

Frequently Asked Questions

MODEX 2022 Space Draw

November 17-19, 2020

Deadline to submit lease & deposit to be included in the Space Draw:
5:00PM EST Thursday, November 5, 2020

1) How do I participate in the MODEX 2022 Space Draw?

In order to participate in the Space Draw, your MODEX 2022 signed exhibit lease, rules and regulations document ("lease") and a 10% deposit must be received in MHI's Charlotte, NC office by **5:00PM EST on Thursday, November 5, 2020**. Payment options are provided on the reverse side of this document under number eight. (*Note: the lease must be submitted electronically; paper leases are no longer provided or accepted.*) Go to modexshow.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 5, 2020 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 MODEX 2022 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 17-19, 2020). 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 11, 2020.** 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 is the Space Draw taking place and is there an in-person participation option like there was in years past?

In order to accommodate the volume of Space Draw participants and minimize long wait times, we have transitioned to an all online/phone format without the in-person event. This is to facilitate a multiple day Space Draw, avoid travel conflicts, minimize selections taking place outside of normal business hours, and improve customer service. We want your selection process to be a positive experience. The Space Draw will take place November 17-19, 2020. We will determine the date and time of participants' appointments after the lease deadline when participation numbers and ranking can be calculated.

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. To view your company's points, visit mhi.org/loyalty/points. Any questions concerning loyalty points should be directed to:

Alan Primack
Membership Director
704-714-8761
aprimack@mhi.org

Mary Alyson Ammons
Membership Coordinator
704-714-8765
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 11, 2020. To avoid losing your position in the Space Draw, you must submit your lease and deposit by **5:00PM EST on Thursday, November 5, 2020**.

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?

The area marked as the "designated area" pertains to the interior booths inside the dashed 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 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 # B2224 (20' x 50') and elect to take only half of the booth equaling (20' x 25'). Another example would be for an exhibitor to combine booths to create a single booth. This example would be an exhibitor selecting booth # B2024 and B2124 to create a single booth measuring 20' x 20'.

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, highly demanded areas.

7) What is the "I" symbol in some of the booths on the floorplan?

Booths with an "I" in them on the floorplan must be sold as an island (open on four sides).

8) What payment options are available for my 10% booth deposit?

Company Check

Made payable to MHI and mailed to 8720 Red Oak Blvd., Suite 201, Charlotte, NC 28217. Please note on the check that the deposit is for the MODEX 2022 Space Draw.

Bank ACH or Wire

Please request details from Debbie White at dwhite@mhi.org.

Credit Card

American Express, Visa, and Master Card are accepted. Pay online at mhi.org/billing. Please note that you must allow 2 business days for MHI Staff to process your lease prior to the online credit card payment option being available and there is a 3.25% convenience fee on all credit card payments.

9) How do I calculate my deposit amount?

Ten percent of your total booth cost is due by 5:00PM EST on November 5, 2020. Use the following formula to calculate your deposit:

$$(\text{Rate} * \text{x Square Footage}^{**}) * 0.10 = 10\% \text{ Deposit}$$

EXAMPLE: if you listed 10x10's and 10x20's as your booth choices and you wish to exhibit as an MHI Member, you would fill in the formula as follows: $(\$35 * 100 \text{ sq.ft.}) * 0.10 = \350 .

**Rate (including the \$2/sq.ft. Space Draw discount): \$35 for MHI Members; \$45 for Non-Members*

***Square Footage: If you list booth choices with different square footage totals on your lease, your deposit and points are based on the smallest size booth listed.*

Questions?

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

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For questions regarding your Loyalty Points contact a member of the Membership Team:

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Mary Alyson Ammons

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