CINEMACON 2026 SCHEDULE OF EVENTS

Updated as of 4/10/26

The 2026 schedule of events is nearing the finish line. Updates will continue to be made on a regular basis with all entries in GREEN being the most recent 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)

New for 2026: Delegates picking up their registration credentials will check-in at designated kiosks in the Florentine Ballroom. To expedite this process, please bring your ID and registration econfirmation email or download the official CinemaCon 2026 mobile app to use your unique QR code.

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) Annual Meeting
(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.

Sponsored by Only in Theatres

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)

New for 2026: Delegates picking up their registration credentials will check-in at designated kiosks in the Florentine Ballroom. To expedite this process, please bring your ID and registration econfirmation email or download the official CinemaCon 2026 mobile app to use your unique QR code.

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:
Shannah Miller, VP, Marketing, Fathom Entertainment
Laura Najilis, VP, International Marketing & Revenue Growth, Cinemark
Christof Papousek, CFO, Cineplexx International GmbH
David Sieden, VP, Cinema Partnerships, The Walt Disney Studios

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.

Moderator:

Cameron Mitchell, Executive Director, Cinema Association Australasia

Panel Members:

Paul John Anderson, Director, Omniplex Cinema Group and The Avenue Cinemas
Ms. Mai Hoa, CEO, Galaxy Cinemas
Damian Keogh, CEO & President, HOYTS

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, President & 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:

Dan Fachner, Chairman, President and CEO, J&J Snack Foods
Michael Kelly, Director of Specialty, Mars Snacking
Josh Nations, Global Vice President, Strategic Partnerships, The Coca-Cola Company

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 imaging and sound technologies 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
Matt Basford, Head of Global Technology & Support Services, Regal Cineworld
Carl Rijsbrack, SVP, Strategy & Marketing, Barco Cinema
Annie Wang, President, GDC Technology America

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:

Callum (Cal) Donnelly, SVP, Strategic Key Accounts, Rokt
Paul Farnsworth, Executive Director of Communication and Content, B&B Theatres
Matt "Slim" Kolowski, Head of Community, Letterboxd
Eric Moro, Sr. Strategic Partnership Development Manage, Google
Dawn Yang, Global Head of Entertainment Partnerships, TikTok

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

Broadening the scope of our studio presentations in The Dolby 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, Sony Pictures Classics, and STUDIOCANAL.

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.

Sony Pictures Classics has been one of the world's leading producers and distributor of uncompromising, award-winning titles that have entranced and entertained moviegoers across the globe for more than 30 years. They have worked with the world's finest filmmakers. Their films have received 38 Academy Award wins and 166 Academy Award nominations including ten for Best Picture: I'M STILL HERE, THE FATHER, CALL ME BY YOUR NAME, WHIPLASH, AMOUR, MIDNIGHT IN PARIS, ANEDUCATION, CAPOTE, CROUCHING TIGER HIDDEN DRAGON (the highest grossing foreign film of all time in North America), and HOWARDS END. This past year has been one of their most successful with NUREMBERG, BECOMING LED ZEPPELIN, JANE AUSTEN WRECKED MY LIFE, ELEANOR THE GREAT, MERRILY WE ROLL ALONG, PENGUIN LESSONS and BLUE MOON (with 2 Academy Award nominations including Best Actor for Ethan Hawke). Their upcoming releases include recent Sundance hits BEDFORD PARK, HA-CHAN, SHAKE YOUR BOOTY!, THE ONLY LIVING PICKPOCKET IN NEW YORK, and GAIL DAUGHTRY AND THE CELEBRITY SEX PASS.

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.

Sponsored by Screenvision Media

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

3:30pm – 5:00pm

NEW EVENT – TRADE SHOW NETWORKING RECEPTION

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

Drink, eat, and meet our industry's top vendors before the official opening of the trade show floor. NOTE: This special networking 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 – 8:30pm

Opening Night of CinemaCon 2026
Sony Pictures Entertainment Kicks Things Off with an Exclusive Presentation Highlighting its Upcoming Releases
(The Dolby Colosseum - Casino Level) (Doors open 6:00pm)

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

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

8:45pm – 10:30pm

Celebrate the Opening of CinemaCon 2026 with Black Bear at Soleia Rooftop Nightclub (formerly Drai's)
(Soleia, formerly Drai's Nightclub – The Cromwell)

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.

NOTE: To walk to Soleia, just exit the Caesars Palace main entrance, walk past the Absinthe Tent and take the stairs to the right of Gordon Ramsay Hell's Kitchen. Walk across the bridge and down the escalators towards The Cromwell.

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

Sponsored by Black Bear

TUESDAY, 14 April 2026

7:30am – 5:00pm

CinemaCon Registration
(Florentine Ballroom - Promenade Level)

New for 2026: Delegates picking up their registration credentials will check-in at designated kiosks in the Florentine Ballroom. To expedite this process, please bring your ID and registration econfirmation email or download the official CinemaCon 2026 mobile app to use your unique QR code.

7:30am – 8:30am

Continental Breakfast
(Palace Ballroom Foyer- Emperors Level)

Sponsored by Vista Group

9:00am – 11:00am

"The State of the Industry" and NEON Presentation
(The Dolby Colosseum - Casino Level) (Doors open 8:30am)

Welcome Remarks
Dave Jesteadt, President, GKIDS

Takashi Yamazaki, Director ("Godzilla Minus Zero")

Industry Addresses
Michael O'Leary, President & CEO, Cinema United
Charles Rivkin, Chairman & CEO, MPA

Industry Recognition
Mark Mayfield (ICTA) and Shelly Olesen (EF&B)

NEON Invites You to a Special Studio Presentation

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

DLP Cinema for producing "CinemaCon 2026: The Future Starts Now" montage

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

10:00am – 4:00pm
"Admit One" Hospitality Lounge Areas
(**Octavius Ballroom Terrace** - Promenade Level and **Palace Ballroom Foyer** - Emperors Level)

(Official registration credentials required to gain admittance.)

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 (all Promenade Level unless noted below)
Angel – Livorno
Barco – Roman 3-4
Christie - Milano 1
Fandango - Pompeian 1 and Senate Boardroom
'The Flood: End of Mankind' Movie – Verona
GDC Technology - Milano 2
Harkness Screens – Salerno
Prime Focus Studios – Milano 3
RealD – Sicily (Emperors Level)
Samsung – Roman 1-2
Sharp Electronics Corporation – Neopolitan 1
Snap Creative – Calabria (Pool level)
Strong - Milano 4
Vista Group – Messina
Zinc International – Patrician (Pool level)

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”

2:00pm – 3:45pm

Roundtable Discussions on the Trade Show Floor

(**Augustus Ballroom** - Emperors Level)

NEW for 2026. Join these intimate and highly engaging discussions in the Augustus Ballroom. Seats are limited and available on a first-come, first-served basis. **RSVP now via the CinemaCon 2026 mobile app.**

2:00pm – 2:45pm
Roundtable Title: Screen Maintenance
Hosted by: Severtson Screens
Description: How to properly maintain your screen to enhance the image and maximize its lifespan.
Target Audience: Integrators & Theater Owners

2:00pm – 2:45pm
Roundtable Title: Designing Cinemas Where Every Surface Shapes the Experience
Hosted by: Legacy Acoustic
Description: This roundtable explores how interior products — walls, ceilings, finishes, and acoustical treatments — work together to shape sound, comfort, aesthetics, and immersion in cinema environments. Industry experts will discuss how thoughtful material selection, surface performance, and integrated interior design elevate the audience experience while supporting durability, design intent, and sustainability. Through an open exchange of ideas, the conversation highlights how sound, surfaces, and environmental responsibility intersect, emphasizing the critical role every surface plays in acoustical performance, audience engagement, and long-term value.
Target Audience: Designers, architects, theater owners, GM's, facility maintenance, acoustical engineers, and anyone involved in the interior wall needs of a building

2:00pm – 2:45pm
Roundtable Title: Exploring the Benefits of Flotex Carpet
Hosted by: Forbo Flooring Systems
Description: Forbo will host an informative session exploring the distinctive qualities of Flotex Carpet, with a focus on its performance and practical advantages. Attendees will also receive a hands-on demonstration kit highlighting how simple and effective Flotex is to clean and maintain.
Target Audience: Cinema Exhibitors

3:00pm – 3:45pm
Roundtable Title: Premium Formats Role in Driving Incremental Attendance and Revenues
Hosted by: LUMMA · 4D E-Motion
Description: Exhibitors and tech partners are driving innovation and box-office growth: in a competitive landscape, immersive technologies are transforming theatrical exhibition by deepening audience engagement, attracting incremental attendance, and boosting overall revenue while positioning venues as premium destinations. Industry leaders will share strategies, investment approaches, and practical guidance for adopting high-performing premium formats to meet rising demand for differentiated, memorable experiences."
Target Audience: Exhibitors

4:30pm – 6:30pm

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

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

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

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)

New for 2026: Delegates picking up their registration credentials will check-in at designated kiosks in the Florentine Ballroom. To expedite this process, please bring your ID and registration econfirmation email or download the official CinemaCon 2026 mobile app to use your unique QR code.

7:30am – 8:30am

Buffet Breakfast
(Palace Ballroom Foyer - Emperors Level)

Sponsored by Rokt and TrueCut Motion

8:00am – 9:00am

Morning Breakfast Program: "CtrlMovie: The Turning Point in Cinema - Engaging New Audiences and Redefining Theatrical Value"
(Palace Ballroom - Emperors Level)

As traditional attendance models evolve, interactive films offer exhibitors a fresh opportunity: attracting younger audiences, fostering repeat visits, and modernizing the theatrical experience for long-term growth.

Moderator:
Pete Hammond, Awards Columnist/Chief Film Critic

Panelists:
Chris Aronson, Former President of Distribution, Paramount Pictures and Twentieth Century Fox
Brooks LeBoeuf, SVP, U.S. Head of Content, Regal Cinemas
Chady Eli Mattar, CEO, Kino Industries LLC
Tobias Weber, CEO, CtrlMovie AG

9:30am – 11:30am

"First Look" Screening of DreamWorks Animation's "Forgotten Island"
(The Dolby Colosseum - Casino Level) (Doors open 9:00am)

Your best friendship is worth fighting for.

DreamWorks Animation, the studio that brought you unforgettable bonds between a boy and a dragon in *How to Train Your Dragon*, an ogre and a donkey in *Shrek*, and a robot and a gosling in *The Wild Robot*, now welcomes a dazzling and emotional story about two lifelong best friends who must come together before they drift apart in *Forgotten Island.*

The new original film is written and directed by Academy Award® nominee Joel Crawford and Januel Mercado and is produced by Academy Award® nominee Mark Swift, the filmmaking team behind *Puss in Boots: The Last Wish*. The film's all-star voice cast includes H.E.R., Liza Soberano, Dave Franco, Jenny Slate, Manny Jacinto, Dolly de Leon, Jo Koy, Ronny Chieng and Lea Salonga.

DreamWorks Animation's *Forgotten Island* is distributed by Universal Pictures and opens September 25, 2026.

VIEW TRAILER

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

10:00am – 4:00pm

"Admit One" Hospitality Lounge Areas

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

(Official registration credentials required to gain admittance.)

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 (all Promenade Level unless noted below)
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Zinc International – Patrician (Pool level)

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"

2:00pm – 2:45pm

Roundtable Discussions on the Trade Show Floor

(**Augustus Ballroom** - Emperors Level)

NEW for 2026. Join these intimate and highly engaging discussions in the Augustus Ballroom. Seats are limited and available on a first-come, first-served basis. **RSVP now via the CinemaCon 2026 mobile app.**

Roundtable Title: MAG Cinema Introduces a New ERA of Cinematic Sound Excellence
Hosted by: MAG Cinema
Description: A dynamic, high-impact session showcasing how MAG Cinema's advanced audio solutions unlock true cinematic performance in state if the art auditoriums, delivering clearer dialogue, precise localization, and powerful immersion, while diving into the flagship ERA Series (for DVLED and conventional screens), where line-array precision, passive-cardioid control, and premium clarity come together to provide reference-grade sound for any premium auditorium size.
Target Audience: Cinema exhibitors, integrators, technical directors, resellers/dealers, LED display manufacturers, acoustic consultants, and presentation directors.

2:30pm – 3:30pm

An Industry Think Tank 2026: The Cinema United Filmmaker Leadership Council
(Palace Ballroom III–Emperors Level)

Featuring an esteemed panel, this thought-provoking program will once again include Matt Belloni, founding partner of Puck News and host of The Town, to talk candidly about the new Cinema United Filmmaker Leadership Council and on the state of the motion picture theater industry. Joined by Michael O'Leary, President and CEO of Cinema United, this session will address topical and important issues affecting the industry today and well into the future.

Moderator:
Matt Belloni, Founding Partner, Puck News and Host of "The Town"

Panel Members:
Jerry Bruckheimer, Oscar®-nominated filmmaker and Chair, Cinema United Filmmaker Leadership Council
Michael O'Leary, President and CEO, Cinema United
Emma Thomas, Academy Award® winner and Vice Chair, Cinema United Filmmaker Leadership Council

4:00pm – 6:00pm

Universal Pictures and Focus Features Invite You to a Special Presentation Featuring Footage from their Upcoming Slate
(The Dolby Colosseum - Casino Level) (Doors open 3:30pm)

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

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 Mobile Moviegoing and BeforeTheMovie

8:30pm – 10:15pm

Amazon MGM Studios Invites You to an Exclusive Presentation of its Upcoming Slate
(The Dolby Colosseum - Casino Level) (Doors open 8:00pm)

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

THURSDAY, 16 April 2026

7:30am – 6:00pm

CinemaCon Registration
(Florentine Ballroom - Promenade Level)

New for 2026: Delegates picking up their registration credentials will check-in at designated kiosks in the Florentine Ballroom. To expedite this process, please bring your ID and registration econfirmation email or download the official CinemaCon 2026 mobile app to use your unique QR code.

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.

Emceed by **Sara Harsh**, Director of Strategic Partnership Marketing at The Coca-Cola Company, with insights from **Ryan Watson**, Senior Director of Consumer & Occasion Strategy. Sara will also moderate a panel highlighted by special guest **HIKARI, Writer, Director, and Producer of RENTAL FAMILY**, alongside **Pamela Pollack**, Director of Marketing and Coca-Cola Refreshing Films lead.

Attendees will receive a surprise limited-edition Diet Coke can, while supplies last.

9:45am – 11:30am

Paramount Pictures Invites You to an Exclusive Presentation Highlighting its Upcoming Slate
(The Dolby Colosseum - Casino Level) (Doors open 9:15am)

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

10:00am – 2:00pm

"Admit One" Hospitality Lounge Areas
(**Octavius Ballroom Terrace** - Promenade Level and **Palace Ballroom Foyer** - Emperors Level)

(Official registration credentials required to gain admittance.)

Sponsored by Golden Link

12:15pm – 2:00pm

Creative Community Luncheon Program
(Octavius Ballroom – Promenade Level) (Doors open 12:15pm)

Creating a bridge between the filmmaking and theatrical exhibition communities has been an important cornerstone of the Thursday filmmaker lunch session. And this year will be no different as the tradition continues. Please join us as **Jon Favreau**, acclaimed filmmaker and director of Lucasfilm's *Star Wars: The Mandalorian and Grogu* is joined in conversation with moderator **Matt Belloni**, editor and founding partner of Puck News and host of "The Town with Matt Belloni."

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

(The use of cameras or any electronic devices – audio or video – is strictly prohibited. Please completely power down your mobile devices before the start of the presentation.)

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 Dolby Colosseum - Casino Level)

2026 BIG SCREEN ACHIEVEMENT AWARDS

Special Industry Acknowledgement

The Coca-Cola Company, Official Presenting Sponsor

***2026 BIG SCREEN ACHIEVEMENT AWARDS**
Emceed by Nischelle Turner, Co-Host, "Entertainment Tonight"

Cinema United Spirit of the Industry Award: James Cameron
Cultural Impact in Film Award: Queen Latifah
Star of Tomorrow: Noah Centineo
Rising Star of 2026: Catherine Laga'aia
Award of Excellent in Acting: Adam Scott
CinemaCon Vanguard Award: Zoey Deutch
Star of the Year: LaKeith Stanfield

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)

The Coca-Cola Company joins the industry in celebrating the moviegoing experience and the conclusion of CinemaCon 2026. Join us for an evening of great food, fun, and a performance by "Radical West".