

**POWERED
BY
POSSIBILITIES.**



MODEX²⁰²⁰

GEORGIA WORLD CONGRESS CENTER
ATLANTA | MARCH 9-12
MODEXSHOW.COM

powered by  **MHI**

MODEX 2020

WHERE SOLUTION PROVIDERS AND POWERFUL BUYERS MEET FACE-TO-FACE TO GET DEALS DONE.

Robotics. Autonomous vehicles. Artificial intelligence. Blockchain. Wearables. What once sounded like science fiction has become the new reality of a global supply chain. And as supply chains continue their rapid transformation from a linear path to a dynamic digital network, your customers need help finding new ways to take their business to the next level. MODEX 2020 gives them exposure to 900 of the industry's leading providers – showcasing innovative solutions, new technologies, and endless possibilities.

At MODEX 2020, a one-of-a-kind manufacturing and supply chain industry event, buyers come from every state in the U.S. and over 140 countries with a focus on increasing the speed, efficiency, and performance of their manufacturing and supply chain operations.

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.

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POWERED BY POSSIBILITIES.

ONLY AT MODEX 2020

TENS OF THOUSANDS OF MOTIVATED BUYERS UNDER ONE ROOF.

MODEX 2020 will attract over 30,000 professionals from every corner of the manufacturing and supply chain world, including high-level executives from multinational consumer goods companies, top 100 retailers, and the Fortune® 1000. Eighty-six percent of these key decision makers – 81% of whom attend this trade show only – come to MODEX with the authority to buy the solutions they need. As an exhibitor at MODEX 2020, these influential contacts are only a handshake away.

A DIVERSE GROUP OF MANUFACTURING AND SUPPLY CHAIN BUYERS

Key Decision Makers who spend \$45 billion every year on material handling, supply chain and logistics systems, equipment, and services.

Upper and Middle Management, including 76% of attendees who are in corporate, senior, middle, engineering, and IT management from manufacturing operations, production, distribution, logistics, supply chain, and transportation.

Retailers including 60% 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 1:1 meetings with equipment, technology and service providers like yourself.

AN IN-DEPTH LOOK AT MODEX ATTENDEES

BY THE NUMBERS

86%

HAVE BUYING POWER

34%

PLAN TO SPEND A MILLION DOLLARS OR MORE OVER THE NEXT 18 MONTHS ON THE TYPES OF PRODUCTS AND SERVICES EXHIBITED AT MODEX

50%

ARE SENIOR OR CORPORATE MANAGEMENT

81%

OF THOSE WHO ATTEND MODEX DO NOT ATTEND ANY OTHER INDUSTRY-RELATED TRADE SHOWS — MAKING THEM A VERY EXCLUSIVE AUDIENCE

ATTENDEE PROFILES

26% ARE MIDDLE MANAGEMENT

64% ATTEND TO NETWORK AND LEARN

92% ATTEND TO SEE NEW PRODUCTS

80% ATTEND TO SEE A SPECIFIC PRODUCT OR COMPANY

72% ATTEND TO EVALUATE AND COMPARE PRODUCTS BEFORE PURCHASE

84% ATTEND TO KEEP ABREAST OF INDUSTRY TRENDS AND ISSUES

83% RANK THEIR ROI FROM ATTENDANCE AS VERY GOOD TO EXCELLENT

41% PLAN TO EXPAND THEIR SUPPLY CHAIN CAPACITY

500+

50% ARE FROM FIRMS WITH OVER 500 EMPLOYEES

100K+

61% HAVE FACILITIES OVER 100,000 SQ FT



BUYING NEEDS

- 52% AUTOMATION EQUIPMENT (AGVS, AS/RS)
- 55% AUTOMATIC ID SYSTEMS & DATA COLLECTION/RFID
- 44% AUTONOMOUS VEHICLES
- 35% BATTERIES/CHARGERS/MOTORS/FUEL/ALTERNATIVE FUEL SYSTEMS
- 22% BLOCKCHAIN SOLUTIONS FOR SUPPLY CHAINS
- 20% CLEANING SYSTEMS & EQUIPMENT
- 60% COMPUTER SOFTWARE (ERP, WMS, MES, TMS, OMS, SCM, YMS)
- 38% CONSULTING & SYSTEMS INTEGRATION
- 70% CONVEYORS & SORTATION EQUIPMENT
- 44% CRANES, HOISTS & MONORAILS
- 24% DRONES & AUTONOMOUS AERIAL VEHICLES
- 54% ERGONOMIC SAFETY & PROTECTIVE GUARDING EQUIPMENT
- 52% FORKLIFT TRUCKS, HAND LIFT TRUCKS & ATTACHMENTS
- 32% INFORMATION SYSTEMS & CONTROLS
- 68% ORDER PICKING FULFILLMENT & ECOMMERCE DELIVERY
- 14% INVENTORY & SUPPLY CHAIN SECURITY
- 30% LOADING DOCK EQUIPMENT
- 55% PACKAGING, LABELING, SHIPPING, WEIGHING & CUBING
- 53% PALLETS & CONTAINERS
- 61% RACKS, SHELVING, STORAGE EQUIPMENT & SHOP FURNITURE
- 17% PARCEL, FREIGHT & CARGO DISTRIBUTION
- 12% REVERSE LOGISTICS
- 35% ROBOTICS AND ARTIFICIAL INTELLIGENCE
- 20% SUSTAINABLE FACILITY EQUIPMENT
- 50% THIRD-PARTY LOGISTICS/TRANSPORTATION SERVICES
- 35% WEARABLE & MOBILE TECHNOLOGY, INCLUDING AR AND VR
- 31% WORK POSITIONING EQUIPMENT/WORKSTATIONS
- 21% PROTECTIVE GUARDING

JOB FUNCTION

- 25% WAREHOUSE/DISTRIBUTION/
TRANSPORTATION/SUPPLY CHAIN/
LOGISTICS/3PL MANAGEMENT
- 25% CEO/PRESIDENT/COO/CIO/CFO/
CSCO/CORPORATE VP
- 21% ENGINEERING/IT MANAGEMENT
- 16% SALES CHANNEL PARTNERS/
SALES/RESELLER/
IMPORTER/EXPORTER
- 15% MANUFACTURING/MATERIALS/
PRODUCTION MANAGEMENT

MANAGEMENT ATTENDEES

29%

CORPORATE MANAGEMENT (C-LEVEL)

26%

MIDDLE MANAGEMENT

21%

SENIOR MANAGEMENT (EVP, SVP, VP)

15%

ENGINEERING/IT MANAGEMENT

PURCHASE BY FACILITY

54% MANUFACTURING FACILITY

63% WAREHOUSE SUPPORTING
MANUFACTURING

73% DISTRIBUTION CENTER

MODEX 2020 IS WHERE DEALS GET DONE.

As an exhibitor, MODEX 2020 gives you the chance to showcase your equipment, software, and system solutions for thousands of interested manufacturing and supply chain buyers. It's an opportunity that only comes along once every two years at MODEX. So make sure you're here to take full advantage.

SHOW THEM WHAT'S POSSIBLE

Buyers come to this expo looking for supply chain solutions, which is why 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. Give buyers the chance to see, feel, and experience your solutions firsthand, while giving yourself the chance to stand out from your competitors – especially the ones who aren't here. After all, nothing is more convincing than an in-person demonstration.

BRING SOMETHING NEW TO THE TABLE

92% of MODEX attendees say they come to see the latest products and developments in the industry. And thousands of manufacturing and supply chain professionals, as well as reporters and publishers from business-to-business and trade publications are waiting. They're thirsty for what's possible, and they know the best place to discover it is at MODEX 2020.

MAKE POWERFUL CONNECTIONS

MODEX attracts professionals from across the supply chain landscape, and gives you the chance to network with people you normally wouldn't have the chance to meet. This includes 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 2020 around the world with an integrated platform that includes an event website, advertising, public relations, social media, direct mail, and participation in international events. As a result, professionals from more than 140 countries will be at MODEX 2020. In addition, on-site interpreters will be at the MODEX 2020 International Visitors Center to help you communicate with international prospects and show your solutions to a global audience.

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. Because MODEX 2020 is 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.

**THEY HAVE SUPPLY
CHAIN CHALLENGES.
YOU HAVE SOLUTIONS.**



84%

**OF ATTENDEES PLAN TO
BUILD/EXPAND
THEIR FACILITIES**



It's really one of the premier shows that you can go to. We get a lot of traction here, a lot of customers coming by - very strong interest, that are all connected to different parts of the industry. So to hit that kind of wide cross-section, in such a short amount of time, it's really valuable to us.

JOHN CAMERON, PRINCIPAL ROBOTICS ENGINEER
IAM ROBOTICS



We see a lot of value in helping our customers understand what's new and how to make their solutions work better for their warehouses.

MICHAEL FIELD, CEO
THE RAYMOND CORPORATION



MODEX gives us a great opportunity to meet people, see old friends and also work with new clients. At the same time it allows us to showcase our latest products. I think we get a lot of attention by doing so.

JOE ZOGHZOGHY, PhD, MOBILE ROBOTICS MANAGER
BASTIAN SOLUTIONS



TRANSFORMING POSSIBILITIES INTO REALITY AN INTEGRATED MARKETING PLAN THAT ATTRACTS SUPPLY CHAIN BUYERS.

In order to generate maximum interest and exposure, the marketing push for MODEX 2020 begins well before the actual event with a comprehensive, integrated marketing plan that includes advertising on MODEXShow.com, as well as print and online advertising, targeted direct marketing, electronic media, social media, and public relations activities.



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



WEBSITE & MOBILE APP MODEXShow.com and the MODEX mobile app puts your company and solutions in front of buyers who are researching and planning their trip to MODEX 2020. As an exhibitor, you can place a banner ad for visitors to see when they're on MODEXShow.com, as well as update your listing with company news and information leading up to the expo.



DIRECT MAIL CAMPAIGN Hundreds of thousands of key decision-makers will receive targeted direct mailings encouraging them to attend MODEX 2020 and to visit MODEXShow.com before and after the show. Free professionally crafted direct mailers filled with important MODEX 2020 information are available to all exhibitors.

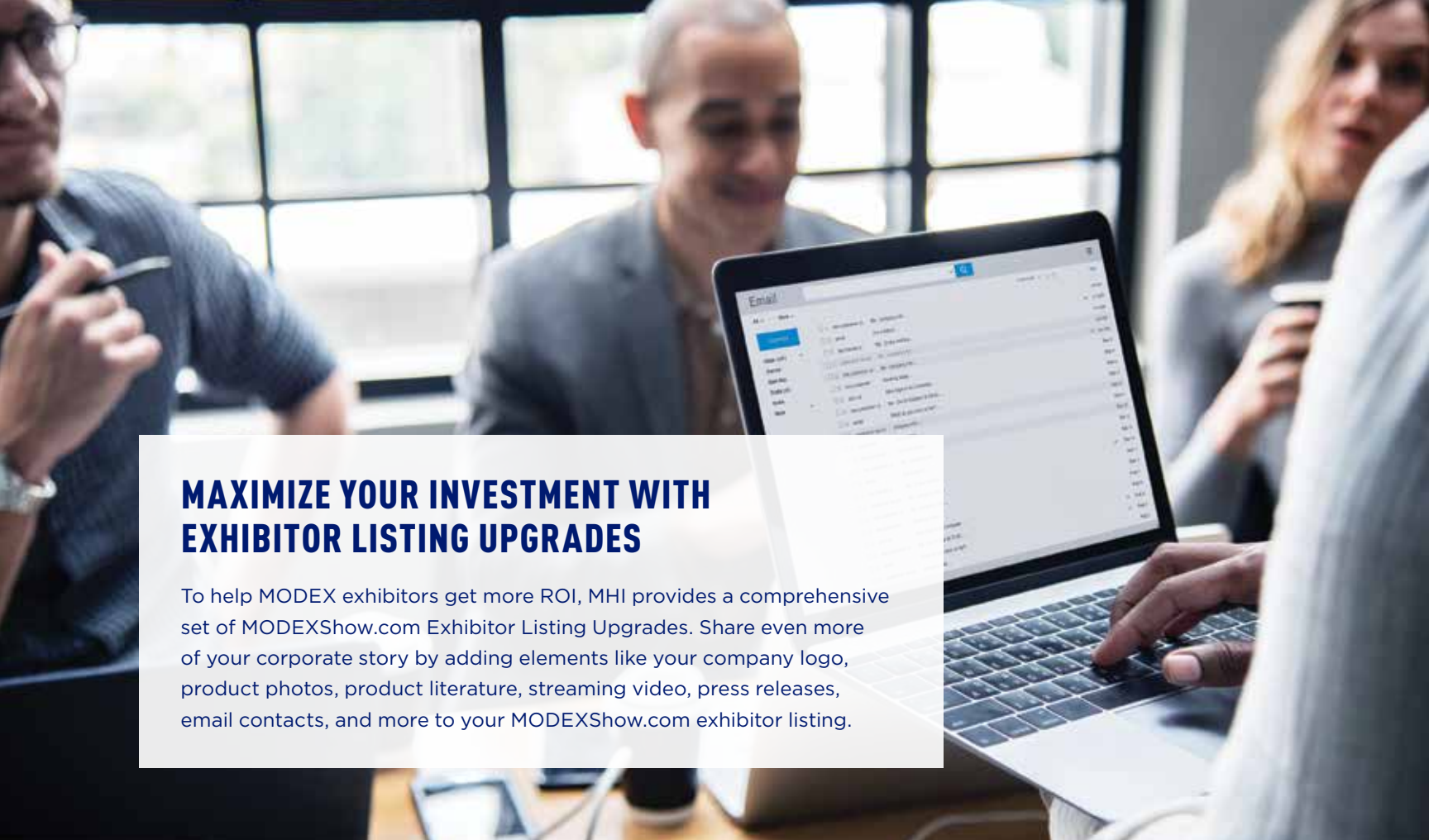


PUBLIC RELATIONS Put yourself in front of national and international media that cover MODEX and the material handling and supply chain industry. A targeted PR program aimed at leading business-to-business press focuses on the many benefits that MODEX 2020 offers its attendees. Leading publications will feature special pre-show issues and extensive post-show coverage.

MHI provides a variety of tools to help exhibitors get the word out to the media covering MODEX 2020, including on-line press release posts, press conferences, and media lists. You can also place your press kits in the Press Room, conduct a press conference during the show, and enjoy access to media lists. Exhibitors can also distribute press releases via an online pressroom at MODEXShow.com and RSS feeds.



SOCIAL MEDIA MODEX will also be promoted on social media sites like Twitter, Facebook, YouTube, MHI view, Instagram, and LinkedIn, so you will have lots of opportunities to join and influence the conversation.



MAXIMIZE YOUR INVESTMENT WITH EXHIBITOR LISTING UPGRADES

To help MODEX exhibitors get more ROI, MHI provides a comprehensive set of MODEXShow.com Exhibitor Listing Upgrades. Share even more of your corporate story by adding elements like your company logo, product photos, product literature, streaming video, press releases, email contacts, and more to your MODEXShow.com exhibitor listing.



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



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.



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 2020 attendees and exhibitors.



SPONSORSHIP OPPORTUNITIES Use on-site sponsorships to promote your brand to MODEX 2020 attendees. Your brand can be featured on the MODEX 2020 mobile app and lanyard, just to name a few opportunities. In addition, we invite you to share your expertise and distinguish your company by sponsoring and conducting a seminar on the show floor, which will be promoted on MODEXShow.com.



2020 MHI INNOVATION AWARD MODEX 2020 exhibitors have the exclusive right to submit applications for this prestigious award that showcases the latest manufacturing and supply chain innovative products and services.



PARTNERSHIP PROGRAM MHI gives exhibitors exclusive access to MODEX 2020 post-show registration databases. This access is offered at no cost to exhibitors who partner with MHI to promote their MODEX participation.

A SHOW FLOOR THAT'S EASY TO NAVIGATE FIVE FUNCTION-SPECIFIC SOLUTION CENTERS MAKE IT EASY FOR BUYERS AND SOLUTION PROVIDERS TO CONNECT.

SPONSOR AN EDUCATIONAL SEMINAR AT MODEX 2020

Looking for a great way to increase your visibility at MODEX 2020? MODEX educational theaters are designed to house education sessions and build awareness about what the manufacturing, supply chain, and transportation industry has to offer. Your company can sponsor one or more of the free educational seminars being held in the theaters directly on the show floor, which are free to attendees.



1

MANUFACTURING & ASSEMBLY

If you're offering services and solutions related to manufacturing and assembly, this is where prospective buyers will find you. This Solution Center reaches those looking for automated assembly support, intelligent devices, robotics, ergonomic and safety equipment, workstations, overhead lifting equipment, light rail, and other equipment designed for a manufacturing environment.

2

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, software, and automatic identification solutions.

3

FULFILLMENT & DELIVERY

Eager to 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 straight to you.

4

TRANSPORTATION & LOGISTICS

This Solution Center is focused on bringing people, markets, and goods together in a way that is faster, more efficient, and more sustainable. Here, buyers can see, touch and operate these transportation and logistics solutions including solutions for road, rail, sea and air freight transportation, as well as parcel delivery, security, autonomous vehicles, robotics, sensors, supply chain management software, third party logistics, and reverse logistics.

5

EMERGING TECHNOLOGIES

As leading-edge technologies continue to disrupt traditional supply chains by creating more-efficient next-generation models that are on-demand and always-on, your customers want to see, touch, and operate 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.



**AMERICA'S LARGEST MATERIAL HANDLING,
LOGISTICS, AND SUPPLY CHAIN ASSOCIATION**

ENVISIONING WHAT'S POSSIBLE FOR OVER 70 YEARS

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. For over 70 years, MHI has successfully created, organized and sponsored large-scale industry events like MODEX and ProMat.

MEMBER BENEFITS AT A GLANCE

- Product Group and Solutions Community 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 Exhibitor Education Workshop
- Quarterly industry forecast and monthly business activity index
- Discounted advertising rates in MHI Solutions and MHI view
- MHI Loyalty Points

THE BENEFITS OF MEMBERSHIP

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.

► 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, this site 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.

► 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 Group or the MHI Solutions Community. 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.



THE POSSIBILITIES ARE ENDLESS.

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