOTE:** This document, when signed and returned by exhibitor and CinemaCon, constitutes a binding agreement.

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**PAYMENT SCHEDULE AND PROCEDURE**

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In order to guarantee your booth space at CinemaCon 2022, a deposit in the amount of 50% must be received by 17 December 2021. The remaining balance must be received no later than 11 February 2022. Contracts received starting 12 February 2022 must be submitted with payment in-full.

Cancellation of Booth Space by Exhibitor: Any and all booth space can be cancelled by 25 February 2022 with full written notice. A non-refundable fee of \$750 per 8x10 or 10x10 booth will be assessed. No refunds will be issued on cancellations received after 25 February 2022.

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**PAYMENT MAY BE MADE AS FOLLOWS:**

**Checks should be made payable to CinemaCon, LLC and mailed to:**

CinemaCon, LLC.  
60 Cutter Mill Road, Suite 413  
Great Neck, NY 11021  
Office +1 (516) 439-5511

For ACH transfer or wire payments, please contact  
Cynthia Schuler at [cynthia.schuler@natodc.com](mailto:cynthia.schuler@natodc.com)  
or call +1 (631) 278-5983

**CREDIT CARD PAYMENT INFORMATION**  AMEX  MASTERCARD  VISA

COMPANY NAME \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

CVV Number (3 or 4 digit number on front or back of credit card) \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ PAYMENT AMOUNT TO BE CHARGED \$ \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**PLEASE COMPLETE ALL INFORMATION ABOVE IN ORDER TO PROCESS YOUR CREDIT CARD.**

