

THE GREATEST SUPPLY CHAIN SHOW ON EARTH.



**MODEX** 2018

GEORGIA WORLD CONGRESS CENTER  
ATLANTA | APRIL 9-12  
[www.MODEXshow.com](http://www.MODEXshow.com)

powered by  MHI

MAKE YOUR BUSINESS



**FUTUREPROOF.**

*SMART CITY LOGISTICS & CONNECTED  
SUPPLY CHAIN SOLUTION CENTER*



In April 2018, tens of thousands of buyers with over 35 billion of purchasing dollars at their disposal will gather in Atlanta for the supply chain industry's largest expo. These high-level decision makers will come looking for products, services and solutions. In other words, they'll come looking for solutions to make their business Futureproof.

**And if you're a MODEX exhibitor, it could be your solutions they will find.**

Put yourself in the middle of manufacturing and supply chain buyers from more than 110 countries around the globe.

This is your opportunity to showcase your solutions in the first-ever MODEX Smart City Logistics and Connected Supply Chain Solution Center.

## MODEX Attendees: A Snapshot

- 81% have buying power
- 50% are senior or corporate management
- 27% are middle management
- 32% plan to spend a million dollars or more over the next 18 months on the types of products and services exhibited at MODEX
- 61% of those who attend MODEX do NOT attend any other industry-related trade shows – making them an exclusive audience
- 91% attend to see new products
- 67% attend to see a specific product or company
- 86% rank their ROI from attendance as very good to excellent
- 84% attend to keep abreast of industry trends and issues
- 61% attend to network and learn
- 78% attend to evaluate and compare products before purchasing a specific product
- 50% are from firms with 500+ employees
- 60% have facilities over 100,000 sq ft
- 25% have facilities over 500,000 sq ft
- 78% plan to build / expand their facilities
- 37% plan to expand their supply chain capacity



# MODEX MAKES SMART CITY LOGISTICS AND CONNECTED SUPPLY CHAIN SOLUTIONS EASY TO FIND.

## CONNECT WITH A DIVERSE GROUP OF MANUFACTURING AND SUPPLY CHAIN BUYERS.

**SOME WALK THE ENTIRE SHOW FLOOR, BUT MANY ARE LOOKING FOR SOLUTIONS FOR  
DIGITAL AND CONNECTED SUPPLY CHAINS AND SMART CITY LOGISTICS**

To optimize the MODEX experience for both exhibitors and attendees, MODEX exhibitors are organized into Four industry-specific Solutions Centers. In 2018, MODEX will feature the first-ever Smart City Logistics and Connected Supply Chain Solution Center.

### MODEX Smart City Logistics and Connected Supply Chain Solution Center

Industry 4.0, the Industrial Internet of Things and other digital supply chain solutions are leading-edge technologies that are disrupting traditional supply chains and creating more-efficient, next-generation models that are on-demand and always-on. This is the center where buyers can see, touch and operate these next-generation supply chain solutions including sensors, software, cloud computing, driverless vehicles, robotics and automation, predictive analytics, artificial intelligence, omni-channel fulfillment, augmented reality wearable and mobile technologies.

While digital supply chains are still emerging, 80% of survey respondents in the recent *2017 MHI Annual Industry Report* said that they will be the predominate model in five years, and 16% said they already are. Additionally 50% are aware of the impact Smart City Logistics will have on future supply chains.

### Position Yourself As A Thought Leader

In addition to showcasing your solutions in your exhibit, you can build recognition as a thought leader by sponsoring a MODEX show floor educational seminar.

Share your smart city and digital supply chain expertise and generate additional exposure for you, your business and your brand.

## MODEX attendees are interested in:

- **51%** Automation Equipment (AGVS, AS/RS & Robotics)
- **58%** Automatic ID Systems & Data Collection/Radio Frequency Identification (RFID)
- **50%** Computer Software (ERP, WMS, MES, TMS, OMS, SCM, YMS)
- **21%** Systems Integration & Consulting
- **31%** Information Systems & Controls
- **31%** Order Picking Fulfillment & Delivery
- **12%** Inventory & Supply Chain Security
- **48%** Packaging, Labeling, Shipping, Weighing & Cubing
- **13%** Parcel, Freight & Cargo Distribution
- **10%** Reverse Logistics
- **20%** Sustainable Facility Equipment
- **37%** Third-Party Logistics/Transportation Services

# THE SUPPLY CHAIN EXPOSURE AND CONNECTIONS YOU NEED TO GET AHEAD. AND STAY THERE

## Key Decision Makers

who spend \$35 billion every year on material handling, supply chain and logistics systems, equipment, and services.

## Management

including corporate and senior management (50%), middle management (25%) and engineering/IT management (20%) from manufacturing operations, production, distribution, logistics, supply chain and information technology.

## Retailers

including 58% of the National Retail Federation Top 100 Retailers. Source: The National Retail Federation

## Representatives

from the Fortune 1000, including multinational consumer-goods companies.

## Buying Teams

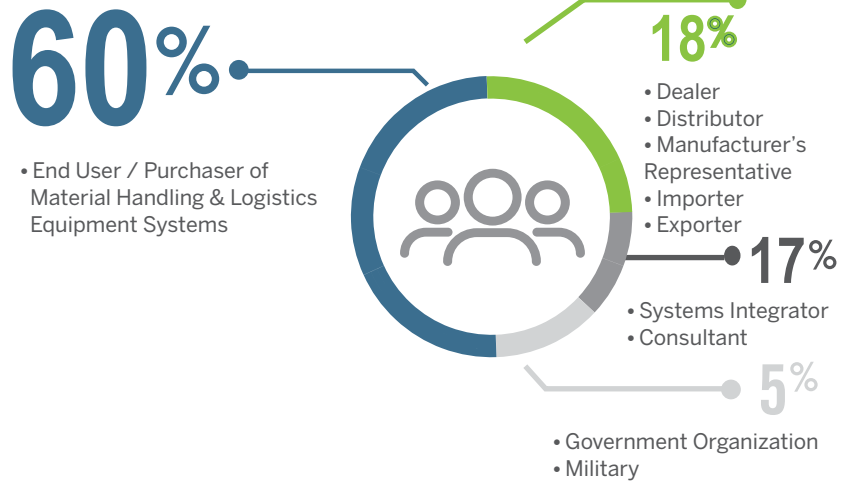
composed of corporate VPs, directors, managers, engineers, production and logistics experts, and others who influence purchase decisions. They are purchasing for distribution centers (68%), manufacturing facilities (58%) and warehouses supporting manufacturing (58%).

## The Solutions That Buyers Want

MODEX attendees are looking for innovative end-to-end digital solutions for their next-generation supply chains. Every buyer you meet is a qualified sales lead with the potential to become a valued customer.

Learn more about exhibiting at [MODEXShow.com](http://MODEXShow.com)

## MODEX ATTRACTS BUYERS



## DAILY PARCEL SHIPPING BY MODEX ATTENDEES



## SHIP MORE THAN 100 PARCELS PER DAY.

23% MORE THAN 5000 PARCELS

15% 501-1000 PARCELS

9% 100-500 PARCELS

Source: All statistics above compiled from a study of MODEX 2016 attendees by the independent firm, Exhibit Surveys, Inc.

## Georgia World Congress Center

