



CINE GEAR EXPO ATL 2025

EXHIBITOR MANUAL

#2025CineGearExpoATL

Dear Exhibitor,

Thank you for participating in this year's Cine Gear Expo. We're excited to welcome you and help make your show experience successful.

This **Exhibitor Manual**, along with the **Exhibitor Resource Center** and your **Exhibitor Portal**, provides everything you need—schedules, services, order forms, and policies. Please review all deadlines carefully and pre-order whenever possible to save money and avoid on-site delays.

For your convenience, a **Deadline Checklist** is included to help manage pre-show preparations. Many vital resources such as forms, booth info, exhibit info, required document upload, and marketing information will be found on Your Exhibitor Portal. Certain resources will also be shared in the [Exhibitor Resources Center](#) for ease of sharing with contractors. (Password: **CGExpoATL2025**).

If you are interested in booking a **sponsorship, ad, or seminar**, please contact us as soon as possible, as space is limited.

We offer a variety of event promotional materials to help drive traffic to your booth, including complimentary attendee registration passes, logos, web banner ads, and suggested social media posts.

We wish you a productive and successful show!

Sincerely,

Cine Gear Expo Team



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Important Disclaimer

Cine Gear Expo, Inc. (“**Cine Gear Expo**” or “**CGE**”) provides the Exhibitor Manual, Exhibitor Portal, and related support materials to assist exhibitors in preparing for the event. While we strive to ensure accuracy and accessibility of information, CGE does not assume responsibility for the actions or omissions of exhibitors, third-party contractors, or vendors. Exhibitors remain solely responsible for their compliance with applicable laws, rules, and venue policies. CGE is not liable for any damage, loss, or disruption resulting from use of or reliance on this manual or support resources.

Insurance

It is mandatory that your company provides its own insurance for Cine Gear Expo. **NO EXCEPTIONS.** CGE does not provide coverage on behalf of any exhibitor. Refer to the [Insurance Requirements](#) for further details. Please upload your COI in Your Exhibitor Portal.

General Information - Booth Details

Included with your Booth Purchase

- Exhibitor Listing in Official Cine Gear Program (Print and Online)
- Online Floor Plan & Directory Exhibitor Company Listing
- Complimentary Wi-Fi Access
- Complimentary Exhibitor Badges & Unlimited Expo Exhibit Passes for clients
- No mandatory Load In or Drayage

All exhibitors with booths 400 sq. ft or larger must submit a floorplan for approval. Send floorplans to operations@cinegearexpo.com.



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Outdoor Booth Includes:

Canopy or umbrella is included, but an exhibitor must opt-in to receive. Option to bring in your own pop-up tent or truss.

Indoor Stage Booth Includes:

8' Pipe & Drape Back Wall. Stanchion booth dividers. Color – Black. There is no carpeting provided throughout the event. Floor coverings, carpet or artificial grass can be brought in or rented.

Lighting Indoor Stages:

There will be overhead stage lights utilized throughout the stages, in the walkways and hospitality areas. Otherwise the display floor tends to be fairly dark.

Security:

There will be on-site perimeter security from Wednesday, October 2nd through Saturday, October 5th. However, exhibitors are advised to take items of value with them at any time an exhibit area is left unattended. If it becomes necessary to leave your exhibit unattended during show hours, articles of special value should be given the same consideration. Although adequate security officer service is provided by show management, it is impossible to completely prevent pilfering of items which can be hand carried.

Items can be removed from the Expo site Friday night and re-load again Saturday morning.

Individual Protection Officers are available to watch your booth overnight for an additional charge. You may order Individual Protection Officers via your Exhibitor Portal.



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Alcohol Policy

Alcoholic beverages for purchase will be available at the refreshment bars during designated hours. It is prohibited for exhibitors to distribute and store alcoholic beverages on the expo grounds. Distributing or storing alcoholic beverages at your booth is grounds for removal from the show.

Alcohol can be served from your booth by hiring a Hannah Brothers bartender and purchasing liquor directly through Hannah Brothers. Contact the Cine Gear Office for information and a quote.

CGE assumes no liability for misuse or unauthorized distribution. Exhibitors are solely responsible for ensuring compliance with Trilith Studios and state liquor regulations.

Badge Pickup

Badges will be available for pickup at the registration desk on Thursday, October 2nd through Saturday, October 4th. Please bring your email with your personalized registration QR code to expedite badge pick-up. *Badges will not be mailed.*

Badge Readers/Lead Retrieval

Lead retrieval may be ordered directly in the Exhibitor Add-Ons form, accessible via the Exhibitor Portal. Order by September 19 to secure the lowest rate.

Badge Registration

Booth staff and contractors must be registered even if they are only coming in for load-in or load-out. Limit 10 Exhibitor Badges unless otherwise approved. Email exhibit@cinegearexpo.com for additional exhibitor booth staff/contractor badges.



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Each booth staff must be registered with their own email in order to access the mobile app which will include ways to engage with the attendees and allow your booth staff to have access to the lead retrieval functionality (if purchased).

Booth Structures / Engineering

If your booth contains any of the following items, please send

operations@cinegearexpo.com a copy of your plan for submission to Trilith Studios:

- Any structure higher than 12 feet
- Mezzanine, stages or platforms more than 30 inches high
- Any ceilings
- Any walls or other structures over 4' that impair sight-lines

If your booth is 400 square feet or larger, you must submit a booth diagram.

Booth Banners

Exhibitors may hang their own banners on their canopy or tables. Banner placement on Studio facades must be done by the Trilith Studios Grip Department. Banner hangs can be ordered via your Exhibitor Portal.

Please note that only banners/signage with Exhibiting Company name and information is permissible. All other signage is subject to removal.

Drones

Exhibitors who would like to conduct drone demonstrations onsite or use drones, must receive pre-approval from Cine Gear Expo & Trilith Studios. Please send the specific drone model information and flight plans to the Cine Gear Office (exhibit@cinegearexpo.com) and our team will put you in contact with Trilith's Fire Safety Department & Legal Department to fill out additional paperwork.



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Electricity

If you ordered electricity for your booth, you will need to bring a heavy duty extension cord and power strip for your convenience in arranging your booth setup. Please have trip protection to keep cords covered on the ground. Electricity is ordered via the “Exhibitor Add-ons” section of your Exhibitor Portal under My Booth.

All Electrical Equipment used should already be tested and listed according to an approved recognized national safety (RNS) standards and labeled by a recognized (approved) testing agency such as Underwriters Laboratory, Canadian Standards Association, FM Approvals LLC, Intertek Testing Services NA, Inc., and TUV America Inc., etc.

Exhibitor Resource Center

The [Exhibitor Resources page](#) of our website contains forms you need to fill out and send to Cine Gear Expo or the appropriate vendor. Updated information will be posted in this section too, including reminders about upcoming deadlines or any changes you will need to be aware of.

It's essential to keep everyone on your team in the loop including your third-party contractors. Company personnel and booth staff may have access to the Exhibitor section of the Cine Gear Expo website.

Exhibitor Log In: <https://www.cinegearexpo.com/atl-resource-page/>

Password: **CGExpoATL2025**

Exhibitor Parking

Exhibitor Parking Instructions will be posted in the Exhibitor Portal. Request Truck Parking at operations@cinegearexpo.com.



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Fire Retardancy / Drapes / Fabrics / Materials

All materials used in the construction or within a booth must meet GA Fire codes. A certificate of Fire Retardancy is required for all fabric/drapes and flammable materials within a booth.

Food and Beverage/Sponsored Food & Beverage

Exhibitors may hand out prepackaged foods and non-alcoholic beverages from their booths. All food and beverage must be approved by Cine Gear Expo. Sponsored snack carts are also available.

Happy Hour

Unwind after a full day on the lot at Cine Gear Expo's Friday Happy Hour—a lively outdoor gathering set between Stages 23 and 21.

Food & Flavor

- **Taco Bar** with all the fixin's
- Each guest receives **2 tacos and fixin's** courtesy of Cine Gear Expo
- **Signage proudly sponsored by CGE**

Beverages

- One **complimentary margarita** per guest
- Additional **beer & cocktails** available for purchase

 **All included with your Expo Pass.**



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Haze / Smoke Machines

Haze / Smoke Machines may only be used outdoors and haze/smoke must not affect neighboring booths. All use of haze/smoke must be approved in advance by Cine Gear Expo.

Client is responsible for costs involved to produce haze/smoke related signage per studio requirements.

Helium / Mylar Balloons

No Mylar Balloons are allowed. Exhibitors planning on using helium balloons as part of their display must submit the dimensions and specific wording printed on the balloon to Cine Gear Expo, as well as a Flame Retardant Certificate. Please note that helium balloons are considered booth signage and only exhibiting company names are allowed on your balloon.

Internet Access

Wi-Fi access is complimentary. Wi-Fi signal varies through-out Trilith Studios. A dedicated ethernet line may be ordered for your booth. See your Exhibitor Portal to place an order.

Load In

Wednesday, October 1st - 8:00 a.m. - 8:00 p.m. (Last Truck Arrival at 6:00 p.m.)

Thursday, October 2nd - 8:00 a.m. - 8:00 p.m. (Last Truck Arrival at 6:00 p.m.)

Please contact operations@cinegearexpo.com with plans to load in on Friday or Saturday.

(Vehicles must be cleared by 9:00 a.m. on both Friday and Saturday)

Special requests for Load/In and Load/Out should be addressed to operations@cinegearexpo.com.



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Load Out

Load-Out occurs immediately after the event on Saturday, October 4th. The event ends at 5:00 p.m. Once the area is cleared of attendees (approximately 5:30 p.m.), vehicles will be allowed onto the lot to collect booth items. Please break down & pack up your booth prior to having your vehicle enter the exhibition area.

Forklift services are available during both load-in and load-out for an additional fee. If forklifts are required to load a freight shipment, they must be ordered in advance via your Exhibitor Portal in the “Exhibitor Add-ons” section.

If you are shipping your exhibition materials via UPS, FedEx, or another carrier after the event, you may drop off your parcels with the Bluebird Express team prior to leaving the Venue. Pack and add shipping labels to all packages, and bring them to the Bluebird Express representative on site. Packages will be held by Bluebird Express until Monday, when they will be shipped out from the Bluebird Express facility. Please refer to the [Bluebird Information Sheet](#) for pricing.

Parking

All Parking Information posted on [Cine Gear website](#).

Rigging

Rigging to Trilith Studio facilities & structures must be approved and handled through the Cine Gear office. E-mail operations@cinegearexpo.com for a quote.

Selling Items from Your Booth

Please have sellers permit available for your company’s industry related products. Food and Drink cannot be sold from your booth.



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Truss/Crane/Display Vehicle Requirements

Descriptions of Truss, Crane or vehicles on the Event Site will need to be submitted to the Cine Gear Office. Please e-mail requests to operations@cinegearexpo.com.

Water Usage

Should you require water usage for your display, please email operations@cinegearexpo.com.

Advertising & Sponsorship Opportunities

Elevate your brand through Special Events, On-Site, Online, Print, Sponsorship, and Advertising options. The [Advertising and Sponsorship Packet](#) provides more information on each opportunity and can be purchased in Your Exhibitor Portal.

The Printed Official Show Program

The [Cine Gear Expo News](#) is the Official Show Program. Publication print copies are available to all expo guests. The Online PDF will be available by download for one year on the Cine Gear Expo website. The program includes Feature Stories, Event Map, All Event Programming, Exhibitor Booth Locations, Listings, and more.

The deadline to purchase Ad Space and Artwork is due **September 12th**.

Exhibitor Listing in Printed Program

You may add a company logo in full color next to the listing for an additional fee of **\$165**. The deadline for logo delivery is September 12. High resolution files in an AI or SVG format are preferred. PNG files are also accepted.



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Complimentary New Product Info/Press Releases/Anniversaries

Exhibitors are encouraged to submit information regarding new products and innovations for print in the Cine Gear Expo News. As space is limited, submissions are considered on a first-come first-served basis. Please submit only one 150 - word submission per company to: news@cinegearexpo.com.

CGE reserves the right to edit without approval if more words are submitted.

Complimentary Digital Listings

Want to share your latest news? Submit your press release using this form:

👉 [Exhibitor Press Release Submission Form](#)

Once approved, your release will be featured on our News page:

 cinegearexpo.com/news

Make sure your company stands out! You will be emailed a link to complete your company's online profile. Your profile will be visible to attendees on our floor plan and the mobile app. This is a great resource to engage and connect with our attendees right on their mobile devices.

Sponsorship Opportunities

Cine Gear Expo will work with you to maximize your company presence through an effective marketing campaign. Special Event, On Site, Online, Print and Mobile App sponsorship and advertising opportunities are available to increase visibility of your brand. Custom Sponsorships also available.

Order sponsorship opportunities directly via the "Exhibitor Add-ons" section of Your Exhibitor Portal or contact the Cine Gear Expo office to discuss custom packages.



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Seminar Room Scheduling

Time slots are limited in the Seminar area. Please purchase your seminar sponsorship as soon as possible if you are interested in reserving a spot.

Media Toolkit

While Cine Gear Expo promotes the event widely, we encourage all exhibitors to personally invite their clients and prospects to the show. To make it easy, we've provided marketing materials for your use on the [ATL Expo Media Toolkit](#) of our website.

Cine Gear Expo may photograph or record portions of the event for promotional purposes. By participating, exhibitors consent to the use of such images for CGE's promotional and archival purposes unless otherwise agreed in writing.

Frequently Asked Questions

Age Restrictions

For the safety and enjoyment of all attendees, anyone under the age of 16 must be accompanied by a parent or guardian at all times. Unaccompanied minors will not be permitted entry. Thank you for your understanding and cooperation.

Food Court and Refreshment Bars

Food and drink will be available for purchase during show hours via food trucks and the hospitality tent.

Hotel/Travel Information

We have partnered with KLERK for our travel arrangements. You may [book your hotel online](#) or reach out to them directly to book hotels, flights, and transportation. Special



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rates will only be available for a short time. If you have any questions or need any help with your booking, Klerk would be happy to assist you:

Chat: Live on the booking page

Phone: (917) 999-5263

Email: VIP@klerk.com

Music Policy

No music may be broadcast audibly at any location on the premises without Cine Gear Expo's and Trilith Studios' prior written consent and approval. Exhibitors assume responsibility for any rights, licensing, or use compliance, and CGE does not warrant or secure any music licenses on behalf of exhibitors.

Contact Information

If you have any questions or need assistance, please don't hesitate to reach out to the Cine Gear Expo team:

General Inquiries

 info@cinegearexpo.com

 cinegearexpo.com

Exhibitor Questions

 exhibit@cinegearexpo.com

Questions Regarding Booth Diagrams, Forklift Services, and Rigging

 operations@cinegearexpo.com

Press & Media Inquiries

 press@cinegearexpo.com



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Appendices | Supplemental Materials

[Advertising and Sponsorship Packet](#)

[Bluebird Express Shipping Information](#)

[Booth Types & Regulations](#)

[Direct Shipments](#)

[Electrical Order Information](#)

[Heavy Equipment & Storage](#)

[Insurance Requirements](#)

[Load-In/Load-Out Instructions](#)