In-Line Exhibit

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).

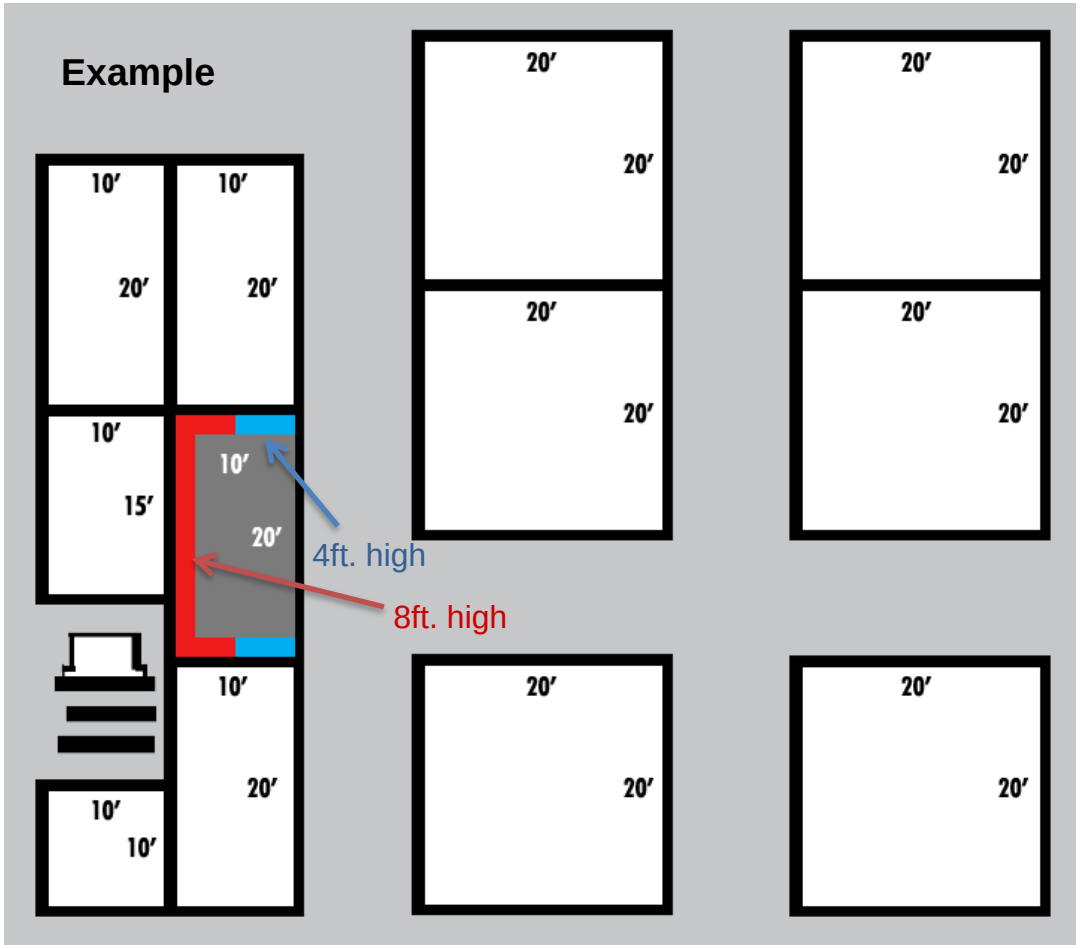

Image above is to serve as an example only. In-Line rules apply to a variety of booth sizes that meet the definition listed above.

Please see the MODEX 2018 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 Melissa Auer, Manager of Exhibitor Services at 704-714-8713 or mauer@mhi.org

Corner Exhibit

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).

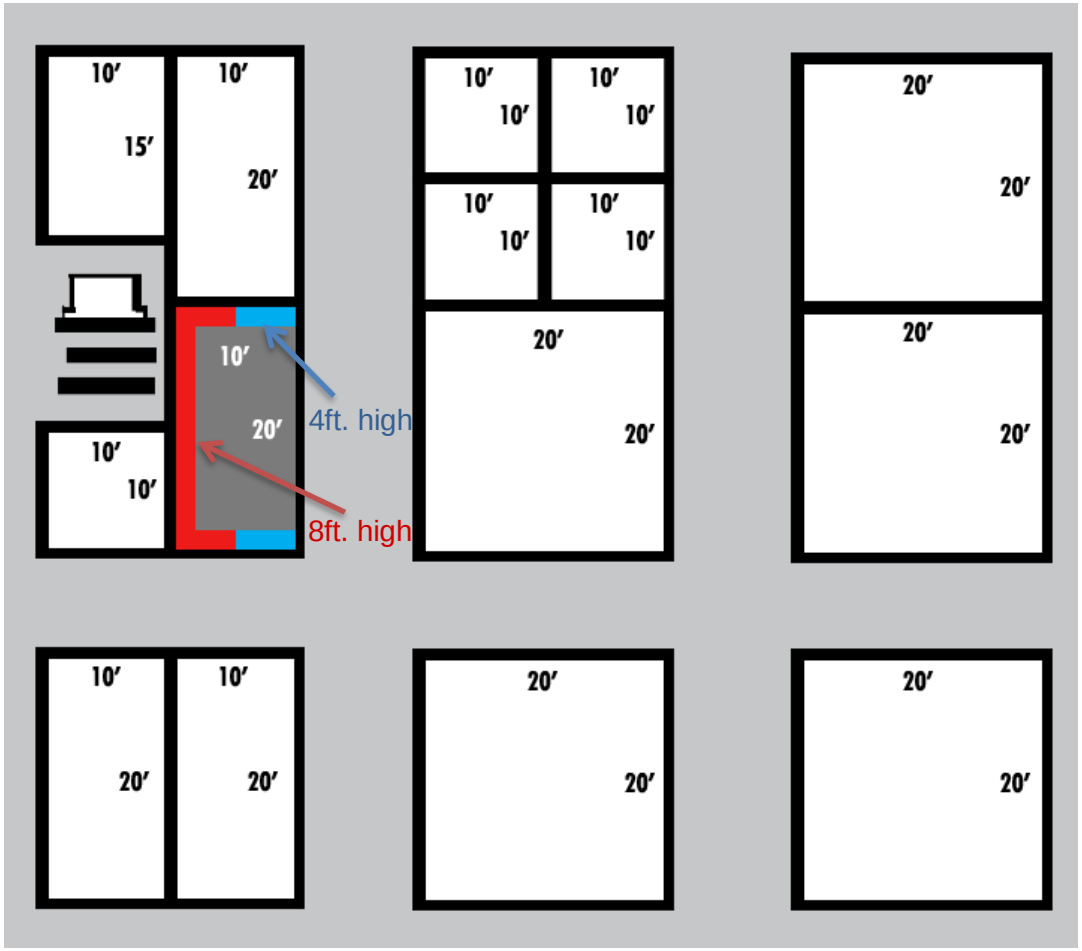

Image above is to serve as an example only. Corner rules apply to a variety of booth sizes that meet the definition listed above.

Please see the MODEX 2018 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 Melissa Auer, Manager of Exhibitor Services at 704-714-8713 or mauer@mhi.org

Peninsula Exhibit

MODEX 2018
GEORGIA WORLD CONGRESS CENTER
ATLANTA | APRIL 9-12
www.MODEXShow.com
powered by MHI

Definition

An exhibit open to three aisles, with the booth facing a cross aisle and two main aisles running down the sides.

Standard Exhibit Height

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 (If your backwall extends the full 12 feet in height, the top 4 feet facing back must be finished and clean with no graphics, cords, etc.).
Back-to-back peninsula booths may have backwalls the full width. **Please be sure to reference the most recent floor plan**.
All peninsula booths must submit a booth layout to mauer@mhi.org by November 15, 2017. Failure to submit will result in cancellation of labor order.

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 exhibit.

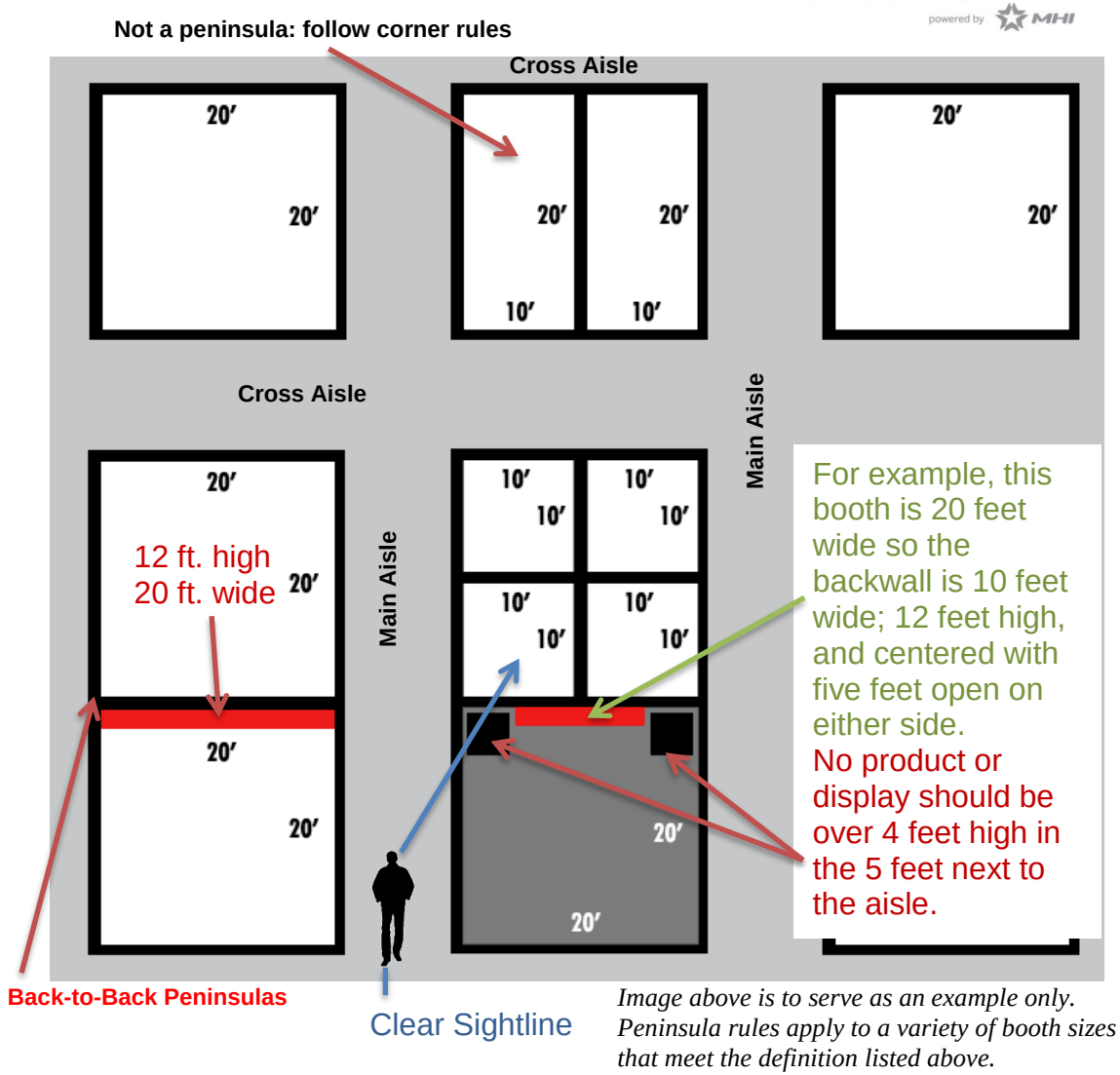

Image above is to serve as an example only. Peninsula rules apply to a variety of booth sizes that meet the definition listed above.

Please see the MODEX 2018 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 Melissa Auer, Manager of Exhibitor Services at 704-714-8713 or mauer@mhi.org

Island Exhibit

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.

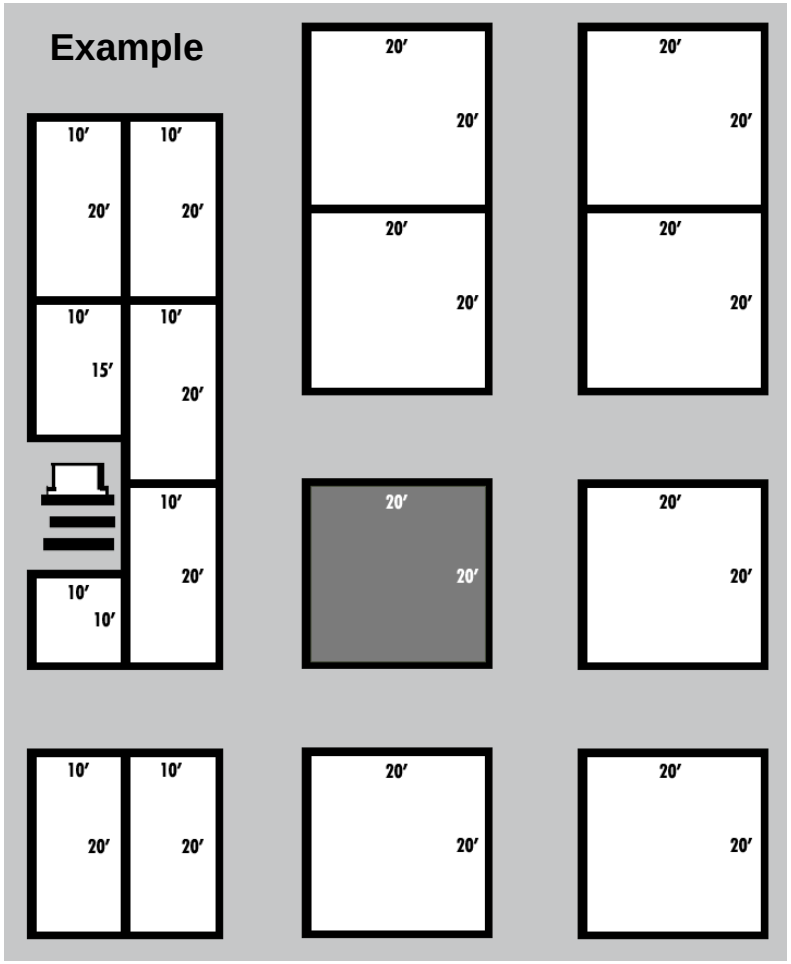

Image above is to serve as an example only. Island rules apply to a variety of booth sizes that meet the definition listed above.

Please see the MODEX 2018 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 Melissa Auer, Manager of Exhibitor Services at 704-714-8713 or mauer@mhi.org

C MODEX® 2018 Exhibit Rules and Regulations

I. SPACE DRAWING, ASSIGNMENT AND POINT SYSTEM PROCEDURE FOR MODEX 2018

1. **SPACE DRAWING AND ASSIGNMENT PROCEDURE:** A meeting ("Space Drawing") will be held on December 8, 2016, 9:00 A.M. EST at the Georgia World Congress Center in Atlanta, GA, 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") and payment for ten percent (10%) of the applicable rental thereof have been **received** by MHI by 5:00 P.M. EST November 30, 2016 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 Drawing, there will be an initial layout drawing for the Show on which will be marked a designated area consisting of various booth sizes. This area is known as the Designated Area.

   The designated area may not be redrawn or combined by the Exhibitors who participate in the Space Drawing. The areas outside of the Designated Area 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 selecting booths of different square footage will be placed in the Space Drawing according to the lowest amount of square footage selected. 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. EST November 30, 2016 will be added to the end of the Space Drawing 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. On the day of the Space Draw, the order of the Post Draw is based on the order of the initial Space Draw.
   b. **Any** decrease in square footage must include a change to another booth location.
   c. All changes must be approved by the MHI Senior Vice President, Exhibitions.

   Applications for space of eligible Exhibitors received after the completion of the Space Drawing, 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 Drawing 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 on forms provided by 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 designated areas. Exhibit areas shall be accessed only from this designated area.

No one under 16 admitted at any time during set up or during the show.

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 Senior Vice President, Exhibitions.

III. ARRANGEMENT OF EXHIBITS

Under the terms of the Lease, Lessee is required to submit to the MHI Senior Vice President, Exhibitions not later than November 15, 2017, 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 Lease. MHI shall be the sole judge of what will be approved, subject to general and specific statements as contained in the Lease, 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.

All peninsular booths must submit floor plans to the MHI Senior Vice President, Exhibitions by Wednesday, November 15, 2017. Failure to submit will result in cancellation of labor order.

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

Installation -	From:	8:00 A.M. EST Wednesday, April 4, 2018
		to: 5:00 P.M. EST Sunday, April 8, 2018
Dismantling -	From:	3:00 P.M. EST Thursday, April 12, 2018
		to: 2:00 P.M. EST Saturday, April 14, 2018

2. **EXHIBIT SPACE RESTRICTIONS:** All exhibits shall be confined to Exhibit Space, provided that Lessee may display its products at such established distributorships, agencies, or manufacturing plants in the Metropolitan area of the city of Atlanta 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 Atlanta provided such displays include prominent advertising for the Show. This applies to areas in and around the Atlanta 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. EST Saturday, April 14, 2018, 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 the Georgia World Congress Center (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 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 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 the Authority. Any balance due to MHI or 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 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 with a minimum of 400 square feet bounded by three aisles, with the booth facing a cross aisle and two main aisles running down the sides. No signage above 8'0" is allowed to be attached to the sidewalls. The back of all signage above 8'0" must be finished and have no copy or graphics. Back-to-back peninsular booths may have backwalls the full width.

   All peninsular booths must submit floor plans to the MHI Senior Vice President, Exhibitions prior to construction. 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 cubic content of the space may be used. 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 Senior Vice President, Exhibitions is required by October 16, 2017 and before the booth may be erected.

   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 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 Senior Vice President, Exhibitions.
   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 Senior Vice President, Exhibitions.
   d. No Structure(s) shall exceed 25'0" 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 Senior Vice President, Exhibitions.

11. **SIGNS: Not later than November 15, 2017 proposal drawings of all booth signs are to be submitted to the MHI Senior Vice President, Exhibitions, 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 changes 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. Signs Mounted on Free Standing Pylons or Other Structures
       1. All signage must be 5'0" from all neighboring booths and 3'0" back from the front edge, except for island booth which can have signs to the edge.
       2. Bottom of the sign can be no lower than 10'0" and no higher then 16'0".
       3. 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.
    d. 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 the front of the booth. Towers in excess of 8 feet should have drawings available for inspection. All towers must be approved in writing by the MHI Senior Vice President of Exhibitions no later than November 15, 2017.
    e. Hanging Signs
       1. **Hanging signs are prohibited in all booths under 500 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.**
       5. Copy is allowed on three sides, except for islands and booths that allow 10'0" 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.
    f. Balloons used as signage
       1. Balloons used as signage is 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.

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 Senior Vice President, Exhibitions 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 Senior Vice President, Exhibitions. The MHI Senior Vice President, Exhibitions 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.
   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 Senior Vice President, Exhibitions.
   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 Senior Vice President, Exhibitions.
   d. Giveaways are permissible as long as the individual cost of an item is less than $500.00.
   e. Beverages (non-alcoholic) 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. **Alcoholic beverages are not permitted.**
   e. Exhibitors must not allow aisles bounding their exhibits to be blocked.
   f. No transmission or recording for transmission for sale or permit sale by radio, television, motion picture, videotape, sound recording or otherwise is permitted.
   g. **All demonstrations or other activities must be confined to the limits of the Lessee's exhibit space.** 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.

VII. CANVASSING AND CONTESTS

Canvassing by non-exhibiting firms or persons is forbidden. The MHI Senior Vice President, Exhibitions 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 Senior Vice President, Exhibitions 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 Senior Vice President, Exhibitions. THE MHI SENIOR VICE PRESIDENT, EXHIBITIONS 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 EXHIBITORS. 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 Senior Vice President, Exhibitions. Exhibitors shall have no recourse against MHI or its Lesser for any such disputes.

Primary Exhibitor (Acknowledgement):

Company Name: _____

Authorized Signature: _____