In-Line Exhibit

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

Definition

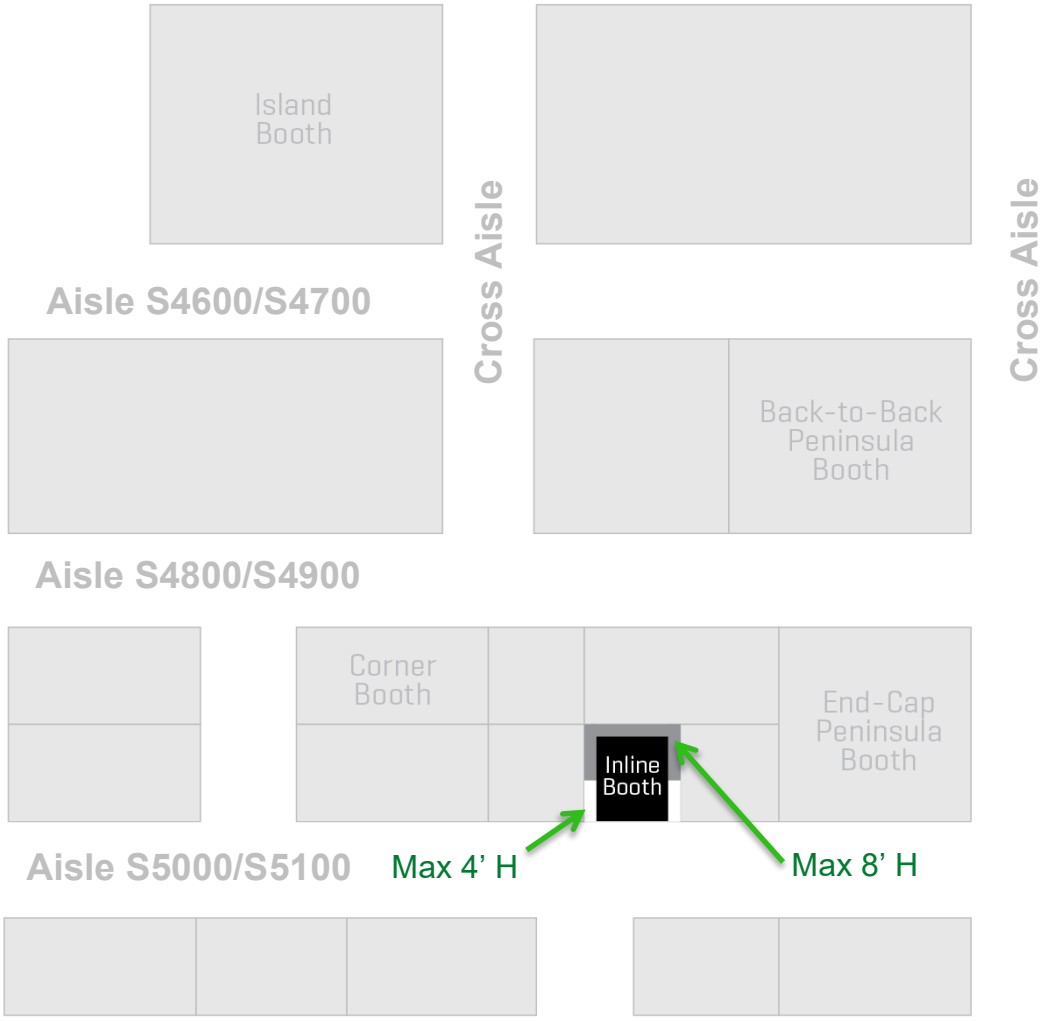
An exhibit that is open to one aisle with an adjacent booth on each end.

Standard Exhibit Height

The standard height for backwalls is 8 feet high except perimeter booth backwalls which may extend to 12 feet. The full height of the backwall may extend forward one-half of the booth depth along each side of the booth.

Side Rails: Side rails separating booths may not exceed 48 inches in height (4 feet).

Image to the right is to serve as an example only. In-Line rules apply to a variety of booth sizes that meet the definition listed above.



*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Questions? Contact MHI Show Operations Team at showoperations@mhi.org or 704-676-1190

Corner Exhibit

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

Definition

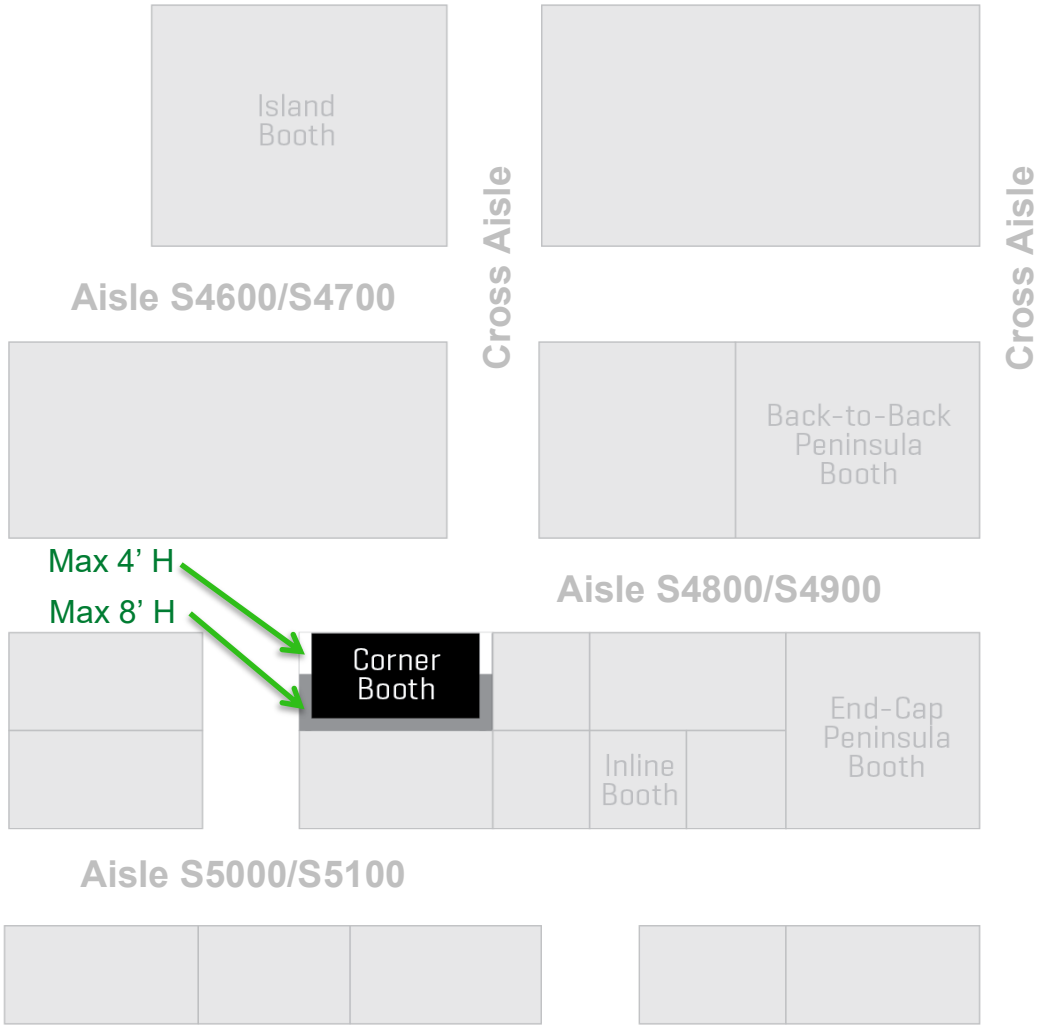
An exhibit is open to the aisle with one open corner and one adjacent booth.

Standard Exhibit Height

The standard height for backwalls is 8 feet high except perimeter booth backwalls which may extend to 12 feet. The full height of the backwall may extend forward one-half of the booth depth along each side of the booth.

Side Rails: Side rails separating booths may not exceed 48 inches in height (4 feet).

Image to the right is to serve as an example only. Corner rules apply to a variety of booth sizes that meet the definition listed above.



*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Questions? Contact MHI Show Operations Team at showoperations@mhi.org or 704-676-1190

Peninsula Exhibit

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

Definition

An exhibit open to three aisles, with the booth facing a cross aisle and two main (numbered) aisles running down the sides. **Main aisles are numbered aisles on the floorplan.**

Standard Exhibit Height

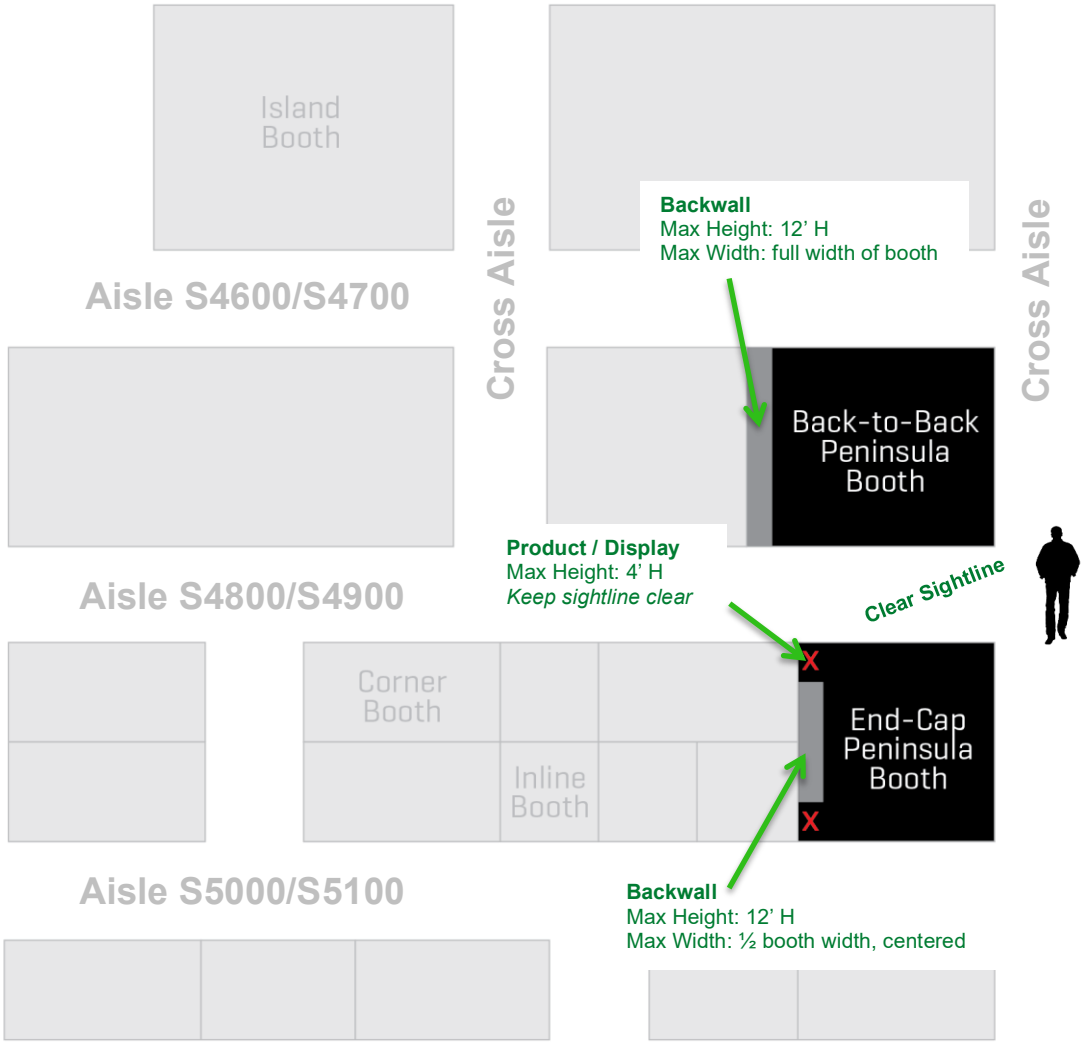
End-Cap Peninsulas: The length of the backwall must be centered against the display and be no longer than the width of the booth less ten feet and extended to a maximum height of 12 feet.
Back-to-Back Peninsulas: Backwalls may go the full width of the booth and can extend to a maximum height of 12 feet.

If your backwall extends the full 12 feet in height, the top 4 feet facing back must be finished and clean with no graphics, unfinished material, etc.
Please be sure to reference the most recent floor plan at https://www.promatshow.com/floorplan.

All peninsula booths must submit a booth layout to showoperations@mhi.org by January 11, 2027.

Intent: Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard

Images are to serve as examples only. Peninsula rules apply to a variety of booth sizes that meet the definition listed above.



*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Questions? Contact MHI Show Operations Team at showoperations@mhi.org or 704-676-1190

Island Exhibit

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

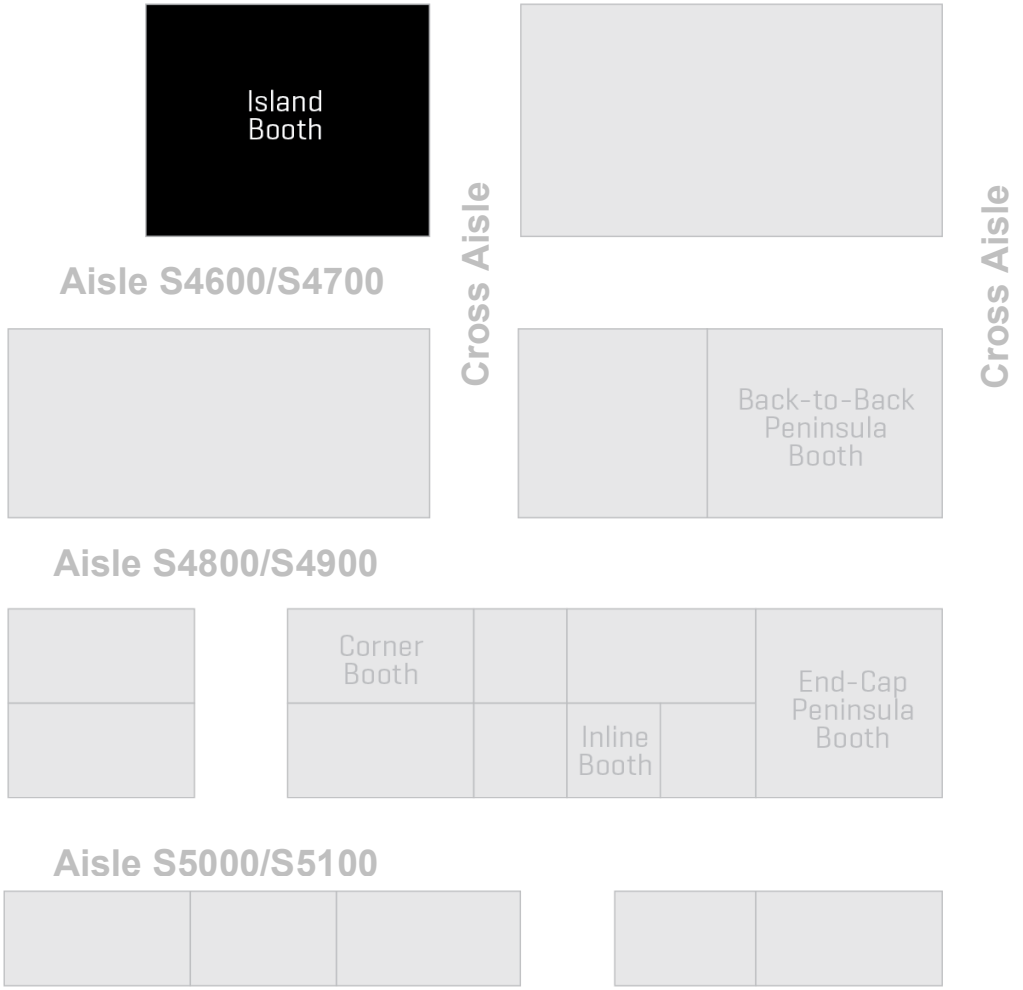
Definition

An exhibit that is open to an aisle on all four sides.

Standard Exhibit Height

Since an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor space is permitted. Island exhibits do not have specific height restrictions and can go as high as the ceiling permits.

Image to the right is to serve as an example only. Island rules apply to a variety of booth sizes that meet the definition listed above.



*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Questions? Contact MHI Show Operations Team at showoperations@mhi.org or 704-676-1190

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

Hanging Signs

Hanging Signs (Section C III.11.d)

1. **Hanging signs are prohibited in all booths under 600 square feet.**
2. The **bottom** of all hanging signs can be no lower than 16 feet.
3. Signs can be hung at any height higher than 16 feet that the building will allow.
4. **All hanging signs must be approved in writing by MHI and Exhibit Hall by January 11, 2027.***
5. Copy is allowed on three sides, except for islands and booths that allow 10 feet between the back-facing copy and booth behind it which can have copy on all four sides.
6. Signage must be 5 feet from all adjacent booths and 10 feet from booths behind it.
7. Monitors attached to hanging signs are considered part of the hanging sign and must comply to all hanging sign height restrictions and regulations.

***To request approval on your hanging sign, email your booth layout to showoperations@mhi.org by January 11, 2027**. Please be sure to clearly show compliance with the rules above. If you do not have a layout/rendering, you can use this sheet for submission to MHI. MHI will request approval from the exhibit hall on your behalf. Shipping instructions and Labor order forms can be accessed via the Exhibitor Manual.

Draw placement of your hanging sign within your booth. Indicate distance from the borders of your booth.

Bordering booth or aisle number: _____

Bordering booth or aisle number: _____



Bordering booth or aisle number: _____

Bordering booth or aisle number: _____

Company Name: _____

Booth Number: _____

Height from floor to bottom of sign: _____

Dimensions of Sign: _____

Weight of Sign: _____

Please note that GES will NOT hang your sign if you do not have show management approval. Please do not skip this crucial step.

*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Questions? Contact MHI Show Operations Team at showoperations@mhi.org or 704-676-1190

Other Frequently Asked About Topics

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

- **Costumed Performers or Mascots; Mobile Robots or Equipment**: Costumed performers or mascots as well as mobile robots or equipment must remain within your booth and cannot roam the show floor or facility.
- **Double Deck Booths**: See Section C.III.8 of the Exhibit Rules and Regulations included in your lease agreement and attached to the end of this document. Submit your drawings stamped by a professional structural engineer to the MHI Show Operations Team at showoperations@mhi.org by January 11, 2027.
- **Drones:** McCormick Place approval Is required to operate any unmanned aircraft systems. If you plan to have a drone as part of your product display, please email showoperations@mhi.org to obtain the proper paperwork for McCormick Place submittal.
- **Equipment Height**: Per section C.III.10 of the Rules and Regulations, exhibits using racks, shelving, or similar products m*anufactured by the exhibitor* may extend to any height where ceiling heights and local ordinances permit *as long as they do not obscure neighboring exhibits*, which determination shall be made solely by the MHI Chief Exhibitions Officer.
- **Insurance**: Exhibitor Appointed Contractors (EACs) should follow the instructions for submital in the Exhibitor Manual. Exhibitors can view Insurance requirements in Section B.I.11 of the ProMat Exhibit Space Lease (excerpt below). A sample COI will be available in the Exhibitor Manual.

> **11. INSURANCE:** Lessee agrees to provide comprehensive general liability coverage on an occurrence basis. This insurance shall include premises/operations, completed operations, advertising injury, personal injury, broad form property damage, and blanket contractual liability to cover the liability assumed by the lessee under the indemnity agreement included herein. Minimum limits of coverage will be $1,000,000 per occurrence.
>
> Lessee agrees to provide workers compensation coverage for all employees as provided by law. Coverage shall also extend to employers liability for bodily injury, death, and for occupational disease. Minimum limits of coverage are $500,000/$500,000/ $500,000.
>
> Lessee shall furnish MHI a Certificate of Insurance, providing the coverages above, prior to installation of exhibit and no later than February 17, 2027. Please send to the Chief Exhibitions Officer, MHI, 8720 Red Oak Blvd., Suite 201, Charlotte, NC 28217 or email to sales@mhi.org.

*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Other Frequently Asked About Topics

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

- **Move In / Move Out / Target Dates**: ProMat is a targeted move in and targeted move out show. Plan your exhibit and set up timing accordingly. The Exhibitor Manual is released 5 months prior to the show and contains a target floorplan map that provides your target move in day which is the day your shipment should arrive at show site. Your target move out day is the day your shipment must be picked up from show site. It is vital to the operations of the overall show that you adhere to the schedule. If you need to request a change to your target date, you may submit a request to GES via the form provided in the Exhibitor Manual; submitting a request does not guarantee approval, as changes are subject to overall floor scheduling and operational constraints. Freight that arrives off-target, will be charged an off-target penalty by GES. Note that areas of the floor marked as "last in / first out" were marked that way at the time of booth purchase and must follow the assigned schedule – any target change requests for these areas will be denied. Shipping to the GES Advance Warehouse is suggested for those targeted as last in/first out. See the Exhibitor Manual for additional information.
- **Safety Barriers / Guarding**: All display, exhibit materials and equipment must be protected by safety guards and fireproofing to prevent fire hazards and personal accidents to visitors (Section B.I.15 of the ProMat Exhibit Space Lease). Exhibitors are responsible for keeping demonstrations within the confines of the booth and must have safety features in place that prevent accidents to visitors. Visitor safety is paramount and is the sole responsibility of the exhibitor.
- **B2 Hall Exhibitors**: If your booth is located in the B2 Hall (back of North Hall) the following rules apply as noted on the floorplan www.promatshow.com/floorplan):
    - All booths in B2 are Last In/First Out (no target variance requests will be accepted).
    - Ceiling height is 16 feet.
    - No hanging signs permitted.
    - No mezzanines/double decker booths permitted.

*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Questions? Contact MHI Show Operations Team at showoperations@mhi.org or 704-676-1190

MHI Show Operations Team

PROMAT 2027
MCCORMICK PLACE | CHICAGO MHI
APRIL 19-21, 2027
promatshow.com

For the fastest response time, please email showoperations@mhi.org with your questions, booth layouts, double deck submissions, and hanging sign requests and a member of our team will get back to you.



Daniel McKinnon
Chief Exhibitions Officer (CXO)
704-714-8766 | dmckinnon@mhi.org



Melissa Auer
Vice President of Exhibition Operations
704-714-8713 | mauer@mhi.org



Donna Streicher
Senior Exhibitor Services Manager
704-714-8718 | dstreicher@mhi.org



Rachel Picot
Exhibitor Services Coordinator
704-714-8712| rpicot@mhi.org

*Please see the ProMat 2027 Rules and Regulations (attached) for full details on all rules and regulations. *

Show Rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of the rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Questions? Contact MHI Show Operations Team at showoperations@mhi.org or 704-676-1190

C ProMat® 2027 Exhibit Rules and Regulations

I. SPACE DRAW, ASSIGNMENT AND POINT SYSTEM PROCEDURE FOR PROMAT 2027

1. **SPACE DRAW AND ASSIGNMENT PROCEDURE:** A meeting ("Space Draw") will be held the week of November 17, 2025 of all Exhibitors who are eligible to participate in the drawing at which space selections and assignments will be made. Eligible Exhibitors are companies who qualify under Section 3 of the Exhibit Space Lease and whose completed application for Exhibit Space Lease, Rules and Regulations ("Lease") have been received by MHI by 5:00 P.M. ET November 5, 2025, at its offices at 8720 Red Oak Blvd., Suite 201, Charlotte, NC 28217-3992. Eligible Exhibitors will be placed in the space selection drawing according to the following Point System.

   At the Space draw, there will be an initial layout drawing for the Show on which will be marked designated areas consisting of various booth sizes. These areas are known as the Designated Areas.

   The designated areas may not be redrawn or combined by the Exhibitors who participate in the Space Draw. The areas outside of the Designated Areas may be redrawn.

   Each exhibitor must state the amount of space on its lease it desires in order to credit that company with the correct number of points for the drawing. Exhibitors with the highest number of points determined in accordance with the Loyalty Point System will draw first.

   Applications received after 5:00 P.M. ET November 5, 2025 will be added to the end of the Space draw based on time received.

   After the initial Space Draw is completed, Exhibitors may change their booths' location and square footage subject to the following restrictions:

   A. Any decrease in square footage must include a change to another booth location.

   B. All changes must be approved by the MHI Chief Exhibitions Officer.

   Applications for space of eligible Exhibitors received after the completion of the Space Draw, will be assigned space by MHI based on the date and time that the application is received in the MHI Office, subject to the availability of space.

2. **POINT SYSTEM:** The purpose of the Loyalty Point System is to protect the interests of member Exhibitors. It is designed to give priority in Space draw to repeating Exhibitors. The rules governing the allotment of points may be found in the Loyalty Program Outline at MHI.org/loyalty.

II. REGISTRATION AND ADMISSION

All persons desiring admission to the exhibit area, including without limitation, Lessees and visitors, are required to register online for the Show. An official badge, obtained either upon registration or by pre-registration, entitles the wearer to unlimited attendance during scheduled Show hours. The badge is not transferable. MHI shall have sole control of admission policies at all times.

On-site registration will be conducted in a designated area. Exhibit areas shall be accessed only from this designated area.

No one under 16 admitted at any time.

Admittance during non-show hours: Booth personnel will not be permitted to enter the exhibit floor earlier than 8:00 AM on a scheduled show day, and booth personnel will not be permitted to remain on the exhibit floor after closing hour each evening. Exhibitors that require additional time must obtain permission in writing from MHI Chief Exhibitions Officer.

III. ARRANGEMENT OF EXHIBITS

Under the terms of the Exhibit Space Lease, Lessee is required to submit to the MHI Chief Exhibitions Officer via email to showoperations@mhi.org not later than January 11, 2027, drawings of its booth layout indicating location and explanation of proposed sign(s), sound system(s), display(s), unusual lighting, narrative demonstration(s), or other unusual effects for determination as to whether such items are in accordance with the provisions of the Exhibit Space Lease and these Rules and Regulations. MHI shall be the sole judge of what will be approved, subject to general and specific statements as contained in the Exhibit Space Lease and these Rules and Regulations, and whether, in MHI's sole discretion, such display in total or in part will be in the best interest of the Show and/or other Lessees. The failure to receive such approval will require changes in the proposed exhibit to satisfy these requirements and obtain approval.

1. **INSTALLATION AND DISMANTLING:** Periods during which installation and dismantling of exhibits may occur shall be as follows:

   Installation - From: 8:00 A.M. CST Wednesday, April 14, 2027
   to: 5:00 P.M. CST Sunday, April 18, 2027
   Dismantling - From: 5:00 P.M. CST Wedneday, April 21, 2027
   to: 2:00 P.M. CST Saturday, April 24, 2027

   Note: ProMat 2027 is a targeted move in and move out show. Target dates will be available in the exhibitor manual approximately 5 months ahead of the show.

2. **EXHIBIT SPACE RESTRICTIONS:** All exhibits must be confined to Exhibit Space assigned booth, provided that Lessee may display its products at such established distributorships, agencies, or manufacturing plants in the Metropolitan area of the city of Chicago as it may currently maintain. In addition, and subject to local ordinances, if applicable, Lessee shall be permitted to display unmanned inoperable products displays without literature, anywhere in the Metropolitan area of the city of Chicago provided such displays include prominent advertising for the Show. This applies to areas in and around the Chicago Metropolitan area in which the Show is held exclusive of the Exhibit Hall and Hotels.

3. **REMOVAL OF PROPERTY:** Lessee shall remove from the Exhibit Hall at the end of the Show as herewith set forth and in no event later than 2:00 P.M. CST Saturday, April 24, 2027, all property, goods and effects belonging to it or them or caused by them to be brought upon the premises. If such property is not removed by the above-stated time, MHI or its Lesser, the Metropolitan Pier and Exposition Authority (the Authority), may store or cause to be stored any such property, for which Lessee shall pay a reasonable fee, and all expenses incurred by MHI or its Lesser, the Authority, as the case may be, thereof. If said property is not claimed and storage fees and expenses are not paid, within 30 days thereafter, MHI or its Lesser, the Authority, then has the right to sell said property or otherwise dispose of same in such a manner as it deems advisable or necessary and to apply the proceeds thereof, if any, toward liability or costs thus incurred by MHI or its Lesser, the Authority. Any balance due to MHI or its Lesser, the Authority, including costs incurred in connection with such sale or disposal, shall be due and owing from Lessee.

4. **BACKWALLS:** The standard height for backwalls is 8'0" except (a) perimeter booth backwalls which may extend to 12'0" and (b) such other exceptions as are hereafter permitted. A perimeter booth is a booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

   The full height of the backwall may extend forward one-half of the booth depth along each side of the booth.

   A Lessee using a backwall in a booth bounded by three aisles (peninsular booth) must keep the length of the backwall centered against the display and keep it no longer than the width of the booth less ten feet and extended to a maximum height of 12'0". A peninsular booth is defined as a booth bounded by three aisles, with the booth facing a cross aisle and two main aisles running down the sides. Back-to-back peninsular booths may have backwalls the full width.

   All peninsular booths must submit floor plans to the MHI Chief Exhibitions Officer via email to showoperations@mhi.org prior to construction and no later than January 11, 2027. Failure to submit will result in cancellation of labor order.

5. **SIDE RAILS:** Side rails separating booths may not exceed 48" in height.

6. **BOOTHS 300 SQUARE FEET OR GREATER:** In booths 300 square feet or larger, the 48" height limitation in the front half of the booth is applied only to that portion of exhibit space which is within 10 feet of an adjoining booth.

7. **ISLAND BOOTHS:** Since an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor space is permitted. A minimum of 400 square feet is required.

8. **DOUBLE DECK BOOTHS:** All Exhibitors using double deck or second story booths or booths with a mezzanine must have exhibit plans/drawings, certified by an engineer indicating that the structure design is properly engineered for its proposed use. Written certification of the existence of such plans/drawings provided to the MHI Chief Exhibitions Officer via email to showoperations@mhi.org is required before the booth may be erected and no later than January 11, 2027.

   It is the Exhibitor's obligation to ensure that its booth complies in all respects with local ordinances and fire regulations.

9. **DISPLAYS:** In order to allow effective utilization of the cube area, solid structural displays are subject to the following limitations:
   - **a.** Display material exposing an unfinished surface to neighboring booths and/or aisles is not permitted.
   - **b.** Structure(s)/Product(s) below 5'0" shall not block visibility of neighboring booths which determination shall be made solely by the MHI Chief Exhibitions Officer.
   - **c.** Structure(s)/Product(s) above 5'0":
     1. Structure(s) cannot be located closer to the front of Lessee's booth than three feet.
     2. Structure(s)/Product(s) shall not block visibility of neighboring booths, which determination shall be made solely by the MHI Chief Exhibitions Officer.
   - **d.** No Structure(s) shall exceed 35'0" in height where Exhibit Hall ceiling heights permit.
   - **e.** Structure(s) are defined as displays, signs, or other materials, but not a permanent structure of the Exhibit Hall.

10. **EXHIBITS USING RACKS, SHELVING, OR SIMILAR PRODUCTS:** Racks, shelving, or similar products manufactured by the Exhibitor may extend to any height where ceiling heights and local ordinances permit as long as they do not obscure neighboring exhibits, which determination shall be made solely by the MHI Chief Exhibitions Officer.

11. **SIGNS: Not later than January 11, 2027 proposal drawings of all booth signs are to be submitted to the MHI Chief Exhibitions Officer via email to showoperations@mhi.org, together with the proposed location of such signs for determination as to whether such booth signs are in accordance with the provisions of the Exhibit Space Lease and the Rules and Regulations.** MHI is to be the sole judge of whether the plans are approved or if changes are required which shall be subject to the general statements contained elsewhere in these Rules and Regulations as well as factors as follows:
   - **a.** Signs Attached to Backwalls or Sidewalls
     1. Copy or graphics cannot bleed through materials as to be seen by neighboring booths.
     2. Signs extending above 8'0" in height attached to the backwall shall have copy appearing only on the side facing toward the front of the booth. Sign shall have maximum height of 4'0" and width of one-half (1/2) the length of the backwall.
     3. No signage above 8'0" is allowed to be attached to the sidewalls.
     4. The back of all signage above 8'0" must be finished and have no copy or graphics.
   - **b.** Signs Attached to Exhibitors Product or Equipment
     1. Copy or graphics cannot bleed through materials as to be seen by the neighboring booth.
     2. Signs facing the front of the booth can be attached at any height on the product or equipment.
     3. Signs facing the side of the booth must be 5'0" from the neighboring booth and no lower than 10'0" to the bottom of the sign.
     4. Signage facing the back of the booth must be a minimum of 10 feet from the booth behind it.
   - **c.** Towers: A tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. The tower must be five feet from neighboring booths. Towers in excess of 8 feet should have drawings available for inspection and must submit drawings for approval to showoperations@mhi.org no later than January 11, 2027. **All towers must be approved in writing by the MHI Chief Exhibitions Officer**.
   - **d.** Hanging Signs
     1. **Hanging signs are prohibited in all booths under 600 square feet.**
     2. The bottom of all hanging signs can be no lower than 16'0".
     3. Signs can be hung at any height higher than 16'0" that the building will allow.
     4. **All hanging signs MUST BE APPROVED in writing by MHI and Exhibit Hall by January 11, 2027.**
     5. Copy is allowed on three sides, except for islands and booths that allow 10 feet between the back facing copy and booth behind it which can have copy on all four sides.
     6. Signage must be 5'0" from all adjacent booths and 10' 0" from booths behind it.
     7. Monitors attached to hanging signs are considered part of the hanging sign and must comply to all hanging sign height restrictions and regulations.
   - **e.** Balloons used as signage
     1. Balloons used as signage are prohibited in all booths under 300 square feet.
     2. Balloons must be base mounted and tethered to stay within the confines of the booth and 5 feet from all adjacent booths.
     3. The bottom of the balloon can be no lower than 16'0".

12. **FLOORING:** Flooring is required. Exemptions must be requested in writing. MHI reserves the right to force flooring at exhibitor's expense.

Please refer to the display rules and regulations document for illustrations at promatshow.com.

C ProMat® 2027 Exhibit Rules and Regulations (continued)

IV. COMBUSTION ENGINES

Combustion engines and/or combustion engine powered equipment may be operated, provided each vehicle or engine is equipped with a portable fire extinguisher, Class B-2 type approved by Underwriters Laboratories. Notwithstanding the foregoing, all equipment must comply with any additional requirements of the exhibit hall or local fire regulations.

V. SOUND, LIGHTING, AND OTHER ACTIVITY

1. **SOUND SYSTEMS AND NOISE:** Sound shall not be objectionably audible to neighboring Lessees. If sound is, or noise continues to be, objectionable to neighboring Lessees, after due notice to the Exhibitor which is the source of such noise, the MHI Chief Exhibitions Officer shall have absolute and sole discretion in deciding whether the sound is objectionable, enforcing this regulation and in reducing or eliminating the sound.

   No speakers for sound systems can be located closer to the boundaries of Lessee's booth than 25 percent of the width and length of the booth.

2. **MUSIC LICENSING:** The exhibitor acknowledges that any live or recorded performance of copyrighted music, which occurs in their booth, must be licensed from the appropriate owner or agent. The exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless MHI and Authority from any damages or expenses incurred by MHI or Authority due to exhibitor's failure to obtain such licenses.

3. **LIGHTING AND OTHER ACTIVITIES:** Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisle. Lighted and/or animated displays will be permitted upon prior approval of the MHI Chief Exhibitions Officer. Submit requests for approval to showoperations@mhi.org by January 11, 2027. The MHI Chief Exhibitions Officer shall have the right to restrict the use of glaring or irregular lighting effects, animation, or any other Lessee activities which may be considered objectionable and/or detrimental to the best interest of the Show and other Lessees.

VI. PERMISSIBLE AND NON-PERMISSIBLE CONDUCT INCLUDES

1. **PERMISSIBLE CONDUCT WITHIN A LESSEE'S BOOTH INCLUDES:**
   - **a.** Product demonstrations are permissible subject to compliance with Section V above.
   - **b.** Masters of ceremonies, narrators, commentators, or professional performers may be used in conjunction with product demonstrations and product presentations as long as these are "substantially related" to the Exhibitor's product(s) and in good taste. Performers may be included in audio-visual presentations where the overall theme of the film is technical in nature. Determination of "substantially related" is within the sole judgment of the MHI Chief Exhibitions Officer.
   - **c.** Models and/or hostesses may be used to help convey Lessee's message. Original costuming must be in good taste, which shall be determined in the sole and absolute discretion of the MHI Chief Exhibitions Officer.
   - **d.** Giveaways are permissible as long as the individual cost of an item is less than $600.00.
   - **e.** Beverages may be served within the confines of the Lessee's booth, providing such beverages are obtained from the concessionaire of the Exhibit Hall and any appropriate permit has been duly obtained.

2. **NON-PERMISSIBLE CONDUCT INCLUDES BUT IS NOT LIMITED TO:**
   - **a.** Signs indicating the price of, or other reference to, the sale of display equipment will not be allowed.
   - **b.** On-site sale and delivery of products, goods or equipment of any kind will not be allowed. Exhibitor will be responsible for all license fees, penalties, or taxes incurred for violation of this rule.
   - **c.** Performers or comedians, live or on film, except as specified in Item VI, 1.b above are not permitted.
   - **d. Exhibitors must not allow aisles bounding their exhibits to be blocked.**
   - **e.** No transmission or recording for transmission for sale or permit sale by radio, television, motion picture, videotape, sound recording or otherwise is permitted.
   - **f. All demonstrations or other activities must be confined to the limits of the Lessee's exhibit space.** This includes costumed performers. Distribution of materials may be made only within the Exhibit Space. Lessees in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility shall distribute no advertising circulars, catalogs, folders, or devices. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth or official publication bins designated by MHI.

VII. CANVASSING AND CONTESTS

Canvassing by non-exhibiting firms or persons is forbidden. The MHI Chief Exhibitions Officer must approve all unusual promotional activities in writing no later than 45 days prior to the opening of the Show.

VIII. EJECTION

Exhibit Hall and MHI reserve the right to refuse admission to or cause to be removed, any undesirable person.

IX. PHOTOGRAPHY REGULATIONS

Lessee should make its own arrangements with the Official Photographer for commercial photographs of its exhibit booth. No commercial photographer will be admitted to the exhibit area except those photographers having orders from Lessees. An employee of a Lessee or of that company's distributor or advertising agency who wears an Exhibitor identification badge may take candid photographs of the exhibiting company's booth or product display but **may not photograph any other exhibit or product display within the exhibit area**.

Members of the working press wearing official press identification badges may take photographs of the Show, lobby, registration area and down-from-above general views. Photographs of a booth or product on display may only be taken by the press after securing permission to do so from the Exhibitor.

X. GENERAL

All matters and questions not covered by these Rules and Regulations and all interpretations of these Rules and Regulations are subject to the discretion and decision of MHI. These Rules and Regulations may be amended and/or interpreted at any time by the MHI Chief Exhibitions Officer in consultation with the MHI Executive Committee or Chief Executive Officer. All amendments, additions, or interpretations that may be so made shall be as binding on all parties as the original Rules and Regulations. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of MHI and the MHI Chief Exhibitions Officer. THE MHI CHIEF EXHIBITIONS OFFICER SHALL HAVE FULL POWER AND AUTHORITY TO INTERPRET, AMEND AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.

XI. CONTRACTOR AND LABOR RELATIONS

Any controversies which may arise between Lessee(s) and Official Contractors, or the personnel of either, shall be referred to the MHI Chief Exhibitions Officer. Exhibitors shall have no recourse against MHI or The Authority for any such disputes.