

# THE POSSIBILITIES ARE ENDLESS.

MODEX 2020 MARKETING KIT

# MODEX 2020 – POWERED BY POSSIBILITIES

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 2020 includes advertising on [modexshow.com](http://modexshow.com) as well as additional print and online advertising, targeted direct marketing, electronic media, social media and public relations activities.

## ATTENDEE PROFILES



**50%** are senior/corporate management

**26%** are middle management

**50%** are from firms with 500+ employees

## TOP REASONS TO ATTEND

**92%** See new products



**84%** Keep up with industry trends/issues



**80%** See a specific product/company



**72%** Evaluate/compare before purchasing



**64%** Networking/learning



**\$1M+**

**34%** plan to spend a million dollars or more over the next 18 months on the types of products and services at MODEX



**86%** of MODEX attendees rank their ROI from attendance as **very good** to **excellent**



**81%** of MODEX attendees do NOT attend any other industry-related trade shows - making them an **exclusive audience**

**86%**

A full 86% of MODEX attendees have purchasing power. On average, these

buyers spend more than \$35 billion every year on material handling, supply chain and logistics equipment and services.

## 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
- 21% PROTECTIVE GUARDING
- 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

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This information can also be accessed online at  
**[modexshow.com/marketingkit](https://modexshow.com/marketingkit)**

If you have any questions concerning your MODEX 2020 promotion, contact Donna Streicher at 704-714-8718 or via e-mail at [dstreicher@mhi.org](mailto:dstreicher@mhi.org).

**ACCORDING TO A CEIR REPORT, 76% OF ATTENDEES COME TO AN EXHIBITION WITH AN AGENDA.**

Ensure your company name makes their list of must-see exhibits by taking advantage of pre-show marketing.



## PUT YOUR BEST FOOT FORWARD.

Help attendees find you and your products with your free modexshow.com listing.

### Free Standard Online Listing

Every exhibitor receives one free online listing on [modexshow.com](http://modexshow.com) that includes:

- Company name
- Address
- Phone/fax numbers
- Hotlink email and URL listing
- 150 word exhibit description

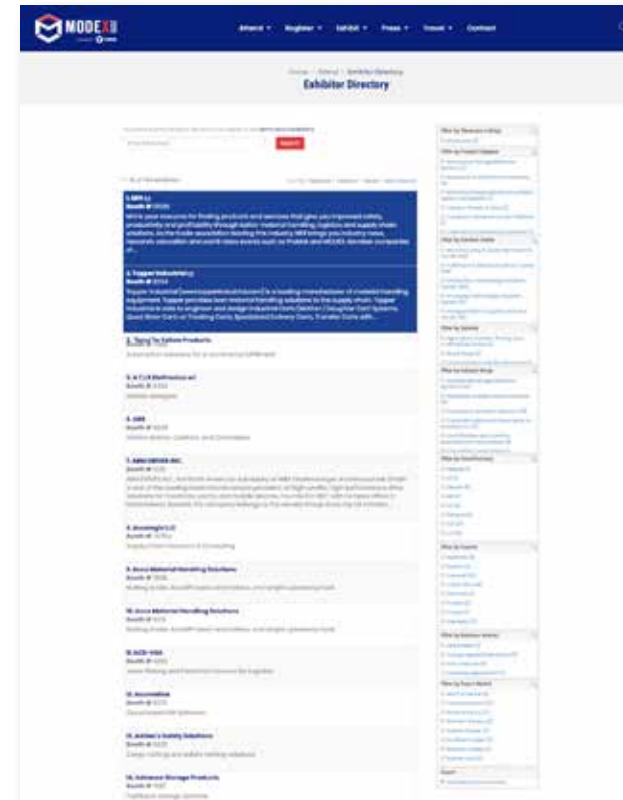
Your listing is then included in the official MODEX app available to all attendees.

**Pro Tip:** Descriptions should include topical keywords so listings appear under search results for those keywords.

### Upgrade to a Showcase Listing!

Learn more about our Showcase Listing plan, built to help you stand out from the crowd and increase pageviews by up to 78%.

See page 14 for more details.



*Exhibitor Directory where listings are searchable*

To update your free listing, go to [modexshow.com/listing](http://modexshow.com/listing) and use your MHI login credentials. If you do not have your credentials, contact [credentials@mhi.org](mailto:credentials@mhi.org).

# Integrated Marketing Programs



## BE QUICK. BE CONNECTED.

Today's prospects are living in a digital world with many distractions, so it's important to have an integrated marketing campaign with multimedia, multi-length content. Banner ads can find them while they're browsing any page of your website and short marketing videos can be used on multiple platforms. Directed physical and digital mailings have a higher success rate - so send your prospects your information.

### Invites Campaign Program\*

Invite your contacts to visit your booth at MODEX by participating in the Invite Campaign Program. This program will allow you to increase your leads through personalized, beautiful and trackable marketing assets including invite emails and banner ads.

#### MODEX Invite Banners

Utilize beautifully designed, co-branded ads that you can put on your company website or in your email signatures to promote your MODEX exhibit.

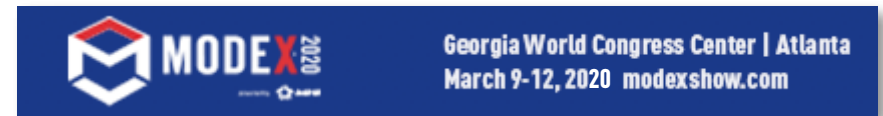
#### MODEX Invite Emails

Send co-branded marketing emails to your audiences with one click.

By participating in the Invite Campaign Program, you will have access to a welcome dashboard where you can quickly see your invite customers, get your banner ads, and see your leads.

*\*This program is managed by Feathr*

Quick Stat: Focused mailings by exhibitors can generate a **20% response** vs 2% response for mass mailings.



468 x 60 px



125 x 125 px



300 x 250 px

Sample branded ads

# Integrated Marketing Programs

## Order MODEX 2020 Postcards

Complete the Direct Mail order form on page 7 and email to [abatty@mhi.org](mailto:abatty@mhi.org). If you have any questions about the Direct Mail program, contact Alex Batty at [abatty@mhi.org](mailto:abatty@mhi.org) or 704-676-1190.

The MODEX 2020 postcard is designed as a self-mailer. You won't need an envelope, just a mailing label and a postage stamp or meter mark. However, MHI also offers free 6"x9" MODEX 2020 envelopes to exhibitors. They're ideal if you want to personalize your mailing with a cover letter, flyer or promotional item. **These postcard mailers are pre-printed and are not customizable.**

Pro Tip: **December, 2019 - February, 2020** is the ideal time for your mailing and emailing because many prospects make their plans to attend trade events 1-3 months before the event.



Sample postcard

## 1 Minute 2 Connect

If you only had one minute to connect with MODEX attendees what would you say? How would you get them to your booth? Now is your chance to tell attendees your story using the power of video. Create a one minute video to tell attendees why your company should be on their show agenda. Your videos will be posted on the [modexshow.com](http://modexshow.com) website for all visitors on the site to interact with. Be informative, be engaging, be brilliant, but most importantly be persuasive and get them to your booth.

### Get Started

1. Create your video, one minute or less
2. Complete the submission form at [exhibit.mhi.org/oneminute](http://exhibit.mhi.org/oneminute)

For program details, visit [modexshow.com/marketingkit/freepromos.aspx#video](http://modexshow.com/marketingkit/freepromos.aspx#video) or contact Amy Shelton at [ashelton@mhi.org](mailto:ashelton@mhi.org).

# DIRECT MAIL ORDER FORM



CONTACT NAME

CONTACT JOB TITLE

COMPANY NAME

BOOTH NUMBER(S)

PHONE NUMBER

EMAIL ADDRESS

SHIPPING ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

## Requested Quantities:

*(all orders over 100, please order in quantities of 100)*

Postcards: \_\_\_\_\_

Envelopes: \_\_\_\_\_

*There is no charge for postcards or envelopes. Exhibitors are responsible for mailing out the postcards shipped to their company.*

Email form to:

Alex Batty  
[abatty@mhi.org](mailto:abatty@mhi.org)

Pro Tip: Order your mailers early and plan your mailing to reach your prospects 1-3 months before the show.

Questions? Contact Alex Batty at [abatty@mhi.org](mailto:abatty@mhi.org) or 704-676-1190.

# Partnership Program



## PARTNER WITH MHI TO PROMOTE YOUR PARTICIPATION IN MODEX 2020 TO YOUR PROSPECTS.

### BENEFITS

#### Pre-Show

Pre-show postal mailing list sent directly to mailing house for a one-time direct mailing of an approved mailer (restrictions apply) through exhibitor mailing house or MHI designated mailing house\*

#### Post-Show

Post-show attendee postal mailing list sent directly to mailing house for a one-time direct mailing of an approved mailer through exhibitor mailing house or MHI designated mailing house\*

Two complimentary email blasts to all or a selection of the MODEX post-show attendee list. MHI will conduct the email blast on the exhibitor's behalf.

### PARTICIPATION DEADLINE

January 29, 2020

The MODEX 2020 Partnership Program is the **ONLY** way to access the pre-show postal mailing list.

The Program does **NOT** include pre-show emails to the attendee database.

If exhibitors select the MHI designated mailing house, **they are responsible** for all associated printing and mailing costs.

### REQUIREMENTS

To participate you must fulfill **ALL** of the following requirements by January 29, 2020:

Sign and return a completed copy of all Partnership Program forms (see pages 9, 11-12).

Meet Ad Requirement (select one)

**Option A:** Copies of at least one pre-show advertisement (print or online\*\*) that includes the MODEX 2020 logo in an MHI approved trade publication, including MHI Solutions magazine

**Option B:** Purchase \$500 or more in MODEX 2020 advertising / sponsorships

**Option C:** Sponsor an on-floor theater seminar (Contact Chin  t Bernier at [education@mhi.org](mailto:education@mhi.org) for more information)

Meet Direct Marketing Requirement (select one)

**Option A:** Send a sample of at least one direct mailing sent to **your customer/prospect database** that includes the MODEX 2020 logo

**Option B:** E-mail to **your customer/prospect database** featuring the MODEX 2020 logo and link to [modexshow.com](http://modexshow.com).

For program details, visit [modexshow.com/marketingkit/partnership.aspx](http://modexshow.com/marketingkit/partnership.aspx) or contact Alex Batty at [abatty@mhi.org](mailto:abatty@mhi.org).

\* Additional fees (from mailing house) apply to execute direct mailings

\*\* Online ads must appear on websites outside of your company site



# Partnership Program Order Form



**DEADLINE: JANUARY 29, 2020**

CONTACT NAME

COMPANY NAME

BOOTH NUMBER(S)

PHONE NUMBER

EMAIL ADDRESS

PHONE NUMBER

## Ad Requirement (circle one - either A or B or C)

- A. Ad in MHI approved trade publication
- B. Purchase \$500 or more in MODEX 2020 advertising/sponsorships
- C. Sponsor a paid On-Floor Theater Seminar Sponsorship

## Direct Marketing Requirement (circle one - either A or B)

- A. Email to your customer/prospect database
- B. Postal mailing to your customer/prospect database

## Mailing House (check one)

- ☐ I will be using the MHI designated mailing house
- ☐ I will be providing the contact information for a mailing house I partner with (also submit List License Agreement, page 12)
- ☐ I will only be using the two post-show email blasts and do not need a mailing house

## GDPR Compliance

Please read carefully and check to signify your understanding of the following:

- ☐ I understand that due to GDPR regulations, MHI cannot guarantee a certain number of records in the attendee list due to compliance to opt-in requirements for our registrants.

# Partnership Program Checklist (FOR EXHIBITOR USE)



## Ad Requirement (either A or B or C)

### A. Ad in MHI approved trade publication

- ☐ Published before MODEX 2020
- ☐ Includes MODEX 2020 logo
- ☐ Online ads appear outside of exhibitor's website
- ☐ Submitted for approval prior to January 29, 2019

### B. Purchase \$500 or more in MODEX 2020 advertising/sponsorships

*(Contact Donna Streicher at [dstreicher@mhi.org](mailto:dstreicher@mhi.org) for more information.)*

### C. Sponsor a paid On-Floor Theater Seminar Sponsorship

*(Contact Chin  t Bernier at [education@mhi.org](mailto:education@mhi.org) for more information.)*

## Forms

- ☐ Partnership Program Order Form - page 9
- ☐ Exhibitor Agreement - page 11
- ☐ List License Agreement *(only if using outside mailing house)* - page 12

## Direct Marketing Requirement (either A or B)

### A. Email to your customer/prospect database and/or purchased list

- ☐ Prospect list is approximately 500 records or more
- ☐ Includes MODEX 2020 logo
- ☐ Links to [Modexshow.com](http://Modexshow.com)
- ☐ Email submitted for approval prior to sending
- ☐ Email sent to your customer/prospect database prior to January 29, 2019
- ☐ Proof of email, including number of records and date sent, submitted prior to January 29, 2019

### B. Postal mailing to your customer/prospect database

- ☐ Prospect list is approximately 500 records or more
- ☐ Includes MODEX 2020 logo
- ☐ Sample (digital is ok) submitted for approval prior to sending
- ☐ Proof of mailing, including number of records and date sent, submitted prior to January 29, 2019

**MATERIALS MUST BE SUBMITTED BY  
JANUARY 29, 2020 TO ENSURE BENEFITS**

# Partnership Program Exhibitor Agreement



**Please read and sign the following and return to MHI with your MODEX 2020 Partnership Program Order Form (page 9).**

To become a partner, you must meet the Ad and Direct Marketing requirements by January 29, 2020 and submit all completed forms before you can be eligible to receive Partnership access to the pre- and/or post-show database.

**Please read carefully and initial to signify your understanding of the following:**

\_\_\_\_ I understand that there will be one (1) pre-show mailing. The entire pre-show list direct mail file will only be sent directly to a pre-approved mailing house, or I can use MHI's provided mailing house. I, the exhibitor, will not personally receive the list.

\_\_\_\_ I will **NOT** receive any list directly and the list sent to my mailing house will **NOT** include phone numbers or email addresses for the pre- or post-show lists. Post-show emails will be conducted on my behalf by MHI. There are **NO** pre-show emails.

\_\_\_\_ I, the exhibitor, will **NOT** receive the pre- or post-show list directly. It will go to my designated mailing house only after they sign the mailing house license agreement.

\_\_\_\_ I understand that if I do not meet exhibitor partnership requirements by January 29, 2020 I will not receive the benefits.

\_\_\_\_ I understand that due to GDPR regulations, MHI cannot guarantee a certain number of records in the attendee list due to compliance to opt-in requirements for our registrants.

**I have read and agreed to the previous and understand that fulfilling my Partnership Program requirements on time is my responsibility.**

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Partnership Program List License Agreement



I agree that the names, addresses and other information provided in the database are valuable property of MHI, and protected under the copyright laws. I also agree to abide by the terms of this non-exclusive license to use the list.

I also guarantee that this list will not be copied or reproduced in any way, and that the list will not be sold, distributed, accessed or utilized by anyone other than myself for the purpose of executing a one (1) time pre-show and/or one (1) time post-show direct mailing for MODEX exhibitor \_\_\_\_\_. I guarantee that I am the mailing house for the named lessee on the MODEX 2020 Exhibit Space Lease for which and only which this list is made available. In order to receive this list, I understand that said lessee must meet all obligations and paid all rental charges and fees necessary to exhibit in MODEX 2020.

For any, and all, uses of this MHI show registration list, exhibitor must honor and respect the prospects' choices not to receive solicitations the first time the request is communicated to the exhibitor. I hereby acknowledge and agree that as a condition of using this MHI show registration list, in accordance with the terms and conditions of this Agreement, that I will, prior to such use, remove, and refrain from contacting in any way all individuals and companies who have opted out and/or requested not to be contacted. This agreement is for direct mail use only. All post-show emails will be executed through MHI.

For any respondents to any direct mailings or emailings to the MHI list, I acknowledge that I will comply with all applicable provisions of federal and state law that regulate the transmission of commercial e-mails, phone calls and mailings, including but not limited to, CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003, Pub. L. No. 108-187 (2003)), the Canadian Anti-Spam Law (CASL) and Do Not Call (Telemarketing and Consumer Fraud and Abuse Prevention Act, 15 U.S.C. §§1601-1608 (1994)); Telephone Consumer Protection Act of 1991, 47 U.S.C. §227 (1991)); EU General Data Protection Regulation (2018), that may limit or control my ability to use the respondents information for a commercial purpose. I agree that in the event of violation or claimed violation by me of any such statutes and regulations relating to the solicitation of customers in response to a commercial list of attendees, I agree to defend and indemnify MHI and hold it harmless in any litigation or enforcement action.

Mailing House Contact Name: \_\_\_\_\_

Mailing House Contact Email: \_\_\_\_\_

Mailing House Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Exhibiting Company Name: \_\_\_\_\_

**Please have your designated mailing house sign and return to MHI.**

**This form is not required if you are using MHI designated mailing house.**

# 2020 MHI Innovation Award



## INNOVATE. PARTICIPATE. WIN.

The MHI Innovation Award is an extra chance to get your name in front of attendees - and a chance to win big. At MHI, we want to reward innovators who are moving our industry forward.

MODEX 2020 welcomes submissions for the MHI Innovation Award competition. The MHI Innovation Award serves to educate and provide valuable insights on the latest innovative products and services to MODEX attendees.



This award will be given to winners in 3 categories:

**Best New Innovation**  
**Best IT Innovation**  
**Best Innovation of an Existing Product**

Winners will be announced by MHI CEO George Prest during MHI Industry Night at MODEX. All participants and finalists will be published on [modexshow.com](http://modexshow.com) and recognized in an editorial feature in the MHI Solutions magazine. You must be a MODEX 2020 exhibiting company to be eligible.

Quick Stat: 48% of attendees that visited the MHI Innovation Awards page consequently visited an MHI Innovation Award Finalist's Booth.

### To Participate:

Complete the MHI Innovation Award submission form and include a short video demo (if available) and one high resolution (300 dpi) color photo of the innovation at [exhibit.mhi.org/innovationaward](http://exhibit.mhi.org/innovationaward).

View submissions at [modexshow.com/attendees/innovation-awards.aspx](http://modexshow.com/attendees/innovation-awards.aspx).

**PARTICIPATION DEADLINE**  
December 20, 2019



For program details, visit [modexshow.com/marketingkit/freepromos.aspx#award](http://modexshow.com/marketingkit/freepromos.aspx#award) or contact Greg Baer at 704-714-8725 or [gbaer@mhi.org](mailto:gbaer@mhi.org).



## TURN YOUR LISTING INTO A SHOWCASE.

Stand out from the crowd with a Showcase listing on [modexshow.com](http://modexshow.com). Exhibitors with Showcase listings average a 78% increase in pageviews over non-advertisers. Showcases have what attendees are searching for: details, photos, news releases, product specifications, case studies, downloadable files, and videos.



Sample of online Showcase listing.

### Online Showcase Options

(10 MB or 25 MB Library Showcase)

- Company logo
- Up to six photos
- Additional contacts with e-mail links & social media sites
- Up to 10 MB or 25 MB of library space. Include PDF, Word, Excel or PowerPoint downloadable documents
- YouTube videos
- Google Analytics
- “Featured Search Results” listing - appears at top of online directory and search results



Online Showcases are included in all marketing packages - see page 16 for more details.

**Submit order form on page 22 to order.  
See page 23 for materials specifications.**

# MODEXShow.com Banner Ads



## TURN MODEXSHOW.COM INTO A MARKETING TOOL FOR YOUR COMPANY.

Hundreds of thousands of unique visitors will access the MODEX 2020 website during the six months surrounding the show. Drive more traffic to your listing and website by promoting your solution with a [modexshow.com](http://modexshow.com) banner ad.

### Home Page (300x250px)

#### and Mobile Home Page (320x50px) Banner Ad

Your 300 x 250px banner ad will be rotated and featured on the [modexshow.com](http://modexshow.com) home page for desktop browsers. Your 320 x 50px banner ad will be displayed to users on mobile phones. (Limit of 20.)

**Home Page Banner Ad price:** \_\_\_\_\_ \$4,000



### Search Pages Banner Ad (468x60px)

Your banner ad will be rotated and featured on the [modexshow.com](http://modexshow.com) exhibitor search, education session search, and news search pages.

**Search Pages Banner Ad price:** \_\_\_\_\_ \$3,000



### Interior Pages Banner Ad (300x250px)

Your banner ad will be rotated and featured on the [modexshow.com](http://modexshow.com) interior web pages.

**Interior Pages Banner Ad price:** \_\_\_\_\_ \$3,000



### Registration Page Banner Ad (300x250px)

Your banner ad will be rotated and featured on the [modexshow.com](http://modexshow.com) registration page.

**Registration Page Banner Ad price:** \_\_\_\_\_ \$1,000



### Showcase Banner Ad (468x60px)

Your banner ad will be featured at the top of your Showcase listing on [modexshow.com](http://modexshow.com).

**Showcase Banner Ad price:** \_\_\_\_\_ \$500



**Submit order form on page 22 to order.  
See page 23 for materials specifications.**

# Exhibitor Marketing Packages



To get the most from your marketing efforts, consider an Exhibitor Marketing Package. These packages are designed for companies who want to promote their exhibit with an integrated approach utilizing a variety of promotions offered by MHI. By combining several promotions into one package you get the marketing impact you want and you save money.

## Marketing Packages

<b>Value Package</b>	<b>\$500</b>
<ul style="list-style-type: none"><li>• (1) 10 MB Online Showcase</li><li>• Featured Exhibitor in exhibitor search results</li><li>• (1) <b>Showcase Banner Ad</b></li></ul>	
<hr/>	
<b>Preferred Package</b>	<b>\$1000</b>
<ul style="list-style-type: none"><li>• (1) 10 MB Online Showcase</li><li>• Featured Exhibitor in exhibitor search results</li><li>• (1) <b>Showcase Banner Ad</b></li><li>• (1) <b>Registration Page Banner Ad</b></li></ul>	
<hr/>	
<b>Deluxe Package</b>	<b>\$3000</b>
<ul style="list-style-type: none"><li>• (1) 10 MB Online Showcase</li><li>• Featured Exhibitor in exhibitor search results</li><li>• (1) <b>Showcase Banner Ad</b></li><li>• (1) <b>Search Pages Banner Ad</b></li></ul>	
<hr/>	
<b>Premier Package (limit of 20*)</b>	<b>\$5000</b>
<ul style="list-style-type: none"><li>• (1) 25 MB Online Showcase</li><li>• Featured Exhibitor in exhibitor search results</li><li>• (1) <b>Showcase Banner Ad</b></li><li>• <b>Home Page Banner Ads</b> - Standard and Mobile</li><li>• Bold company name and booth number in the printed Expo Guide</li><li>• Bold company name and booth number highlighted in MHI Solutions Q2 2020 Magazine - <b>Deadline for inclusion: December 13, 2019.</b></li></ul>	

## A La Carte Advertising

### MODEXShow.com Advertising

<b>Home Page Banner Ads</b>	<b>\$4000</b>
Standard (300 x 250 px) and Mobile (320 x 50 px) - <i>limit of 20*</i>	
<b>Search Pages Banner Ad</b>	<b>\$3000</b>
468 x 60 px (MODEX 2020 exhibitor search, education session search, and news search)	
<b>Interior Pages Banner Ad</b>	<b>\$3000</b>
300 x 250 px	
<b>Registration Page Banner Ad</b>	<b>\$1000</b>
300 x 250 px	

### Listing Enhancements

Showcase with 25 MB Library	\$1000
Showcase with 10 MB Library	\$700
<b>Showcase Banner Ad</b>	<b>\$500</b>

Any advertising or sponsorship that totals **\$500 or more** meets the advertising requirement of the **Partnership Program** (see page 8)

\*Limit of 20 – combined total of Premier Package, Wifi & Networking Lounge Sponsor, and A La Carte Banner Ad on Home Page / Mobile Home Page.

Banner ads will rotate and will run from the time materials are received until three months after the event.

## MAXIMIZE YOUR IMPACT.

MHI offers a variety of sponsorships to put your company name in front of material handling and logistics buyers attending MODEX 2020. Many of our sponsorships bundle in pre-show marketing so you don't have to choose between on-site and pre-show – you can have the best of both worlds at a great price.

### Pre-Show Newsletter Sponsorship

The MODEX 2020 pre-show newsletter emails out to 100,000 people, including manufacturing and supply chain executives and MODEX 2020 registered attendees.

Purchasing a Pre-Show Newsletter Sponsorship will place an ad in one week for the email blast starting four weeks before MODEX 2020. Select from:

- February 10
- February 17
- February 24
- March 2

Multi-week sponsorships are also available.

**ORDERING DEADLINE**  
January 10, 2020

### Specifications

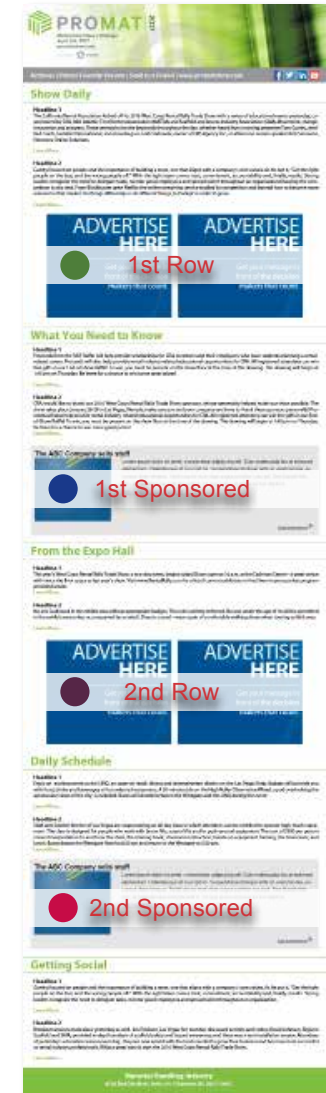
Rectangle Ad:

- 300 x 250 px
- JPG only; no animation
- File size must be no greater than 100KB

Sponsored Content Ad:

- Provide 3-5 words for the header and 30-50 words for the summary text
- Provide thumbnail image at 180 x 150 px
- JPG only; no animation

- 1st Row of Banner Ads (limit of 2)  
\$1400 per issue
- 1st Sponsored Content Ad (limit of 1)  
\$1300 per issue
- 2nd Row of Banner Ads (limit of 2)  
\$1200 per issue
- 2nd Sponsored Content Ad (limit of 1)  
\$1100 per issue



**For more information and to order:**

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or [dstreicher@mhi.org](mailto:dstreicher@mhi.org)  
Visit [modexshow.com/marketingkit](http://modexshow.com/marketingkit) to learn more.

**PAID PROMOTIONS**

# Sponsorships



<p><b>Aisle Sign</b> (limit of 1 sponsor per aisle)</p> <ul style="list-style-type: none"> <li>Your company's logo and booth number on overhead aisle sign</li> </ul> <p><b>\$4,000</b></p>	<p><b>Shuttle Bus Signage</b> (limit of 4 sponsors)</p> <ul style="list-style-type: none"> <li>Your company logo and booth number on MODEX 2020 shuttle bus signage at Georgia World Congress Center and MODEX-affiliate hotels</li> <li>25 MB Showcase</li> </ul> <p><b>\$4,000</b></p>	<p><b>NEW</b></p> <p><b>Registration Confirmation Email</b> (limit of 4 sponsors)</p> <ul style="list-style-type: none"> <li>150 x 150 px banner ad in the registration confirmation email every attendee receives when they register for MODEX 2020; banner ad links to your listing in the exhibitor directory on <a href="http://modexshow.com">modexshow.com</a></li> <li>25 MB showcase</li> </ul> <p><b>\$5,000</b></p>
<p><b>NEW</b></p> <p><b>Hotel Confirmation Email</b> (limit of 1 sponsor)</p> <ul style="list-style-type: none"> <li>680 x 100 px (individual) and 250 x 300 px (group) banner ad in attendees' hotel confirmation emails when booked through official hotel block</li> <li>25 MB Showcase</li> </ul> <p><b>EXCLUSIVE</b> <small>ONE SPONSOR ONLY</small></p> <p><b>\$7,500</b></p>	<p><b>MODEX Bag</b> (limit of 4 sponsors)</p> <ul style="list-style-type: none"> <li>Bag with your company logo given out to MODEX 2020 attendees</li> <li>1 Search Pages Banner Ad</li> <li>25 MB Showcase</li> </ul> <p><b>Deadline: September 3, 2019</b></p> <p><b>\$7,500</b></p>	<p><b>Charging Stations</b> (limit of 2 sponsors)</p> <ul style="list-style-type: none"> <li>Your video ad on charging station LCD TV's at kiosks located in the Premier Club for VIP attendees, International Visitors Center, and high-traffic areas throughout the show floor</li> <li>Your logo and booth number on charging station signage at kiosks</li> <li>25 MB Showcase</li> </ul> <p><b>\$7,500</b></p>
<p><b>Lanyard</b> (limit of 4 sponsors)</p> <ul style="list-style-type: none"> <li>Your company logo on lanyards given to MODEX 2020 attendees at registration</li> </ul> <p><b>Deadline: September 3, 2019</b></p> <p><b>\$10,000</b></p>	<p><b>Expo Guide</b> (limit of 6 sponsors)</p> <ul style="list-style-type: none"> <li>Your company logo on the front cover of the Expo Guide</li> <li>Your company logo on floorplan map in Expo Guide</li> <li>Full page color ad in the printed MODEX 2020 Expo Guide (exclusive benefit of sponsorship)</li> <li>Your company name in bold in list of exhibitors</li> <li>Bold company name/booth number highlighted in <i>MHI Solutions</i> magazine Q2 2020 (<b>deadline for inclusion: December 13, 2019</b>)</li> </ul> <p><b>\$10,000</b></p>	<p><i>Sponsorships continue →</i></p>



# Sponsorships



## Industry Night

WEDNESDAY MARCH 11, 2020 | THOMAS MURPHY BALLROOM

MODEX attendees are invited to join us for a live show with music, food, drinks and entertainment with comedian Hasan Minhaj. Tickets are \$50 and include beer, wine and heavy hors d'oeuvres.



### Event Sponsor

- Sponsor Industry Night to 1,400 MODEX 2020 attendees
- 3 tables near the stage in the VIP area at event (8 tickets per table)
- Your company logo on table sign
- 50 general admission tickets to distribute to prospects, customers, or employees
- Your logo on signage and website promoting the event including signage at the show entrance
- Meet and Greet with Hasan Minhaj after event
- 1 minute video played at beginning of event
- Company name on tickets
- Ability to provide a small MHI-approved attendee gift at Industry Night.

**EXCLUSIVE**  
ONE SPONSOR ONLY

**\$20,000**

### Table Sponsor

**\*Limited number of tables available for sponsorship\***

- One table in the VIP area at event (8 tickets per table)
- Your company logo on table sign

**\$1,000**

## Ad Retargeting\*

Get in front of 30,000 + qualified leads as they browse the web by retargeting visitors of the MODEX 2020 show site ([modexshow.com](http://modexshow.com)) with your submitted display ads. **Deadline for purchase: November 1, 2019.**

### WHAT IS RETARGETING?



Retargeting tracks visitors to the [modexshow.com](http://modexshow.com) website. Once they leave, we can display an ad on sites they visit later, keeping your brand top of mind.

**Pre-show:** This package delivers 100,000 ad impressions over the three months leading up to MODEX 2020.  
Date range: Dec 9, 2019 - Mar 9, 2020  
Ad Impressions: 100,000 impressions  
Cost: **\$5,500**  
(Limit of 5)

**Post-show:** This package delivers 100,000 ad impressions over the two months following MODEX 2020.  
Date range: Mar 9, 2020 – May 9, 2020  
Ad Impressions: 100,000  
Cost: **\$5,500**  
(Limit of 5)

**Pre-show and Post-show:** This package delivers 200,000 ad impressions over the three months leading up to MODEX 2020 and over the two months following MODEX 2020. With this package you have the option to rotate ad creatives every 2 months.  
Date range: Dec 9, 2019 - May 9, 2020  
Ad Impressions: 200,000 impressions  
Cost: **\$10,000**

Please submit ads in the following sizes by **November 15, 2019:**

728 x 90 px   300 x 250 px   320 x 50 px

*\*This program is managed by Feathr*

### For more information and to order:

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or [dstreicher@mhi.org](mailto:dstreicher@mhi.org)  
Visit [modexshow.com/marketingkit](http://modexshow.com/marketingkit) to learn more.

**PAID PROMOTIONS**

## WiFi & Networking Lounge

**\$40,000**

**EXCLUSIVE**  
ONE SPONSOR ONLY



Become the official sponsor of MODEX WiFi and Networking Lounge.

Benefits include:

- Logo and booth number included where WiFi information is promoted, including Expo Guide and onsite signage
- Logo and booth number on signage in the Networking Lounge
- Logo and booth number on 18"x32" double sided signage attached to lamp posts along the main 20' aisles and near the theaters
- 25 MB Showcase
- Homepage Banner Ad
- Video played in Networking Lounge

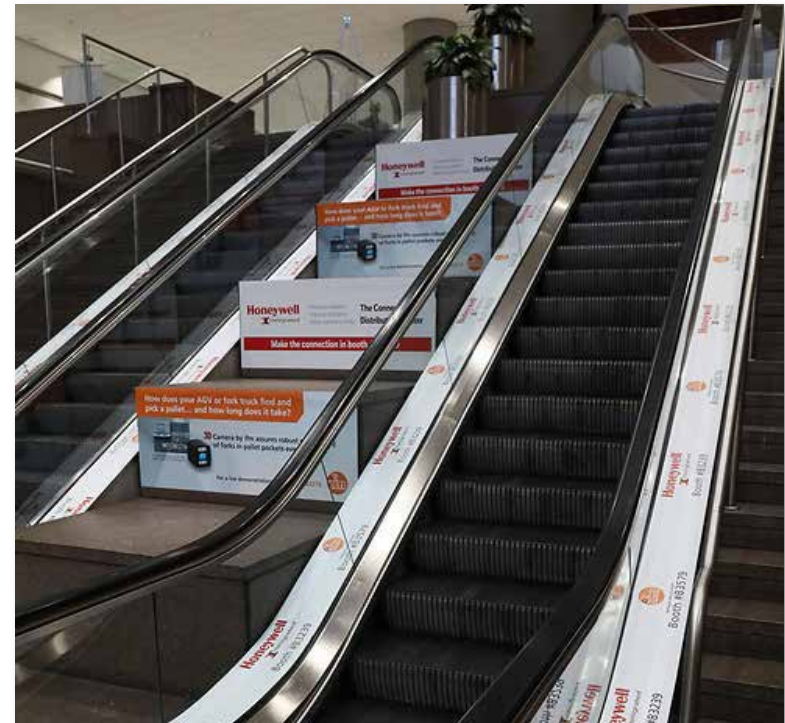


## Escalator Graphics

**\$30,000**

**EXCLUSIVE**  
ONE SPONSOR ONLY

Signage with your company logo and booth number on the four sets of escalators attendees must take to get from registration to the show floor. Call Donna Streicher for additional details at 704-714-8718.



**For more information and to order:**

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or [dstreicher@mhi.org](mailto:dstreicher@mhi.org)  
Visit [modexshow.com/marketingkit](http://modexshow.com/marketingkit) to learn more.

# Sponsorships



## MODEX Backyard

**\$40,000** **EXCLUSIVE**  
ONE SPONSOR ONLY

Be the exclusive sponsor of the MODEX 2020 Backyard. The Backyard will feature food trucks, games, interactive activities, networking, comfortable seating, and charging furniture and will be a destination for all 30,000+ MODEX attendees.



Benefits of this sponsorship include:

- Logo and booth number featured in the Expo Guide ad promoting the MODEX Backyard
- Logo and booth number on signage promoting the MODEX Backyard
- Complimentary table for 8 people at MHI Industry Night at MODEX
- Sponsor branded cornhole boards
- Opportunity for MHI approved sponsor giveaway/drawing in the Backyard

## Smartphone App



Be a sponsor of the MODEX 2020 smartphone app. Downloadable on Apple and Android, the app is a go-to source of information on all things MODEX for attendees.

### App Sponsor

(Limit of 3 sponsors)

- Official sponsor of MODEX 2020 mobile app for Apple and Android mobile devices
- Logo on opening splash page
- Logo and booth number on app home page
- Sponsor's name appears at the top of the app's exhibitor list as a featured exhibitor
- Logo on signage promoting the MODEX 2020 mobile app
- One sponsor-written, MHI approved, push notification from app
- One sponsor-written, MHI approved, beacon message
- Logo on app floor plan.
- 25 MB Showcase

**\$15,000**

### Floor Plan Logo

(Limit of 10 sponsors)

Your company logo on app floor plan

**\$1,000**



# Exhibitor Advertising/Sponsorship Order Form



CONTACT NAME

COMPANY NAME

BOOTH NUMBER(S)

PHONE NUMBER

EMAIL ADDRESS

## Sponsorships

- ☐ Industry Night Table: \$1,000
- ☐ App Floor Plan Logo: \$1,000
- ☐ Aisle Sign: \$4,000  
Aisle Number: \_\_\_\_\_
- ☐ Shuttle Bus Signage: \$4,000
- ☐ Registration Confirmation Email: \$5,000
- ☐ Ad Retargeting **Order Deadline: November 1, 2019**
  - ☐ Pre-Show: \$5,500
  - ☐ Post-Show: \$5,500
  - ☐ Pre- and Post-Show: \$10,000
- ☐ Hotel Confirmation Email: \$7,500
- ☐ MODEX Bag: \$7,500  
**Order Deadline: September 3, 2019**
- ☐ Charging Stations: \$7,500
- ☐ Lanyards: \$10,000  
**Order Deadline: September 3, 2019**
- ☐ Expo Guide: \$10,000
- ☐ Smartphone App: \$15,000
- ☐ Industry Night Event: \$20,000\*
- ☐ Escalator Graphics: \$30,000\*
- ☐ WiFi/Networking Lounge: \$40,000\*
- ☐ MODEX Backyard: \$40,000\*

## Marketing Packages

- ☐ Value Package: \$500
- ☐ Preferred Package: \$1,000
- ☐ Deluxe Package: \$3,000
- ☐ Premier Package: \$5,000

## A La Carte Digital Advertising/Enhancements

- ☐ Showcase Banner Ad: \$500
- ☐ Showcase with 10 MB Library: \$700
- ☐ Registration Page Banner Ad: \$1,000
- ☐ Showcase with 25 MB Library: \$1,000
- ☐ Search Pages Banner Ad: \$3,000
- ☐ Interior Pages Banner Ad: \$3,000
- ☐ Home Page Banner Ad (Standard/Mobile): \$4,000

## Pre-Show Newsletter

(Select all dates that apply and desired space for date)

- ☐ February 10
  - ☐ 1st Row Banner: \$1,400
  - ☐ 1st Sponsored Content: \$1,300
  - ☐ 2nd Row Banner: \$1,200
  - ☐ 2nd Sponsored Content: \$1,100
- ☐ February 17
  - ☐ 1st Row Banner: \$1,400
  - ☐ 1st Sponsored Content: \$1,300
  - ☐ 2nd Row Banner: \$1,200
  - ☐ 2nd Sponsored Content: \$1,100
- ☐ February 24
  - ☐ 1st Row Banner: \$1,400
  - ☐ 1st Sponsored Content: \$1,300
  - ☐ 2nd Row Banner: \$1,200
  - ☐ 2nd Sponsored Content: \$1,100
- ☐ March 2
  - ☐ 1st Row Banner: \$1,400
  - ☐ 1st Sponsored Content: \$1,300
  - ☐ 2nd Row Banner: \$1,200
  - ☐ 2nd Sponsored Content: \$1,100

**To order, email this form to [dstreicher@mhi.org](mailto:dstreicher@mhi.org)**  
Questions? Contact Donna Streicher at 704-714-8718

The deadline for ordering and materials submission is  
**January 10, 2020 (unless noted otherwise)**

\*exclusive, one exhibitor only sponsorship



# Digital Advertising Materials Specifications

## Showcase

Upload your Showcase materials online at [exhibit.mhi.org/listing](https://exhibit.mhi.org/listing).

### File Specifications

#### Company Logo

JPG or GIF, RGB color  
maximum width: 300 px  
maximum height: 120 px  
72 ppi

#### Exhibit Description

Include a description of up to 1000 characters (approx. 150 words)

#### Product Photos

JPG or GIF, RGB color  
maximum width: 750 px  
maximum height: 452 px  
72 ppi

#### 10 MB or 25 MB Library

Formats may include: PDF, Microsoft Word, Excel, PowerPoint, Real Player, Quicktime, Windows Media, or Flash

To order, contact Donna Streicher at 704-714-8718 or [dstreicher@mhi.org](mailto:dstreicher@mhi.org)

For materials questions, contact Morgan Pettrone at [mpettrone@mhi.org](mailto:mpettrone@mhi.org).

## Banner Ads

Email banner ad files to Morgan Pettrone at [mpettrone@mhi.org](mailto:mpettrone@mhi.org).

### File Specifications

JPG or animated GIF (limit 4 frames), RGB color  
72 ppi  
maximum file size: 1 MB

### Ad Dimensions

#### Showcase Banner Ad:

Width: 468 px  
Height: 60 px

#### Registration Page Banner Ad:

Width: 300 px  
Height: 250 px

#### Home Page Banner Ad

Standard: width - 320 px, height - 250 px  
Mobile: width - 320 px, height - 50 px

#### Search Pages Banner Ad:

Width: 468 px  
Height: 60 px

#### Interior Pages Banner Ad:

Width: 300 px  
Height: 250 px

### Naming Convention

File names must match ad name. Format: company\_BannerAdType  
EXAMPLE: mhi\_RegistrationPageBannerAd

*All materials will be reviewed and approved by MHI production prior to activation. Materials not supplied as specified will be subject to conversion changes.*



## HELP THEM DISCOVER POSSIBILITIES

MODEX 2020 is not just your run of the mill tradeshow. We also built in an educational conference to give attendees the opportunity to expand their knowledge. The conference features keynotes, educational seminars, networking events, professional development, and theaters dedicated to timely topics.

### Educational Seminar Sponsorships

MODEX exhibitors have the opportunity to present educational presentations on relevant industry topics. After all, who better than the subject matter experts themselves to educate attendees?

#### Sponsorship Benefits

- Your company and seminar will be included in marketing and promotional materials reaching over 450,000 manufacturing and supply chain professionals and onsite materials reaching over 25,000 attendees.
- You will be able to educate and inform your audience as a subject matter expert in your field.
- You will receive the names and contact information for your seminar attendees.
- Your seminar can be posted as a webinar online at [modexshow.com](http://modexshow.com) and accessed by tens of thousands of people after the expo.
- Your education seminar(s) will be listed in the official MODEX 2020 Mobile App.

#### Seminar Guidelines

- Each seminar must be 45 minutes long or less.
- The content of all seminars must be educational and cannot contain a sales pitch to a specific product or your company.
- Whenever possible, please try to include concrete data and/or case studies.
- You cannot feature a live product demonstration.
- Negative comments about competitors, their products, programs and/or services will not be allowed.
- Avoid any company logos, trademarks of products or service marks of the sponsor/speakers, except in designated spaces.
- MHI must receive a signed release form for all speakers and submit all presentation files by the designated deadlines.
- All presentations are subject to approval.
- No changes will be allowed once MHI has approved your presentation.
- All seminars must be in PowerPoint. No Prezi or Keynote files.

**A limited number of standard size (100 people capacity) seminar sponsorships are still available. To learn more about sponsoring a seminar and to complete an application, visit [modexshow.com/seminars](http://modexshow.com/seminars).**

# Educational Event Sponsorships



## GO FURTHER BY POWERING MORE POSSIBILITIES.

MHI, along with trusted partners, sponsors additional events during the MODEX expo to provide more incentive for attendees — and more attendees means more potential customers. These additional events also offer you another chance to get your name out there, and put your company top of mind for attendees when they're on the show floor.

### Women In Supply Chain Forum

**MONDAY, MARCH 9**

Show your support of elevating women in the supply chain industry by sponsoring the 4th Annual Women in Supply Chain Forum at MODEX 2020. This event offers an afternoon of professional development and networking for MODEX attendees and exhibitors. Learn more at [modexshow.com/women](https://modexshow.com/women).

**ORDERING DEADLINE**  
January 10, 2020

#### Title Sponsorship

- Recognition as the title sponsor on the MODEX website & mobile app
- Recognition as the title sponsor on signage
- Ability to include an insert in the Women's Forum on-site guide
- Four complimentary Women's Forum registrations

**\$4,000**

#### Reception Sponsorship

- Recognition as the reception sponsor on the MODEX website & mobile app
- Recognition as the reception sponsor on signage
- Custom beverage napkins with your logo that will be used during the reception
- Two complimentary Women's Forum registrations

**\$2,000**

# Educational Event Sponsorships



## Student Days

**WEDNESDAY, MARCH 11 - THURSDAY, MARCH 12**

Join MHI in our effort to develop our future workforce by sponsoring Student Days at MODEX 2020. This event offers professional development, networking opportunities and a real-world glimpse at the supply chain industry for high school, community college and university students. Students will spend a day touring the MODEX show floor, learning about career opportunities in the industry and seeing the latest advancements in supply chain technology.

All sponsorship money collected for Student Days will go directly towards funding student travel for this event.

### Title Sponsorship

- Recognition as the title sponsor on the MODEX website and mobile app
- Recognition as the title sponsor on signage
- Ability to include an insert in the Student Days on-site guide
- 5-minute speaking opportunity from the Classroom Day stage
- Guaranteed opportunity to participate as a Student Days Tour Guide or Designated Exhibitor for student MODEX floor tours.

**\$15,000**

### Student Grant Sponsorship (limit of 6 sponsors)

- Recognition as a Student Grant Sponsor on the MODEX website and mobile app
- Recognition as Student Grant Sponsor on signage and in the Student Days on-site guide
- Guaranteed opportunity to participate as a Student Days Tour Guide or Exhibitor for student show floor tours.

**\$2,500**

## YPN Networking Reception

**MONDAY, MARCH 9**

Each MODEX, MHI hosts a networking reception for young professionals in the supply chain industry to network and connect. Benefits include:

### Event Sponsorship

- Recognition as the reception sponsor on the MODEX website and mobile app
- Recognition as the reception sponsor on signage
- Custom beverage napkins with your logo that will be used during the reception

**\$2,000**



# Educational Event Sponsorship Order Form



CONTACT NAME

COMPANY NAME

BOOTH NUMBER(S)

PHONE NUMBER

EMAIL ADDRESS

Sponsorship Item	Selection	Price
<b>Women in Supply Chain Forum</b>		
Title Sponsorship	<input type="checkbox"/>	\$4,000
Reception Sponsorship	<input type="checkbox"/>	\$2,000
<b>Student Days</b>		
Title Sponsorship	<input type="checkbox"/>	\$15,000
Student Grant Sponsorship	<input type="checkbox"/>	\$2,500
<b>YPN Networking Reception</b>		
Reception Sponsorship	<input type="checkbox"/>	\$2,000

**For more information and to order:**

Contact MHI Education at  
education@mhi.org.

The deadline for ordering and  
materials submission is  
**January 10, 2020**

**Order online at [modexshow.com/event/sponsor](https://modexshow.com/event/sponsor)**

# Exhibitor Marketing Schedule & Worksheet

Deadline	Task	Completion Date	Deadline	Task	Completion Date
SEPT 3, 2019	Bag Sponsorship deadline		JAN - FEB 2020	Prepare press releases & kits	
	Lanyard Sponsorship deadline			Mail invitations or releases to attending press	
OCT - DEC 2019	Complete your online listing			Select and train booth staff	
	Upgrade online listing to a Showcase			Schedule shipment of press kits to Georgia World Congress Center	
	Order MODEX 2020 direct mail postcards and download HTML email invite			Determine lead follow-up strategy	
	Place MODEX 2020 logo on your website via Banner Ad program		JAN 10, 2020	Sponsorship order deadline	
	Plan pre-show advertising using MODEX 2020 logo			Online listing changes final deadline	
	Develop marketing & promotion strategy		JAN 29, 2020	Online advertising & materials deadline	
	Consider marketing packages & sponsorships			Partnership Program deadline	
	Determine lead retrieval objectives		FEB 2020	Review show strategy in pre-show staff meeting	
	Join the Partnership Program for pre-and post-show mailing			Post-show attendee database available for records use purchase	
NOV 1, 2019	Ad Retargeting sponsorship deadline		MAR 2020	Begin post-show promotions, lead follow-up	
DEC 20, 2019	MHI Innovation Award deadline		<b>NOTES:</b>		
DEC 2019 - FEB 2020	Mail MODEX 2020 postcards to customers/prospects				
	Email MODEX 2020 HTML email invite to customers/prospects				
	Schedule press conference during MODEX 2020				
	Create and submit 1 Minute 2 Connect video				