

Frequently Asked Questions

ProMat 2027 Space Draw

November 18-21, 2025

Deadline to submit lease & deposit to be included in the Space Draw:

5:00PM ET Wednesday, November 5, 2025

Sign ProMat 2027 lease electronically at
promatshow.com/lease

View the live floor plan at
promatshow.com/floorplan

1) How do I participate in the ProMat 2027 Space Draw?

In order to participate in the Space Draw, your ProMat 2027 signed exhibit lease, rules and regulations document ("lease") and a 10% deposit must be received in MHI's Charlotte, NC office by **5:00PM ET on Wednesday, November 5, 2025**. Payment options are provided on this document under number 9. Go to promatshow.com/lease to access and submit the lease. The lease must be submitted electronically through our Map Your Show platform. If you attempt to send a lease through an unapproved channel there is no guarantee of inclusion in the Space Draw.

You have two ways to participate: by phone or by proxy. In each case, you must submit the materials listed above by the November 5, 2025 deadline. Indicate participation type by checking the appropriate box on your lease. Further instructions will be emailed to you based on your participation type.

By Phone

To participate by phone, you must submit the ProMat 2027 materials listed above with the phone option selected on the lease along with a contact name, email, and number that you can be reached at on the days of the Space Draw (taking place November 18-21, 2025). Please also provide an alternate contact should you not be available (or you can opt to list an alternate number for the previously listed contact). MHI Staff will use that information to communicate with you further about the Space Draw procedure, ranking, and your appointment day and time window. Please double check to be sure there are no typos in your contact information as this may impact communications. **You will be emailed instructions and your appointment day and time window by the end of the day on November 12, 2025.** The contact information listed on the lease in the Space Draw Participation section will be used to call once it is your company's turn to select a booth on the appointed day. **It is the exhibitor's responsibility to be available to answer the phone when it is your turn to pick.** This responsibility is solely the exhibitor's.

During the Space Draw, you will be able to see the floor plan in real-time online and monitor where we are in the selection order. You will have a limited amount of time to make your selection; this will be detailed in the instructions you receive via email the week prior to the Space Draw. If the designated contacts listed do not answer the call, your selection reverts to proxy and a booth will be selected on your behalf based on the choices listed on your lease. **There will be no call backs and no number for return calls.**

By Proxy

If you are not available to participate via phone, MHI will execute the booth selection based upon the booths and input indicated on your lease. Please be sure to include as much information as possible on your lease regarding your booth preferences if you choose to participate by proxy.

2) When will I know my ranking and appointment date/time?

We will determine the date and time of participants' appointments after

the lease deadline when participation numbers and ranking can be calculated. MHI will send an email with this information on Wednesday, November 12, 2025.

3) How is the order determined for the Space Draw and how many points will I have?

The order of the Space Draw is determined by the Loyalty Point Program. For full details on Loyalty Points, visit mhi.org/loyalty. Any questions concerning loyalty points should be directed to:

Sam Smith
Membership Coordinator
704-676-1190
ssmith@mhi.org

The ranking list showing the order in which companies will select booth space will be made available to all Space Draw participants by 11:59 PM ET on Wednesday, November 12, 2025. To avoid losing your position in the Space Draw, you must submit your lease and deposit by **5:00PM ET on Wednesday, November 5, 2025**.

4) How many booth choices should I list on my lease?

You can list up to 6 choices on the lease. Be sure to note any special requirements or requests in the "Comments" section of the lease; Examples include booth configuration requests (i.e. "Island Booth" or "Need to accommodate 20' wide backwall", etc.) or competitors to avoid (assuming your competitor picks before you and you list the names of competitors). Please note that if you are requesting a reconfiguration to the existing floor plan as part of your request, it must be outside of the designated area and you must participate in the Space Draw via phone and not proxy. MHI staff will attempt to meet your requests to the best of their ability based on availability but cannot guarantee all requests will be met.

5) What happens if none of my booth choices are available?

If you are participating via phone you will be able to view the floorplan online in real time and make any selection you wish based upon available exhibit space. If you are not participating via phone, MHI staff will look at all the options available on the floorplan and make a selection based upon the space size and locations that are specified on the lease. If you are participating via proxy, it is suggested that you make note of specific booth needs (i.e. if you need a peninsula or island booth or if you wish to stay away from named competitors that pick before you).

6) What is the "Designated Area" indicated on the floorplan and why is it important to me?

Certain booths on the floorplan are marked as being within the "Designated Area". **If you select a booth within the designated area you must select it as it is configured.** In other words, you will not

be able to reconfigure a booth within the designated area. Exhibitors are able to select more than one booth in the designated area; however, the booths being selected **cannot** adjoin. If the two booths are separated by a main traffic aisle, the booths are not eligible to be consolidated after the Space Draw.

You can, however, reconfigure a booth that is located outside the designated area. An example of this would be for an exhibitor to select booth S447 (20x40) and elect to take only half of the booth equaling (20x20). Another example would be for an exhibitor to combine booths to create a single booth. This example would be an exhibitor selecting booth S5114 (10x10) and S5115 (10x10) to create a single booth measuring 10x20.

Once the last company in the Space Draw selects a booth and the official process has concluded, the designated area boundaries no longer apply. At this time exhibitors may reconfigure any booths that are still available within the former designated area. All booth reconfigurations are subject to approval from the MHI Show Operations Staff. The purpose of the designated area is to provide an equal opportunity for exhibitors of all sizes to obtain booths in high traffic, highly demanded areas.

7) What are “Island Only” booths on the floorplan?

Booths listed as “Island Only” on the floorplan must be sold as an island (open on four sides).

8) What are booths labeled as “Last In/First Out” on the floorplan?

Last in, First out (LIFO) booths are the last exhibits to be brought in and assumed to be the first exhibits to be moved out. LIFO booths are located in critical operational areas that need to be accessed by the contractor for the majority of the set up and tear down periods in order to successfully move in and move out the tradeshow. If you select a booth in this area, you will have a shorter window of time to set up and tear down. LIFO booths are limited to 400 square feet or less.

9) What payment options are available for my 10% booth deposit?

Company Check

Made payable to MHI, note that it's for ProMat 2027 Space Draw, and mailed to:

ATTN: ProMat 2027

PO Box 844565

Boston, MA 02284-4565

Bank ACH or Wire

- [International Wire Instructions Link](#)

- [Domestic ACH Instructions Link](#)

Credit Card

American Express, Visa, and Master Card are accepted. You will be able to pay via credit card at the time you submit your lease.

10) If I only want to select one booth but my booth choices are varying sizes, how do I fill out the lease?

In the space drop down with the booth dimensions, select your most desired size option. Then in the booth preferences section, choose the booths in the order preferred, regardless of the size of the booth.

11) If I would like to select multiple booths, how do I indicate that on the lease?

Enter your first booth size from the drop down of dimensions then click “Add Space” to bring up another line where you can select your next booth size and corresponding booth preferences.

12) What is a booking code and do I have one?

When you first enter the application you will notice it is asking for a booking code if you have one. If your company exhibited in MODEX

2022, ProMat 2023, MODEX 2024, ProMat 2025 or signed up for MODEX 2026 prior to August 1, 2025, your company's show contact should have received a booking code via email. If you match this description but do not have your booking code, you can request it by emailing sales@mhi.org. If you do not match this description, you can simply click the continue button under “I Don't Have a Booking Code”.

13) Do I receive a discount for participating in Space Draw?

Yes, companies that participate in the Space Draw will receive a \$2 per square foot discount and an additional 5% discount both of which will be applied at the time of booth selection confirmation during the Space Draw November 18-21.

14) Is there a minimum size requirement for booths to have hanging signs?

Yes, booths must be a minimum of 600 sq.ft. to be eligible to have a hanging sign.

Important Dates

- Wednesday, November 5, 2025 5pm ET - Lease Deadline
- Wednesday, November 12, 2025 - Rank Order with Appointment Date and Time Window Released to Space Draw Participants
- Tuesday, November 18 - Friday, November 21, 2025 - Space Draw

Questions?

For questions regarding booth sales, designated area, etc., contact a member of the Exhibitions Team:

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Chief Exhibitions Officer

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For questions regarding your Loyalty Points contact a member of the Membership Team:

Sam Smith

Membership Coordinator

704-676-1190

ssmith@mhi.org