

# “Frequently Asked Questions”

## ProMat 2021 Robotics & Automation Solution Center Booth Space Pre-Selection

### **DEADLINE TO SUBMIT LEASE TO BE INCLUDED IN THE SPACE PRE-SELECTION: 5:00PM ET Wednesday, July 17, 2019**

The Booth Space Pre-Selection for our new ProMat 2021 Robotics & Automation Solution Center will take place July 24-25, 2019!

#### **1.) How do I participate in the ProMat 2021 Robotics & Automation Booth Space Pre-Selection?**

In order to participate in the Booth Space Pre-Selection, your ProMat 2021 signed exhibit lease, rules and regulations document (“lease”) must be received in MHI’s Charlotte, NC office **by 5:00PM ET on Wednesday, July 17, 2019**. Deposit payments for the 10% deposit will be invoiced after the Pre-Selection concludes. **NOTE: THE EXHIBIT LEASE, RULES AND REGULATIONS DOCUMENT MUST BE SUBMITTED ELECTRONICALLY; PAPER LEASES ARE NO LONGER PROVIDED OR ACCEPTED. Go to ProMatShow.com/robotics 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 July 17th 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 2021 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 Pre-Selection (taking place July 24-25, 2019). 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 Pre-Selection procedure 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 Monday, July 22, 2019.** The contact information listed on the lease in the Space Pre-Selection 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 exhibitors.** During the Space Pre-Selection, you will be able to see the floor plan in real-time online and monitor where we are in the selection order. 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 options based upon the booth selections 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.) If I choose not to participate in the Space Pre-Selection, when will the next opportunity be for my company to select ProMat 2021 booth space?**

If a qualifying company opts not to participate in the Robotics & Automation Booth Space Pre-Selection from July 24 -25, 2019, the next opportunity to select booth space in ProMat 2021 will be at the ProMat 2021 Space Draw from November 19-21, 2019. The floor plan will be closed to new exhibitors and changes from July 25<sup>th</sup> through November 18<sup>th</sup>.

#### **3.) Can my company select multiple booths in the Robotics & Automation Solution Center and in the traditional ProMat Solutions Centers in the North/South Hall?**

Yes, your company can reserve multiple booths in ProMat 2021. However, only booths within the defined Robotics & Automation Solution Center can be selected on July 24-25. Additional booths that exist outside of the defined Robotics & Automation Solution Center will be made available for selection during our normal Space Draw from November 19-21, 2019 and will follow traditional Space Draw rules and MHI Loyalty Points.

#### **4.) Does my company qualify to exhibit in the Robotics & Automation Solution Center?**

Companies that wish to exhibit in the new Robotics & Automation Solution Center must meet the eligibility requirements and showcase a product or service that meets the criteria below. Companies must be a manufacturer, systems facilitator/Integrator, Consultant/Simulator, Publisher, or Software Developer in the following Product Categories:

- Artificial Intelligence/Machine Learning  Articulated Robotic Arms  Automated Assembly Machines/Systems  Autonomous Mobile Robots (AMR)  Automatic Guided Vehicle Systems  Automatic Guided Carts  AIDC  Cloud Robotics  Controls, Drives, & Amplifiers  End-of-Arm Tooling  Goods to Person Systems (GTP)  Mobile Robots  Motion Control Equipment  PLCs  Power Transmission & Actuators  Robot – Industrial  Robot – Other  Self-driving Forklifts  Sensors  Software  Systems Integration  Aerial Robotics  Vision System

Inclusion in this Solution Center will be at MHI discretion.

#### **5.) When is the Space Pre-Selection taking place?**

The Space Pre-Selection will take place July 24-25, 2019. We will determine the dates and times of participants' appointments after the lease deadline.

#### **6.) How is the order determined for the Space Pre-Selection?**

Because we are introducing this new solution center for the first time in 2021, the Space Pre-Selection for the Robotics & Automation Solution Center will be determined by the date and time your DocuSign lease is received by MHI. The ranking list showing the order in which companies will select booth space will be made available to all Space Pre-Selection participants by 11:59 PM on Monday, July 22, 2019. **To avoid losing your position in the Space Pre-Selection, you must submit your lease by 5:00PM ET on Wednesday, July 17, 2019.**

#### **7.) How does the Space Pre-Selection differ from the traditional ProMat 2021 Space Draw?**

As mentioned above, the Space Pre-Selection is only for the Robotics & Automation Solution Center booths and will be determined by date and time your lease is received. The traditional ProMat 2021 Space Draw will take place in November 2019 and as always, the order will be determined by the MHI Loyalty Point Program. Please note, this is a one-time exception for this new solution center. After ProMat 2021 the Robotics & Automation Solution Center early selection process will revert to the traditional Space Draw program. For full details on Loyalty Points, visit [MHI.org/loyalty](http://MHI.org/loyalty). Any questions concerning loyalty points should be directed to Alan Primack, Director of Membership, who can be reached at 704-714-8761 or [aprimack@mhi.org](mailto:aprimack@mhi.org).

#### **8.) 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.

#### **9.) 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).

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

The area marked as the "designated area" pertains to the interior booths inside the dotted line boundaries. If you select a booth **within** 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 Pre-Selection. You **can**, however, reconfigure a booth that is located outside the designated area. All booth reconfigurations are subject to MHI Staff approval.

#### **11.) What payment options are available for my booth deposit?**

MHI will mail you an invoice for the 10% deposit after the Space Pre-Selection concludes. The deposit is to be paid net 30 days of booth selection. You can pay your 10% deposit with either a company check, bank transfer, or a credit card (American Express, Visa, and Master Card).

**Booth space cost (including the \$2/sq.ft. Space Pre-Selection Discount):** \$37 per square foot for MHI Members/\$47 per square foot for Non-Members. (There is an additional 5% discount off the \$37/\$47 rate that you will receive for participating in the Space Pre-Selection.). MHI annual membership dues for exhibiting members are currently \$2,625 per calendar year. Membership dues are subject to annual review. Dues payment is required to receive the member space rate.

#### **12.) Additional Questions?**

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

- Daniel McKinnon, EVP – Exhibitions  
704-714-8766 (direct) | 404-971-7617 (cell) | [dmckinnon@mhi.org](mailto:dmckinnon@mhi.org)
- Greg Baer, Director of Sales  
704-714-8725 (direct) | 704-737-1775 (cell) | [gbaer@mhi.org](mailto:gbaer@mhi.org)
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