

MODEX EDUCATION SEMINAR SPONSORSHIPS



BENEFITS:

- Your company and seminar will be included in marketing and promotional materials reaching over 450,000 manufacturing and supply chain professionals and onsite materials reaching over 25,000 attendees.
- You will be able to educate and inform your audience as a subject matter expert in your field.
- You will receive the names and contact information for your seminar attendees.
- Your seminar can be posted as a Webinar online at MODEXShow.com and accessed by tens of thousands of people after the expo.
- Your education seminar(s) will be highlighted in the official MODEX 2018 Mobile App.

IMPORTANT DATES:

Date	Event	Description
12/8/2016	Space Draw	Education Seminars go on sale
6/30/2017	Sponsor Form - Seminar Application	Sponsorship Application Form (Part A) is Due
7/31/2017	Sponsor Form - Seminar Abstract	Abstract Form (Part B) is Due
9/30/2017	Theatre Assignments	MHI will provide each speaker with their designated speaking date/time/theatre
12/31/2017	Speaker Release Forms	Each speaker must complete, sign, and return a release form to MHI
12/31/2017	Presentations Due	All PowerPoint presentations must be submitted to MHI for review
2/28/2018	Presentation Approvals	All sponsors will receive final presentation approval
4/9/2018	MODEX Opens	
4/12/2018	MODEX Ends	
4/30/2018	Badge Data	All attendance data will be sent to the sponsor
5/31/2018	Presentations Live on MODEXShow.com	Seminars posted online as a webinar on MODEXShow.com upon agreement to copyright terms

MAKE YOUR BUSINESS
> FUTUREPROOF.

**FIND NEW BUYERS
 FOR YOUR
 SUPPLY CHAIN
 SOLUTIONS.**

THE GREATEST SUPPLY CHAIN
 SHOW ON EARTH.



Guidelines:

- Each seminar must be 45 min long or less.
- The content of all seminars must be educational and cannot contain a sales pitch to a specific product or your company.
- Whenever possible, please try to include concrete data and/or case studies.
- You cannot feature a live product demonstration.
- Negative comments about competitors, their products, programs and/or services will not be allowed.
- Avoid any company logos, trademarks of products or service marks of the sponsor/speakers, except in designated spaces.
- MHI must receive a signed release form for all speakers within the designated time frames.
- Slides must be submitted to MHI within the designated time frames. All presentations are subject to approval.
- No changes will be allowed once MHI has approved your presentation.
- All seminars must be in PowerPoint.
- The preferred format for videos is WMV. Avoid the use of MP4s, AVIs, MOV and Prezi files.
- Presentations must be submitted to MHI through a file sharing website. Please ensure that all embedded videos are included in a separate file folder along with the PPT file.

On Site Info:

- Speakers should report to their appropriate theater 15 minutes prior to their event to be fitted with microphones.
- Dedicated technicians will be in each theater for the entire presentation to record each session and for AV assistance.
- All seminars are digitally recorded with audio taping only. There will be no video taping.
- Technicians will give a countdown to ensure the recorded portion of your presentation is captured in the allotted time. The Q&A portion of your presentation will not be recorded.
- Speakers will be given a remote which will cue the technician when to make slide changes.
- Speakers should be introduced with name, affiliation and the reason they will be presenting. Example: "My name is Alfred Hitchcock and I am with Scary Movie Productions. I will be sharing tips today on the use of black and white movies."
- Personal photography and/or video taping of sessions will not be allowed.
- Handouts must be specific to the seminar content and can not include any marketing materials, marketing giveaways, candy, etc. Handouts are the responsibility of the speaker/sponsor. Please bring the appropriate number of handouts at the appointed seminar time. There will be a table in each theater on which to place handouts.
- Microphones will be turned off after 45 minutes.

Post Show Info:

- Education Seminar recordings will be available for free download at www.MODEXshow.com/education/seminars
- Attendee data captured via badge scanning will be emailed to the sponsor of the seminar by April 30, 2018.
- Sessions will be available online by May 31, 2018.
- Audio presentations will be reviewed by MHI prior to upload. Any presentation that fails to meet the guidelines will not be uploaded and the sponsor could face expulsion from future Education Seminars at MODEX and ProMat.

Instructions for completing the two-part MODEX 2018 Education Seminar Sponsorship Application:

1. MODEX 2018 Education Seminar Sponsorship Application (Part A) – Please complete this form in its entirety. The rules governing sponsorship are set forth on Page 2 of Part A. Full payment (100%) of the total fee is due at time of application.

2. MODEX 2018 Education Seminar Abstract Form (Part B) – Beginning **May 1, 2017** you can complete this information online at <http://exhibit.mhi.org> once your application (Part A) and payment are received. If you prefer, you can complete the abstract form and send via email to seminars@mhi.org. **Deadline is July 31, 2017.**

Sponsor Information:

Company name: _____ Booth Number: _____ Contact name: _____

Address: _____ City, State & Zip Code: _____

Phone: _____ Email: _____

Please Select The Box(es) That Indicate Your Seminar Requests:

<input type="checkbox"/> 1 Seminar	<input type="checkbox"/> <i>I would like to be placed on the waiting list for a second seminar if that opportunity becomes available</i>
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Please Select Your Desired Theater Size:

<input type="checkbox"/> Standard (100 Person Room Capacity) — \$2,500	<input type="checkbox"/> Super-Sized (200 Person Room Capacity) — \$5,000
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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 MHI seminar guidelines (provided to sponsors once seminar(s) have been scheduled).

Date Submitted: _____

Printed name: _____ Signature: _____



Please complete the below information and return with Part A of your Seminar Application.

Payment Information:

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

Card # _____ Expiration Date _____

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

Cardholder signature _____ Printed name as it appears on card _____
*(By signing the cardholder line you give MHI permission to charge your account for the amount indicated plus an additional non-refundable **3% processing fee**. This permission is for a single transaction only, and does not provide authorization for any additional charges to your account.)*

Billing Address of Credit Card Statement: _____

City, State & Zip Code: _____

Please submit Part A with payment and mail to:

**MHI • Attention: MODEX 2018 Seminars • 8720 Red Oak Blvd. Ste. 201 • Charlotte, NC 28217-3992
or email seminars@mhi.org**

Rules Governing MODEX 2018 Education Seminars and Sponsorships:

1. **Admission** to any MODEX 2018 education seminar is limited to MODEX 2018 show attendees and must be free to them.
2. **Sponsorship** is limited to MODEX 2018 exhibitors.
3. **Seminar seating** will be theater-style and may accommodate up to 100 attendees in each theater (subject to fire safety rules). A Super-Sized Theater is also available. The Super-Sized Theater may accommodate up to 200 attendees in each theater. 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.
5. **The number of presenters (speakers)** per seminar is limited to three individuals.
6. **Sponsorship fees:** 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. \$2,500 for one seminar time slot in a standard (100 person capacity) theater
 - b. \$5,000 for one seminar time slot in a super-sized (200 person capacity) theater

MHI will provide promotion of the seminars as 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:** Full payment due within 30 days of submitting application. Unpaid applications will not be considered after the 30 days.
8. **Application acceptance:** MHI will begin accepting applications* at the time of the MODEX spacedraw on **Thursday, December 8, 2016** and will continue until all available seminar time slots have been filled. Seminar time slots will be assigned by **September 30, 2017**. Seminars will be slotted according to the sponsor's selection of one general track (Item 9 below), their seminar title and description.

*NOTE: A completed application consists of the fully executed sponsorship application (Part A) with payment, attached to the fully executed seminar track and information sheet(s) (Part B and C). However, to provide a more current and up-to-date program, changes to the information initially submitted on the seminar track and information sheet(s) will be accepted up to but not later than **July 31, 2017**.

Upon completion of the seminar time slot assignment process, sponsors and named speakers will receive confirmation of their seminar time slot(s). (MHI reserves the right to subsequently adjust assignment of confirmed time slots as necessary.)

MHI seminar guidelines will be provided to sponsors and speakers 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. The named speaker(s) shall also agree to abide by the guidelines.

9. **Seminar content:** Content of each seminar must be designed around the sponsor's general track, as it is designated on the seminar information form Part B. Sponsors who have chosen two 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). All presentations must be educational, non-commercial, and must adhere to the following limitations:
 - a. Presentations should emphasize proper considerations for successful supply chain 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 MHI printed promotional material or with the contents of the MODEX show website – www.MODEXShow.com.
 - c. No aspect of any seminar shall be commercial in nature, promote a particular company or product, or 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 MHI shows – both MODEX and ProMat.
11. **Seminar presentations and handout materials:** All seminars must use PowerPoint. Final PowerPoint presentations must be submitted by each sponsor or its speakers to MHI in advance of the show – no later than **December 31, 2017**. (MHI reserves the right to reject applications from sponsors who have previously failed to meet such deadline and to preclude sponsors who fail to meet this deadline from presenting their seminar(s) at MODEX 2018.)

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 MODEX show, all approved final PowerPoint presentations and session recordings that were presented in the MODEX 2018 on-floor seminar theaters will be made available as free downloads via the educational conference portion of MODEX show Website for one year or until the next MHI show unless written notification from the sponsor to the contrary is received by MHI prior to MODEX 2018.

12. **Contract and termination:** On the acceptance of the application by MHI, a contract relating to the sponsorship will exist between MHI and the sponsor as set out in these rules and the MHI 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 MHI seminar guidelines, MHI 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 MHI as a result of it.
13. **Withdrawal or cancellation by the sponsor:** In the event of withdrawal or cancellation by a sponsor from the presentation of such education seminars, the full contracted price will be due and payable.
14. **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.

Deadline: July 31, 2017

Please select one track for your proposed seminar:

- Transportation, Distribution and Warehousing
- Manufacturing, Planning and Sourcing
- Data Capture, Analytics and Information Management
- Automation & Robotics
- Sustainability and Risk Management
- Workforce and Labor

Please select one industry focus for your proposed seminar, if applicable:

- Retail and Omnichannel
- Automotive and Industrial
- Food and Beverage, Consumer Product Goods
- Pharmaceutical and Chemical

Please select (check) all product/service categories applicable to your proposed seminar:

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Attachments - Overhead & Lifting Equipment | <input type="checkbox"/> Consulting & Professional Services | <input type="checkbox"/> Modular Drawer Storage | <input type="checkbox"/> Safety Equipment & Ergonomics |
| <input type="checkbox"/> Attachments - Trucks & Mobile Equipment | <input type="checkbox"/> Containers & Dunnage | <input type="checkbox"/> Monorails & Monorail Systems | <input type="checkbox"/> Scales & Weighing Equipment |
| <input type="checkbox"/> Automated Storage/ Retrieval Systems | <input type="checkbox"/> Controls & Controlling Devices | <input type="checkbox"/> Order Picking, Fulfillment & Delivery | <input type="checkbox"/> Shelving, Workstations & Plant Furniture |
| <input type="checkbox"/> Automatic Guided Vehicle Systems | <input type="checkbox"/> Conveyors | <input type="checkbox"/> Packaging & Unitizing Machinery & Materials | <input type="checkbox"/> Simulation Software & Services |
| <input type="checkbox"/> Automatic Identification Products | <input type="checkbox"/> Cranes | <input type="checkbox"/> Pallets & Palletizers | <input type="checkbox"/> Sortation Equipment |
| <input type="checkbox"/> Batteries/Chargers/Motors/ Fuel/ Alternative Fuel Systems | <input type="checkbox"/> Decking & Flooring | <input type="checkbox"/> Parcel, Freight & Cargo Distribution | <input type="checkbox"/> Supply Chain Execution Systems |
| <input type="checkbox"/> Below/Hook Equipment (i.e. slings, lifts, magnets) | <input type="checkbox"/> Floor Trucks & Carts | <input type="checkbox"/> Plant/Facility Equipment | <input type="checkbox"/> Supply Chain Security |
| <input type="checkbox"/> Carousels | <input type="checkbox"/> Hand Lift Trucks | <input type="checkbox"/> Publications & Associations | <input type="checkbox"/> Sustainable Facility Solutions |
| <input type="checkbox"/> Casters, Wheels & Tires | <input type="checkbox"/> Hoists | <input type="checkbox"/> Protective Guarding | <input type="checkbox"/> Systems Integration Services |
| <input type="checkbox"/> Cleaning Systems & Equipment | <input type="checkbox"/> Hydraulic & Electrical Components/Controls | <input type="checkbox"/> Racks | <input type="checkbox"/> Third Party Logistics |
| <input type="checkbox"/> Computer Hardware and/or Software | <input type="checkbox"/> Labels, Labeling Devices & Tracking Solutions | <input type="checkbox"/> Radio Frequency Identification & Data Communications Equipment | <input type="checkbox"/> Tool Handling & Storage Systems |
| | <input type="checkbox"/> Lift Products | <input type="checkbox"/> Remote Control Equipment | <input type="checkbox"/> Transportation Providers |
| | <input type="checkbox"/> Lift Trucks, Personnel & Burden Carriers | <input type="checkbox"/> Reverse Logistics Services | <input type="checkbox"/> Vertical Lift Module |
| | <input type="checkbox"/> Loading Dock Equipment | <input type="checkbox"/> Robots, Industrial | <input type="checkbox"/> Vertical Reciprocating Conveyors |
| | <input type="checkbox"/> Mezzanines | | |



Deadline: December 31, 2017 - Signed by each speaker

COPYRIGHT LICENSE, RELEASE AND INDEMNIFICATION AGREEMENT

I, _____ hereby grant to MHI a non-exclusive, royalty-free license to exercise all rights protected by copyright law in the presentation by me at MODEX 2018 entitled: _____ including but not limited

to my spoken/printed words and any accompanying audiovisual or electronic presentations as well as any handout materials. I further grant to MHI the rights to reproduce my presentation.

It is understood that I have not received and will not receive any royalty or other monetary compensation from MHI, its designees or any other person for the rights granted herein. It is further understood that MHI shall own all rights protected by copyright law in any audiovisual works of presentation sessions and sound recordings of presentation sessions. I represent to MHI that the materials referenced herein are my own original work, that I have the full right and title to make this release and to grant this license and that the use of these materials will not infringe upon or violate any patent, copyright, trade secret or other proprietary right of any third party. If such a third party were to claim otherwise, I agree to indemnify and hold MHI harmless for any costs or damages resulting from it.

- I agree to copyright terms.
 I disagree with copyright terms. (Failure to agree to copyright terms will result in forfeit of having your presentation uploaded to the MODEXShow.com website.)

Signature: _____ Print Name: _____

Title: _____ Company: _____

Date: _____

Please return this signed sheet to Delana Hopkins by December 31, 2017 by fax to (704) 676-1199 or email seminars@mhi.org