



SPONSOR and EXHIBITOR PLANNING GUIDE

natehome.com





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Don't Delay!

Exhibitors receive a **10% DISCOUNT** for space secured by **July 1, 2025**.

Exhibitors must secure their booth space by **December 31, 2025** to guarantee their company description will be included in the Show Guide.

Sponsorships MUST be secured by **December 31, 2025** to appear on signage, receive recognition in the Show Guide, and appear in the Volume 1, 2026 Tower Times.

Exhibitor/Sponsor sign up begins February 24, 2025.

Experience the thrill of NATE UNITE—the ultimate conference and trade show for wireless and broadcast infrastructure!

Known as the industry's top event for safety, NATE UNITE delivers an unforgettable lineup of dynamic educational sessions, lively networking receptions, exclusive luncheons, workshops, and inspiring speakers.

The excitement continues on the exhibit hall floor, where a vibrant, interactive space brings together stakeholders from every corner of our industry, making connections and sparking innovation.

**Join us at
Caesars Forum in
Las Vegas, Nevada for
NATE UNITE 2026!**

Earn Seniority Points for Booth Selection!

Earn seniority points by being a sponsor and an exhibitor. The points earned by these actions will be awarded for NATE UNITE 2027 booth selection.

You must be an exhibitor in 2026 to take advantage of these points for NATE UNITE 2027.

SEE PAGES 12-13 FOR MORE INFORMATION.

Sponsorship Packages

► **INFINITY** (Exclusive) **\$50,000**

- 20' X 20' Booth Space Included (booth upgrade optional with additional fee)
- Twenty-five Full Conference Passes
- Two *Tower Times* Full Page Ads
- Two NATE UNITE Online Rotating Monthly Ads
- One-month NATE Event App Banner Ad
- Company Name and/or Logo on Show Lanyards
- 70 Word Company Profile and Description in NATE UNITE Show Guide
- Two NATE UNITE Show Guide Full Page Ads (cover ad upgrade with fee)
- Premier Placement of Company Name and/or Logo on Show Signage/Banners
- 200 Company Logo Reception Drink Tickets
- Premier Placement of Company Name and/or Logo on NATE UNITE 2026 Pre-Show Publicity and Social Media
- Pre-Show and Post-Show Attendee Lists (Member Companies Only)
- First Right of Refusal as the NATE UNITE 2027 Infinity Sponsor

► **BEACON** **\$25,000**

- 10' X 20' Booth Space Included (booth upgrade optional with additional fee)
- Ten Full Conference Passes
- One *Tower Times* Full Page Ad
- One NATE UNITE Online Rotating Monthly Ad
- 50 Word Company Profile and Description in NATE UNITE Show Guide
- One NATE UNITE Show Guide Full Page Ad
- Prominent Placement of Company Name and/or Logo on Show Signage/Banners
- Prominent Placement of Company Name and/or Logo on NATE UNITE 2026 Pre-Show Publicity and Social Media
- Pre-Show and Post-Show Attendee Lists (Member Companies Only)

► **RADIANT** **\$15,000**

- 10' X 10' Booth Space Included (booth upgrade optional with additional fee)
- Eight Full Conference Passes
- One *Tower Times* 1/2 Page Ad
- One NATE UNITE Online Rotating Monthly Ad
- 30 Word Company Profile and Description in NATE UNITE Show Guide
- One NATE UNITE Show Guide 1/2 Page Ad
- Pre-Show and Post-Show Attendee Lists (Member Companies Only)



► **LIFELINE** **\$8,000**

- Four Full Conference Passes
- One *Tower Times* 1/2 Page Ad
- One NATE UNITE Online Rotating Monthly Ad
- One NATE UNITE Show Guide 1/2 Page Ad

► **STRUCTURAL** **\$5,000**

- Two Full Conference Passes
- One *Tower Times* 1/2 Page Ad
- One NATE UNITE Show Guide 1/2 Page Ad

► **ANCHOR** **\$3,000**

- One Full Conference Pass
- One *Tower Times* 1/4 Page Ad
- One NATE UNITE Show Guide 1/4 Page Ad

ALL SPONSORS ON PAGES 2-5 RECEIVE THE FOLLOWING BENEFITS

- Exclusive signage in the sponsored event room/area, if applicable (*package must be secured prior to December 31, 2025*)
- Company name and/or logo recognition as event sponsor in NATE UNITE 2026 Show Guide (*package must be secured prior to December 31, 2025*)
- Company name and/or logo recognition as event sponsor in *Tower Times* magazine pre and post show
- First right of refusal for same function for following year's event (*if package is secured by early bird deadline of July 1, 2025*)
- Company name and/or logo on Show Signage/Banners
- Company name and/or logo on NATE UNITE Website
- Company name and/or logo in NATE UNITE 2026 pre show publicity and social media
- Recognition on the NATE Mobile App during NATE UNITE



PLEASE NOTE

Sponsors who receive complimentary ads in *Tower Times*, on the NATE website, and in the NATE UNITE 2026 Show Guide will receive further information on how to place their ads upon receipt of the contract.

Event Sponsorship Opportunities

*ADDITIONAL BENEFITS LISTED ON PAGE 3

► KEYNOTE LUNCHEON (Exclusive) \$20,000

- Meet & Greet with Keynote Speaker
- Eight Full Conference Passes

SOLD

► MONDAY WELCOME RECEPTION \$15,000

- Promotional Item Approved by NATE (provided by sponsor/distributed at function)
- Eight Full Conference Passes
- 100 Drink Tickets for Sponsored Function

► TUESDAY NETWORKING RECEPTION \$15,000

- Promotional Item Approved by NATE (provided by sponsor/distributed at function)
- Eight Full Conference Passes
- 100 Drink Tickets for Sponsored Function

► WEDNESDAY EXHIBIT HALL RECEPTION \$15,000

- Promotional Item Approved by NATE (provided by sponsor/distributed at function)
- Eight Full Conference Passes
- 100 Drink Tickets for Sponsored Function

► WEDNESDAY AWARDS LUNCHEON (Exclusive) \$15,000

- Eight Full Conference Passes

► PLATINUM TOWER (Exclusive) \$15,000

- Five Full Conference Passes
- Premier Placement of Company Name and/or Logo on Tower Structure Signage
- 30-Minute Time Slot for a Product Display on the Tower Structure

► GOLD TOWER (1 Sold - 5 Available) \$7,500

- Four Full Conference Passes
- Company Name and/or Logo on Tower Structure Signage
- 20-Minute Time Slot for a Product Display on the Tower Structure

► HAPPY HOUR (1 Sold - 4 Available) \$7,500

- One drink ticket/person with Company Name and/or Logo given to exhibit hall attendees during the designated Happy Hour (Happy Hour time slot selected by NATE)
- Four Full Conference Passes

► EDUCATIONAL SESSION (2 Sold - 4 Available) \$5,000

- Two Full Conference Passes
- Company Logo on Screen in the Educational Session Room

► **CHARGING STATION** (Exclusive) **\$5,000**

- Two Full Conference Passes

► **WELCOME CAFÉ** (Exclusive) **\$5,000**

- Two Full Conference Passes

► **SPEED NETWORKING** (Exclusive) **\$3,000**

- One Full Conference Pass

► **REGISTRATION DESK** (Exclusive) **\$2,500**

- One Full Conference Pass

► **BEVERAGE BREAK** (2 Sold - 4 Available) .. **\$2,500**

- One Full Conference Pass

Don't Delay!

Sponsorships MUST be secured by December 31, 2025 to appear on signage, receive recognition in the Show Guide, or appear in the Volume 1, 2026 Tower Times.

Sponsor sign up begins March 6, 2025.



HOW TO SPONSOR

- Review the sponsorships that are available on pages 2-6, and select your preferred level. Some sponsorships are exclusive or have limited availability, so act quickly if one in particular fits your company best.
- NATE partners with Map Your Show for sponsorship registration.
- Complete the Sponsorship Application/Contract in Map Your Show and submit with payment:



bit.ly/NU26ExhSpons

- Sponsors will have the option to pay directly through Map Your Show or click "Bill Me" and NATE will email a payment link upon completion of the online form.
- Please email your company logo in an AI, EPS, or SVG (vector) and JPEG or PNG format to nateunite@natehome.com.
- All sponsors are encouraged to complete the online Application/Contract by July 1, 2025, to retain all sponsor benefits, including priority booth selection. After July 1, 2025, remaining booth space will be available on a first come, first served basis.
- Questions? Please contact the NATE office at **605-882-5865**.



Women of NATE (WON) Event Sponsorships



► **5K FREEDOM** (Exclusive) \$3,000

- Premier company logo placement on signage at 5K Fun Run/Walk
- Premier company logo placement on WON ad featured in NATE UNITE 2026 Show Guide
- Premier company logo placement on t-shirts and bags distributed at 5K
- May provide company swag for inclusion in bags distributed at the 5K
- Company logo placement on signage
- Acknowledged on social media platforms

► **5K FUN RUN/WALK** (5 Sold - 3 Available) \$2,000

- Prominent company logo placement on signage at 5K Fun Run/Walk
- Prominent company logo placement on WON ad featured in NATE UNITE 2026 Show Guide
- Prominent company logo placement on t-shirts and bags distributed at 5K
- May provide company swag for inclusion in bags distributed at the 5K
- Company logo placement on signage
- Acknowledged on social media platforms

► **MEET & GREET** (6 Available) \$1,500

- Prominent company logo placement on signage at Meet & Greet Lounge
- Prominent company logo placement on WON ad featured in NATE UNITE 2026 Show Guide
- Company logo placement on signage
- May provide company swag for distribution at the Meet & Greet
- Acknowledged on social media platforms

► **5K COFFEE/BEVERAGE** (Exclusive) \$1,000

- Company name placed on signage
- Company name placement on WON ad featured in NATE UNITE 2026 Show Guide
- Acknowledged on social media platforms
- Company logo placement on t-shirts and bags distributed at 5K

► **WOMEN OF NATE EVENTS** (Unlimited) \$500

- Company name placed on signage
- Company name placement on WON ad featured in NATE UNITE 2026 Show Guide
- Acknowledged on social media platforms

PLEASE NOTE

To become a Women of NATE (WON) sponsor, please follow the directions on page 5.

All sponsor packages on this page will also receive recognition on the NATE Mobile App.

Exhibit Hall Map

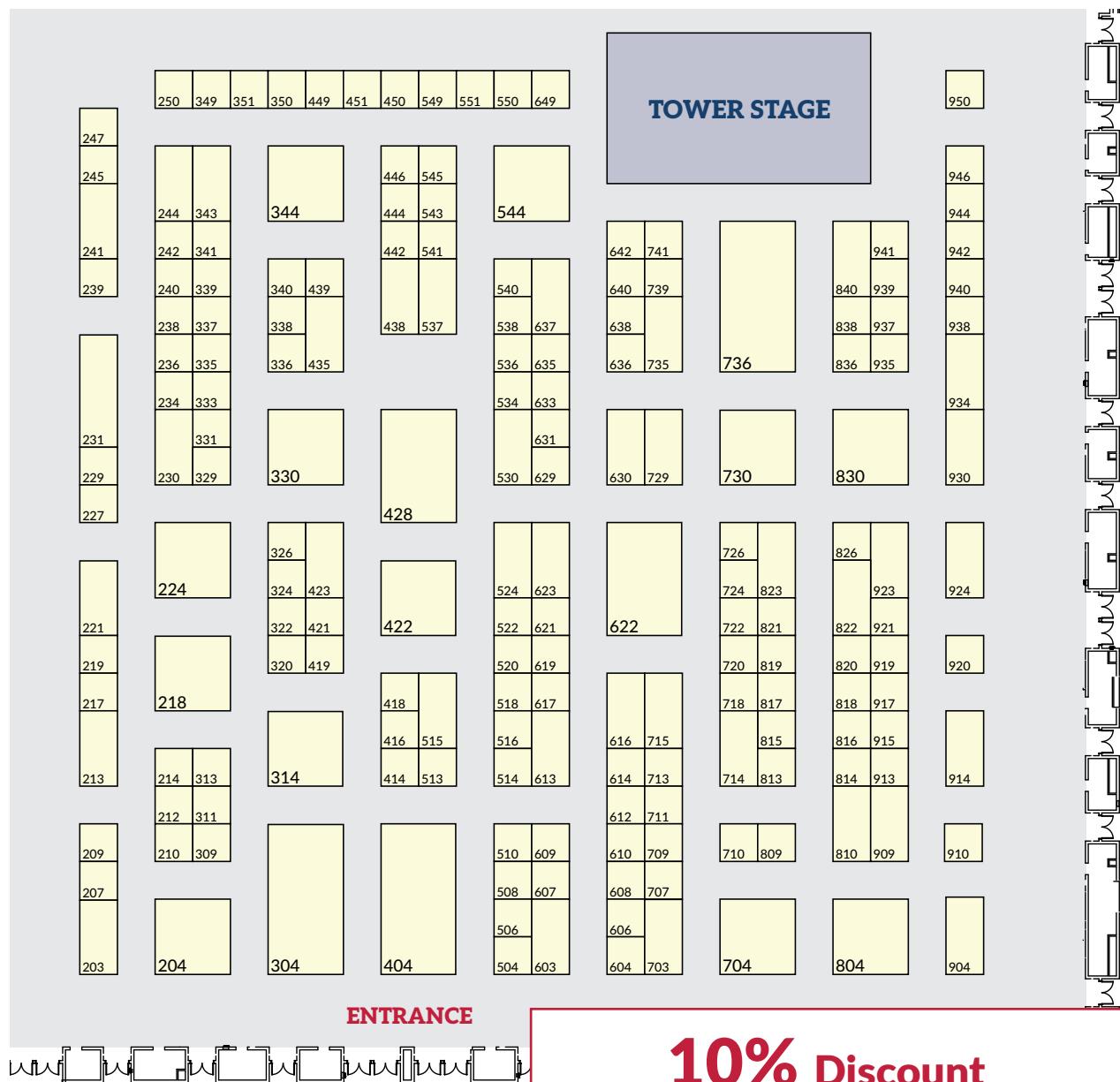


Exhibit Space Fees

10% Discount
for Space Secured by July 1, 2025!
Exhibitor sign up begins **February 24, 2025**.

Booth Size	10% Discount February 2025-July 1, 2025		After July 1, 2025		FULL CONFERENCE PASSES (INCLUDED)
	Member	Non-Member	Member	Non-Member	
10x10	\$3,942.00	\$7,884.00	\$4,380.00	\$8,760.00	2
10x20	\$7,398.00	\$14,796.00	\$8,220.00	\$16,440.00	4
10x30	\$11,061.00	\$22,122.00	\$12,290.00	\$24,580.00	6
20x20	\$14,004.00	\$28,008.00	\$15,560.00	\$31,120.00	8
20x30	\$20,403.00	\$40,806.00	\$22,670.00	\$45,340.00	12
20x40	\$26,838.00	\$53,676.00	\$29,820.00	\$59,640.00	18

Exhibitor Information

► EXHIBIT HALL INFORMATION

Ceiling Height: 30'

Exhibit Space Includes

- 8' Back drape
- 3' Side drape
- Booth sign
(7" x 44", white with black lettering)
- Show hall security
- Pre-Show 2026 registrant listing
(if a current NATE Member)
- Post-Show 2026 attendee mailing list
(if a current NATE Member)
- Exhibitor information located in
NATE UNITE Portal
- Complimentary badges
(please see chart on page 7)

Note: Island booths will receive the above package excluding back drape and side drape.

Dates & Hours

Exhibitor Move-in:

Monday, February 23

8:00 a.m. - 9:00 p.m.

Tuesday, February 24

7:00 a.m. - 12:00 p.m.

Exposition Hours:

Tuesday, February 24

1:30 p.m. - 6:30 p.m.

Wednesday, February 25

1:30 p.m. - 6:00 p.m.

(Reception held in exhibit hall

4:30 p.m. - 6:00 p.m.)

Exhibitor Move-out:

Wednesday, February 25

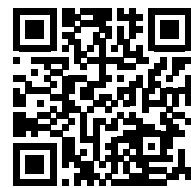
6:00 p.m. - 10:00 p.m.

Thursday, February 26

8:00 a.m. - 12:00 p.m.

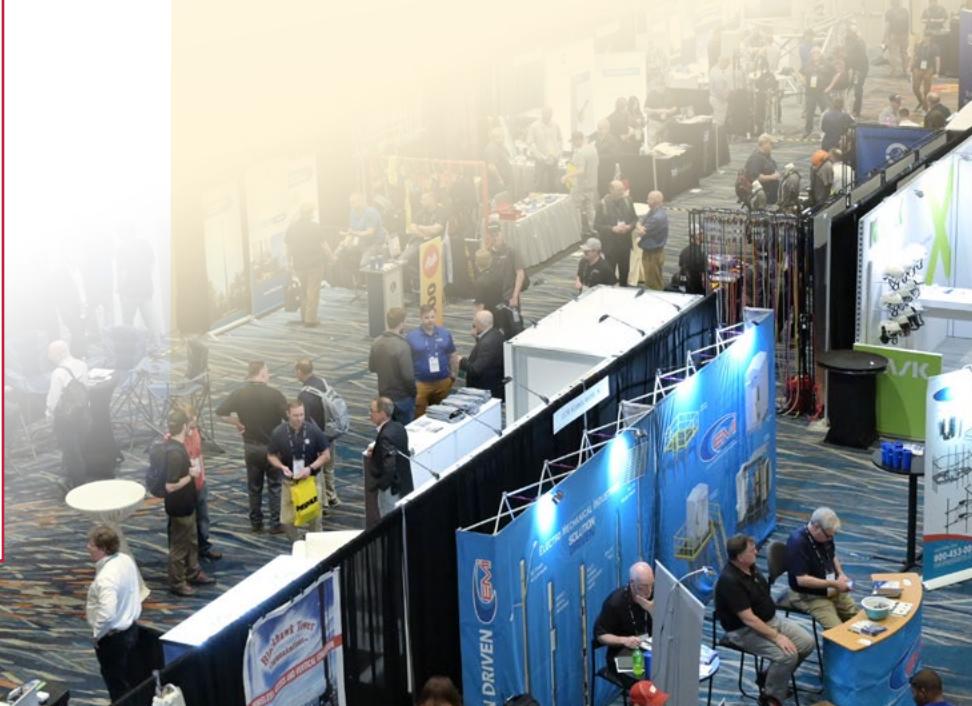
HOW TO OBTAIN EXHIBIT SPACE

- Review the floor plan and select your preferred booth location(s). Exhibit space preference is allocated based on seniority points and sponsorship. Remaining booth space will be available on a first come, first served basis.
- Complete the Exhibit Space Application/Contract in Map Your Show and submit with payment:



bit.ly/NU26ExhSpons

- Questions? Please contact the NATE office at **605-882-5865**.
- Please Note: All exhibitors with earned seniority points are encouraged to complete the Application/Contract and submit 50% payment before July 1, 2025. After July 1, 2025, remaining booth space will be available on a first come, first served basis.



Exhibitor Profile

Advertising/Marketing
 Air Quality Test Instruments
 Alcohol Monitoring Technology
 All-Terrain Vehicles (ATVs)
 Anchoring Systems
 Antennae, Antenna Mounts & Accessories
 Anti-Two Block Systems
 Battery Systems
 Broadcast Contractors
 Cable and Accessories
 Cell on Wheels (COW)
 Communication Shelters
 Computer Software
 Concrete Forming
 Connectors
 Consulting Services
 Corporate Lodging Consultants
 Crane Service Providers
 Cranes/Boom Truck Manufacturers
 Distributed Antenna Systems (DAS) & Accessories
 DOT Compliance
 Engineering Services
 Equipment/Material Transportation
 Equipment Shelters
 Excavation Equipment
 Fall Protection
 Fasteners/Snap Ins
 Fiber
 Financial Investment
 Fleet Management/Tracking Services
 Forklifts
 Foundations
 Freight Trucking Firms
 Generators
 Gin Poles
 Grounding
 Helicopter Lift Services

Hoists/Winches
 Insurance
 Ladders and Scaffolding
 Lighting
 Lightning Protection
 Man-Baskets
 Manufactures or Sells - Test & Measurement Equipment
 Non-Profit Foundations
 Performs - Testing Equipment
 Personal Protective Equipment (PPE)
 Powered Ascenders
 Public Safety
 RF Garments & Monitoring Devices
 Rigging Components
 Rope

Safety Equipment/Training
 Security/Anti-Theft
 Signage & Labels
 Small Cells/Small Cell Installers
 Solar Energy
 Structural Mods
 Surveying Equipment
 Tools
 Tower Components & Accessories
 Tower Construction and Maintenance
 Training
 Trucks/Vans/Trailers
 Unmanned Aerial Systems (UAS)
 Utility Location Equipment
 Wind Energy
 Work Boots, Clothing & Gloves

DIGITAL ADVERTISING

Premiere positioning on the natehome.com website, NATE Mobile App Welcome Screen, or the NATE Mobile App NATE UNITE 2026 Event Dashboard.

- NATE Webpage Banner Ad runs February 1-28, 2026
- NATE Mobile App Welcome runs February 1-28, 2026
- NATE Mobile App Event Ad runs January 1 - February 28, 2026

Contact NATE Projects Manager, Kimberly Elliott, at kimberly@natehome.com if you wish to place a digital ad.

Digital Ad Options	Qty Available	Ad Rate	Dimensions (WxH)
Webpage Banner Ad	6	\$750	300 x 250 px
Mobile App Welcome Ad	6	\$750	1000 x 500 px
Mobile App Event Banner Ad	6	\$750	1000 x 500 px

►NATE UNITE 2026 SHOW GUIDE MARKETING OPPORTUNITIES

Marketing opportunities in the NATE UNITE 2026 Show Guide are available exclusively to NATE UNITE Exhibitors. Contact NATE Projects Manager, Kimberly Elliott, at kimberly@natehome.com if you wish to place an ad in the NATE UNITE 2026 Show Guide. Show Guide Ad submission deadline is **December 31, 2025**.

Show Guide Advertisement	Qty Available	Ad Rate	Dimensions (WxH)	
			Non-Bleed	Bleed
Inside Front Cover	1	\$1,500	7.5" x 9.75"	8.75" x 11.25"
Back Cover	1	\$1,500	7.5" x 9.75"	8.75" x 11.25"
Inside Back Cover	1	\$1,500	7.5" x 9.75"	8.75" x 11.25"
Full Page Ad	Unlimited	\$1,000	7.5" x 9.75"	8.75" x 11.25"
			Vertical	Horizontal
1/2 Page Ad	Unlimited	\$500	3.625" x 9.75"	7.5" x 4.875"
1/4 Page Ad	Unlimited	\$250	3.625" x 4.875"	4.875" x 3.625"

Application/Contract

► RULES & REGULATIONS

1. General Information

This show is sponsored and managed by NATE. The words "Show Management" used herein shall mean the officers of NATE, the Conference Chairman, or Conference and Exposition Managers. All matters and questions not covered by these Rules and Regulations are subject to the decision of Show Management. These Rules and Regulations may be amended or supplemented at any time by Show Management, and all such amendments or additions shall, upon 10 business days' notice, be as equally binding on all parties affected as the original Rules and Regulations.

2. Qualifications

Eligibility is open to ALL individuals or firms engaged in the diverse telecommunications/wireless/broadcast industry. Applicants may be required to submit the nature of their business and the scope and nature of items to be exhibited. Show Management reserves the right to accept or reject any applicant to exhibit that does not promptly and properly provide the required information, that does not meet the foregoing qualifications, that Show Management determines has previously violated or is likely to violate these Rules and Regulations, or that Show Management determines has otherwise acted or is likely in the future to act in violation of applicable law or regulations in connection with a show.

3. Assignment of Space

Exhibitors submitting completed contract and full payment of space cost, and that are accepted by Show Management, will be assigned space based on seniority points and size. **No space will be assigned until 50% deposit is received.**

4. Use of Space

The space contracted for is to be used solely by and for the benefit of the Exhibitor whose name appears on the contract, and it is agreed the Exhibitor will not sublet nor assign any portion of same without the prior written consent of Show Management. Each Exhibitor must have a minimum of 100 square feet of contracted exhibit space. Exhibitors may combine space provided each exhibitor completes a valid contract and reserves a minimum of 100 square feet (i.e., two exhibitors reserve 200 square feet each and share a 400 square foot island). Program listings will list only contracted exhibitors.

5. Cancellation

A cancellation fee of 50% of the total space cost shall be assessed in the event of contract cancellation that is received by Show Management 60 days or more prior to first move-in day. No refunds are available for cancellations received less than 60 days prior to first move-in day. All cancellation notices must be received in writing on or before the applicable date. In the event of cancellation, Show Management reserves the right to reassign canceled exhibit space and sponsored items. Notwithstanding the foregoing, please note that payments made for sponsorship packages are non-refundable.

6. Default

Any Exhibitor failing to occupy by 12:00 p.m. on Tuesday, February 24, 2026, any space contracted for but not canceled, is obligated for the full cost of the space and is not entitled to any rebate. Show Management shall have the right to use said space to suit its own convenience, including selling the space to another Exhibitor without any rebate or allowance to the defaulting Exhibitor, and without incurring any obligation of any kind to said prospective Exhibitor.

7. Hold Harmless and Insurance

Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to Exhibitor's employees, agents or guests, or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the exhibit hall. Exhibitors shall indemnify and hold harmless



the exhibit hall, Show Management and/or NATE, their agents and employees from losses, damages, and claims inside or outside the exhibit hall that may arise as a result of actions or omissions of the Exhibitor, its employees, or agents. THE EXHIBIT HALL, SHOW MANAGEMENT AND/OR NATE HEREBY DISCLAIM AND WILL NOT BE LIABLE TO THE EXHIBITOR, ITS EMPLOYEES, AGENTS, OR GUESTS FOR ANY DAMAGES, LOSS OR INJURY FROM FIRE, ELECTRICITY, WATER, STORM, RIOT, SMOKE, THEFT, ACCIDENT, OR ANY OTHER CAUSE. INSURANCE PROTECTION AGAINST FIRE, THEFT OR DAMAGE TO THE EXHIBITOR'S MATERIALS MUST BE CARRIED AT THE EXHIBITOR'S EXPENSE.

Exhibitor shall provide Show Management with a copy of and will maintain the following insurance for the entire duration of the Exposition, including exposition set-up, exposition hours, and exposition dismantle, naming Show Management as additional insureds:

- (a) General Liability Insurance with minimum limits of \$2,000,000.00 combined single limit per occurrence, covering any loss or liability resulting from personal injury, death or property damage arising from or in connection with your exhibit; and
- (b) Worker's Compensation Insurance as required by applicable law, and Employer's Liability Insurance with minimum limits of \$1,000,000.00 per occurrence.

Certificates of Insurance must be furnished to Show Management by no later than February 2, 2026.

NOTE: Exhibitor Appointed Contractors (EAC) will be informed of these Rules and Regulations and will agree to be bound by them along with the exhibiting company and are required to provide the same Certificate of Insurance to Show Management. The Exhibitor will be responsible for any failure by their EACs to abide by these Rules and Regulations.

8. Taxes and Fees

Exhibitor assumes responsibility for all state, federal and local taxes associated with sales activities.

9. Use of Copyrighted Material

Exhibitor assumes responsibility for obtaining any licenses that may be required in association with its use of copyrighted material or other intellectual property of third parties, and for the consequences of any infringement on any third party's intellectual property rights that may result from the failure to do so. Exhibitor shall indemnify and defend NATE and Show Management from any claim of infringement that may be brought as a result of an Exhibitor's failure to respect the intellectual property rights of third parties.

10. ADA Compliance

The Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA.

The Exhibitor hereby warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communication between all parties in accordance with the requirements of the ADA, so that the Exhibitor's display will be accessible, as defined in the ADA, to persons with disabilities. The Exhibitor further warrants that where the provision of such auxiliary aids would fundamentally alter the nature of the goods and/or services provided by the Exhibitor, or would result in an undue burden to the Exhibitor, the Exhibitor will notify NATE of that fact at least two weeks in advance of the Exposition and of the alternative measures it intends to take to assure compliance with the ADA during the period of the Exposition.

The Exhibitor agrees to indemnify and hold Show Management and NATE harmless for any claims arising out of or in connection with the Exhibitor's display's failure to comply with the ADA.

11. Installation and Dismantling

Exhibitors have move-in and move-out times as indicated in the NATE UNITE 2026 Exposition information. In the event of a failure to remove an exhibit in the allowed time, Show Management will have the right to remove and place the same in a warehouse, subject to the Exhibitor's disposition, with all charges to be the responsibility of Exhibitor with no liability to Show Management. All exhibits must remain intact until the Exposition is officially closed.

12. Gifts, Contests, Food, and Beverage

Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of Show Management. There will be no announcement of separate Exhibitor's contests, drawings or raffle winners during the Exposition that are not part of the official NATE UNITE 2026 prize drawings. All food and beverage items must be approved, or prepared and provided by the Exposition facility.

13. Exhibit Design and Inclusions

Standard 10' x 10', 10' x 20', and 10' x 30' in-line booths will be provided with back drape and side rails, which must be utilized. No exhibit construction or signage may exceed 8' in overall height on these booths. In-line booths may display actual product in excess of 8' provided the product is not used as signage. Exhibit construction and/or signage may not exceed 12' on perimeter booths. On island booths, no exhibit construction, product or signage may exceed 16' in overall height. Any sign or display exceeding 4' in height must be set back at least 5' from the aisle. All exhibits must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. One standard 7" x 44" identification sign will be provided for each Exhibitor. All exhibit booths are required to have carpet.

14. Use of Aisles and Common Areas

The aisles, passageways and overhead spaces remain strictly under control of Show Management and no signs, decorations, banners, advertising matter, or special exhibits will be permitted in them except by special written permission of Show Management. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. The Exhibitor will be responsible to abide by all city fire and safety codes, which may be in effect.

15. Restrictions

Show Management reserves the right to restrict exhibits that may have been falsely entered, may be deemed unsuitable or objectionable, or may include content that is not related to the types of services or products that are the subject of exhibitor eligibility qualifications in Section 2 of these Rules and Regulations. This reservation applies to noise, persons, apparel, conduct, objects or items, printed matter, or anything of a character that might be objectionable to the Exposition as a whole. Public address systems are specifically prohibited. Electric or electronic amplification of musical instruments is specifically prohibited. Children under the age of 18 are specifically prohibited from being on the trade show floor at any time.

16. Service Organizations

In the interest of making available the best-qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Exposition, Show Management has contracted, on an exclusive basis, official contractors to provide such services. Service companies other than the designated contractors will not be allowed to work on the exhibit areas unless specifically authorized by Show Management.

17. Rights in the Event Exposition Is Not Held

Should Show Management elect to cancel the Exposition, Show Management's liability to the Exhibitor shall be the refund of any payments for booth space previously received. Show Management shall not be liable for any consequential damages, which may arise from such cancellation. Should the Exposition be canceled due to circumstances beyond the commercially reasonable control of Show Management including, but not limited to, acts of God, acts of war or terrorism, protests or riots, pandemics, orders of health officials, governmental emergency, labor strike or destruction of exhibit facility, Show Management shall return each Exhibitor's space payment less a pro rata share of costs and expenses incurred.

18. Changes in Floor Plan

Show Management reserves the right to make appropriate changes to the floor plan and booth locations at any time as it deems necessary for the overall success of the Exposition.

19. Outside Exhibits/Hospitality Suites

By executing this contract, Exhibitors agree that their entire exhibit and display will be confined to the exhibit hall and the booth space assigned. This prohibits Exhibitors from displaying products/services and/or other advertising materials in areas outside their booth space such as, but not limited to, parking lots and hotel lobbies. This prohibition includes sales closing areas and unauthorized facility tours. The use of NATE and/or Show Management established billboards for advertising is acceptable. (Exception: Upon Show Management approval of written request, telecommunication satellite earth terminals positioned outside exhibit facility for clear transmission path may be permitted.) Exhibitors, by executing this contract, also expressly agree not to operate hospitality suites during hours in which the Exposition is open or when any official NATE sponsored events are in progress unless otherwise approved by written consent of Show Management.

20. Violations of Rules and Regulations

Violations of these Rules and Regulations will cause Show Management to incur significant costs and potential liability. Accordingly, violations of these Rules and Regulations will afford Show Management the right to execute one or more of the following remedies: 1) The Exhibitor may be prohibited from exhibiting at the current year's Exposition and will forfeit all booth payments; 2) The Exhibitor's "points" for the following year's space assignment may be taken away; 3) The Exhibitor may be prohibited from exhibiting at the following year's Exposition. The imposition of one or more of these remedies by Show Management shall not in any way limit available remedies provided in or by virtue of other provisions of this contract or by law.

21. Governing Law and Jurisdiction

This Agreement shall be interpreted and construed, and the legal relations created herein shall be determined, in accordance with the laws of the State of South Dakota without reference to any conflicts of law principles that would require application of the laws of another state. The federal and state courts within Codington County, South Dakota shall have exclusive jurisdiction to adjudicate any dispute arising out of this Agreement. Each party hereto expressly consents to the personal jurisdiction of, and venue in, such courts.

22. Entire Agreement

These Rules and Regulations are incorporated into the contract between NATE and Exhibitor in relation to the Exposition. The contract and the documents incorporated into the contract or executed in connection therewith contain the entire agreement between the parties and supersede all prior and contemporaneous oral agreements. No promise or agreement that is not expressed in the contract materials has been made by one party to the other and neither party is relying upon any other statement or representation of the other party, its employees or agents. Any addendum or modification hereto or thereto must be in writing and signed by both parties and attached hereto. In the event of any conflict between these Rules and Regulations and the contract between NATE and the Exhibitor in relation to the Exposition, these Rules and Regulations will control.

Application/Contract

► ASSIGNMENT & SENIORITY POLICY

Exhibit Space & Sponsorship Application/Contract

Exhibitors desiring to be included in the initial exhibit space assignments must submit their completed Exhibit Space & Sponsorship Application/Contract and 50% deposit payment for the space requested to NATE no later than July 1, 2025. Failure to comply with payment requirements will result in forfeiture of seniority position and delay the application processing and space assignment.

All payments must be in United States dollars and may be made by Company Check, ACH/Wire Transfer, Discover, VISA, MasterCard, or American Express.

Exhibit Space Assignment

The sequence for exhibit space assignments shall be determined by seniority, based on the number of seniority points exhibitors have earned. Exhibitors with the highest number of points are assigned first, followed by those with the next highest points, and so on. Sponsorships received by July 1, 2025 that include exhibit space have priority booth selection.

NATE UNITE 2026 exhibit space assignments will begin July 1, 2025. Only those companies whose completed Exhibit Space & Sponsorship Application/Contract and 50% payment was received by the July 1, 2025 deadline will be assigned at this time.

50% deposit must be received before booth space is assigned.

Late applicants will be assigned from remaining space after the initial assignments have been completed, provided the payment requirement has been met and exhibit space still remains.

For all exhibit space assignments, NATE will assign space using the exhibitor's exhibit space application as a guideline.

To avoid ambiguity or discontent, NATE has adopted a firm and disciplined seniority policy without exceptions or variations to best serve the interest of all exhibitors.

Seniory Policy

1. Glossary of Terms

- a. Seniority Points – Points earned by exhibitors for participation in NATE Exposition, and sponsorship of annual NATE events and used for the determination of the exhibit space assignment sequence. Seniority points cannot be sold, bartered, or transferred except as permitted herein.
- b. Exhibitor – Any company that pays the full exhibit space price, exhibits in a NATE Exposition, and whose name appears on the



Exhibit Space & Sponsorship Application/Contract as the contracted exhibitor.

- c. Acquisition – The purchase, merger, stock exchange, or purchase out of bankruptcy of one company or a part of one company by another company.
- d. New Exhibitor – A member or non-member company that has never exhibited in the NATE Exposition and has no previous seniority points.
2. Earning Seniority Points
 - a. Exhibitors receive 5 seniority points for each paid 10' x 10' (100 sq. ft.) exhibit space unit occupied during each year they participate in the Exposition.
 - b. Sponsors receive seniority points for sponsorship as follows:
Infinity = 50 points;
Beacon = 25 points;
Radiant = 15 points;
Monday Reception = 15 points;
Tuesday Reception = 15 points;
Wednesday Reception = 15 points;
Awards Luncheon = 15 points;
Keynote Speaker Luncheon = 20 points;
Platinum Tower = 15 points;
Happy Hour = 7 points;
Lifeline = 8 points;
Gold Tower = 7 points;
Charging Station = 5 points;
Educational Sessions = 5 points
Structural = 5 points;
Welcome Café = 5 points;
Anchor = 3 points;
Speed Networking = 3 points;
Registration Desk = 2 points
Beverage Break = 2 points
- c. No points are earned if an exhibitor pays all or part of the exhibit space rental price, but does not exhibit.
- d. If a company does not exhibit during any particular year, points earned from previous years of participation are carried forward. No points are earned for non-exhibit years.
- e. Companies, not individuals, earn points.
3. Losing Seniority Points
 - a. Companies that dissolve forfeit all earned seniority points.

- b. Gross violations of exposition rules as determined by NATE>Show Management may subject a company to partial or total loss of seniority points.
- c. Forfeited seniority points cannot be restored.

4. Transferring Seniority Points

- a. Exhibitor sold to a non-exhibiting company: The points of the acquired exhibitor transfer to the acquiring company.
- b. Exhibitor sold to another exhibitor, the two companies combining into one: The surviving company retains the higher of the two seniority point amounts, but not a combination of the two. NATE reserves the right to request documentation of the sale.
- c. Exhibitor sold to another exhibitor, the two companies continuing to exhibit independently of each other: Each retains its separate seniority.

If at any future time the two companies are combined into one, the surviving combination of the two.

- d. Sale of a product, product line, company name, or division does not constitute a sale if the selling company continues to operate within the tower construction, service, and maintenance industry. In this case, no points are transferred. If the sale of the product, product line or name causes the selling company to discontinue operations within the tower construction, service, and maintenance industry, the surviving company retains the higher of the two seniority point amounts as stated in 4b.
- e. Dissolution of partnerships: The party that retains the company name under which the company exhibited retains the seniority points. No transfer of seniority points is possible even if by mutual agreement of the partners.

- f. Corporate name change: Seniority points can be transferred if a corporate resolution is presented, indicating that the name of the exhibitor has changed.
- g. Change of ownership through a stock purchase or exchange does not affect seniority points.
- h. An exhibitor cannot increase seniority points by any purchase, acquisition, or merger, except as provided for herein.

5. Other Circumstances

- a. A company may have separate exhibits for different product divisions or company alliances that are clearly operated independently. An exhibitor splitting its participation into two or more divisions has the option of splitting the points evenly between the divisions, or retaining all points with the parent organization. The new division will receive its own points as they are accumulated.

The option to split points must be exercised prior to the first exhibit space assignment in which the divisions participate, and the allocation may not be changed thereafter.

- b. A member company with two or more exhibiting divisions will receive a membership point for each exhibiting division holding separate membership.



February 23-26

Las Vegas, NV

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Future NATE UNITE Dates and Locations

NATE UNITE 2027

Rosen Shingle Creek • Orlando, Florida

February 22-25, 2027

NATE UNITE 2028

San Antonio Convention Center • San Antonio, Texas

February 15-18, 2028

NATE UNITE 2029

Gaylord Texan Resort • Grapevine, Texas

February 26 - March 1, 2029



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