

SOLVE FOR X.

 **PROMAT** | 2017

McCormick Place | Chicago
April 3-6, 2017
promatshow.com

powered by 

Find what's next.

YOU NEED A PLACE TO GET
AHEAD OF COMPETITORS.

CUSTOMERS NEED A PLACE TO
EXPERIENCE YOUR SOLUTIONS.

THESE PLACES ARE ACTUALLY
THE SAME PLACE.

YOUR SOLUTIONS COULD BE THE X.

In April 2017, tens of thousands of buyers with over 45 billion of purchasing dollars at their disposal will gather in Chicago for the material handling and logistics industry's premier global event. These high-level decision makers will come looking for products, services and solutions. In other words, they'll come looking for their X — that unknown quantity that will take their supply chains to the next level.

**And if you're a ProMat exhibitor,
it could be you.**

Put yourself in the middle of manufacturing and supply chain buyers from more than 110 countries around the globe. Show them what you've got and more importantly, what they're missing.

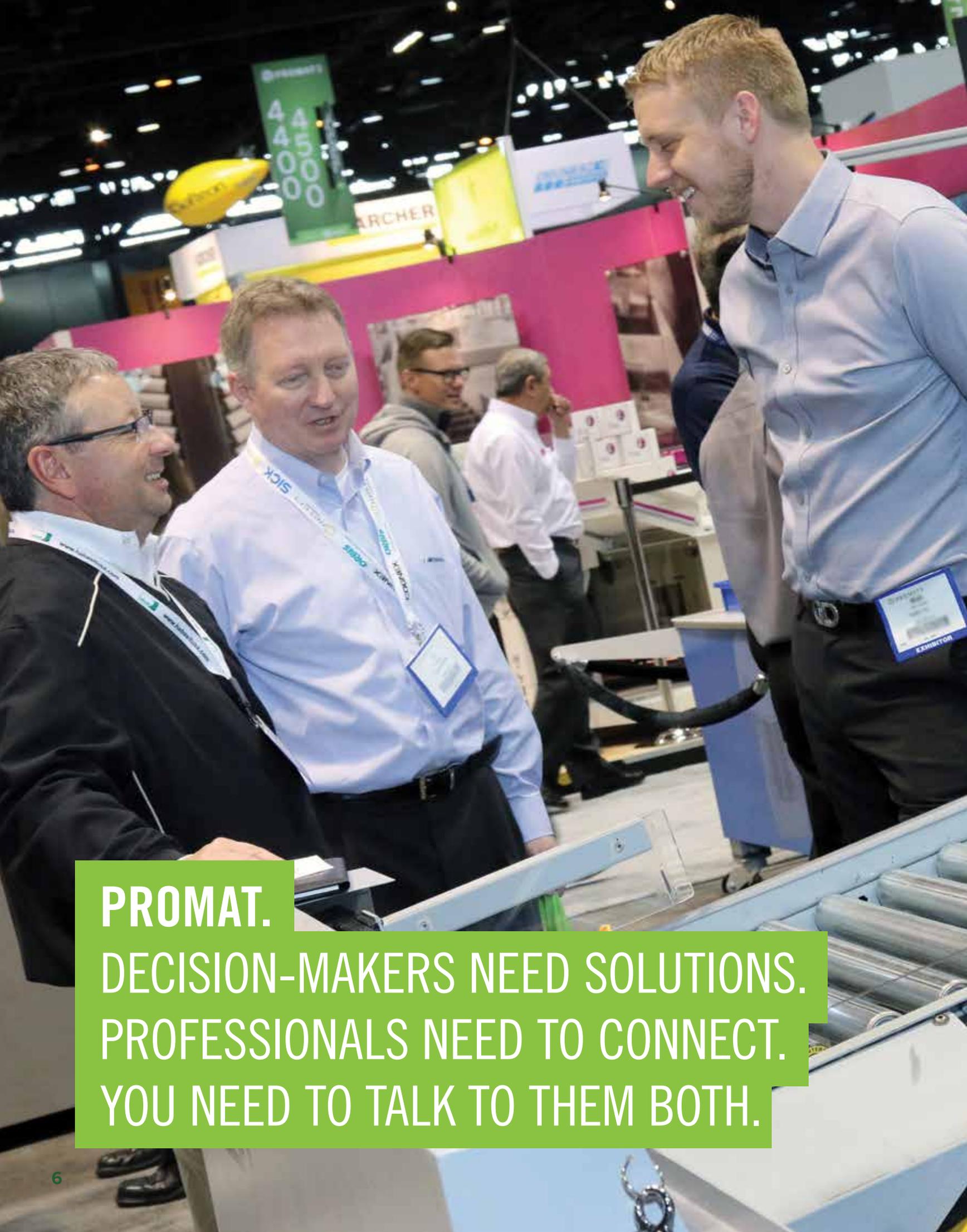
BUSINESS OPPORTUNITIES. EVERYWHERE YOU LOOK.

ProMat is the leading event of its kind in North and South America, bringing solution providers together with some of the highest profile buyers in the manufacturing and supply chain industries. As an exhibitor, ProMat is your best chance to make contacts and generate new sales leads. There's no substitute for being here, demonstrating your solutions, and building relationships face-to-face.

The top supply chain decision makers in the industry come to ProMat looking to solve for X. As a solution provider, that makes every person walking the floor your potential customer.







PROMAT.

**DECISION-MAKERS NEED SOLUTIONS.
PROFESSIONALS NEED TO CONNECT.
YOU NEED TO TALK TO THEM BOTH.**

ProMat Attendees Come to Buy

Over half of the buyers (59%) who attend ProMat don't attend any other trade shows, so they arrive at McCormick Place motivated to find and buy the solutions they need. Only at ProMat will you have access to this exclusive group of otherwise hard-to-reach decision-makers.

They Come with Purchasing Power

A full 86% of ProMat attendees have purchasing power. On average, these buyers spend more than \$45 billion every year on material handling, supply chain and logistics equipment and services. In the next 18 months:

- 64% will buy for Distribution Centers
- 54% will buy for Manufacturing Facilities
- 53% will buy for Warehouses Supporting Manufacturing

You Connect With Diverse People and Industries

A wide array of companies, many from the Fortune 1000 and the Top 100 Retailers, send teams of buyers to ProMat to find solutions to their specific manufacturing and supply chain challenges. As a solution provider, you'll interact with decision makers ranging from corporate and senior management personnel to brand managers, engineers, and production and logistics experts. With so many diverse buyers and sellers gathered in one place, you'll have the chance to gain exposure to more industries and the people in them who make capital equipment purchasing decisions.

You Have the X That Buyers Want

From traditional solutions to the most complex and innovative end-to-end systems, buyers come to ProMat looking for solutions to their challenges: they come looking to solve for X. They come for product demonstrations and one-on-one meetings with equipment and solution suppliers like you. Every buyer you meet is a qualified sales lead with the potential to become a valued customer.

PROMAT ATTENDEES ARE EXPANDING DISTRIBUTION CAPACITY

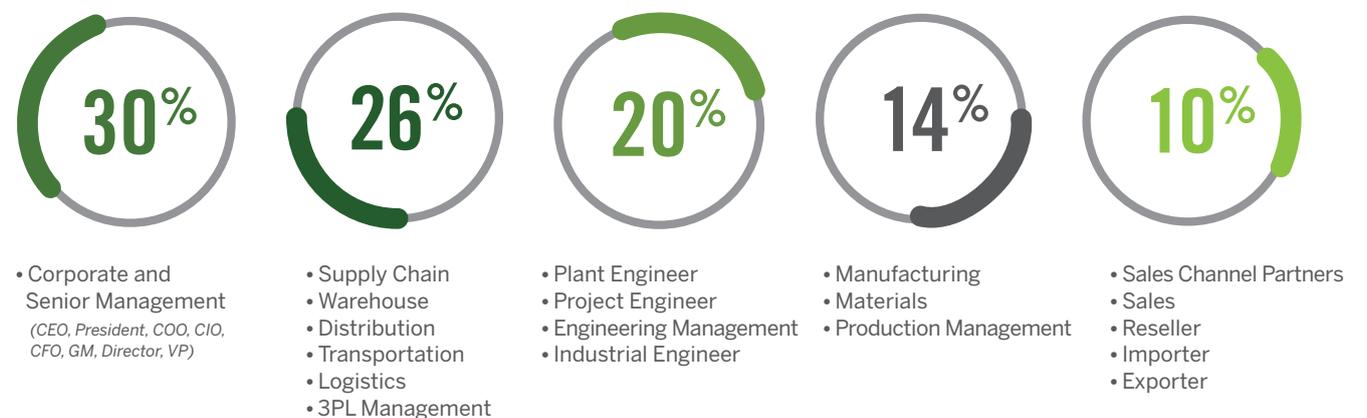


of ProMat attendees are expanding distribution capacity in the next two years.

PROMAT ATTRACTS BUYERS



PROMAT ATTRACTS MANY JOB FUNCTIONS



BUYING POWER

86%

of ProMat attendees have buying power.

DECISION MAKERS

73%

of ProMat attendees are in management positions. 47% are VP and C-level.

EXCLUSIVE ATTENDANCE

59%

of ProMat attendees visit no other trade shows.

READY TO SPEND

\$1 MILLION +

38% of attendees plan to spend \$1 Million or more in the next 18 months on solutions they can find at ProMat.

Source: All statistics above compiled from a study of ProMat 2015 attendees by the independent firm, Exhibit Surveys, Inc.

PROMAT MAKES SOLUTIONS EASY TO FIND.

You'll have the opportunity to connect with influential buyers in an expertly organized 350,000 net square foot exhibition space. Many people walk the entire floor, but some are looking for specific solutions.

We group ProMat's over 850 solution providers in such a way that buyers who need those specific solutions can find them quickly and get down to business.

Managing the flow of traffic

To optimize the ProMat experience for both exhibitors and attendees, exhibitors are organized into industry-specific Solutions Centers:

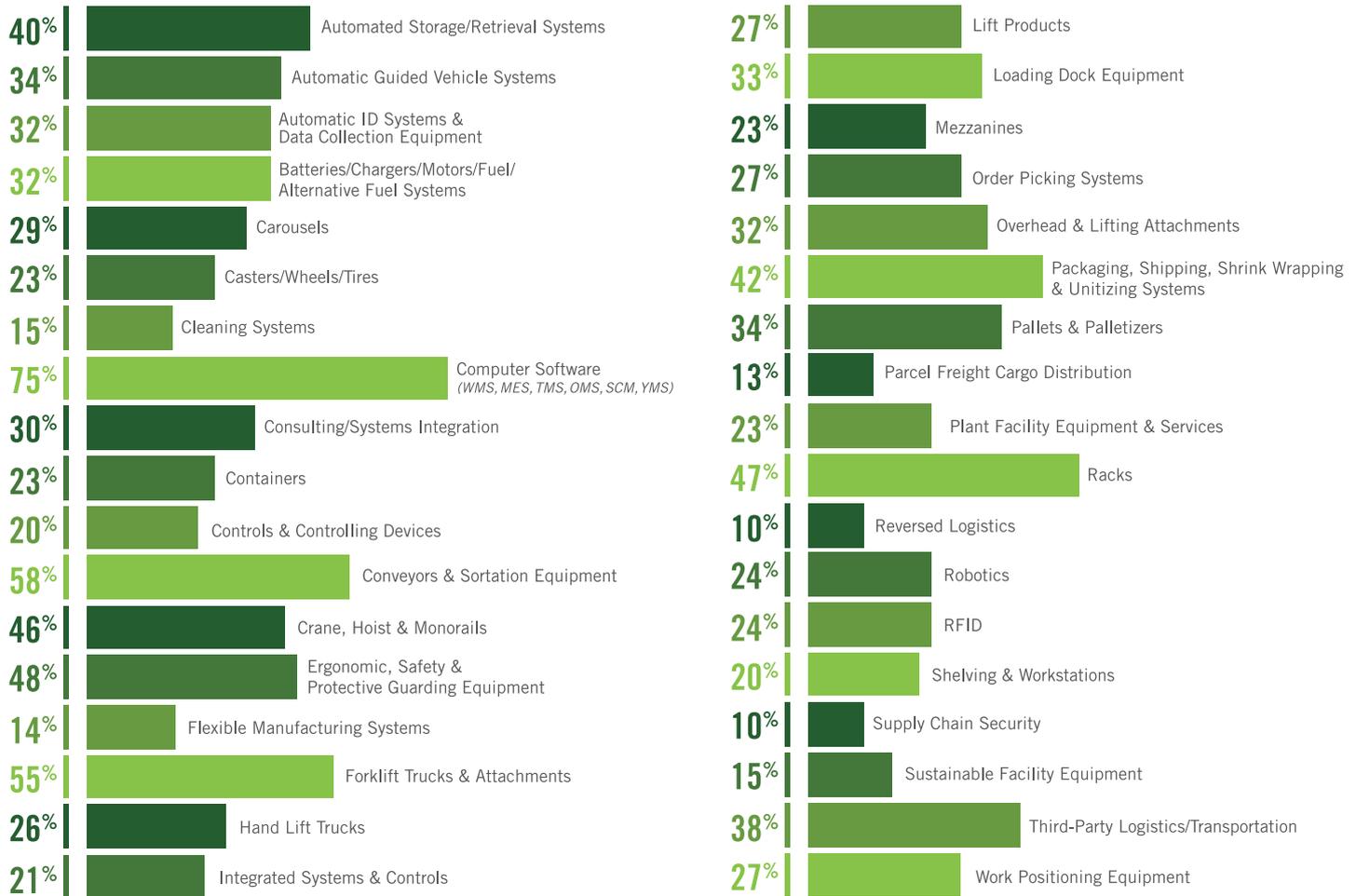
Manufacturing & Assembly

Material handling suppliers have the perfect place to demonstrate their wares in the Manufacturing & Assembly Solutions Center. This Solution Center features automated assembly support, intelligent devices, robotics, ergonomic and safety equipment, workstations, light-rail and other assembly equipment and systems for the manufacturing environment.

Fulfillment & Delivery

Whatever your specialty – be it traditional or e-commerce order fulfillment, order picking and packaging, third-party logistics, warehousing, distribution, or transportation – the Fulfillment & Delivery Solutions Center is where you want to be.

PROMAT ATTENDEE PRODUCT INTEREST



Source: Statistics compiled from a study of ProMat 2015 attendees by the independent firm, Exhibit Surveys, Inc.

Information Technology (IT)

When buyers come to ProMat looking for IT solutions, this is where they come. Today, the supply chain is more than the movement of products and materials – it’s about data. Attendees are always searching for IT solutions and services that will help them solve for X. That includes supply chain software, RFID, auto ID and data collection, transportation management systems, manufacturing execution systems, logistics execution systems, enterprise resource planning and order management systems.

Autonomous Vehicles

Driverless (or autonomous vehicles) are leading-edge technologies that are disrupting traditional supply chains and creating more-efficient, next-generation models. This is the center where buyers can see, touch and operate these solutions including automated storage and retrieval systems, automatic guided vehicle systems, driverless trucks, delivery drones, automated crane technologies.

Sustainable Facility Solutions

Supply chain sustainability is a top priority for leading firms and this is the area of the show floor where buyers come to find solutions to reduce the energy consumption and carbon footprint of their operations. These solutions include alternative and renewable energy and fuel systems, recyclable packaging and shipping materials, energy efficient lighting, high volume/low speed (HVLS) fans, energy efficient equipment and sensors, daylighting technologies, sustainable facility planning, and power regeneration technologies.

THE LEARNING EXPERIENCE

The Knowledge Center

The Knowledge Center is home to all of ProMat's educational seminars, which are conducted by some of the brightest minds in the industry. It's here that attendees are able to stay current on the solutions, issues, and trends that are impacting the supply chain as a whole today and in the future.

Position Yourself As A Thought Leader

You can build recognition in thought-leadership by sponsoring one of ProMat's educational seminars that are held in the show floor theaters of the Knowledge Center. Becoming a sponsor allows you to become a trusted information source, share your industry-specific experience with interested parties, and generate additional exposure for you, your business, and your brand.



THE MARKETING SOLUTION

It's not a show, it's an event

ProMat didn't become the industry's premier trade event by accident. It's the result of an aggressive, strategically driven marketing plan conducted by MHI that targets the most influential companies and members of the industry with a wide array of tactics. Most of MHI's marketing efforts drive traffic to ProMatShow.com, where attendees register for the event, go for updates and seek solutions to their supply chain challenges.

Here's an overview of the integrated plan:



Website & Mobile App

ProMatShow.com is always up and running delivering up-to-date news and information for both potential and registered exhibitors and attendees. ProMatShow.com offers you exposure to buyers who are researching and planning their attendance at ProMat. As an exhibitor, you will also gain exposure on the ProMat mobile app.



PR & Social Media

Our messages appear in high-profile business-to-business press, where we focus on the benefits of attending ProMat. Many leading publications have plans for special pre-show issues and extensive post-show coverage. ProMat also maintains and actively engages attendees via social media sites including Twitter®, LinkedIn®, YouTube® and Facebook®, as well as MHI's blog.



Print & Web Advertising

ProMat has a print and online presence with an extensive campaign of four color print ads and web banners featured in the most relevant and credible trade and business-to-business publications and their websites, in the U.S. and worldwide.



Email Marketing

Our permission-based email and e-newsletter campaigns target tens of thousands of buyers to remind them of the benefits of attendance and to drive them to register. We also use email to provide them with regular updates on the latest show news.



Direct Mail

Key decision makers will receive carefully-timed, targeted direct mailings explaining the benefits of attending ProMat, and driving them to the website to register.



Tertiary Marketing

MHI extends invitations to national and regional professional organizations to encourage them to hold their own special events in conjunction with ProMat. We also seek specific end-user groups to hold special events relating to their unique supply chain challenges.



**THOUSANDS OF POTENTIAL CUSTOMERS.
BILLIONS IN POTENTIAL SALES.
FOUR DAYS.**

When you become an exhibitor at ProMat, you're gaining access to a massive customer base filled with some of the most influential buyers in the industry. Use the big stage and bright spotlight at ProMat to fuel your business moving forward.

Show Them Something New

When it comes to introducing new products and services, ProMat is your best opportunity to create buzz and sales. The eyes of the industry are literally on you. Everyone who attends ProMat comes to see what the future of the industry looks like, so if you've got something new to share, you're virtually guaranteed a captive audience filled with manufacturing and supply chain professionals, as well as distributors, reporters, editors and publishers from the trade press.

Good For Your Brand And Your Bottom Line

Exhibiting at ProMat puts your business where it belongs – in front of buyers – at the premier event of its kind in North and South America. Since the global supply chain is constantly evolving, it's vital to position yourself as a solution provider who is operating on the leading edge of the industry. There's no better environment to do that, while also differentiating yourself from your competitors, than at ProMat.

Go International

With ProMat, you're not just building a domestic identity. ProMat brings international business prospects from more than 110 countries to your display. MHI's aggressive and comprehensive marketing plan reaches buyers everywhere, and ProMatShow.com is viewed worldwide.

Your exhibit at ProMat opens a whole new set of international doors. Plus, our International Visitors Center offers interpreters to help you turn international prospects into valuable customers.

New People, New Partnerships

New customers and sales leads are only part of ProMat's many benefits. There's also the potential to meet possible business partners and product developers. You'll meet new distributors and channel partners looking to change, update or add to product lines. It's a great opportunity to network with other exhibitors as well.

EXHIBITOR MARKETING SUPPORT

As an exhibitor, you will have access to several marketing advantages in the months, weeks, and days leading up to the ProMat event. They include the following:

Free ProMatShow.com Exhibit Listing

This is like a virtual exhibit for you to use before ProMat ever takes place, and it remains live even after the show's conclusion. You can use it to share news, make announcements, and generate interest in your ProMat appearance. When you reserve your booth, your free listing goes live.

Customized Email Invitations

MHI will provide you with a customized HTML email invitation to send to your VIPs. It will link them to free registration, show information, and your website. Customization includes your logo or company name and your booth number.

ProMatShow.com Showcase Upgrades

You have the option to upgrade your listing. If you do, you'll be able to create a streamlined mini-site to provide prospects and the media with updated information. You'll have the ability to add your company's logo, product photos, literature, video, press releases, email contacts and Web links to drive traffic to your website.

Free Direct Mail Postcards

Full-color postcards packed with important information about ProMat are available to all exhibitors.

ProMat LeadLink

Add the ProMat LeadLink logo to your website. When an attendee registers for the show from your website through LeadLink, the registrant's contact information is immediately emailed to you.

Partnership Program

MHI provides exhibitors with exclusive access to pre- and post-show registration databases. These are available at no cost to exhibitors who partner with MHI to promote their ProMat exhibition.

Banner Ads

MHI offers a variety of banner ads on ProMatShow.com that help you get on attendee agendas before the event begins.



Press Relations

Get your company in front of the national and international media covering ProMat and the material handling and logistics industry. You can access media lists, place your press kits in the Press Room, and conduct a press conference during the show. Exhibitors can also distribute their press releases via ProMatShow.com, social media sites and RSS feeds.

On-Site Sponsorships

Sponsor one of our on-site show features including the mobile show app, lanyards, the HUB social network lounge, an educational session in the Knowledge Center, an email center kiosks, or exhibitor directory kiosk.

SOLVING FOR THE FUTURE OF 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 ProMat.

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 ProMat 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 ProMatShow.com.

MHI Solutions

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, and on MHI.org

Become a Recognized Expert in Your Field

When you join MHI, you become part of a specialized Product and Solutions Groups. 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.

Find What's Next First

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
- Discounted advertising rates in MHI Solutions
- MHI Loyalty Points

MHI.org provides constant exposure for its members. It attracts more than 30,000 manufacturing and supply chain buyers each month.



RESERVE YOUR BOOTH. SOLVE FOR X.

For more information to reserve your booth, contact MHI Show Sales:

Tom Carbott, Senior Vice President – Exhibitions
Email: tcarbott@mhi.org
Phone: 704.676.1190
Or visit ProMatShow.com

ProMat 2017 Show Hours:

Monday, April 3	10am - 5pm
Tuesday, April 4	10am - 5pm
Wednesday, April 5	10am - 5pm
Thursday, April 6	10am - 3pm

REFER TO OUR SUPPLEMENTAL INSERTS FOR:

- Companies who have previously attended ProMat
- Exhibitors who participated in ProMat 2015
- ProMat Floor Plan
- ProMat Application
- ProMat Lease
- ProMat Rules & Regulations