



Important Covid-19 Safety Protocols

In looking out for the health, safety and welfare of all attendees at CinemaCon 2021, everyone picking up a registration or badge (staff, delegate, trade show guest, exhibitor trade show booth personnel) will need to present one of two options for entry to CinemaCon 2021: Proof of full COVID-19 vaccination (digital copy of vaccination record will be accepted) OR a negative antigen/PCR COVID-19 test conducted within 48-hours of picking up credentials PLUS an appropriate photo ID matching the name on the required documentation. **No exceptions will be made.**

Registration Rates and Packages	Domestic Package	Trade Show & Seminars	Trade Show Pass
Member (National NATO, ICTA or NAC)	<input type="checkbox"/> \$795	<input type="checkbox"/> \$625	<input type="checkbox"/> \$525
Non-Member (Industry Affiliates)	<input type="checkbox"/> \$1,030	<input type="checkbox"/> \$735	<input type="checkbox"/> \$620

By submission of this form, you acknowledge your understanding of, and agreement with all stated protocols, terms and conditions.

First Name for Badge _____ Last / Family Name _____

Job Title _____

Company _____

Street Address _____

City _____ State/Province _____ Zip / Postal Code _____ Country _____

Office Phone (Include area code or country/city code as appropriate) _____ Mobile Phone (Optional. Include area code or country/city code as appropriate) _____

Email (Required for confirmation) _____

I am a member of:

- A. National NATO B. ICTA C. NAC

Is this your first CinemaCon?

- Yes No

What kind of company do you work for?

- | | | |
|---|---|---|
| <input type="checkbox"/> A. Movie Theatre/Cinema | <input type="checkbox"/> B. Distribution Company | <input type="checkbox"/> C. Film Production |
| <input type="checkbox"/> D. Equipment/Technology Manufacturer | <input type="checkbox"/> E. Beverages/Food/Concessions | <input type="checkbox"/> F. Marketing/Advertising Company |
| <input type="checkbox"/> G. Construction/Architecture | <input type="checkbox"/> H. Association/Non-Profit/Charity | <input type="checkbox"/> I. Online Media Company |
| <input type="checkbox"/> J. Print/Broadcast Media Company | <input type="checkbox"/> K. Financial/Legal/Insurance Company | <input type="checkbox"/> L. Studio |
| <input type="checkbox"/> M. Analytics/Masurement/Research | <input type="checkbox"/> N. None of the Above: _____ | |

If you work for a theatre, how many screens does your company currently operate?

- A. 800+ B. 500-799 C. 250-499 D. 100-249 E. Less than 100

If you have a need pursuant to the American with Disabilities Act (ADA), please specify:

- A. Hearing/Sign Language B. Mobility/Wheelchair C. Sight/Service Animal

Payment Information

Total Due \$ _____

Submit credit card payments online at www.cinemacon.com. Checks and wire transfers must be received by Friday, 13 August 2021 or the registration may be canceled. Those affected will be required to register on site at the prevailing registration rates.

Check, # _____ . Check must be in US dollars and made payable to CinemaCon LLC.

Wire Transfer. For wire transfer instructions, contact CinemaCon's Cynthia Schuler at cynthia.schuler@natodc.com

Mail completed form with check to CinemaCon LLC, 60 Cutter Mill Rd, Suite 413, Great Neck, NY 11021 USA, Attn: Cynthia Schuler.

Registration Terms and Conditions

Online registration closes at 12:00 noon pacific, 18 August 2021. Rates are in US Dollars and will be charged accordingly.

The best rate is afforded those who are members. CinemaCon, NATO and its partner associations (ICTA and NAC) depend on membership to continue the year-round work of supporting exhibition worldwide. We urge everyone to join their respective trade association prior to registering to reap immediate member benefits, including savings on CinemaCon registration fees.

All registrations will be verified and adjusted as appropriate to align with the membership types described below. If you are unsure of your rate eligibility, please verify your status with the appropriate member organization prior to registering.

By 18 August 2021	Domestic Package	Trade Show & Seminars	Trade Show Pass
Trade Show	√	√	√
Seminars	√	√	
Sponsored Food Functions	√		
Screenings/Studio Presentations	√		
Member (National NATO, ICTA or NAC)	\$795	\$625	\$525
Non-Member (Industry Affiliates)	\$1,030	\$735	\$620
On Site	Add \$200 to all rates above		

Member (National NATO, ICTA and NAC) – Members must be in good standing. Regional NATO association members and those ICTA and NAC members representing theatre/cinema circuits or operators must also be members of NATIONAL NATO in order to receive reduced member rates.

Non-Member – Industry affiliates and companies who are not members of NATO, ICTA or NAC (i.e. Distributors, Producers/Filmmakers, Print/Online/Broadcast Media, Financial Institutions, Advertising, Publicity Companies and similar)

Membership Questions

Direct membership questions to the appropriate organization:

National Association of Theatre Owners (NATO)
Erin von Hoetendorff (evh@natoca.com)

International Cinema Technology Association (ICTA)
Dawn Blaschick (dawn.blaschick@filmexpos.com)

National Association of Concessionaires (NAC)
Barbara Aslan (baslan@naonline.org)

Transferring Registration from CinemaCon 2020

If you elected to transfer your CinemaCon 2020 registration fees to this year's show, you should have received an email from Mitch Neuhauser with the subject line, "CinemaCon 2021: Registration Transfer UPDATE". The email included a personalized link to your options for CinemaCon 2021. If you didn't receive the email or you're not sure if you have a registration on file from 2020 to transfer, please contact the [Registration Center](#) **before you register**.

Package Descriptions

Domestic Package – Includes all scheduled and sponsored CinemaCon Events—studio presentations and screenings, seminars, trade show, food functions and of course, the Final Night Awards Ceremony and Dinner. Official CinemaCon Programming is scheduled to begin at approximately 1:30pm on Monday, 23 August and runs through Thursday evening, 26 August. This is your Best Value!

Trade Show and Seminar Package – Gains admittance to officially scheduled CinemaCon seminars and the Trade Show. Screenings and sponsored food events are NOT included.

Trade Show Pass / Trade Show Exhibitor / Guest – Permits access to the CinemaCon Trade Show ONLY. Screenings, sponsored events and seminars are NOT included.

Group Registration

Organizations purchasing 10 or more Domestic packages may contact Lori Drinks in the [Registration Center](#) for payment terms and group pickups. Please note, due to the extremely discounted rates in 2021, group rates will not be discounted. Contact Lori at LDrinks@AnIdealPartner.com.

Online Registration and Payment

On-line registration closes 12:00 noon PST on Wednesday, 18 August 2021. Payment must be submitted with registration via Visa, MasterCard or American Express. All financial transactions will be processed in US dollars at the current rate of exchange.

Paying by Check or Wire Transfer

To pay by check or wire transfer, submit the attached registration form with the actual check or confirmation of wire transfer by Friday, 13 August 2021. Checks must be in US Dollars, drawn on a US bank and should be made payable to CinemaCon LLC. Instructions for wire transfer payments to CinemaCon can be obtained from Cynthia Schuler at Cynthia.Schuler@natodc.com. **Registrants must pay all bank fees**. Forms received without payment will NOT be processed.

Registrations not paid in full by 13 August 2021 may be canceled. Those affected will be required to register on site at the prevailing registration rates.

Confirmation

Registration confirmation will arrive via email within 24 hours of submitting an online registration. If you mail or fax your registration, confirmations will also be distributed via email but will be delayed due to mail and extended processing time. If you do not receive a confirmation email in a timely manner, please notify the Registration Center at cinemacon2021@anidealpartner.com.

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- Proof of full COVID-19 vaccination (digital copy of vaccination record will be accepted)
- OR a negative antigen/PCR COVID-19 test conducted within 48-hours of picking up credentials
- PLUS an appropriate photo ID matching the name on the required documentation.

While we will have an official Covid Testing Facility on site, our recommendation is to arrive at registration with your required documentation in hand. Everyone will be given a wristband that must be shown when entering officially

scheduled events at the show. **No exceptions will be made.** Please check the web site on a regular basis for updates to the current Covid-19 safety protocols at <https://cinemacon.com/covid-safety-protocols>

Badges and Required Identification

You will be required to show a current, valid government picture ID (driver's license, passport, etc), plus proof of full Covid-19 vaccination or proof of a negative Covid-19 test to receive your CinemaCon badge and other materials. Be sure to check the schedule at www.cinemacon.com for registration hours and locations. Your badge should be worn at all times and is required for admission to all events.

Substitution and Changes

Substitutions are allowed with the permission of the original registrant. A substitution is a straight transfer of registration credentials with no adjustment to the registration category or payment. If a change to the registration category or payment is required, the original registrant will be canceled with a \$100 administrative fee and the new registrant will be processed at the prevailing rate.

Refunds and Cancellations

Registrants who are unable to attend may substitute another person. In the event no substitution can be made, CinemaCon will process a refund minus a \$100 processing fee through 26 July. Cancellations received after 26 July, as well as unused registrations or tickets, will not be refunded. CinemaCon will not be responsible for any variances in exchange rates between the original charge and refund.

In the event CinemaCon 2021 cannot take place, all paid registrants will be given the option of a full refund or a transfer to the next scheduled CinemaCon.

Submit cancellation requests to the Registration Center by 26 July to cinemacon2021@anidealpartner.com.

Privacy Policy

By submitting a registration for CinemaCon, you agree you have reviewed and accept the [privacy policy](#) for The National Association of Theatre Owners (NATO) and its subsidiaries – CinemaCon LLC and the Cinema Buying Group (CBG) – describing how your personal information will be collected, used and shared.

Questions

CinemaCon Programming and General Inquiries – info@cinemacon.com

General questions about NATO and membership should be directed to Erin von Hoetendorff at evh@natoca.com.

Registration questions should be directed to the Registration Center at CinemaCon2021@AnIdealPartner.com