

ProMat 2009 On-Floor Theater Seminar Sponsorship Application (Part A)

Instructions for Completing the 2-part ProMat 2009 Seminar Sponsorship Application:

Part A – ProMat 2009 On-Floor Theater Seminar Sponsorship Application – Please provide the following information and complete this form in its entirety. The Rules Governing Sponsorship are set forth on Page 2 of Part A.

Part B – ProMat 2009 Seminar Information Sheet – Please provide the information on Pages 1 and 2 detailing the specifics and conference track of your Seminar along with preferences for matching your Seminar with attendees' interests. (Sponsors conducting two or three Seminars must submit separate ProMat 2009 Seminar Information Sheets for each Seminar; if the same Seminar is repeated, a single Information Sheet can be submitted.)

Sponsor Information:

Company Name: _____ Contact Name: _____

Address: _____ City, State & Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Select the number of seminars you wish to sponsor by checking ONE of the three boxes below:

Appropriate recognition of Sponsors exhibiting at ProMat 2009 and benefits accompanying Sponsorship are based on the particular Level of Sponsorship. ProMat 2009 exhibiting Sponsors are limited to one Level of Sponsorship, which can include as many as three Seminars.

<input type="checkbox"/> 1 Seminar — \$2,000 Silver Sponsor Level	<input type="checkbox"/> 2 Seminars — \$4,000 Gold Sponsor Level	<input type="checkbox"/> 3 Seminars — \$6,000 Platinum Sponsor Level
One 45-minute speaking slot in the ProMat 2009 Knowledge Center on-floor seminar theaters.	Two 45-minute speaking slots in the ProMat 2009 Knowledge Center on-floor seminar theaters.	Three 45-minute speaking slots in the ProMat 2009 Knowledge Center on-floor seminar theaters.
A contact database of all visitors to your seminar.	A contact database of all visitors to your seminar.	A contact database of all visitors to your seminar.
Company recognition in all pre-event promotion and on-site throughout the Show hall as a sponsor.	Company recognition in all pre-event promotion and on-site throughout the Show hall as a sponsor.	Company recognition in all pre-event promotion and on-site throughout the Show hall as a sponsor.
Your educational Seminar highlighted in the ProMat Knowledge Center Directory and the Official ProMat 2009 Show Directory provided to all ProMat visitors.	Your educational Seminar highlighted in the ProMat Knowledge Center Directory and the Official ProMat 2009 Show Directory provided to all ProMat visitors.	Your educational Seminar highlighted in the ProMat Knowledge Center Directory and the Official ProMat 2009 Show Directory provided to all ProMat visitors.
Your complete educational seminar, fully detailed and searchable on ProMatShow.com. Plus, ProMat attendees with interests matching your session topic will be linked to your session.	Your complete educational seminar, fully detailed and searchable on ProMatShow.com. Plus, ProMat attendees with interests matching your session topic will be linked to your session.	Your complete educational seminar, fully detailed and searchable on ProMatShow.com. Plus, ProMat attendees with interests matching your session topic will be linked to your session.
ADDED VALUE: A logo listing and a Knowledge Center ad in the printed Show Directory.	A logo listing and a Knowledge Center ad in the printed Show Directory.	A logo listing and a Knowledge Center ad in the printed Show Directory.
	ADDED VALUE: ONE (1) on-line showcase listing on ProMatShow.com plus TWO (2) on-line search results page Banner ads on ProMatShow.com.	ADDED VALUE: ONE (1) on-line showcase listing on ProMatShow.com plus FIVE (5) on-line search results page Banner ads on ProMatShow.com.

Sponsor Information:

The person signing below warrants that he/she has the requisite power and authority to enter into this Sponsorship Application on behalf of his/her company. By signing below, the Sponsor intends to be legally bound and agrees to abide by the terms and conditions of this agreement as set forth in the Rules (Page 2, Part A) and MHIA Seminar Guidelines (provided to Sponsors once Seminar(s) have been scheduled), receipt of which is acknowledged.

Print Name: _____ Signature: _____

Phone: _____ Email: _____

_____ Check (made payable to MHIA) _____ VISA* _____ MasterCard* _____ American Express*

*Card Verification Value (CVV) printed on back of VISA and MasterCard (3 digits); on front of American Express (4 digits): _____

Card # _____ Expiration Date _____

Cardholder Signature _____ Printed Name as it appears on Card _____

In submitting this Application, the fully executed ProMat 2009 On-Floor Theater Seminar Sponsorship Application (Part A) must be attached to the fully executed ProMat 2009 Seminar Information Sheet (Part B) and mailed with payment to:

MHIA • Attention: ProMat 2009 Seminar • 8720 Red Oak Blvd. Ste. 201 • Charlotte, NC 28217-3992

Rules Governing ProMat 2009 On-Floor Theater Seminars and Sponsorships:

1. **Admission** to any ProMat 2009 on-floor theater seminar is limited to ProMat 2009 Show attendees and must be free to them.
2. **Sponsorship** is limited to ProMat 2009 MHIA exhibiting members, MHIA Product Sections, Affiliated Trade Associations and Councils. Persons which are not members of MHIA may be retained by the Sponsor, Product Section, Affiliated Trade Association or Council to be speakers.
3. **Seminar seating** will be theater-style and may accommodate up to 120 attendees in each theater (subject to Fire Safety Rules). Seminar attendance will be on a first-come, first-served basis; there will be no reserved seating.
4. **Seminars shall not exceed 45 minutes** in duration. At the end of this period and before the next seminar begins in the same theater, Sponsors and their speakers will have approximately 15 minutes in which to converse with attendees (off the microphone) and in which to remove all materials associated with that Seminar. Set up for the next Seminar will begin approximately 15 minutes prior to its start, and all materials remaining in the theater from the previous session will be disposed of.
5. **The number of speakers** per Seminar is limited to three (3) individuals.
6. **Sponsorship Fees:** ProMat 2009 exhibiting Sponsors are limited to one Level of Sponsorship, which can include as many as three Seminars. The total Sponsorship Fee will be determined according to the number of Seminars designated on Page 1 of the Application (Part A) as follows:
 - a. \$2,000 for one (1) Seminar time slot
 - b. \$4,000 for two (2) Seminar time slots
 - c. \$6,000 for three (3) Seminar time slots

MHIA will provide such promotion of the Seminars as is outlined on Page 1 of this Application (Part A) as well as standard theater set-up and predetermined A/V equipment in exchange for the Sponsorship Fee.

7. **Payment:** Fifty percent (50%) of the total Sponsorship Fee is due with the completed Application at time of submission and is non-refundable, once MHIA has accepted the Application. The remaining fifty percent (50%) is due on or before November 1, 2008, and is also non-refundable.
8. **Application Acceptance:** MHIA will begin reviewing completed Applications (with payment attached) at the time of the ProMat Spacedraw on Wednesday, November 7, 2007, until all available time slots have been allocated. Time slots will be assigned via a random selection process. Sessions will be initially slotted according to the Sponsor's general track (Item 9 below), the title of the Seminar and its description in order to promote a balance of topics. Upon completion of the assignment process, Sponsors will receive confirmation of their Seminar time slot(s). (MHIA reserves the right to subsequently adjust assignment of confirmed time slots as it deems appropriate.)

MHIA Seminar Guidelines will be provided to Sponsors once Seminar(s) have been scheduled. Such Guidelines shall govern each Seminar's content, and by signing on Page 1 of Part A, the Sponsor agrees to abide by them.

9. **Seminar Content:** Content of each Seminar must be designed around the Sponsor's general track, as it is designated on Page 2 of the Seminar Information Sheet (Part B). Sponsors which have chosen multiple Seminars may repeat the same session on different days or may present Seminars in different tracks if each has been designated on the general track list (Part B, Page 2). All presentations must be educational, shall not be commercial, and must adhere to the following limitations:
 - a. Presentations should emphasize proper considerations for successful material handling equipment, systems, controls and processes – their planning, selection design, integration, installation and/or operation.
 - b. The content of each Seminar shall not be inconsistent or incompatible with MHIA printed media or with the contents of the ProMat Show website—www.ProMatShow.com.
 - c. No aspect of each Seminar shall be commercial in nature, shall promote a particular company or product, and shall be negative with regard to competitors or their products.

10. **Sponsors violating any of these Rules** or the Seminar Guidelines shall be ineligible to serve as Sponsors of seminars in future shows – both ProMat and NA.
11. **Seminar Presentations and Handout Materials:** All Seminars must use PowerPoint. Final PowerPoint presentations must be submitted by each Sponsor or its speakers to MHIA in advance of the Show – no later than November 1, 2008. Time for submission is of the essence. (MHIA reserves the right to reject Applications from Sponsors which have previously failed to meet such deadline and to preclude Sponsors which fail to meet this deadline from presenting their Seminar(s) at ProMat 2009.)

Handout materials are encouraged. (Distribution of marketing materials, however, is not permitted in the on-floor seminar theaters.) Sponsors are responsible for providing sufficient numbers of handouts at their Seminar; no storage for such materials is available inside the theaters.

Upon completion of the ProMat Show, all approved final PowerPoint presentations that were presented in the ProMat 2009 on-floor seminar theaters will be made available as free downloads (PDF) via the Educational Conference portion of ProMat Show website for one year or until the next MHIA Show unless written notification from the Sponsor to the contrary is received by MHIA prior to ProMat 2009.

12. **Contract and Termination:** On the acceptance of the Application by MHIA, a contract relating to the Sponsorship will exist between MHIA and the Sponsor as set out in these Rules and the MHIA Seminar Guidelines. In case of non-payment of any sum due from the Sponsor whether legally demanded or not or of the breach or non-observance by the Sponsor of any of these Rules or any MHIA Seminar Guidelines, MHIA shall have the right to terminate the contract and to remove and exclude the Sponsor from the on-floor theater Seminar without prejudice to the right to recover all sums payable by the Sponsor and all other claims against it and any loss or damage sustained by the MHIA as a result of it.

Withdrawal or Cancellation by the Sponsor. In the event of withdrawal or cancellation by a Sponsor from the presentation of such on-floor theater Seminars, the full contracted price will be due and payable.

13. **Prohibition of transfer:** Sponsors may not assign, sublet or share possession of, or grant licenses in respect of the whole or any part of the Sponsorship.

Sponsor (from Part A): _____ **Seminar #** _____ **of #** _____ **(3 maximum)**

Please select ONE track for your proposed seminar:

- | | |
|---|---|
| <input type="checkbox"/> Best Practices | <input type="checkbox"/> Inventory Flow |
| <input type="checkbox"/> Cost Saving Ideas | <input type="checkbox"/> Supply Chain Visibility |
| <input type="checkbox"/> Data Capture and Information Management | <input type="checkbox"/> Sustainability (Green) |
| <input type="checkbox"/> High Performance Warehousing/Distribution Operations | <input type="checkbox"/> World-class Material Handling in Manufacturing |

Please select ALL product/service categories applicable to your proposed seminar:

- | | |
|---|--|
| 1 <input type="checkbox"/> Attachments - Overhead & Lifting Equipment | 27 <input type="checkbox"/> Mezzanines |
| 2 <input type="checkbox"/> Attachments - Trucks & Mobile Equipment | 28 <input type="checkbox"/> Modular Drawer Storage |
| 3 <input type="checkbox"/> Automated Storage / Retrieval Systems | 29 <input type="checkbox"/> Monorails & Monorail Systems |
| 4 <input type="checkbox"/> Automatic Guided Vehicle Systems | 30 <input type="checkbox"/> Order Picking |
| 5 <input type="checkbox"/> Automatic Identification Products | 31 <input type="checkbox"/> Packaging & Unitizing Machinery & Materials |
| 6 <input type="checkbox"/> Batteries / Chargers / Motors / Fuel & Power Systems | 32 <input type="checkbox"/> Pallets & Palletizers |
| 7 <input type="checkbox"/> Below / Hook Equipment (i.e. slings; lifts; magnets) | 33 <input type="checkbox"/> Plant Furniture |
| 8 <input type="checkbox"/> Carousels | 34 <input type="checkbox"/> Plant/Facility Equipment |
| 9 <input type="checkbox"/> Casters, Wheels & Tires | 35 <input type="checkbox"/> Publications & Associations |
| 10 <input type="checkbox"/> Cleaning Systems & Equipment | 36 <input type="checkbox"/> Racks |
| 11 <input type="checkbox"/> Computer Hardware and/or Software | 37 <input type="checkbox"/> Radio Frequency Identification & Data Communications Equipment |
| 12 <input type="checkbox"/> Consulting & Professional Services | 38 <input type="checkbox"/> Remote Control Equipment |
| 13 <input type="checkbox"/> Containers & Dunnage | 39 <input type="checkbox"/> Robots, Industrial |
| 14 <input type="checkbox"/> Controls & Controlling Devices | 40 <input type="checkbox"/> Safety Equipment & Ergonomics |
| 15 <input type="checkbox"/> Conveyors | 41 <input type="checkbox"/> Scales & Weighing Equipment |
| 16 <input type="checkbox"/> Cranes | 42 <input type="checkbox"/> Shelving & Workstations |
| 17 <input type="checkbox"/> Decking | 43 <input type="checkbox"/> Simulation Software & Services |
| 18 <input type="checkbox"/> Floor Trucks & Carts | 44 <input type="checkbox"/> Sortation Equipment |
| 19 <input type="checkbox"/> Flooring | 45 <input type="checkbox"/> Supply Chain Execution Systems |
| 20 <input type="checkbox"/> Hand Lift Trucks | 46 <input type="checkbox"/> Systems Integration Services |
| 21 <input type="checkbox"/> Hoists | 47 <input type="checkbox"/> Third Party Logistics |
| 22 <input type="checkbox"/> Hydraulic & Electrical Components / Controls | 48 <input type="checkbox"/> Tool Handling & Storage Systems |
| 23 <input type="checkbox"/> Labels and Labeling Devices | 49 <input type="checkbox"/> Vertical Lift Module |
| 24 <input type="checkbox"/> Lift Products | 50 <input type="checkbox"/> Vertical Reciprocating Conveyors |
| 25 <input type="checkbox"/> Lift Trucks, Personnel & Burden Carriers | |
| 26 <input type="checkbox"/> Loading Dock Equipment | |

Country/Regional focus for this proposed seminar (if any; be specific): _____

Industry Served for this proposed seminar (if any; be specific): _____

Attach completed Seminar Information Sheets (Part B) applicable to your Sponsorship Level to the fully executed ProMat 2009 Sponsorship Application (Part A) and mail the entire set along with payment to:

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