TO: Exhibiting Companies in ProMat 2027
FROM: Daniel McKinnon, MHI Chief Exhibitions Officer
RE: Your ProMat 2027 Exhibitor Service Manual

Congratulations on your decision to exhibit in ProMat 2027. MHI staff is ready to assist you as you make preparations to showcase your products and services.

This Exhibitor Service Manual is a comprehensive, step-by-step guide designed to assist you as you are planning and setting up your booth. It contains order forms and deadlines for exhibitor badges, equipment, furniture rental, labor, freight handling, electrical, and other services offered by MHI and the show service contractors. Be sure to review the Exhibitors Timetable and download the worksheet provided to document the completion of each step necessary in preparation for your exhibit. **Please note that the deadline for the majority of exhibitor services is February 26, 2027.**

While you may be tempted to skim this manual for specific items, I encourage you to read it in its entirety. Please be sure to read the rules and regulations section carefully as you are planning your exhibit. Also, in order to take advantage of *advance order discounts*, we recommend that you order required services as soon as possible. Please do not wait until you arrive in Chicago to request needed services. This will be more costly and will cause pre-show confusion.

Show Management is at your disposal for any further information you may require regarding your participation in ProMat 2027. If you have any questions after reviewing this Manual, please do not hesitate to contact us.

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We look forward to working with you.

IMPORTANT — Please make sure this Manual is routed to the person who will be coordinating the show for your company. If it is a display firm, please make sure they receive this Manual. This will help you avoid problems. Exhibitor manual information can be accessed online at promatshow.com/exhibitormanual.

NOTE — The ProMat 2027 Exhibitor Marketing Kit details the promotional opportunities available to help you promote your exhibition at ProMat 2027. This promotional information can be accessed online at promatshow.com/marketingkit. If you have any questions regarding show promotions, contact Donna Streicher at dstreicher@mhi.org or at 704-714-8718.