



SEMINAR GUIDELINES



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I. INTRODUCTION

These Seminar Guidelines have been prepared for individuals speaking at seminars and conducting workshops at Material Handling Industry of America (MHIA) sponsored events such as the educational conferences that are held in conjunction with ProMat and the North American Material Handling Shows. This guide is provided to Seminar Sponsors (MHIA Exhibiting Member Companies as well as MHIA Product Sections, Affiliated Trade Associations and Councils) for the proper conduct of those educational events as information.

II. THE ON-FLOOR THEATER SEMINAR SERIES

MHIA's focused non-commercial educational 45-minute seminars that deal with industry technology, principles, application guidelines, best practices, case studies and more are sponsored by MHIA exhibitors at NA or ProMat Shows in specially designed "theaters" that are constructed on the show floor. (The number of actual theaters constructed varies dependent upon the Show.) An illustration of the theaters appears in Figure 1 below and an explanation of their operation follows:

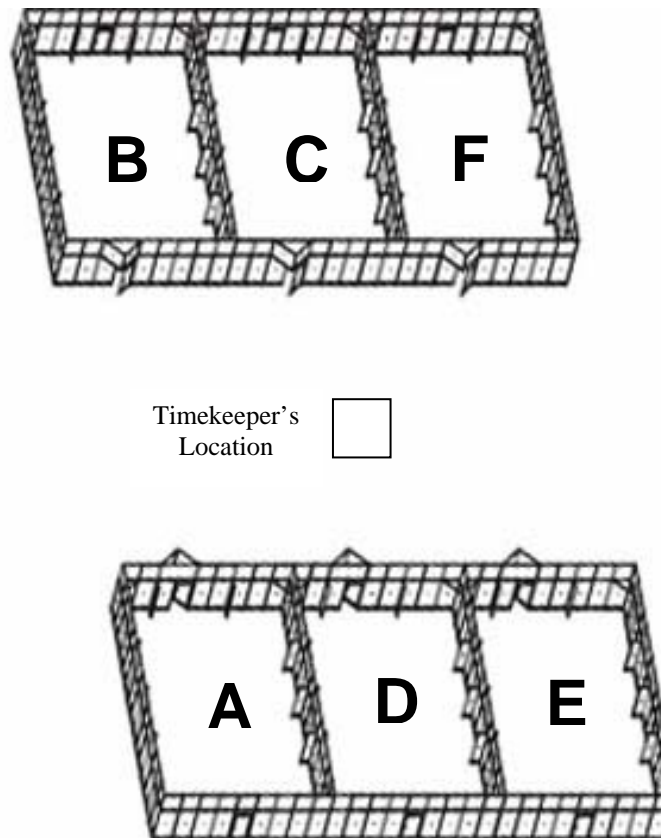


Figure 1. Seminar Theaters at the ProMat Show

MHIA's official timekeeper(s) will be located in the center of the aisle and will be responsible for starting and ending theater presentations on time. In Figure 1 above, Theaters A, C and E run at the same time, while Theaters B, D and F are "dark." (Theaters run on 45-minute intervals, with a 45-minute break in between theater sessions - hence the word "dark."). Theaters are constructed so that no two theaters will be operating side-by-side at the same time. The following example is intended to emphasize that the nature of the theater schedule time frame is critical:

Assume your seminar time slot runs from 1:45 p.m. – 2:30 p.m. in Theater A; there will also presentations running at the same time in Theaters C and E. The timekeeper(s) will signal Theaters A, C and E to begin at 1:45 p.m. As soon as the end-time of 2:30 p.m. arrives, the timekeeper will signal for Theaters B, D and F to begin and signal Theaters A, C and E to end

Every theater time slot will run EXACTLY 45 minutes. Once the timekeeper(s) has signaled that "time is up," speakers MUST BE OFF THE MICROPHONE (so as to not interfere with the presentations that just began in the adjacent theaters. Speakers will then have no more than 10-15 minutes to finish their presentations or to field questions from the audience – again off the microphone.

Continuing with this example, assume that it is 2:45 p.m. In Theaters A, C and E, the final 15 minutes involve clearing out the current presenters/audience, and disposing of any presentation materials left behind. In addition, the next presenters and audience as well as the audiovisual technicians (who are responsible for launching the pre-loaded PowerPoint presentation) are anxiously waiting to converge on "their" time in the theaters. Finally, at 3:15 p.m. the next 45-minute cycle begins.

Each theater will be equipped with the following:

- A posted schedule of the seminars being presented in that particular theater.
- An individual (Theater Badge Scanner) to assist in attendee data capture.
- A lead retrieval unit used by the Theater Badge Scanner to scan attendee badges at the theater entrance. (Data collected will be forwarded to Sponsor and Speaker(s) shortly after the show ends.)
- Seating for up to 120 attendees. (No standing room allowed due to Fire Marshal regulations. Those attendees unable to secure a seat will be given the option of having their badge scanned by the Theater Badge Scanner on behalf of the Speaker.)
- A screen, LCD projector, 2 or 4 speaker sound system, (3) wireless lavalier microphones, (2) wireless computer remotes, which may include a built-in laser pointer. (AV technicians will be on-site to provide assistance to the Speaker before and up to 15 minutes during the presentation.) Please be advised that photography and/or video taping of sessions are not allowed.
- Laptops: Pre-approved PowerPoint presentations are pre-loaded and tested in MHIA's offices in advance of the show on theater laptops provided by MHIA. (Sponsors and Speakers will not be allowed to use their own equipment during the presentation. This includes laptops and/or the use of thumb drives from which a revised or new presentation could be launched.)
- A skirted table for Sponsor/Speaker handouts.
- An Emergency Exit door in the back of each theater.

III. SEMINAR CONTENT

Attendees have come to expect a “safe harbor” at MHIA on-floor seminars, viewing highly focused presentations on the technologies applied – not what sponsors/speakers can sell them. Therefore, these strictly educational presentations must be designed around one general theme to which the Sponsor selected in their Seminar Sponsorship Application/Agreement and must adhere to the terms therein. In addition:

- Content must be educational – there can be no sales presentations or “live” (or otherwise) product demonstrations.
- Content should be designed to follow considerations and guidelines important to the successful planning, selection, design, integration, installation and/or operation of material handling equipment, systems and related controls and processes.
- Speakers should cite case studies where appropriate to illustrate the points being made. When case studies are presented by end users, the end user should focus in a positive light on the problem, its solution, the business case for the solution, the experience and project management recommendations. The end user must avoid using a supplier’s name during the presentation, saving such conversation for off-line discussion after the presentation.
- **Under no circumstances may an on-floor theater seminar be commercial, promote a company or its products, programs and/or services or make negative comments about competitors, their products, programs and/or services. Sponsors who violate this guideline will, at the sole discretion of MHIA relinquish any privilege to sponsor seminars at future shows.**

IV. PRESENTATION PREPARATION AND SUBMISSION REQUIREMENTS

Sponsors and Speakers must adhere to all deadlines associated with providing presentations and other materials requested by MHIA for review. Seminar titles and abstracts are confirmed months in advance of the show and are advertised as such. You will have an opportunity to amend the title and abstract (but NOT the general theme upon which you agreed in the On-Floor Theater Seminar Application Part B) prior to it being published/advertised. Seminar presentation titles cannot be changed once they have been confirmed.

Please note: MHIA will pre-register all speakers. An Exhibitor who is also a Speaker may receive more than one badge in two separate mailings. It is important to notify MHIA of any Speaker(s) change immediately. Please provide complete name, company, address, city, state, zip, phone, fax and email addresses to rmood@mhia.org.

Since all presentations must be reviewed and approved (See Section III above, they must be submitted to MHIA at least 6 weeks prior to the event date.

As stated above, do not use this speaking opportunity to deliver a commercial message. Your audience will be the first to complain. If you submit an offending presentation, MHIA may revise and return it to both the Sponsor and Speaker as an acceptable version, or MHIA may reject your presentation in its entirety. **(MHIA reserves the absolute, unilateral rights to review, modify, assess and reject presentations before, during and after the NA and/or ProMat Shows.)**

- All presentations are to be submitted using (at a minimum) the Microsoft PowerPoint 2003 platform.
- Presentations must not exceed 45 minutes in length.
- Each presentation must begin with an opening slide displaying the Session Number, Seminar Title, Speaker Name(s) and Sponsor Name.
- The appropriate NA or ProMat Show logo must be displayed on the opening slide. The Sponsor's logo may be used on all slides; the preferred location is at the bottom right or left hand corner.
- A format to be used for your opening (required) and closing (optional) slide content and logo placement along with an electronic file of the Show logo will be sent to the Sponsor and Speaker(s) in advance of their presentation deadline.
- The background of the presentation is at the Sponsor's discretion, subject to MHIA approval.
- The use of introductory and/or marketing slides (for example, Speaker/Sponsor company size, sales, etc.) for the purpose of "validating Speaker/Sponsor credibility" is not allowed.
- Presentations must concentrate strictly on the titled subject matter. If, however, an entire presentation is cancelled, the time slot allotted to that presentation will be filled with a seminar on the "waiting list" appropriate to that time slot (one either that speaks to the same general theme as the cancelled presentation or one that does not conflict with the general themes of the other presentations running simultaneously.)
- Trademark or Servicemark products, programs and/or services specific to a Sponsor/Speaker are not permitted to be used in the presentation.
- Copyrighted materials owned by third parties items may not be shown in the presentations unless a current valid license for the use of such materials is presented or the following written agreement when the presentation is submitted to MHIA for review: *In exchange for permission to make its presentation at <Name of Show>, for other good and valuable consideration, and intending to be legally bound hereby, <Sponsor Name> hereby promises and agrees to indemnify and to hold MHIA and its affiliates harmless from any claims and all costs that may arise as a result of, or in any way related to, the showing any video or the distribution of any written materials including, but not limited to, claims for infringement of copyright or ownership.*
- If you use videos in your presentation, compress the file as much as possible and try to keep the file size less than 25MB and no more than 30 seconds to 1 minute. Videos may not always play correctly on the pre-loaded laptops. When submitted your file to MHIA (either via email or CD), ensure that embedded clips are included in a single folder along with the PPT file.
- Speakers may present only their pre-approved, pre-loaded PowerPoint presentation. They may not access a CD or thumb drive to launch their presentation with possible "last minute" changes at show time.
- A copy of the approved presentation be should retained at the Show by the Sponsor/Speaker for backup.

V. HANDOUTS

Copies of presentation materials to be provided as handouts are the responsibility of the Speaker/Sponsor. Handouts must be specific to the seminar content and shall not include any marketing materials, including giveaways, candy, etc. Since the theaters do not have storage capacity for any such handouts; Speakers/Sponsors are responsible for bringing the appropriate

number of handouts at their appointed seminar time. As previously mentioned, the theaters seat up to 120 attendees, and there will be a table in each theater on which to place handouts.

VI. POST-SHOW

- All On-Floor Seminar Theater PowerPoint presentations will be posted in a PDF format for free downloading to registered Show attendees to either www.nashow.com or www.promatshow.com shortly after each show closes and until the next Show begins unless specified otherwise.
- Attendee data captured via badge scanning that is specific to an On-Floor Seminar Theater will be emailed in an Excel spreadsheet to both the Sponsor and Speaker(s) of that seminar.

MHIA is constantly working to ensure that the participation of both Sponsor and Speaker(s) contributes to the success of the entire event. Please do not hesitate to contact MHIA for further clarification of these Guidelines.

**THANK YOU FOR YOUR VALUABLE CONTRIBUTION TO OUR SUCCESSFUL
EDUCATION CONFERENCE PROGRAMMING.**