

UNITE Annual Technology Exhibition Booth Selection Information

Booth Space Selection

In order to promote and encourage growth of the UNITE exhibition, the following changes have been made to the booth selection process. This new method continues to be a fair and equitable procedure governing space assignments but it does not discriminate or discourage the newer exhibitors to UNITE, because they have not had the historical opportunity to gather points.

Under the new rules, there will be two criteria used to establish priority in booth selection, the size of the booth, and the number of points accumulated. The more financial involvement with UNITE, the greater the number of points earned.

The booth selection process will begin by assigning the larger booths first, and then working down to the smaller booths. This process is to ensure, the exhibitors that wish to have a larger booth, are able to select consecutive space without UNITE having to rework the selection process due to lack of consecutive space. For booth requests of the same size, priority points earned will be used to determine booth selection order.

Historical Allocation of Priority Points

All priority points accumulated by each exhibitor up to and including the 2003 Conference will remain status quo. The following paragraphs recap how priority points were allocated over the past years.

Priority points have been allocated to exhibitors who have participated in CUBE, USE/Plus, USE/Plus/CUBE and/or UNITE Expos (hereafter referred to as the "**Expo**")

Firms that have exhibited at previous Expos (since fall 1989) received one point for each Expo, plus one point for each 100 square feet contracted. Maximum points allowed for participation between the fall of 1989 and the spring of 1991 was 15. Space points were rounded to the nearest whole number.

In addition, firms that have exhibited at previous Expos (beginning fall 1991) received one point for each Expo, plus one point for each 100 square feet contracted. Corner of the Market exhibitors received one point for each Expo (since spring 1992). Space points were rounded to the nearest whole number.

Beginning in 1996, space points were awarded only at the Fall Technology Expo, and from 2001 at the Annual Technology Expo.

Current Allocation of Priority Points

Beginning with the 2008 Annual Technology Exhibition all ½ priority points will be rounded up to the next whole point. Priority points will be awarded to the exhibiting vendor as follows:

- 1 point – Contracted conference vendor
- 1 point - For each 100 square feet contracted by vendor
- 1 point - For each employee the vendor registered as a paid attendee
- 1 point – Vendor holding a 3-4 hour Pre-Conference Seminar
- 1 point - Exhibiting vendor will receive one point for each of their employees that receive a Best Presentation Award
- Sponsorship Points- The Sponsorship Program will identify the item and the number of points the vendor will receive for his sponsorship of that item

Allocation of Exhibitor Badges

Since UNITE is now utilizing Hotel venues to hold the conferences, the size available for an Expo Hall is less than previous years. In order to promote fairness between exhibitors and overcrowding of booths, a restriction will be placed on the number of exhibitor badges that will be distributed to each exhibitor. Starting with the 2004 Conference, a maximum of five exhibitor badges will be allocated for each 100 square feet of contracted space. If an exhibitor requires more than five exhibitor badges, they will either be required to contract a larger

booth size or enroll the extra members as a full delegate. All exhibitors that are enrolled, as a full delegate, will qualify for an exhibitor badge in their registered name, so that they may have access to the Exhibition Floor before and after the regular Expo hours.

Allocation of Penalty Points

If an exhibitor does not participate in an Exhibition, the number of points earned for its last participation will be deducted from their point accumulation. If an exhibitor does not participate 2 years in a row, they will forfeit 50% of their point accumulation. If an exhibitor does not participate 3 years in a row, they will forfeit 100% of their point accumulation.

If an exhibitor fails to meet all contractual obligations and adhere to Expo rules the numbers of points earned from that Expo, will be deducted from their point accumulation.

Likewise, any exhibitor observed dismantling, packing or abandoning their display before the official closing of the Exhibition will forfeit the points earned for that Expo. In addition, any exhibitor who consistently leaves their booth unoccupied after they have been given a warning will forfeit the points earned for that Expo.

The Booth Selection Process in Action

All exhibitors will have the same opportunity to have a showcase booth. Any exhibitors wishing to have an island booth, will be accommodated in the floor plan, space permitting. The only stipulation is the exhibitors must commit to the booth prior to the floor plan being constructed. The largest booth will be awarded the central spot. For booth requests of the same size, priority points earned will be used to determine booth selection order.

The normal booth selection process will continue to take place during the annual conference. The Director of the Display Room (DDR) will begin the selection process by requesting all exhibitors who are interested in a 10 x 40 booth, followed by a 10 x 30, then a 10 x 20, and completing the process with the 10 x 10 booth selections. Within each selection group, the exhibitor with the highest point accumulation will get 1st selection. In case of two or more exhibitors with the same priority points, a random drawing will be held to determine the order in which everyone with the same numbers will select. If an exhibitor misses this drawing, they will select last. If an exhibitor misses the call for their booth size, they will be given the next selection, as long as their booth request is larger than the current size being assigned.

If you cannot personally participate in the booth selection process for any reason, you may submit a "Proxy Statement", your signed "Application and Exhibit Space Contract", and deposit payment to the UNITE Office staff. UNITE will act as your official agent and choose an exhibit space location when it is your turn to select space. Your paperwork must be received at the on-site office by 6:00 p.m. the day before the booth selections are scheduled. Unsigned proxy statements and contracts cannot be accepted.

If you plan to participate personally, in the booth selection process, your check or credit card authorization form must be ready for deposit and turned over to the UNITE representative at the time of booth selection. On booth selection day, go to the designated area at the scheduled time for the booth size. Time will be allowed to double-check remaining locations and make decisions before the process begins. To save time, please have your "Application and Exhibit Space Contract" completed and deposit processed except for the booth number, booth size and amount due.

When it is time for your selection, you will be permitted two minutes to choose. Your selection will be added to a Master Plan, for viewing by all participants. After your choice has been noted, you will be asked to turn in your signed "Application and Exhibit Space Contract", along with a check or completed credit card authorization form ready for deposit. You will receive a copy of your accepted contract. You will be invoiced for the balance due according to the terms stated in the contract.

Should you prefer an exhibit space location that has already been selected by someone else, you must first select an alternate location and submit a contract and deposit, as explained above. You may then sign and submit a "Request for Booth Change". Priority points will rank the "Request for Booth Change" requests.

Should your alternate location subsequently become available, you will be contacted promptly by the UNITE staff. You should periodically monitor space assignments if you are concerned about a competitor selecting a nearby location. You may move to an available booth if their proximity is a problem.

If you fail to sign to sign your contract or fail to submit it to UNITE upon completion, you will forfeit the space selected.

Booth Space Sharing Prohibited

Assigned booth space is for the exclusive use by the contracted exhibiting company only. Exhibitors are not permitted to assign, sublet or share the whole, or any part of the space they have contracted. Exhibitors may not permit employees of non-exhibiting companies to use their booth to promote their company's products or services or the contracted exhibitors' products or services unless the product or service is sold primarily or exclusively by the exhibiting company. Vendors will incur a penalty for sharing a booth.

Reduction of Exhibit Space

If an exhibitor chooses to downsize a contracted booth, they must forfeit their contracted booth to the selection process, and reselect a new booth based on priority points. All exhibitors with higher point accumulations will be contacted by email and given a set period of time to reselect booth space if desired. Vendors will incur a penalty fee on the amount of the reduced space. Notification dates and percentages of penalty fees are the same as for canceling exhibit space. See contract for dates and percentages for penalty fees.

Selection Policies & Procedure Administration

UNITE has the authority to administer the selection process, to resolve all related policy and procedural matters, and maintain an orderly and timely flow in the selection of exhibit space.

FAQ about Booth Assignment

How are priority points determined?

- Please see the first section above, "Booth Space Selection".

Do larger exhibitors get preferred treatment in the booth selection procedure?

- Booth selection is done by booth size. The exhibitors requesting larger booths will be allowed to select first. For multiple requests for a particular booth size, priority points will be used to determine order of selection.

What if I cannot come to the Selection Room?

- Simply sign both a "Proxy Statement" and "Application and Exhibit Space Contract", and submit these along with the required deposit payment, no later than the day before the selection process is to be held, stating your booth space selection preferences. Enter an authorized signature on both documents and give them to the person you authorize to select for you, or to the UNITE staff. That person will represent you in the selection process when your number is called.

What if I miss my selection group?

- You may come to the selection room during any subsequent session and select your booth space at a time convenient to the orderly selection process. However, it is your responsibility to select your exhibit space location under the booth selection procedure and it is your responsibility to be available at the appropriate time.

What if the space I wanted has already been reserved?

- We ask that you have several pre-selected alternatives. You can also indicate more desirable locations or sizes by submitting a "Request for Exhibit Space Change" form to the UNITE office. These requests will be prioritized based on priority points, and you will be notified if your preferred exhibit space location becomes available. Should a previously assigned island booth be canceled and/or reconfigured, all confirmed exhibitors who selected space on the day of initial booth assignments, and who hold equal or smaller size islands, shall be notified via fax and allowed three business days to request a move to that location.

Reassignment requests will be honored according to priority point standing, with preference given to those who selected space during the initial space assignment. However, you remain obligated under the contract for the original space you actually selected in the event your preferred location does not become available.

What if I select an exhibit space and subsequently have to cancel it?

- Your selection, upon contract acceptance by UNITE, becomes a firm contractual commitment. **THIS IS NOT AN OPTION ON ANY EXHIBIT SPACE.** Be certain you have your firm's authorization to bind it before signing your "Application and Exhibit Space Contract." Remember that your contract provides specific cancellation privileges and payment obligations. Read these sections of your contract to clearly understand your privileges and obligations.

Can I "hold" an exhibit space while I call my boss?

- Unfortunately, the answer is "no." We suggest that your representative have full decision-making authority and that your exhibit space location selection plan be devised before you arrive in the selection room. Failure to choose exhibit space when your number is called will limit your choices.

What happens if my company merges with another company?

- The priority points accumulated by the two firms will be combined.

Can I give my priority points to another company?

- No. Your priority points are an earned asset to your organization only, and are not assignable.

Can other divisions and wholly owned subsidiaries of my company use my priority number and select an independent exhibit space at the same time as I select my exhibit space?

- No.

Can dealers/distributors and other independent organizations use my priority points with my permission?

- No.

Can a dealer or distributor work in my exhibit space under my corporate logo?

- Yes. However, they may not work in your space under any company name other than your own.

How can I be assured of being assigned next to, or close to, a certain other exhibitor?

- Both exhibitors must select space at the time assigned for the exhibitor with the fewer priority points.

How can I avoid being in proximity to another exhibitor who is a direct competitor?

- See next question.

Can I change my booth location after the selection room procedure is over?

- Yes, provided space is available.

Does having priority points guarantee that my company will be able to select exhibit space of the size that I want?

- No. Priority points only guarantee that you will be able to select from whatever exhibit space is available when it is your turn to select.

What if I select an exhibit space but forget to sign or submit my "Application and Exhibit Space Contract," or don't pay my deposit?

- You will lose the exhibit space that you have selected. You must ensure that all required documents are properly signed (by an authorized person who can commit your company to the terms and conditions of the contract). Further, be certain that you have a check, payable to UNITE, for \$500 for each 100 square feet of exhibit space you plan to select. (Visa, MasterCard and American Express will also be accepted). Finally, be sure you give your contract to an Expo representative before leaving the room.

Can I make my deposit with a credit card?

- Yes. Visa, MasterCard, and American Express credit cards are acceptable.

How do I select an exhibit space if I have no priority points?

- You will be eligible to select space at the end of each booth size selection process, before we move on to the next smaller booth size.

Two methods may be utilized to select space. By attending the "in person procedure" or by signing a "Proxy Statement" and "Application and Exhibit Space Contract" forms (available from UNITE) and submit them, along with the required deposit payment, to the UNITE office by 6:00pm the day before the booth selection process.

All Proxy Statements and Contracts, which have been received from those without priority points, and all requests for Exhibit Space Selection presented by those who appear "in person," will be assigned randomly until all parties have had an opportunity to select.

How do I select exhibit space after the selection room has closed?

- All exhibit space is then available on a "first-come, first served" basis. Please contact the UNITE staff at the on-site office, or by mail anytime thereafter. The earlier you select space, the better your location will be.

If you have any questions please contact us at:

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