CineAsia

Greetings and welcome back to CineAsia, the premier networking event for cinemas throughout Asia. We hope this email finds you well after a fun, profitable summer. CineAsia is excited to call the vibrant city of Seoul, South Korea “Home” as we gather to celebrate the Asia-Pacific Cinema Industry from Monday, 7 – Thursday, 10 December 2026 and we are looking forward to present an informative and fun trade show and convention!

A lot of hard work and planning go into producing a successful trade show. It is that same degree of preparation that will ensure your experience is productive. Please review the **Exhibitor Manual** here, paying special attention to procedures that will save you both time and money.

We are pleased to partner with **withBaton**, the “Official Contractor” of CineAsia to provide booth furnishings, signage, shell scheme package description, order forms, etc. **SEUM Logistics** is our new “Official Freight Forwarder.” Their information and contact pages are included in the Exhibitor Manual. Please contact them in advance of the show to make the necessary arrangements for your materials to arrive at the Seoul Dragon City.

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

Exhibitor Move-In Hours

Monday, 7 December	10:00 – 20:00
Tuesday, 8 December	08.00 – 09.00

Trade Show Hours (TENTATIVE)

Tuesday, 8 December	10.00 – 17.00	Lunch on the Trade Show Floor
Wednesday, 9 December	10.00 – 17.00	
Thursday, 10 December	09.00 – 12.00	Breakfast on the Trade Show Floor

Dismantle Hours

Thursday, 10 December	12.30 – 11.00

Standard booth height is 2.5m. With prior approval by show management, maximum booth height may be extended to 4.7m.

In lieu of placing food & beverage orders through the venue, small snacks may be brought to your booth space. Please find the Indemnity form included in the Exhibitor Manual and if you plan on serving to your visitors, make sure to complete and return the form to **jordan.scherzer@filmexpos.com**.

Please be courteous to your surrounding booths. Sound levels and projected images from your equipment must remain inside the confines of your allocated space. If Show Management receives complaints that sound emanating from your exhibit space is too loud or if any images are projected into the aisle, on a wall, or into a neighboring booth, we reserve the right to ask that changes be made to minimize disturbance to adjacent exhibitors.

Outlined below are some of the more immediate items to review.

Program Journal Exhibitor Listing – Deadline: Tuesday, 24 November
Doing our part to conserve resources, we are happy to produce a **CineAsia Digital 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 cannot find your customer ID #, please contact jordan.scherzer@filmexpos.com.** Please note that due to production deadlines, we must receive your submission for the Program Journal before **Tuesday, 24 November**. As a Trade Show exhibitor already confirmed for the show, why wait? **Click here** to submit your information today!

New Product Listing – Deadline: Tuesday, 17 November
The CineAsia 2026 Digital Program Journal will also incorporate a section devoted to new products on display at the Trade Show. 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 CineAsia 2026. The deadline for this section of the journal is **Tuesday, 17 November**. 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.

Blast Email Marketing
Promote your company's attendance at CineAsia with a blast email to the entire Film Expo Group database. Announce urgent and exciting news like where your booth will be located, products that will be showcased in the Trade Show, or use the platform for general promotion – your message will reach thousands of Inboxes! Please **click here** for the Blast Email Order form.

Digital Program Journal Advertising – Deadline: Tuesday, 17 November
The Digital Program Journal will be available to every registered attendee at CineAsia and published to the CineAsia database post-show. By advertising in the Digital Program Journal, your company will be top-of-mind with attendees and they will know where to find you at the show. Increase traffic to your website post-show by including links in your journal ads. Please **click here** for the Digital Program Journal Ad Reservation form.

Exhibitor & Affiliate Badges – Deadline: Friday, 4 December
We are happy to provide Exhibitor and Affiliate badges to allow co-workers and potential clients to visit your booth space. In order to submit your request for Exhibitor or Affiliate 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 cannot find your customer ID #, please contact jordan.scherzer@filmexpos.com.**

Please be aware of the **Friday, 4 December** cut-off date. After this date, any additions or changes will have to be requested on-site at the Trade Show Exhibitor Registration desk in the Hanra Ballroom Foyer, Level 3F, on Sunday, 6 December.

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

****The CineAsia Affiliate badge policy is in effect to focus efforts on inviting important cinema clients and buyers. Complimentary Affiliate badges are limited so be wise in choosing whom to extend the offer.**

Lead Retrieval – Deadline: Friday, 14 November

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 see the attached order forms.

Hotel Accommodations

Take advantage of the special CineAsia attendee room rate at the Grand Mercure and Novotel hotels inside the Seoul Dragon City complex. Simply **click here** to be directed to the CineAsia website to make your reservation today. Make sure to enter the CineAsia promo code and adjust your arrival and departure dates. We **STRONGLY** recommend you make your reservations ASAP to ensure availability.

The CineAsia Show Management team looks forward to an exciting and event-filled convention in Seoul. If there is anything we can do to enhance your experience, please do not hesitate to contact us. Best wishes for a great show!!

Regards,

Jordan Scherzer
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