

# Frequently Asked Questions

ProMat 2023 Space Draw

November 16-18, 2021

Deadline to submit lease & be included in the Space Draw:  
**5:00PM EST Wednesday, November 3, 2021**

Sign ProMat 2023 lease through DocuSign  
[promatshow.com/lease](https://promatshow.com/lease)

View the live floor plan at  
[promatshow.com/floorplan](https://promatshow.com/floorplan)

## 1) How do I participate in the ProMat 2023 Space Draw?

In order to participate in the Space Draw, your ProMat 2023 signed exhibit lease, rules and regulations document ("lease") must be received by **5:00PM EST on Wednesday, November 3, 2021**. Go to [promatshow.com/lease](https://promatshow.com/lease) to access and submit the lease.

You have two ways to participate: by phone or by proxy. In each case, you must submit the materials listed above by the November 3, 2021 deadline. Indicate participation type by checking the appropriate box on your lease. Further instructions will be emailed to you based on your participation type.

### *By Phone*

To participate by phone, you must submit the ProMat 2023 materials listed above with the phone option selected on the lease along with a contact name, email, and number that you can be reached at on the days of the Space Draw (taking place November 16-18, 2021). Please also provide an alternate contact should you not be available (or you can opt to list an alternate number for the previously listed contact). MHI Staff will use that information to communicate with you further about the Space Draw procedure, ranking, and your appointment day and time. Please double check to be sure there are no typos in your contact information as this may impact communications. **You will be emailed instructions and your appointment day and time by the end of the day on Wednesday, November 10, 2021.** The contact information listed on the lease in the Space Draw Participation section will be used to call once it is your company's turn to select a booth. **It is the exhibitor's responsibility to be available to answer the phone when it is your turn to pick.** This responsibility is solely the exhibitor's.

During the Space Draw, you will be able to see the floor plan in real-time online and monitor where we are in the selection order. You will have a limited amount of time to make your selection; this will be detailed in the instructions you receive via email the week prior to the Space Draw. If the designated contacts listed do not answer the call, your selection reverts to proxy and a booth will be selected on your behalf based on the choices listed on your lease. **There will be no call backs and no number for return calls.**

### *By Proxy*

If you are not available to participate via phone, MHI will execute the booth selection based upon the booths and input indicated on your lease. Please be sure to include as much information as possible on your lease regarding your booth preferences if you choose to participate by proxy.

## 2) When will I know my ranking and appointment day/time?

We will determine the date and time of participants' appointments after the lease deadline when participation numbers and ranking can be calculated. MHI will send an email with this information on Wednesday, November 10, 2021.

## 3) How is the order determined for the Space Draw and how many points will I have?

The order of the Space Draw is determined by the Loyalty Point Program. For full details on Loyalty Points, visit [mhi.org/loyalty](https://mhi.org/loyalty). Any questions concerning loyalty points should be directed to:

Mary Alyson Ammons  
Membership Engagement Specialist  
704-714-8765  
[mammons@mhi.org](mailto:mammons@mhi.org)

The ranking list showing the order in which companies will select booth space will be made available to all Space Draw participants by 11:59 PM on Wednesday, November 10, 2021. To avoid losing your position in the Space Draw, you must submit your lease by **5:00PM EST on Wednesday, November 3, 2021**.

## 4) How many booth choices should I list on my lease?

You can list up to 6 choices on the lease. Be sure to note any special requirements or requests; Examples include booth configuration requests (i.e. "Island Booth" or "Need to accommodate 20' backwall", etc.) or competitors to avoid (assuming your competitor picks before you and you list the names of competitors). MHI staff will attempt to meet your requests to the best of their ability based on availability but cannot guarantee all requests will be met.

## 5) What happens if none of my booth choices are available?

If you are participating via phone you will be able to view the floorplan online in real time and make any selection you wish based upon available exhibit space. If you are not participating via phone, MHI staff will look at all the options available on the floorplan and make a selection based upon the booth dimensions and locations that are specified on the lease. If you are participating via proxy, it is suggested that you make note of specific booth needs (i.e. if you need a peninsula or island booth or if you wish to stay away from named competitors that pick before you).

## 6) What is the "Designated Area" indicated on the floorplan and why is it important to me?

If you select a booth that is marked as being in the "Designated Area" you must select it as it is configured. In other words, you will not be able to reconfigure a booth within the designated area. Exhibitors are able to select more than one booth in the designated area; however, the booths being selected **cannot** adjoin. If the two booths are separated by a main traffic aisle, the booths are not eligible to be consolidated after the Space Draw.

You can, however, reconfigure a booth that is located outside the designated area. An example of this would be for an exhibitor to select booth #S1991 (40'x60') and elect to take only half of the booth equaling 30'x40'. Another example would be for an exhibitor to

combine booths to create a single booth. This example would be an exhibitor selecting booth # S1763 (10'x30') and S1863 (10'x30') to create a single booth measuring 20'x30'.

Once the last company in the Space Draw selects a booth and the official process has concluded, the designated area boundaries no longer apply. At this time exhibitors may reconfigure any booths that are still available within the former designated area. All booth reconfigurations are subject to MHI Staff approval. The purpose of the designated area is to provide an equal opportunity for exhibitors of all sizes to obtain booths in high traffic areas.

### 7) What are "Island Only" booths on the floorplan?

Booths listed as "Island Only" on the floorplan must be sold as an island (open on four sides).

### 8) How do I submit payment?

MHI will send an invoice with payment instructions AFTER the Space Draw concludes.

### 9) How much does a booth cost and what are the payment milestones?

The ProMat 2023 booth space rate is \$40 per square foot for MHI Members and \$50 for Non-Members. Space Draw participants receive a \$2 per square foot discount bringing the rates to \$38 and \$48 per square foot as well as an additional 5% discount. The payment milestones are as follows: 10% due within 30 days of receiving your first invoice; 50% due August 1, 2022; 100% due November 1, 2022. Please see the lease agreement for full details on payment terms and conditions.

### 10) Who can exhibit in the Robotics and Automation Solution Center?

Companies that wish to exhibit in the new Robotics & Automation Solution Center must meet MHI membership eligibility requirements and showcase a product or service that meets the criteria below. Inclusion in this Solution Center will be at MHI discretion.

Products/services that qualify for the new Robotics & Automation solution center:

- Artificial Intelligence
- Automated Assembly Machines/Systems
- Automated Conveyors
- Automated Storage/ Retrieval Systems
- Automatic Guided Vehicle Systems
- Automatic Identification Products/RFID
- Controls, Drives, & Amplifiers
- End-of-Arm Tooling
- Motors & Gears
- Mobile Robots
- Motion Control Equipment
- Power Transmission & Actuators
- Robot – Industrial
- Robot – Other
- Sensors
- Software
- Systems Integration
- Vision System

## Questions?

For questions regarding booth sales, designated area, etc., contact a member of the Exhibitions Team:

### **Daniel McKinnon**

*Executive Vice President – Exhibitions*

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### **Greg Baer**

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*Exhibit Sales Manager*

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*Exhibitor Services Director*

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### **Donna Streicher**

*Senior Sales and Exhibitor Services Coordinator*

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For questions regarding your Loyalty Points contact Membership:

### **Mary Alyson Ammons**

*Membership Coordinator*

704-714-8765

mammons@mhi.org