

CINEMACon 2026 SCHEDULE OF EVENTS

Updated as of 3/6/26

What follows is the current “TENTATIVE” schedule of events for CinemaCon 2026. Many of the events and start times are being finalized. Updates will be made on a regular basis with all entries in **GREEN** being the most recent updates and changes made.

PLEASE NOTE NEW AND EXCITING CHANGES/ADDITIONS TO THE ANNUAL SCHEDULE ON SUNDAY AND MONDAY. PLAN YOUR TRAVEL ACCORDINGLY.

SUNDAY, 12 April 2026

11:00am-6:00pm

EF&B (formerly NAC) Charity Golf Outing— Wolf Course of the Paiute Golf Resort

(Wolf Course of the Paiute Golf Resort)

The EF&B Charity Golf Event is now scheduled for Sunday, April 12 with buses leaving Caesars Palace starting at 11:00am en route to the Las Vegas Paiute Golf Resort (located at 10325 Nu-Wav Kaiv Blvd., Las Vegas, NV 89124). [Click here to register](#)

2:00pm – 6:00pm

CinemaCon Registration

(Florentine Ballroom - Promenade Level)

2:00pm – 6:00pm

“Admit One” Hospitality Lounge

(Palace Ballroom Foyer - Emperors Level)

Looking for a quick break or a spot to catch up with colleagues? Visit the hospitality lounge in the Palace Ballroom Foyer. It’s the perfect place to relax, have an informal meeting, or grab a Coke.

(Official registration credentials required to gain admittance.)

Sponsored by Golden Link

3:30pm – 6:30pm

NEW DAY AND TIME

Independent Theatre Owners Coalition (ITOC) Connect Program

(Octavius Ballroom – Promenade Level) (Doors open 3:30pm)

Join us for this important gathering where operators of small business cinemas, non-profits, and art houses engage in meaningful discussions, network, share experiences and contribute to the future of the independent movie theatre industry. Program agenda will be made available to registered attendees.

Note: This is a closed session. Cinema United member independent theatre owners and operators are invited to attend. A separate RSVP is required. [Click here to register.](#)

MONDAY, 13 April 2026

7:30am – 6:30pm

CinemaCon Registration

(Florentine Ballroom - Promenade Level)

8:30am – 9:30am

Continental Breakfast

(Palace Ballroom Foyer – Emperors Level)

Join us for a continental breakfast before our morning educational seminars and start the day energized, connected, and ready to learn.

Sponsored by DTS:X

9:00am – 12:00pm

NEW EVENT for 2026 - CinemaCon Educational Programming Track #1 - AUDIENCES AND INNOVATION

(Palace Ballroom 1 – Emperors Level)

9:00am - 9:45am

Reclaiming Cultural Moments, Locally and Globally: Winning in an Era of Attention Warfare

Movies aren't just competing with other movies anymore—they're battling every platform, creator, and micro-moment that steals audience focus, from TikTok trends to gaming binges. In a world where cultural relevance is earned daily, theatrical marketing timelines of 6–12 weeks simply can't keep pace with trends that appear and vanish in under 48 hours. This "relevance gap" leaves theaters reacting instead of leading. Yet exhibition holds advantages that no digital platform can touch: the collective electricity of shared in-person reactions, the sense of community that forms when strangers experience a story together, and the ritual of going to the movies that still carries cultural weight. This panel explores how theaters can reclaim cultural influence by shifting from

- Passive Screening to Active Cultural Staging—creating moments, environments, and experiences people feel compelled to talk about.
- Marketing at Fans to Co-Creating with Fandoms—inviting audiences to remix, participate, and help shape the cultural story around films.

Moderator:

Daniel Loria, SVP, Content Strategy & Editorial Director, Boxoffice

Panel Members:

Christof Papousek, CFO, Cineplex International GmbH

Additional participants to be announced soon.

10:00am - 10:45am

Understanding 2026 Audiences: Gen Z and Emerging Trends

This session will provide exhibitors with actionable insights into 2026 moviegoing trends and what Gen Z audiences seek in entertainment. Featuring Comscore's Head of Marketplace Trends Paul Dergarabedian, PaperAirplane Media CEO Mike Polydoros, and a Gen Z trends expert, and studio marketing expert the discussion will cover key genres driving attendance, the role of PLFs, and strategies to refine marketing for maximum impact.

Moderators:

Paul Dergarabedian, Head of Marketplace Trends, Comscore

Mike Polydoros, CEO, PaperAirplane Media

Panel Members:

Chance Huskey, VP, Distribution, GKIDS

Jeremy Jahns, YouTube Content Creator

11:00am - 11:45am

Optimizing the Cinema Experience: A Showcase of World Class Cinema Designs

Research evidences younger generations favor experiences over material things, and the global cinema experience continues to evolve to meet these changing expectations. In an increasingly competitive retail landscape, the rapid expansion of international cinema is leveraging design and technology to dramatically enhance the guest experience and ensure the cinema experience can secure an above average share of the out-of-home entertainment spend. Leading exhibitors from Australia, Asia, the Middle East and Europe will showcase international examples of best practice from their foyers, auditoriums, F&B outlets and cinema concepts that favorably impact the guest experience, driving attendance, profitability and market share.

Moderators:

Cameron Mitchell, Executive Director, Cinema Association Australasia

Panel Members:

Damian Keogh, CEO & President, HOYTS

Ms. Mai Hoa, CEO, Galaxy Cinemas

Stay tuned for more details and updates on panelists and presenters.

Educational Tracks sponsored by RealD

9:00am – 12:00pm

**NEW EVENT for 2026 – CinemaCon Educational Programming Track #2 - FOOD & BEVERAGE
(Palace Ballroom 2 – Emperors Level)**

9:00am - 9:45am

Building the Next Generation of Food & Beverage Leaders

Explore new and effective ways to develop management teams and strengthen frontline performance. From creative training tools to peer-to-peer learning and digital platforms, Dan will showcase how operators of all sizes can build stronger leaders, foster engagement, and drive long-term operational excellence. Dan will share actionable strategies that reflect EF&B's ongoing commitment to education, innovation, and collaboration.

Presented by Dan Herrle, Director of Education, EF&B

10:00am - 10:45am

Now Showing: The Latest in Food & Beverage Innovation

This will highlight the newest trends and innovations in Food & Beverage, offering a sneak peek at the products, equipment, and partnerships that will be showcased on the CinemaCon trade floor.

Presented by:

David Haywood, SVP, Cinemark

Rob Lehman, COO, Santikos Entertainment

Rob Novak, SVP, Operations & Food and Beverage, Marcus Theatres

11:00am - 11:45am

Reimagining the Lobby & Concession Experience

This A-list panel will feature leaders from The Coca-Cola Company, J&J Snack Foods, and Mars Snacking sharing their unique insights into what's driving success in Entertainment Food & Beverage today. These powerhouse brands will offer valuable perspective on how operators can optimize lobbies to elevate concessions, grab-and-go areas, and marketplaces to increase revenue, streamline labor, and enhance the guest experience. Attendees will gain practical strategies, data-driven insights, and real-world examples—from simple refreshes to technology-enhanced solutions—all designed to deliver measurable results.

Moderator:

Dan Herrle, Director of Education, EF&B

Panel Members:

Josh Nations, Global Vice President, Strategic Partnerships, The Coca Cola Company

Dan Fachner, Chairman, President and CEO, J&J Snack Foods

Michael Kelly, Director of Specialty, Mars Snacking

Educational Tracks sponsored by RealD

9:00am – 12:00pm

**NEW EVENT for 2026 – CinemaCon Educational Programming Track #3 - TECHNOLOGY
(Palace Ballroom 3 – Emperors Level)**

9:00am - 9:45am

Beyond the Screen: Immersive Tech Transforming Theaters

Today's audiences expect a truly immersive experience, and innovation in screen, sound, and display technologies is delivering just that. Learn how advancements in laser and audio design are redefining presentation quality and helping theaters stand out in a competitive market.

Moderator:

Jan Runge, International Director, ICTA & Independent Advisor

Panel Members:

Michael Archer, VP, Worldwide Cinema Sales & Partner Management, Dolby Laboratories

Carl Rijsbrack, SVP, Strategy & Marketing, Barco Cinema

Additional participants to be announced soon.

10:00am - 10:45am

Practical AI for Streamlined Theater Operations

Artificial intelligence and automation are transforming every corner of the theatre business — from how we market movies to how we run our buildings. This session explores practical, responsible ways exhibitors can use AI and connected systems to streamline operations, optimize scheduling, reduce costs, and elevate guest experiences.

Moderator:

Laura Houlgatte Abbott, CEO, International Union of Cinemas (UNIC)

Panel Members:

Brian Schultz, CEO, Look Cinemas

Marine Suttle, Managing Director, The Boxoffice Company

Otto Turton, Chief Commercial Officer, Vue International

11:00am - 11:45am

Leveraging Technology to Engage with Audiences

A panel discussion with tech players, exhibitors, and vendors on how to best use the technology tools at your disposal to better target and engage with audiences.

Moderator:

Stan Ruszkowski, CEO, The Boxoffice Company

Panel Members:

Matt "Slim" Kolowski, Head of Community, Letterboxd

Additional participants to be announced soon.

Educational Tracks sponsored by RealD

10:00am – 5:00pm

“Admit One” Hospitality Lounge Areas

(Octavius Ballroom Terrace - Promenade Level and Palace Ballroom Foyer - Emperors Level)

Looking for a quick break or a spot to catch up with colleagues? Visit the hospitality lounge on the terrace across from the Octavius Ballroom’s main entrance. Take a moment to relax, chat, or grab a Coke.

A second lounge area will also be available in the Palace Ballroom Foyer.

(Official registration credentials required to gain admittance.)

Sponsored by Golden Link

12:00pm – 1:00pm

Lunch

(Palace Ballroom Foyer - Emperors Level)

After feeding your brain from this morning's educational sessions, grab a quick bite on the run as everyone gets ready for the CinemaCon Film Showcase in The Colosseum.

Sponsored by RealD

1:30pm – 3:15pm

NEW EVENT – CINEMACON FILM SHOWCASE

(The Colosseum - Casino Level) (Doors open 1:00pm)

Broadening the scope of our studio presentations in The Colosseum, this special forum will provide three distribution companies the opportunity to talk to their exhibition partners and showcase their upcoming film slates. With more films needed to fill our screens on a global basis, hearing from as many companies who enrich our pipeline with a diverse array of titles is important to us all. We are delighted to welcome Angel, Row K Entertainment, and STUDIOCANAL. Stay tuned for more updates.

Angel is a disruptive force in theatrical distribution, focused on scaling bold ideas and delivering films that connect with audiences in a meaningful way. In 2025, Angel ranked as the #8 distributor, driven by a breakout slate supported by the Angel Guild, a community of over two million members who help greenlight and champion films. The year marked Angel's expansion into animation with DAVID and The King of Kings, both ranking among 2025's top animated theatrical releases. With an audience-powered approach and a relentless focus on the big-screen experience, Angel is redefining how films are brought to market and shaping the future of cinema.

Row K is a modern studio for modern audiences, championing bold, high-quality films built for the big screen. By celebrating filmmakers and creating moments people want to talk about, we turn great films into must-see theatrical experiences. The company focuses on wide-release, star-driven, and prestige-filmmaker-led films with global appeal. Launched in 2025, Row K has quickly established itself as a force in distribution with a breakout debut year marked by several high-profile festival acquisitions. Named for the seat often considered the best view in the theater, Row K is dedicated to elevating the cinematic experience for audiences worldwide.

STUDIOCANAL is Europe's leading independent film studio operating directly in nine major markets including Austria, Benelux, Denmark, France, Germany, Ireland, Poland, Spain and the UK, as well as in Australia and New Zealand, with offices in the US and China. STUDIOCANAL finances, produces, and distributes 200 films a year including the PADDINGTON franchise, WE LIVE IN TIME, BACK TO BLACK, THE IMITATION GAME and TINKER TAILOR SOLDIER SPY. The studio owns one of the most prestigious catalogues in the world and the largest catalogue of European titles, boasting more than 9 400 films from 60 countries including the TERMINATOR franchise, BASIC INSTINCT, THE THIRD MAN, BREATHLESS and THE GRADUATE. With a catalogue spanning 100 years of film history, STUDIOCANAL has invested close to 25 million euros into the 4K restoration of nearly 1,000 classic feature films over the past 7 years. PADDINGTON is the highest grossing independent family franchise of all time cumulating over \$700 million at the global box office.

3:30pm – 5:00pm

NEW EVENT – TRADE SHOW NETWORKING RECEPTION

(Palace Ballroom - Emperors Level) (Doors open 3:30pm)

Get a head start on learning about the latest products and innovations to be featured at this week's trade show at this new opening cocktail reception. Drink, eat, and meet our industry's top vendors before the official open of the trade show floor. This special event will be open to Cinema United convention registrants and those companies exhibiting in the 2026 CinemaCon Trade Show (including suites/demo rooms).

Sponsored by Barco

6:30pm – 8:45pm

Opening Night of CinemaCon 2026

Sony Pictures Entertainment Kicks Things Off with an Exclusive Presentation Highlighting its Upcoming Releases

(The Colosseum-Casino Level) (Doors open 6:00pm)

Award Presentation

Legend of Cinema Award - Ellis Jacob, President & CEO, Cineplex

9:00pm – 11:00pm

Celebrate the Opening of CinemaCon 2026 at Soleia Rooftop Nightclub (formerly Drai's)

(Soleia, formerly Drai's Nightclub – The Cromwell) (Doors open at 9:00pm)

New name, same great location! Back by popular demand, all registered delegates are invited to return to last year's popular party location, via a short walk over to the Soleia rooftop nightclub at The Cromwell. Perched high above the Las Vegas Strip Soleia offers up jaw-dropping views and is the perfect setting to kick-off a week of fun with music, drinks, food, friends, and great entertainment at a beautiful location.

Please note: Admission is restricted to individuals 21 years of age and older. Valid ID is required for entry.

TUESDAY, 14 April 2026

7:30am – 5:00pm

CinemaCon Registration

(Florentine Ballroom - Promenade Level)

7:30am – 8:30am

Continental Breakfast

(Palace Ballroom Foyer- Emperors Level)

9:00am – 11:00am

“The State of the Industry” and NEON Presentation

(The Colosseum - Casino Level) (Doors open 8:15am)

The annual “State-of-the-Industry” Program will include Industry Keynote Addresses and a Special Presentation from NEON. Further details will be announced shortly.

Special acknowledgement to National CineMedia (NCM) – the largest cinema advertising platform in the US – for providing a custom version of The Noovie Show as our pre-show content.

10:00am – 4:00pm

“Admit One” Hospitality Lounge Areas

(Octavius Ballroom Terrace - Promenade Level and **Palace Ballroom Foyer** - Emperors Level)

11:00am – 5:00pm

2026 CinemaCon Trade Show and Suites

(**Julius Ballroom** - Pool Level; **Augustus Ballroom** - Emperors Level; **Milano Ballrooms** - Promenade Level; **Roman Ballroom** - Promenade Level). Additional Meeting Rooms/Suites are listed accordingly.

Trade Show/Meeting Room Suites

Angel – Livorno

Barco – Roman 3-4

Christie - Milano 1

Fandango - Pompeian 1 and Senate Boardroom

GDC Technology - Milano 2

Harkness Screens – Salerno

Prime Focus Studios – Milano 3

RiverRain Productions – Verona

Samsung – Roman 1-2

Sharp Electronics Corporation – Neopolitan 1

Snap Creative – Calabria

Strong - Milano 4

Vista Group – Messina

Zinc International – Patrician

NEW FOR 2026 – PROFESSIONAL HEADSHOTS AVAILABLE, COURTESY OF FILM ROW

No appointment needed. Stop by Booth #2520A in the Augustus Ballroom during trade show hours.

12:30pm – 2:00pm

Lunch at the Trade Show

Augustus Ballroom - Emperors Level)

Fuel up while walking the trade show floors. Join us for the trade show's opening day lunch, with food and seating available in the Augustus Ballroom.

Sponsored by The Coca-Cola Company and "Corporate Retreat"

2:30pm – 3:30pm

An Industry Think Tank: 2026

(Palace Ballroom III–Emperors Level)

An esteemed panel of industry executives (distribution, exhibition and filmmaking) will talk candidly on the state of the motion picture theater industry. This session will address topical and important issues affecting the industry today, tomorrow and well into the future.

4:30pm – 6:30pm

Warner Bros. Pictures Invites you to "The Big Picture", a Special Presentation of its Upcoming Slate

(The Colosseum-Casino Level) (Doors open at 4:00pm)

6:45pm – 8:45pm

Powered by Fandango: Poolside Party Time

(Caesars Palace Pool of the Gods) (Doors open at 6:45pm)

Unwind poolside at Fandango's signature all-industry dinner/party: vibrant studio-themed décor, playful activities, live entertainment, and unbeatable vibes. Powered by Fandango. Driven by You. The energy behind every ticket, trailer, and big-screen moment. Join the fun!

Sponsored by Fandango

Beverage sponsor: PaperAirplane Media

WEDNESDAY, 15 April 2026

7:30am – 6:00pm

CinemaCon Registration

(Florentine Ballroom - Promenade Level)

7:30am – 8:30am

Buffet Breakfast

(Palace Ballroom Foyer - Emperors Level)

8:00am – 9:00am

Morning Breakfast Program in the Palace Ballroom

(Palace Ballroom - Emperors Level)

Coming soon... an official announcement on a new official studio partner that will be presenting their upcoming film slate at CinemaCon's popular Wednesday morning program. Stay tuned!

Sponsored by ROKT

9:30am – 11:30am

Major Studio Screening

(The Colosseum-Casino Level) (Doors open 9:00am)

This screening is confirmed. Stay tuned for more details soon.

10:00am – 4:00pm

“Admit One” Hospitality Lounge Areas

(Octavius Ballroom Terrace - Promenade Level and Palace Ballroom Foyer - Emperors Level)

Sponsored by Golden Link

11:00am – 5:00pm

CinemaCon Trade Show and Trade Show Suites

(Julius Ballroom - Pool Level; Augustus Ballroom - Emperors Level; Milano Ballrooms - Promenade Level; Roman Ballroom - Promenade Level). Additional Meeting Rooms/Suites are listed accordingly.

Trade Show/Meeting Room Suites

Angel – Livorno

Barco – Roman 3-4

Christie - Milano 1

Fandango - Pompeian 1 and Senate Boardroom

GDC Technology - Milano 2

Harkness Screens – Salerno

Prime Focus Studios – Milano 3

RiverRain Productions – Verona

Samsung – Roman 1-2

Sharp Electronics Corporation – Neopolitan 1

Snap Creative – Calabria

Strong - Milano 4

Vista Group – Messina

Zinc International – Patrician

NEW FOR 2026 – PROFESSIONAL HEADSHOTS AVAILABLE, COURTESY OF FILM ROW

No appointment needed. Stop by Booth #2520A in the Augustus Ballroom during trade show hours.

12:30pm – 2:00pm

Lunch at the Trade Show

Augustus Ballroom - Emperors Level)

Join fellow attendees and exhibitors for a relaxed networking lunch at the trade show. Lunch will be available in the Augustus Ballroom (Emperors Level).

Sponsored by “Corporate Retreat”

4:00pm – 6:00pm

Universal Pictures and Focus Features Invite You to a Special Presentation Featuring Footage from their Upcoming Slate

(The Colosseum - Casino Level) (Doors open 3:30pm)

6:00pm – 7:45pm

Dinner Party

(Omnia Nightclub – Casino Level) (Doors open 6:00pm)

What better way to honor two great studio presentations than a fun-filled return engagement to Omnia Nightclub.

Sponsored by BeforeTheMovie & Mobile Moviegoing

8:30pm – 10:15pm

Amazon MGM Studios Invites You to an Exclusive Presentation of its Upcoming Slate

(The Colosseum-Casino Level) (Doors open 8:00pm)

THURSDAY, 16 April 2026

7:30am – 6:00pm

CinemaCon Registration

(Florentine Ballroom - Promenade Level)

7:30am – 9:00am

Continental Breakfast

(Palace Ballroom Foyer – Emperors Level)

8:00am – 9:00am

**"The FUTURE of Cinema, Culture & The Next Generation"
Brought to you by The Coca-Cola Company**

(Palace Ballroom – Emperors Level)

In an era where audiences are changing faster than ever, theatre owners and studios share one mission: to keep the magic of the movies alive for the next generation. Coca-Cola has been at the heart of that mission for decades, fueling unforgettable experiences with every sip. This high-energy, insight-packed session celebrates our shared journey, explores the opportunities ahead, and inspires through the art of storytelling.

Moderated by Director of Strategic Partnership Marketing at The Coca-Cola Company, Sara Harsh, with special guest Ryan Watson, Senior Director of Consumer & Strategy

Additional special guests to be announced soon.

9:45am – 11:30am

Paramount Pictures Invites You to an Exclusive Presentation Highlighting its Upcoming Slate

(The Colosseum-Casino Level) (Doors open 9:15am)

10:00am – 2:00pm

"Admit One" Hospitality Lounge Areas

(Octavius Ballroom Terrace - Promenade Level and Palace Ballroom Foyer - Emperors Level)

Sponsored by Golden Link

12:15pm – 2:00pm

Thursday Luncheon Program:

(Octavius Ballroom – Promenade Level) (Doors open 12:15pm)

Stay tuned for more details on what promises to be another memorable program.

Sponsored by D-BOX Technologies and Fathom Entertainment

2:30pm – 4:30pm

Walt Disney Studios Invites You to its 2026 Presentation Highlighting its Upcoming Release Schedule

(The Colosseum - Casino Level) (Doors open 2:00pm)

7:30pm – 9:00pm

CinemaCon "Big Screen Achievement Awards", brought to you by The Coca-Cola Company

(Doors open 7:00pm for a 7:30pm start time)

(The Colosseum - Casino Level)

2026 BIG SCREEN ACHIEVEMENT AWARDS

9:00pm – 10:30pm

CinemaCon and The Coca-Cola Company Invite You to The 2026 Big Screen Achievement

Awards After Party

(Octavius Ballroom – Promenade Level) (Doors open 9:00pm)

Special Industry Acknowledgement

The Coca-Cola Company, Official Presenting Sponsor

***2026 BIG SCREEN ACHIEVEMENT AWARDS**

Emceed by Nischelle Turner, Co-Host, "Entertainment Tonight"

*Stay tuned for award recipient announcements