

MSM THE SHOW

REFUND & CANCELLATION POLICY

Applies to all registration types: Operator Attendee, Manager Attendee, Four Pillar Pack, Vendor, Day Passes, Evening Events Only, and VIP Add-On.

Event Dates: November 4-6, 2026 **Location:** Atlanta, Georgia

1. Cancellations by Attendees

- **More than 30 days before the event:** Registrants may cancel and receive a full refund of registration fees, less a **\$75 administrative fee per registrant**.
- **Within 30 days of the event:** Registrations are non-refundable. This applies regardless of the reason for cancellation, including illness, travel disruption, or business conflicts.
- **No-shows:** Attendees who do not cancel and do not attend forfeit their full registration fee.
- **VIP Add-On and other add-ons:** Add-ons are non-refundable once the base registration cancellation window has closed. If cancelled during the eligible period more than 30 days before the event, eligible add-ons will be refunded alongside the base registration, subject to the applicable administrative fee.

2. Substitutions

- Registrants who cannot attend may transfer their registration to a colleague **at no additional charge** at any time before the event, provided the substitute meets the eligibility criteria of the original ticket type (for example, Operator vs. Manager Attendee).
- Substitution requests must be submitted in writing to theshow@modernstoragemedia.com and include the new attendee's full name, title, company, and email address.
- Substitution is encouraged whenever possible as an alternative to cancellation.

3. Group Registrations - Four Pillar Pack

- Cancellation and substitution terms apply to each registrant within the group.
- If a cancellation causes the group to fall below the minimum size required for group pricing, pricing for the remaining registrants may be recalculated at the applicable individual rate. Any resulting balance must be paid before badges are issued.

4. Event Postponement or Cancellation by Organizer

- If MSM THE Show is postponed, registration fees will automatically be honored for the rescheduled dates, or registrants may request a full refund of registration fees paid.
- If MSM THE Show is cancelled and not rescheduled, registrants will receive a full refund of registration fees paid.
- MSM THE Show is not responsible for reimbursing travel, lodging, transportation, or other third-party costs, including hotel reservations made through the Signia by Hilton Atlanta group block, in the event of postponement or cancellation.

5. Hotel & Travel

- Hotel reservations made through the official MSM THE Show hotel booking link are governed separately by the hotel's cancellation policy. Attendees are responsible for reviewing their hotel confirmation for applicable cancellation deadlines, fees, and penalty terms.
- Official hotel booking link: passkey.com/go/MOSTO2026

6. How to Cancel or Request a Substitution

- Send a written request to theshow@modernstoragemedia.com and include:
- **Registrant name and confirmation/order number**
- **Ticket type purchased**
- Whether the request is for a **cancellation/refund** or a **substitution**.
- Approved refunds will be issued to the original form of payment within **10-14 business days**.

ACKNOWLEDGMENT & ACCEPTANCE

By completing registration for MSM THE Show, the registrant acknowledges that they have read, understand, and agree to this Refund & Cancellation Policy, including the applicable deadlines, administrative fees, non-refundable periods, substitution terms, and organizer cancellation provisions.

For online registration, acceptance may be recorded by selecting the checkbox confirming agreement to the event Terms & Conditions and completing the registration transaction.