THE GREATEST SUPPLY CHAIN SHOW ON EARTH.

MAKE YOUR BUSINESS FUTUREPROOF.
THE SUPPLY CHAIN EXPOSURE AND CONNECTIONS YOU NEED TO GET AHEAD. AND STAY THERE.

MODEX: The foolproof way to FUTUREPROOF YOUR BUSINESS.

Some things are hard to predict. The markets. Global politics. The weather. Some aren’t, like the thousands of potential buyers that will be on the floor at MODEX. If you provide solutions to the manufacturing and supply chain industry, and you want to lay the foundation for future success, you should be at MODEX 2018.

MODEX is the one-of-a-kind manufacturing and supply chain industry event where solution providers and powerful buyers come to meet, network, and get deals done face-to-face. These buyers come from over 110 countries around the world looking for ways to increase the speed, efficiency and performance of their supply chains. They want what you have: solutions.

Only MODEX gives 800 of the top material handling, logistics and supply chain providers the opportunity to showcase their solutions for these key decision-makers on the show floor at the Georgia World Congress Center.

There’s more to MODEX than countless networking and deal-making opportunities. MODEX also offers keynote talks from some of the leading minds in the business world, plus more than 100 educational seminars designed to help attendees evaluate and implement the solutions they find on the show floor. It’s no wonder MODEX is the must-attend event for any professional working in the supply chain industry.

As a solution provider, MODEX 2018 offers you a unique opportunity to showcase your equipment, software and systems for the most powerful buyers in the world. The contacts, opportunities, and ideas you find here can propel your business for years to come. That’s how you make your business Futureproof. The best place to do it is MODEX 2018.
THOUSANDS OF MOTIVATED BUYERS GATHERED IN ONE PLACE. NOW THAT’S A GOOD DEAL.

When you exhibit at MODEX 2018, you’re literally surrounding yourself with potential customers. That’s because MODEX attracts thousands of professionals from every corner of the supply chain and manufacturing industries, including high-level executives from the Fortune 1000, multinational consumer goods companies and top 100 retailers. These powerful individuals – 61% of whom only attend this trade show – come to MODEX with the authority to buy the solutions they need. They’re expected to spend more than $35 billion during the next 18 months. As an exhibitor at MODEX 2018, these influential contacts are only a handshake away.
WHO ATTENDS MODEX?

End-User/Purchaser of Material Handling & Logistics Equipment and Systems: 60%

Dealer/Distributor/Manufacturer Representative/Importer/Exporter: 18%

Government/Military: 5%

Systems Integrator/Consultant: 17%

WHAT CAN THEY DO?

59% / Recommend

28% / Specify

22% / Buy

21% / Authorize

WHAT ARE THEY PLANNING IN THE NEXT 18 MONTHS?

32% / Spend $1,000,000 or more

12% / Spend $500,000 - $999,999

20% / Spend $100,000 - $499,999

36% / Spend less than $100,000

Source: MODEX 2016 expo registration database

Source: Statistics compiled from a study of MODEX 2016 expo attendees on their purchasing plans over the next 18 months by the independent firm Exhibit Surveys, Inc. (multiple responses were permitted)
MHI created MODEX to make it easier for industry thought leaders, solution providers, and key decision-makers to connect, do business, and ultimately, propel the supply chain forward. For over 70 years, MHI has successfully created, organized and sponsored large-scale industry events like MODEX and ProMat®. These events attract a large number of industry buyers who only attend one MHI-sponsored event per year. In 2018, you’ll find these buyers, as well as thousands of other industry professionals at MODEX.
CONNECT WITH A DIVERSE GROUP OF MANUFACTURING AND SUPPLY CHAIN BUYERS

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 and engineers 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.

Individual Buyers
in search of product demonstrations and one-on-one meetings with equipment and solutions suppliers.

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 2016 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 attendees are interested in:

- 51% Automation Equipment (AGVS, AS/RS & Robotics)
- 58% Automatic ID Systems & Data Collection/Radio Frequency Identification (RFID)
- 26% Batteries/Chargers/Motors/Fuel/Alternative Fuel Systems
- 50% Computer Software (ERP, WMS, MES, TMS, OMS, SCM, YMS)
- 21% Systems Integration & Consulting/Professional Services
- 56% Conveyors & Sortation Equipment
- 41% Cranes, Hoists & Monorails
- 34% Ergonomic Safety & Equipment
- 42% Forklift Trucks, Hand Lift Trucks & Attachments
- 31% Information Systems & Controls
- 31% Order Picking Fulfillment & Delivery
- 12% Inventory & Supply Chain Security
- 30% Loading Dock Equipment
- 48% Packaging, Labeling, Shipping, Weighing & Cubing
- 47% Pallets & Containers
- 48% Racks, Shelving, Storage Equipment & Shop Furniture
- 13% Parcel, Freight & Cargo Distribution
- 10% Reverse Logistics
- 20% Sustainable Facility Equipment
- 37% Third-Party Logistics/Transportation Services
- 31% Work Positioning Equipment/Workstations
- 21% Protective Guarding

Source: Statistics compiled from an Exhibit Surveys, Inc. study of MODEX 2016 expo attendees. Note: Multiple responses were permitted. Many visitors came to see a variety of equipment, systems and services.

MODEX attendee purchases by facility:

- 68% Distribution Center
- 59% Warehouse Supporting Manufacturing
- 58% Manufacturing Facility

Source: Statistics compiled from a study of MODEX 2016 expo attendees by the independent firm Exhibit Surveys, Inc. and registration data.

MODEX attendees by job function:

- 30% Warehouse/Distribution/Transportation/Supply Chain/Logistics/3PL Management
- 27% CEO/President/COO/CIO/CFO/Corporate VP)
- 21% Engineer/Engineering Management/IT
- 19% Sales Channel Partners/Sales/Reseller/Importer/Exporter
- 15% Manufacturing/Materials/Production Management

Source: Statistics compiled from a study of MODEX 2016 expo attendees by the independent firm Exhibit Surveys, Inc. and registration data.

MODEX management attendees by title:

- 27% Corporate Management (C-Level)
- 25% Middle Management
- 23% Senior Management (EVP, SVP, VP)
- 20% Engineering/IT Management
FOR SUPPLY CHAIN SOLUTION PROVIDERS, MODEX IS THE ANSWER.

As an exhibitor, MODEX gives you the chance to showcase your equipment, software and system solutions for thousands of interested industry professionals. It’s an opportunity that only comes along once every two years at MODEX. Make sure you’re here to take advantage.

Show Them What They’re Missing
Buyers come to MODEX looking for supply chain solutions. MODEX not only makes your solutions easy to find, it also gives you the power to show prospective buyers exactly what your solutions can do. Nothing has more convincing power than an in-person demonstration. Give buyers the chance to see, feel and experience your solutions firsthand. Give yourself the chance to stand out from your competitors (especially the ones who aren’t here).

Make Powerful Connections
MODEX attracts supply chain professionals from all over the business world, and gives you the chance to network with people you normally wouldn’t have the chance to meet.

They may include new distributors and channel partners looking to modify their product lines, or even other MODEX exhibitors. The people you meet here could very well put your business on a different trajectory for the future.

Perform On A Global Stage
MHI is marketing MODEX 2018 around the world with an initiative that includes an event website, advertising, public relations, social media, direct mail and participation in international events. As a result, professionals from more than 100 countries will be at MODEX 2018. You’ll have the chance to show your solutions to a global audience on both the show floor and at MODEXShow.com. On-site interpreters will help you communicate with international prospects at the MODEX 2018 International Visitors Center. When you’re at MODEX, geographic barriers and boundaries simply don’t exist.

Set Yourself Apart
In today’s crowded global marketplace, it’s more important than ever to increase your company’s visibility, distinguish yourself from competitors, and achieve top-of-mind status among prospective buyers. MODEX 2018 will be the largest supply chain expo in the Americas. It offers a great opportunity to get your brand and products in front of a huge global audience.

Bring Something New To The Table
88% of MODEX attendees say they come to see the latest products and developments in the industry – they want the future and they want it now. They’re thirsty for what’s next, and they know the best place to discover it is at MODEX. So bring your best. Thousands of manufacturers, end users, supply chain professionals and distributors, as well as reporters and publishers from business-to-business and trade publications are waiting.
MODEX BUYERS: WHERE DO THEY COME FROM?

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

DAILY PARCEL SHIPPING BY MODEX ATTENDEES

47% of MODEX attendee companies ship more than 100 parcels per day.
23% more than 5000 parcels
15% 501-1000 parcels
9% 100-500 parcels

FORKLIFT OPERATION AMONG MODEX ATTENDEES ON AVERAGE, MODEX ATTENDEES OPERATE

34 LIFT TRUCKS AT THEIR LOCATION.
14% more than 100 lift trucks
17% 21-100 lift trucks
41% 1-20 lift trucks

Countries represented by MODEX 2016 expo attendees.
MODEX MARKETING POWER
FOR FUTUREPROOFERS

Take advantage of the reach and power of MODEX with a multi-faceted marketing program designed specifically to benefit the exhibitors appearing at MODEX 2018.

Free MODEXShow.com Exhibit Listing
Once you reserve your space for MODEX 2018, your business listing and company information will be online for hundreds of thousands of MODEXShow.com visitors to see. This is your place to update product and company news before and after the show.

MODEXShow.com Exhibitor Listing Upgrades
Tell even more of your corporate story by adding things like your company logo, product photos, product literature, streaming video, press releases, email contacts and Web links to your MODEXShow.com exhibitor listing.

MODEXSHOW.com Banner Ads
Place an ad for visitors to see when they’re on MODEXShow.com

MODEXShow.com LeadLink
Add the MODEX LeadLink logo to your website, and when an attendee registers for MODEX from your website through LeadLink, that registrant’s contact information is immediately emailed to you.

Customized Email Invitations
Invite your VIPs to register with customized HTML email invitations from MHI. They link recipients to free registration, show information and your website. Customization includes your company’s logo or name as well as your booth number.

Free Direct Mailers
Professionally crafted direct mailers filled with important MODEX 2018 information are available to all exhibitors.

Partnership Program
MHI gives exhibitors exclusive access to MODEX post-show registration databases. This access is offered at no cost to exhibitors who partner with MHI to promote their MODEX participation.

MODEX Seminar Sponsorship
Share your expertise and distinguish your company by sponsoring and conducting a seminar on the show floor. It will be promoted on MODEXShow.com.

Press Relations
Put yourself in front of national and international media that cover MODEX and the material handling and supply chain industry. You can get access to media lists, place your press kits in the Press Room, and conduct a press conference during the show. Exhibitors can also distribute press releases via MODEXShow.com and RSS feeds.

Social Media
Use sites like Twitter, Facebook, LinkedIn and YouTube to increase your exposure.

Sponsorships
Use on-site sponsorships to promote your brand to MODEX attendees. Opportunities include the mobile app and lanyard, among others.
MODEXSHOW.COM Offers You The Following Benefits:

- Exposure to hundreds of thousands of buyers via your free online listing
- Enhanced online showcase listings with photos, videos, email, web links, news releases and literature downloads that drive traffic to your website
- Advertising on MODEX home page, search page and registration page
- Attention that gets your company included on attendees’ agendas
- Free attendee registration
- Exhibitor resources, marketing kit and manual
- Show news and helpful travel information
- Educational conference details and schedule
- MODEX exhibitor portal show management and marketing services
- Online Press Room
- Mobile-enabled site and MODEX app
A SHOW FLOOR THAT’S EASY TO NAVIGATE

In order to make it as easy as possible for buyers and solution providers to connect, MODEX 2018 will arrange exhibits into function-specific Solution Centers. This set-up minimizes wasted time and maximizes productivity.

Manufacturing & Assembly
If you’re offering services and solutions having to do with manufacturing and assembly, this is where prospective buyers will find you. An exhibit here reaches those looking for automated assembly support, intelligent devices, robotics, ergonomic and safety equipment, workstations, overhead lifting equipment, light rail and other equipment and systems for the manufacturing environment.

Information Technology
In today’s world of constantly changing technologies, it’s no surprise that many MODEX attendees come looking for IT and visibility solutions, systems integration and consulting services. The Information Technology Solution Center puts your company in the middle of the buyers who need manufacturing and supply chain systems and software and automatic identification solutions.

Fulfillment & Delivery
Show potential buyers your order fulfillment, e-commerce and omni-channel fulfillment, order packing and packaging, third-party logistics, warehousing, distribution or transportation solutions. The Fulfillment & Delivery Solutions Center directs them to you.

Sponsoring an Educational Conference at the Knowledge Center is a great way to increase your visibility.
The Knowledge Center is designed to house education sessions and build awareness about what the material handling, supply chain and logistic industry has to offer. Your company can sponsor one or more educational seminars being held in the theaters within the Knowledge Center, which are free to attendees. Share your unique, industry-specific knowledge and insights to help build your brand and stand out in the marketplace.
AN INTEGRATED MARKETING PLAN ATTRACTS SUPPLY CHAIN BUYERS

In order to generate maximum interest and exposure, the marketing push for MODEX begins well before the actual event. The comprehensive, integrated marketing plan for MODEX 2018 includes advertising on MODEXShow.com as well as additional print and online advertising, targeted direct marketing, electronic media, social media and public relations activities. If there’s someone out there making a living in the supply chain industry, they’ll learn about MODEX 2018 through multiple points of contact.
Website & Mobile App

MODEXShow.com puts your company and solutions in front of buyers who are researching and planning their trip to MODEX. As an exhibitor, you can update your listing with company news and information leading up to MODEX 2018 and you’ll also gain exposure on the MODEX mobile app.

Direct Mail Campaigns

Hundreds of thousands of key decision-makers will receive targeted direct mailings encouraging them to attend MODEX, and to visit MODEXShow.com before and after the show.

Print & Web Advertising

Strategically placed print and web banner ads will connect with millions of readers in many of the largest and most credible trade and business-to-business publications and websites in the U.S. and around the world.

PR & Social Media

A targeted PR program aimed at leading business-to-business press focuses on the many benefits that MODEX offers to its attendees. Leading publications plan special pre-show issues and extensive post-show coverage. MODEX will also be promoted on social media sites like Twitter, Facebook, YouTube, MHI view, Instagram and LinkedIn — your company is welcome to join in the conversation.

Email Marketing

MODEX sends a series of permission-based email and e-newsletter campaigns to target tens of thousands of buyers. We remind them of the benefits of attending the show. We also update registrants regularly about show news, developments and events.

Collocated Events

MHI invites national and regional manufacturing, distribution and supply chain organizations to hold their events and conferences in conjunction with MODEX. Specific end-user groups will also be targeted to attend and hold special events relating to the challenges in their industries. Many of the educational offerings from these events and organizations are free to MODEX 2018 attendees and exhibitors.
MHI: FUTUREPROOFING THE INDUSTRY

MHI is America’s largest material handling, logistics, and supply chain association. Our diverse membership includes professionals from a number of different disciplines such as equipment manufacturers, consultants, systems integrators and simulators, publishers, and third-party logistics providers. MHI has sponsored industry trade events in support of the products and services of its membership for seventy years.

Our goal is to ensure the ongoing success of the material handling, logistics and supply chain industry. One of the most important ways that we keep our industry talking, thinking and flourishing is with MODEX.

THE BENEFITS OF BEING AN MHI MEMBER

While MHI membership is not required to exhibit, exhibitors must be member-eligible. Also, MHI encourages exhibitors to join MHI to receive discounts on MODEX exhibit rates and preferred space selection position.

BEING AN MHI MEMBER HAS A NUMBER OF ADDITIONAL BENEFITS:

Exposure on MHI.org
MHI.org attracts more than 30,000 material handling, logistics and supply chain buyers each month, and serves as a news and information center, and learning resource for the entire industry. As a listed member, it provides you with constant exposure to buyers from around the world.

As a member, you’ll receive a microsite in MHI’s membership directory on MHI.org. You’ll be able to include your company logo, photos, product literature, video, company news, contact information, links to your website and descriptions of your products and services. Your microsite puts your company and solutions right in front of an audience that generates leads all year long, and differentiates you as an authority in your field to current and prospective customers.
You also gain exclusive access to MyMHI members-only content. Your MHI.org company microsite provides additional exposure, and links to MODEXShow.com.

**MHI Solutions and MHI view**

MHI members also receive discounted advertising rates in the industry’s quarterly publication, *MHI Solutions*, as well as in our weekly and monthly e-newsletters, MHI view video portal and on MHI.org.

**Become a Recognized Expert in Your Field**

When you join MHI, you become part of a specialized Product and Solutions Group. Together, you represent the largest source of knowledge in your field. You can network with your peers at MHI-organized industry meetings, and help promote your distinct industry.

These meetings also allow you to discuss necessary regulatory specification changes and safety guidelines that are needed for your equipment, system or service.

**Establish Valuable Material Handling and Supply Chain Connections**

At MHI, we conduct continuous research in order to stay ahead of the supply chain, predict what end-users will need, and monitor the horizon for product and service advancements. Certain information is members-only, including market research that is found in the members-only section at MHI.org. In addition, all MHI members receive the quarterly Material Handling Equipment Manufacturing Forecast at no cost.

**Educational Resources**

MHI publishes extensive technical literature and industry standards – all of which is available on MHI.org. We also host industry education and training programs, including educational conferences that accompany trade shows, stand-alone seminars and programs, and e-learning initiatives.

**MHI MEMBER BENEFITS AT A GLANCE:**

- Product and Solutions Group membership
- Young Professionals Network
- Executive conferences and peer meetings
- Members-only online resources
- Discounts on market and industry research
- International exposure
- Educational opportunities
- Exposure on MHI.org via Member Directory microsite, news releases and social media
- MHI ShowPro workshop
- Quarterly industry forecast and monthly business activity index
- Discounted advertising rates in *MHI Solutions* and MHI view
- MHI Loyalty Points
Meet New Contacts.
Explore New Ideas.
Find New Buyers for Your Solutions.

Make Your Business Futureproof at MODEX 2018

Exhibiting at MODEX Could Make the Difference For Years To Come
When you put yourself in the middle of thousands of motivated manufacturing and supply chain buyers from around the world, good things are bound to happen. Don’t miss this unique opportunity to take your business to new and unexpected heights.

Reserve Your Exhibit Space at MODEX 2018 Today.

To reserve your booth, contact MHI Show Sales:
TOM CARBOTT
Senior Vice President, Exhibitions
Email: tcarbott@mhi.org
Phone: 704-676-1190

Or visit us at: MODEXShow.com

2018 Show Hours

MONDAY
April 9th
10am to 5pm

TUESDAY
April 10th
10am to 5pm

WEDNESDAY
April 11th
10am to 5pm

THURSDAY
April 12th
10am to 3pm
THE SUPPLY CHAIN EXPOSURE
AND CONNECTIONS YOU NEED TO GET AHEAD. AND STAY THERE.

AN EXCLUSIVE AUDIENCE • POWERFUL NEW CONTACTS • MOTIVATED BUYERS
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