

POWERED BY POSSIBILITIES.

TRANSPORTATION AND LOGISTICS SOLUTION CENTER



MODEX 2020

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

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NEW POSSIBILITIES AHEAD

CAPITALIZE ON A TRANSPORTATION AND LOGISTICS EVENT, UNLIKE ANY OTHER.

MODEX brings together transportation, logistics and supply chain professionals from around the globe.

With 50% of MODEX attendees looking for their next freight transportation, shipping or third party logistics partner, MODEX is an ideal venue to showcase your products and services to qualified buyers from the Fortune 1000 and the Top 100 Retailers.

Join us for four days of networking, meeting and making business deals to help power your company's business possibilities with this exclusive audience.



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MODEX 2020

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

Last Mile Solutions. IIoT. Real-time Asset Tracking, Autonomous Vehicles. Robotics, 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 over 900 of the industry's leading transportation and logistics 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, supply chain, shipping and freight transportation 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.



**POWERED BY
POSSIBILITIES.**



**MODEX MAKES
TRANSPORTATION
BUYERS
EASY TO FIND.**

CONNECT WITH A DIVERSE GROUP OF TRANSPORTATION AND LOGISTICS BUYERS.

MODEX brings together manufacturers, retailers and consumer products goods professionals across four days to meet, network and conduct find new transportation, supply chain and logistics solutions. To optimize the MODEX experience for both exhibitors and attendees, MODEX exhibitors are organized into five industry-specific Solutions Centers including the Transportation & Logistics Solution Center.

MODEX TRANSPORTATION AND LOGISTICS SOLUTION CENTER

Sustained growth in e-commerce coupled with the progressive digitization of logistics processes and the revolutionary impact of the Industrial Internet of Things is creating enormous opportunities for shipping, freight transportation and logistics. In this Solution Center you will find solutions to bring people, markets and goods together in ways that are faster, more efficient and more sustainable. Fifty percent of attendees come to MODEX seeking solutions for their transportation and logistics operations.

This is the center where buyers can see, touch and operate transportation and logistics solutions including solutions for trucking, rail, sea and air freight transportation, as well as parcel delivery, security, autonomous vehicles, robotics, IIoT, transportation management software, third party logistics and reverse logistics.

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 transportation and logistics expertise and generate additional exposure for you, your business and your brand.



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

27% SHIP MORE THAN
5,000 PARCELS
PER DAY

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



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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

ONLY AT MODEX 2020

TENS OF THOUSANDS OF MOTIVATED BUYERS UNDER ONE ROOF.



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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.

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

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.

Buying Teams composed of corporate VPs, directors, managers, engineers, production and logistics experts, and others who influence purchase decisions.

Retailers and CGC's including 73% of the National Retail Federation Top 100 Retailers and 64% of the Top 100 Consumer Goods Companies.

Individual Buyers in search of product demonstrations and 1:1 meetings with equipment, technology and service providers like yourself.

DAILY PARCEL SHIPPING BY MODEX ATTENDEES



47%

OF MODEX
ATTENDEE
COMPANIES

SHIP MORE THAN 100 PARCELS PER DAY

27% MORE THAN 5000 PARCELS

18% 501-1000 PARCELS

12% 100-500 PARCELS

MODEX 2020 IS WHERE DEALS GET DONE.

As an exhibitor, MODEX 2020 gives you the chance to showcase your equipment, software, and system solutions to over 30,000 interested manufacturing, supply chain and transportation 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.**



50%

**OF ATTENDEES ARE LOOKING
FOR TRANSPORTATION AND
LOGISTICS SOLUTIONS**



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.

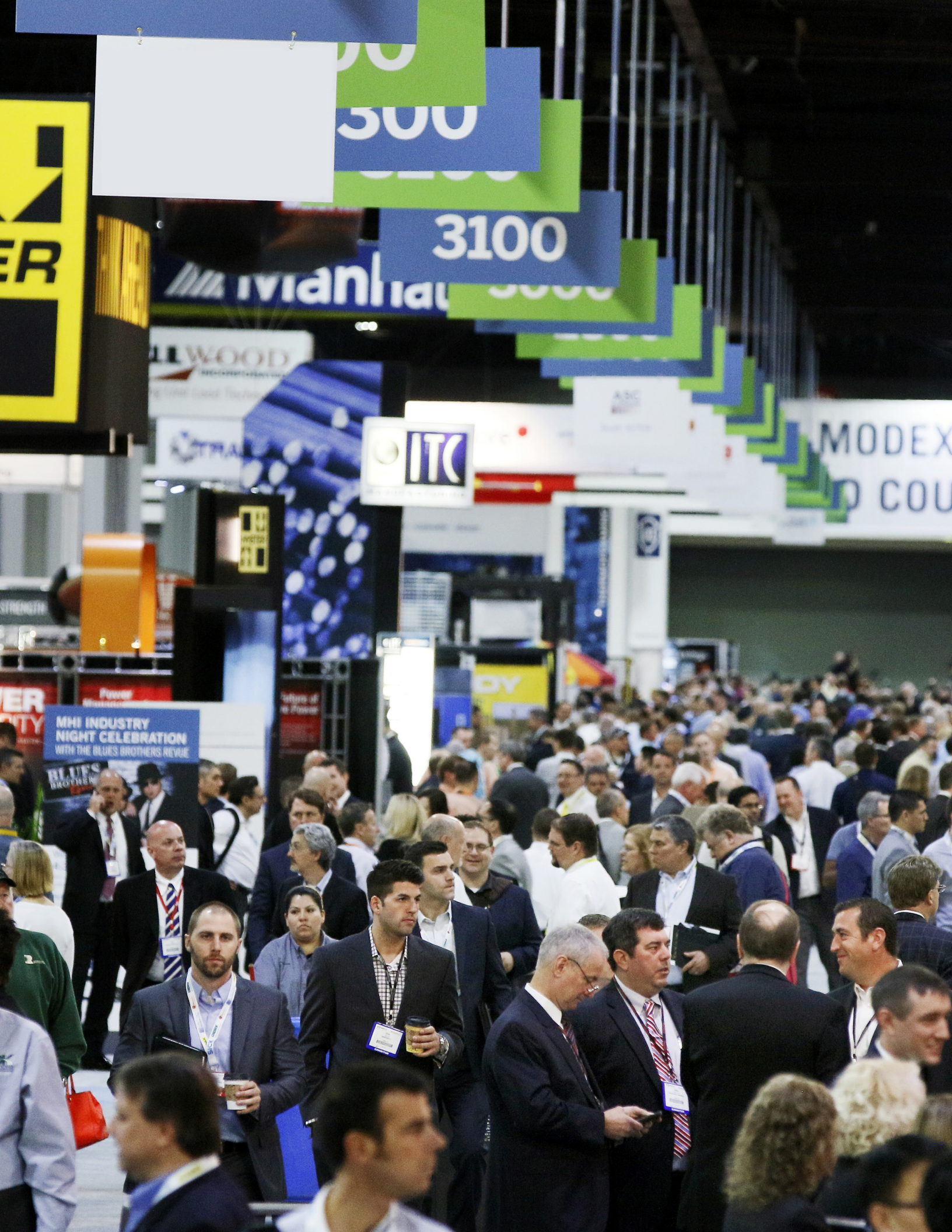
MICHAEL FIELD, CEO
THE RAYMOND CORPORATION



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







MEET THE MODEX TEAM



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Exhibitions

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2020 SHOW HOURS

MONDAY March 9, 10:00 am – 5:00 pm

TUESDAY March 10, 10:00 am – 5:00 pm

WEDNESDAY March 11, 10:00 am – 5:00 pm

THURSDAY March 12, 10:00 am – 3:00 pm



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