

CINEMA CON 2025

POSTER CONTEST



March 31 - April 3, 2025



OPEN CALL:

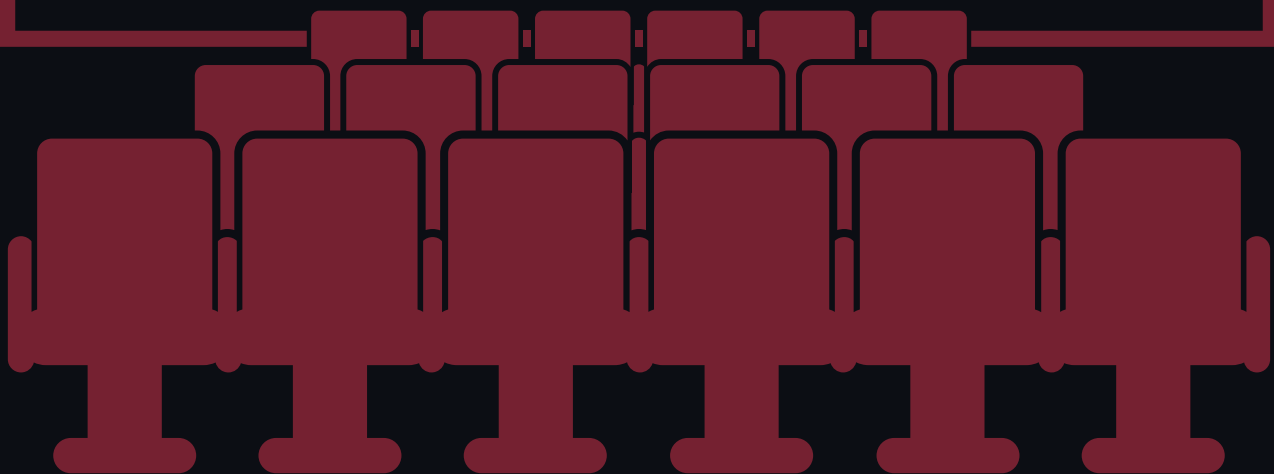
**TO ALL MOTION PICTURE THEATER EMPLOYEES
WHO ARE CREATIVELY & ARTISTICALLY INCLINED**

CINEMA CON AND NATO INVITE YOU TO TAKE PART IN THE
FOURTH ANNUAL CONTEST TO DESIGN THE OFFICIAL
POSTER OF CINEMA CON 2025, TAKING PLACE
MARCH 31 - APRIL 3, 2025,
AT CAESARS PALACE IN LAS VEGAS.

THE OFFICIAL ART OF CINEMA CON 2025 WILL BE
ON DISPLAY THROUGHOUT THE CONVENTION:

ON-SCREEN, POSTERS, T-SHIRTS, AND BANNERS!

READY, SET, ACTION! LET THE CONTEST BEGIN!



ARTIST ELIGIBILITY

THE CINEMACON 2025 ART CONTEST IS AIMED AT EMPLOYEES OF ALL NATO MEMBER COMPANIES. ARTISTS MUST BE 18 YEARS OF AGE OR OLDER.

ENTRY PERIOD

The entry period of the Contest closes February 21st, 2025 (11:59 pm PT).

ART REQUIREMENTS

ARTWORK MUST CLEARLY CONVEY ONE OF THE FOLLOWING THEMES:

FRIENDS' NIGHT OUT

CAPTURE THE EXCITEMENT AND JOY OF A GROUP OF FRIENDS GATHERING FOR A MOVIE NIGHT. HIGHLIGHT THE LAUGHTER, SHARED SNACKS, AND POST-MOVIE DISCUSSIONS THAT MAKE THE THEATER A PERFECT SETTING FOR BONDING AND CREATING MEMORIES TOGETHER.

ARCHITECTURAL WONDERS

HIGHLIGHT THE ARCHITECTURAL BEAUTY OF UNIQUE OR HISTORIC MOVIE THEATERS. SHOWCASE ORNATE DETAILS, SIGNAGE, AND THE CHARM THAT MAKES EACH THEATER SPECIAL.

THEATER SNACKS

SHOWCASE THE ARRAY OF SNACKS AVAILABLE AT THE CONCESSION STAND, FROM POPCORN TO CANDY AND SODA. CAPTURE THE COLORFUL AND TEMPTING DISPLAY THAT ADDS TO THE MOVIEGOING EXPERIENCE.

PRIZES

1ST PLACE

- ONE ROUND-TRIP, COACH CLASS AIRFARE TO LAS VEGAS, NV
- TWO COMPLIMENTARY REGISTRATIONS TO CINEMA CON
- FIVE-NIGHT STAY AT CAESARS PALACE DURING CINEMA CON
- GROUND TRANSPORTATION BETWEEN HARRY REID INTERNATIONAL AIRPORT AND CAESARS PALACE
- T-SHIRTS WITH THE WINNING DESIGN PRINTED ON THEM TO BE GIVEN TO ALL CINEMA CON ATTENDEES
- PRINTED POSTER TO BE MAILED TO WINNER

2ND PLACE

- COMPLIMENTARY REGISTRATION TO CINEMA CON
- DISCOUNTED HOTEL RATE FOR STAY AT CAESARS PALACE DURING CINEMA CON
- PRINTED POSTER TO BE MAILED TO WINNER

3RD PLACE

- COMPLIMENTARY REGISTRATION TO CINEMA CON
- PRINTED POSTER TO BE MAILED TO WINNER

- THE THREE WINNERS WILL BE ADDED TO A "WINNERS' MURAL" WITH PREVIOUS YEARS' WINNERS
- ALL ENTRIES WILL BE DISPLAYED IN A GALLERY FOR ATTENDEES TO ENJOY. THIS MAY INCLUDE BOTH PHYSICAL AND ONLINE FORMATS, PROVIDING A PLATFORM TO SHOWCASE YOUR TALENT TO A WIDER AUDIENCE

JUDGING CRITERIA

- MARKETABILITY OF ARTWORK TO MULTIPLE AUDIENCES
- CREATIVE AND ORIGINAL ARTWORK OR IDEA
- ATTRACTIVENESS IN TERMS OF DESIGN AND NEATNESS OF LAYOUT
- ADHERENCE TO THEME CHOSEN AS SPECIFIED BY THE ARTIST
- OVERALL IMPACT

ALL CRITERIA ARE JUDGED ON A 10-POINT SCALE

CONTEST GUIDELINES

YOU ARE NOT REQUIRED TO USE THE OFFICIAL CINEMA CON LOGO IN THE CREATION OF YOUR ARTWORK – WE ENCOURAGE CREATIVE INTERPRETATIONS OF THE CINEMA CON LOGO/WORDMARK. HOWEVER, SHOULD YOU CHOOSE TO USE THE LOGO IN YOUR DESIGN, IT CAN BE DOWNLOADED HERE: [LOGOS](#)

YOU MAY USE ANY TYPE OF MEDIA IF YOUR ARTWORK IS CREATED WITHIN THE BOUNDARIES OF THE REQUIRED SPECIFICATIONS. COPYRIGHTED ART WILL NOT BE ACCEPTED. KEEP IN MIND THAT ARTWORK WILL BE ON PUBLIC DISPLAY AND SHOULD BE EASY TO SEE OR READ. THE WINNING DESIGN WILL BE REPRODUCED FOR DISTRIBUTION AT CINEMA CON 2025.

YOU MAY CONSIDER USING THE FOLLOWING TEXT IN THE DESIGN OF THE ART:

- CINEMA CON (OR CINEMA CON 2025)
- MARCH 31 TO APRIL 3, 2025
- CAESARS PALACE
- LAS VEGAS

YOUR ARTWORK MAY CONVEY THE THEME THROUGH ITS IMAGERY; HOWEVER, YOU ARE NOT REQUIRED TO USE THE ABOVE TEXT EXPLICITLY IN ITS CREATION. WE ENCOURAGE CREATIVE INTERPRETATIONS OF YOUR CHOSEN THEME.

CINEMA CON CELEBRATES THE **MODERN CINEMA EXPERIENCE**, INCLUDING THE CUTTING-EDGE, DIGITAL TECHNOLOGY YOUR THEATERS OFFER. SOME IMAGERY **YOU SHOULD AVOID** IN THE CREATION OF YOUR ARTWORK INCLUDE:

- 35MM FILM CAMERAS & PROJECTORS
- FILM STRIP/SPROCKETS

POLICY REGARDING THE USE OF GENERATIVE AI WITHIN ARTWORK

CINEMA CON IS VEHEMENTLY AGAINST THE USE OF AI IN ALL ITS FORMS WITHIN ARTWORK THAT IS SUBMITTED FOR THIS CONTEST. ANY ARTWORK THAT IS DEEMED TO HAVE USED AI IN ITS CREATION WILL BE DISQUALIFIED FROM CONSIDERATION.

FILE SPECIFICATIONS

COLOR SPACE: RGB
RESOLUTION: 300PPI
TRIM SIZE: 24" X 36"
BLEED SIZE: 24.25" X 36.25"
FILE FORMAT: PDF

IN YOUR SUBMISSION, PLEASE INCLUDE:

FULL NAME
EMAIL ADDRESS
COMPANY NAME
THEATER LOCATION (CITY & STATE)
CORPORATE TITLE/POSITION
ARTWORK TITLE
BRIEF 2-3 SENTENCE DESCRIPTION OF YOUR ART, NOTING HOW YOUR DESIGN COMMUNICATES YOUR SELECTED THEME.

ARTWORK CAN BE SUBMITTED HERE:

[CINEMA CON POSTER CONTEST 2025 SUBMISSION FORM](#)

OFFICIAL CONTEST RULES & CONDITIONS OF ENTRY:

PARTICIPATION IN THE CINEMA CON 2025 ART CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL CONTEST RULES AND THE DECISIONS OF CINEMA CON 2025 ART CONTEST, WHICH ARE FINAL AND BINDING. WINNING IS CONTINGENT UPON FULFILLING ALL REQUIREMENTS SET FORTH HEREIN IN A TIMELY MANNER.

1. ENTRY FEE: FREE!
2. ENTRIES ARE LIMITED TO ONE SUBMISSION PER ARTIST.
3. COPYRIGHTED, TRADEMARKED PRODUCTS, PACKAGING, BRAND NAMES AND ADVERTISEMENTS MAY NOT BE USED WITHIN THE ARTWORK. ORIGINAL SIGNED RELEASE FORMS ARE REQUIRED FOR PERSONS, WHETHER PUBLIC OR PRIVATE CITIZENS, WHO ARE PHOTOGRAPHED AND APPEAR ON THE ARTWORK. RELEASE FORMS CAN BE AS SIMPLE AS A PARAGRAPH STATING "PERMISSION" FROM "SUBJECTS" WITH A PRINTED LIST OF NAMES OF THE INDIVIDUALS APPEARING AND SIGNED BY THE INDIVIDUALS. IF THE SUBJECT IS UNDER 18 THE RELEASE FORM MUST BE SIGNED BY A PARENT OR GUARDIAN. THIS RULE WILL BE STRICTLY ENFORCED.
4. ALL ENTRANTS HOLD THE SPONSORS AND THEIR RESPECTIVE REGENTS, DIRECTORS, OFFICERS, EMPLOYEES, AND VOLUNTEERS (THE "INDEMNIFIED PARTIES") HARMLESS FROM AND AGAINST ALL CLAIMS OF ANY NATURE ARISING IN CONNECTION WITH ENTRANT'S PARTICIPATION IN THE CONTEST AND ACCEPTANCE OR USE OF A PRIZE. THE INDEMNIFIED PARTIES ARE NOT LIABLE FOR ANY COSTS, DAMAGES, INJURIES, OR OTHER CLAIMS INCURRED AS A RESULT OF ENTRANTS' PARTICIPATION IN THE CONTEST OR WINNERS' ACCEPTANCE AND USAGE OF A PRIZE. THE INDEMNIFIED PARTIES ARE NOT RESPONSIBLE FOR INCOMPLETE OR MISDIRECTED ENTRIES, TECHNICAL OR NETWORK MALFUNCTIONS OR FAILURES, OR CAUSES BEYOND THEIR CONTROL. ENTRANTS ARE SOLELY RESPONSIBLE FOR THEIR ENTRIES. ENTRANTS MAY NOT SUBMIT MATERIALS THAT INTRODUCE ANY SOFTWARE VIRUSES, WORMS OR OTHER PROGRAMS DESIGNED TO DAMAGE SOFTWARE, HARDWARE OR TELECOMMUNICATIONS EQUIPMENT OR ARE OFF-TOPIC, PARTISAN-POLITICAL, CONTAIN ADVERTISING, NUDITY, PERSONAL ATTACKS, OR EXPLETIVES, OR IS OTHERWISE ABUSIVE, THREATENING, UNLAWFUL, HARASSING, DISCRIMINATORY, LIBELOUS, OBSCENE, FALSE, SEXUALLY EXPLICIT, OR THAT INFRINGES ON THE RIGHTS OF ANY THIRD PARTY.
5. BY PARTICIPATING WITHIN THIS CONTEST, ALL ENTRANTS UNDERSTAND THAT ANY USE OF AI, WHETHER THAT BE GENERATIVE, PREDICTIVE, ALGORITHMIC, ETC., AS WELL AS THE USE OF PROGRAMS SUCH AS MIDJOURNEY, DALL-E, DEEPART.IO, AND OTHERS, IS PROHIBITED. BY PARTICIPATING, ALL ENTRANTS AGREE TO ABIDE BY THESE TERMS. ANY VIOLATION OF THIS POLICY WILL RESULT IN IMMEDIATE DISQUALIFICATION. ARTWORK SUSPECTED OR DEEMED TO HAVE USED AI, AS DETERMINED BY THE VOTING BODY, WILL NOT BE ELIGIBLE FOR CONSIDERATION.
6. THE CONTEST IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW. CINEMA CON RESERVES THE RIGHT TO CANCEL THE CONTEST OR MODIFY THESE RULES AT ITS DISCRETION. IN THE EVENT OF A DISPUTE REGARDING THE WINNERS, THE CINEMA CON RESERVES THE RIGHT TO AWARD OR NOT AWARD THE PRIZES IN ITS SOLE DISCRETION. CINEMA CON RESERVES THE RIGHT TO DISQUALIFY ANY ENTRANT WHOSE ENTRY OR CONDUCT APPEARS IN ANY WAY TO: INHIBIT THE ENJOYMENT OF OTHERS; TAMPER WITH THE COMPETITION; VIOLATE THESE RULES OR OTHER APPLICABLE LAW OR REGULATION; INFRINGE ON THE RIGHTS OF THIRD PARTIES; OR ACT IN AN UNSPORTSMANLIKE OR DISRUPTIVE MANNER. DECISIONS OF CINEMA CON ARE FINAL AND BINDING.
7. CINEMA CON WILL NOTIFY WINNERS VIA THE CONTACT INFORMATION PROVIDED AT THE TIME OF ENTRY; CINEMA CON MAY DISQUALIFY ANYONE WHO FAILS TO RESPOND TO THE NOTIFICATION WITHIN FIVE BUSINESS DAYS.

FOR QUESTIONS, PLEASE SEND AN EMAIL TO ADRIÁN BARRÓN IN THE NATO OFFICE AT AB@NATOCA.COM

2024 WINNING DESIGN



ARTIST: PATRICK STICKNEY | THEATER: CLASSIC CINEMAS – ELK GROVE VILLAGE, IL
POSTER TITLE: GRAND EXTERIOR

2023 WINNING DESIGN

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23



CINEMA CON

24 CAESARS PALACE / LAS VEGAS, NV **27**

APRIL — APRIL

ARTIST: MEREDITH WHITE | THEATER: CINEMARK
POSTER TITLE: CINEMAGIC

PREVIOUS YEARS' SUBMISSIONS

