



Greetings, we hope this letter finds you healthy and well as we recover and rebuild from the pandemic. We are delighted to provide the opportunity to gather with our friends and colleagues and lead the resurgence of our industry! So once again, welcome to CineEurope, the official convention of the Union Internationale des Cinemas (UNIC – International Union of Cinemas)! We are excited to celebrate the convention's 30th Anniversary and our 10th year calling the CCIB (Centre Convencions Internacional Barcelona) in Barcelona, Spain home from **4-7 October 2021!**

Registration Discount

Thank you for confirming your booth space purchase at this year's CineEurope Trade Show. Before reviewing the information below, we'd like to advise you of a special registration offer reserved only for trade show exhibitors. We are pleased to offer our Trade Show Exhibitors a **Special Full Registration Rate of US \$695** per person – providing access to the seminars, networking/food functions, and studio presentations that your current and potential clients attend during the convention. To take advantage of this discounted registration offer, [click here](#). **NOTE: Each exhibitor will need to enter a distinct customer ID number before entering your information via the aforementioned link. If you have not received or cannot find your ID #, please contact jordan.scherzer@filmexpos.com.**

A lot of hard work and planning go into producing a successful and safe Trade Show. It is that same degree of preparation that will ensure that your experience is productive. Please review the Exhibitor Manual carefully, paying special attention to procedures and deadlines that will save you both time and money. The online Webshop and other important documents can be found [here](#).

In 2021, CCIB Exhibitor Services will be your one-stop shop for all supplies, products, and services for your booth at CineEurope. For all questions, please do not hesitate to contact them at:

CCIB Exhibitor Services

Office: +34 93 230 1000

Email: stands@ccib.es

Please note the following schedule to ensure a smooth move-in:

Exhibitor Move-In Hours:

Sunday, 3 October	08.00 – 20.00
Monday, 4 October	08.00 – 20.00
Tuesday, 5 October	08.00 – 10.00

Per safety regulations instituted by the city of Barcelona and enforced by the CCIB, please be aware that you must wear steel-toed shoes during trade show move-in and move-out. Helmets and/or reflective vests may also be required during move-in/out depending on your booth plans. Details can be found on the CineEurope website [here](#) under Additional Information. Note that every person entering the trade show floor during installation and dismantling will be required to adhere to these safety regulations or access will not be permitted. **NO EXCEPTIONS.** To avoid any miscommunication or inconsistency, CCIB Security will be vigilant on ALL days and times of move-in/out.

Do not ship your safety gear with your booth supplies; you will not be able to access the Trade Show floor or Resa freight area to retrieve them and begin your build-up!

For further security of CineEurope exhibitors' materials, initial access to the Trade Show floor each day during move-in must be through the Willy Brandt or Leonardo da Vinci Square entrances. CCIB Security will be distributing wristbands

to exhibitors and contracted laborers that submit their information in advance. Please complete the Booth Contractor Info chart and submit to CCIB Exhibitor Services (stands@ccib.es) to avoid any delays upon your arrival.

Trade Show Hours (TENTATIVE):

Tuesday, 5 October	11.00 – 18.00
Wednesday, 6 October	11.00 – 18.00
Thursday, 7 October	08.30 – 12.00

Dismantle Hours:

Thursday, 7 October	12.00 – 20.00
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Be advised that beginning at 13:00 on Thursday, 7 October during move-out, anybody on the Trade Show floor without steel-toed shoes will be asked to exit the Exhibition Area as it is becoming a construction zone. Please make sure you have your proper footwear to dismantle your booth, no matter how small or large it is.

*****It is very important to notify CCIB Exhibitor Services whether or not you will be utilizing the shell scheme package that is offered to you with your booth space purchase. Please make sure to fill in the 1. STAND MODULAR page in the Exhibitor Manual and thoroughly mark the appropriate spaces for shell scheme, carpet color, and fascia board lettering. Each shell scheme wall panel measures .93mW x 2.315mH. The fascia board with your company name measures 1.9mW x .21mH.*****

We are happy to allow signage or banners to be hung over booths. Please complete and submit the 14. RIGGING form in the Exhibitor Manual to arrange the hanging of your displays. Note that the maximum height for booth build-up remains at 4.5 meters without prior approval from show management to build higher.

Although the entire Exhibitor Manual contains a wealth of information, here are some important items of which to take note:

Important Exhibitor Information – Deadline: Thursday, 2 September

Don't miss out on the one item attendees always bring back to their office...the official **CineEurope 2021 Program Journal**. The information you submit will provide both existing and potential clients with important contact details about your company. **NOTE: Each exhibitor will need to enter a distinct customer ID number before entering your information via the aforementioned link. If you have not received or cannot find your ID #, please contact jordan.scherzer@filmexpos.com.** Please note that due to publication deadlines, we must receive your submission for the Program Journal before **Thursday, 2 September**. As a Trade Show exhibitor already confirmed for the show, why wait? [Click here](#) to submit your information today!

New Product Listing – Deadline: Thursday, 2 September

The CineEurope Program Journal will also incorporate a section devoted to new products on display at the Trade Show. This year, we will allow you to send in **two (2)** high-res .jpg (minimum 300ppi) images along with 100-word descriptions for these two new items or products you will be introducing at CineEurope 2021. **(NOTE: We retain the right to edit or not list submissions for products.) The copy deadline for this section of the journal is Thursday, 2 September.** All submissions for this section should be emailed to jordan.scherzer@filmexpos.com. Please note, both the description(s) and the image(s) should be sent as email attachments.

Exhibitor & Guest Badges – Deadline: Friday, 1 October

For CineEurope 2021, we are happy to provide Exhibitor and Guest Badges to allow co-workers and potential clients to visit your booth space.

In order to submit your request for Exhibitor or Guest Badges, [click here](#). **NOTE: Each exhibitor will need to enter a distinct customer ID number before entering your information via the aforementioned link. If you have not received or cannot find your ID #, please contact jordan.scherzer@filmexpos.com.** Please be aware of the **Friday, 1 October** cut-off date. After this date, any additions or changes will have to be requested on-site at Trade Show Exhibitor Registration starting on Sunday, 3 October.

****Badge requests must include complete and accurate contact information, including email address, for each individual exhibitor or guest. The sharing of badges is strictly prohibited. Show management reserves the right to withhold distribution or confiscate badges if proper identification cannot be provided.****

Program Journal Advertising – Deadline: Wednesday, 1 September

The Program Journal is distributed to every attendee at CineEurope. By advertising in the Program Journal, your company will be top-of-mind with attendees and they will know where to find you at the show. Please [click here](#) for the program journal ad reservation form.

Signage – Deadline: Monday, 13 September

The CineEurope Signage Package offers a wide variety of opportunities for additional visibility within the CCIB throughout the duration of the convention. Pricing includes production, installation, and dismantling by Nogales, the CCIB in-house signage provider. Please find the package on the CineEurope website [here](#). Questions should be directed to jordan.scherzer@filmexpos.com.

Lead Retrieval – Deadline: Monday, 6 July

The use of lead retrieval devices at your booth can prove extremely beneficial as you meet so many new people on the trade show floor. The devices offered allow you to scan a barcode on each attendee's name badge that will present all of their contact information provided during the convention registration process. For further details and information, including pricing, please [click here](#) to review the order forms.

Shipping

TWI Group and Resa Expo Logistics are the official transportation coordinators of equipment and display materials for CineEurope exhibitors. Plan ahead...a few changes to your shipping method could save you money! Information and order forms from both companies can be found [here](#) under Additional Information.

Hotel & Travel Accommodations

We encourage you to take advantage of the CineEurope hotel room rates by booking early. Simply [click here](#) to make your hotel reservation. We have several hotel options available. Please be mindful of the Deposit and Cancellation Policies at each location.

*****Hotel Scam Warning*****

CineEurope is in no way affiliated with a third-party housing service and we strongly recommend any hotel booking be handled directly through our website, using the direct link. Should you be contacted by any third-party companies, please contact our office and let us know immediately. CineEurope management is not liable for any issues that may arise.

We kindly ask that you review all of the materials thoroughly. If you have any questions regarding the Trade Show, exposition policies, contractors, display parameters, etc., please do not hesitate to contact us.

The CineEurope team looks forward to another fun-filled, exciting, and most of all, productive convention in Barcelona!

Regards,

Jordan Scherzer
CineEurope Show Management
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