

**Instructions for completing the 2-part MODEX 2012 Seminar Sponsorship Application:**

1. **MODEX 2012 On-Floor Theater 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. Fifty percent (50%) of the total fee is due at time of application.
2. **MODEX 2012 Seminar Information Sheet (Part B)** – Please complete pages 1 and 2 detailing the specifics and conference track of your seminar along with preferences for matching your seminar with attendees’ interests.

**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 two boxes below:**  
 MODEX 2012 exhibiting sponsors are limited to one level of sponsorship. Appropriate recognition of sponsors exhibiting at MODEX 2012 and benefits accompanying sponsorship are based on the particular level of sponsorship.

<input type="checkbox"/> <b>1 Seminar — \$2,000 Silver Sponsor Level</b>	<input type="checkbox"/> <b>2 Seminars — \$4,000 Gold Sponsor Level</b>
One 45-minute speaking slot in the MODEX 2012 on-floor seminar theaters.	Two 45-minute speaking slots in the MODEX 2012 on-floor seminar theaters.
A contact database of all visitors to your seminar.	A contact database of all visitors to your seminars.
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 official MODEX 2012 Show Directory.	Your educational seminars highlighted in the official MODEX 2012 Show Directory.
Your complete educational seminar, fully detailed and searchable on MODEXShow.com. MODEX attendees with interests matching your session topic will be linked to your session.	Your complete educational seminars, fully detailed and searchable on MODEXShow.com. MODEX attendees with interests matching your session topics will be linked to your session.
<b>ADDED VALUE: A logo listing and a seminar sponsorship ad in the printed Show Directory.</b>	<b>ADDED VALUE: A logo listing and a seminar sponsorship ad in the printed show directory.</b>
	<b>ADDED VALUE: One on-line showcase listing on MODEXShow.com plus two on-line search results page banner ads on MODEXShow.com.</b>

**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.

**Printed 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**

**Please submit Parts A and B with payment and mail to:**

MHIA • Attention: MODEX 2012 Seminar • 8720 Red Oak Blvd. Ste. 201 • Charlotte, NC 28217-3992

## Rules Governing MODEX 2012 On-Floor Theater Seminars and Sponsorships:

1. **Admission** to any MODEX 2012 on-floor theater seminar is limited to MODEX 2012 show attendees and must be free to them.
2. **Sponsorship** is limited to MODEX 2012 exhibitors.
3. **Seminar seating** will be theater-style and may accommodate up to 100 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.
5. **The number of presenters (speakers)** per seminar is limited to three individuals.
6. **Sponsorship fees:** MODEX 2012 exhibiting sponsors are limited to one level of sponsorship. 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 seminar time slot
  - b. \$4,000 for two 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:** A deposit of 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%) balance is due on or before December 1, 2011, and is also non-refundable.
8. **Application acceptance:** MHIA will begin accepting applications\* at the time of the MODEX spacedraw on **Tuesday, December 14, 2010**, and until all available seminar time slots have been filled. Seminar time slots will be assigned via a random selection process after **Friday, July 1, 2011**. Seminars will be initially 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 information sheet(s) (Part B). However, to provide a more current and up-to-date program, changes to the information initially submitted on the seminar information sheet(s) will be accepted up to but not later than July 1, 2011.

Upon completion of the seminar time slot assignment process, sponsors and named speakers 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 also 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 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, non-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 promotional material or with the contents of the MODEX show website – [www.MODEXShow.com](http://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 MHIA 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 MHIA in advance of the show – no later than **December 1, 2011**. (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 MODEX 2012.)

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 2012 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 MHIA show unless written notification from the sponsor to the contrary is received by MHIA prior to MODEX 2012.

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.
13. **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.
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.

**Instructions for Completing:**

The seminar detailed below must be based on one track from the list on Page 2, Part B. Sponsors conducting two seminars must submit a separate MODEX 2012 seminar information sheet for each seminar. If the same seminar is to be repeated, however, only a single seminar information sheet is required. Attach the completed information sheet(s) to Part A for submission.

Seminar information sheets will be accepted until July 1, 2011.

**Sponsor:** \_\_\_\_\_ **Seminar #** \_\_\_\_\_ **of #** \_\_\_\_\_ (2 maximum)

**Title of seminar:** \_\_\_\_\_

**This seminar is to be categorized as (chose one):** Beginner \_\_\_\_\_ Intermediate \_\_\_\_\_ Advanced \_\_\_\_\_

**Provide a brief, one (1) paragraph description of proposed seminar and include two (2) bullet-point "key takeaways" below:**

**Abstract:**

**What you'll learn from attending this session:**

- 
- 

**Proposed speaker(s) – limited to three (3) per seminar session:**

**Speaker 1:**

Speaker name: \_\_\_\_\_ Company/Title: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State & Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Speaker 2:**

Speaker name: \_\_\_\_\_ Company/Title: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State & Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Speaker 3:**

Speaker name: \_\_\_\_\_ Company/Title: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State & Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsor:** \_\_\_\_\_ **Seminar #** \_\_\_\_\_ **of #** \_\_\_\_\_ **(2 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                                   |
| <input type="checkbox"/> Data Capture and Information Management              | <input type="checkbox"/> Sustainability                                 |
| <input type="checkbox"/> High Performance Warehousing/Distribution Operations | <input type="checkbox"/> World-Class Material Handling in Manufacturing |

**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"/> Scales & Weighing Equipment              |
| <input type="checkbox"/> Attachments - Trucks & Mobile Equipment                   | <input type="checkbox"/> Containers & Dunnage                          | <input type="checkbox"/> Monorails & Monorail Systems                                   | <input type="checkbox"/> Shelving, Workstations & Plant Furniture |
| <input type="checkbox"/> Automated Storage/ Retrieval Systems                      | <input type="checkbox"/> Controls & Controlling Devices                | <input type="checkbox"/> Order Picking, Fulfillment & Delivery                          | <input type="checkbox"/> Simulation Software & Services           |
| <input type="checkbox"/> Automated Guided Vehicle Systems                          | <input type="checkbox"/> Conveyors                                     | <input type="checkbox"/> Packaging & Unitizing Machinery & Materials                    | <input type="checkbox"/> Sortation Equipment                      |
| <input type="checkbox"/> Automatic Identification Products                         | <input type="checkbox"/> Cranes  | <input type="checkbox"/> Pallets & Palletizers  | <input type="checkbox"/> Supply Chain Execution Systems           |
| <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 Security                    |
| <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"/> Sustainable Facility Solutions           |
| <input type="checkbox"/> Carousels   | <input type="checkbox"/> Hand Lift Trucks                              | <input type="checkbox"/> Publications & Associations                                    | <input type="checkbox"/> Systems Integration Services             |
| <input type="checkbox"/> Casters, Wheels & Tires                                   | <input type="checkbox"/> Hoists  | <input type="checkbox"/> Racks  | <input type="checkbox"/> Third Party Logistics                    |
| <input type="checkbox"/> Cleaning Systems & Equipment                              | <input type="checkbox"/> Hydraulic & Electrical Components/Controls    | <input type="checkbox"/> Radio Frequency Identification & Data Communications Equipment | <input type="checkbox"/> Transportation Providers                 |
| <input type="checkbox"/> Computer Hardware and/or Software                         | <input type="checkbox"/> Labels, Labeling Devices & Tracking Solutions | <input type="checkbox"/> Remote Control Equipment                                       | <input type="checkbox"/> Vertical Lift Module                     |
|  | <input type="checkbox"/> Lift Products                                 | <input type="checkbox"/> Reverse Logistics Services                                     | <input type="checkbox"/> Vertical Reciprocating Conveyors         |
|  | <input type="checkbox"/> Lift Trucks, Personnel & Burden Carriers      | <input type="checkbox"/> Robots, Industrial   |   |
|  | <input type="checkbox"/> Loading Dock Equipment                        | <input type="checkbox"/> Safety Equipment & Ergonomics                                  |   |
|  | <input type="checkbox"/> Mezzanines                                    |   |   |