

# EXHIBITOR MARKETING KIT

***SOLVE FOR X.***



**PROMAT** | 2017

McCormick Place | Chicago  
April 3-6, 2017  
[promatshow.com](http://promatshow.com)

powered by  MHI

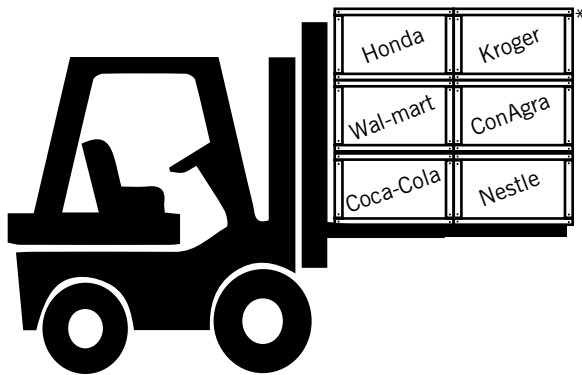
**Find what's next.**

# Connect with buyers and target the \$156 billion material handling industry.

40,000 decision makers and manufacturing and supply chain buyers will gather at ProMat 2017. Your exhibit and marketing can build brand recognition and link you to the supply chain. Get your message in front of this exclusive audience with ProMat's marketing and sponsorship offerings.

## Audience:

### Fortune 1000 Companies



\*Companies listed attended ProMat 2015

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.

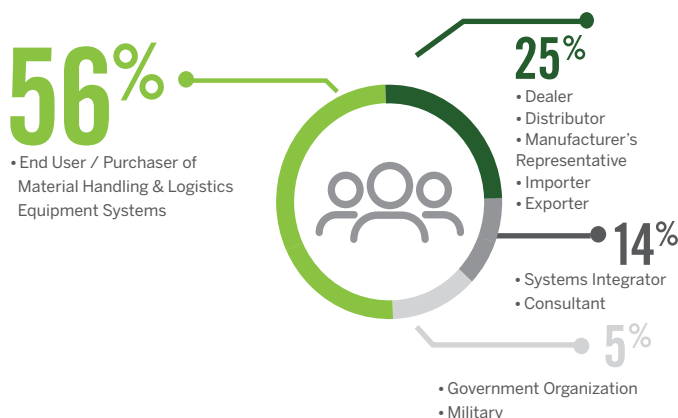
Connect with influential buyers. Make sure your company is on their show agendas. Many people walk the entire floor, but some are looking for specific solutions.

### PROMAT ATTENDEES ARE EXPANDING DISTRIBUTION CAPACITY



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

### PROMAT ATTRACTS BUYERS



# 83%

of ProMat attendees are in management positions.

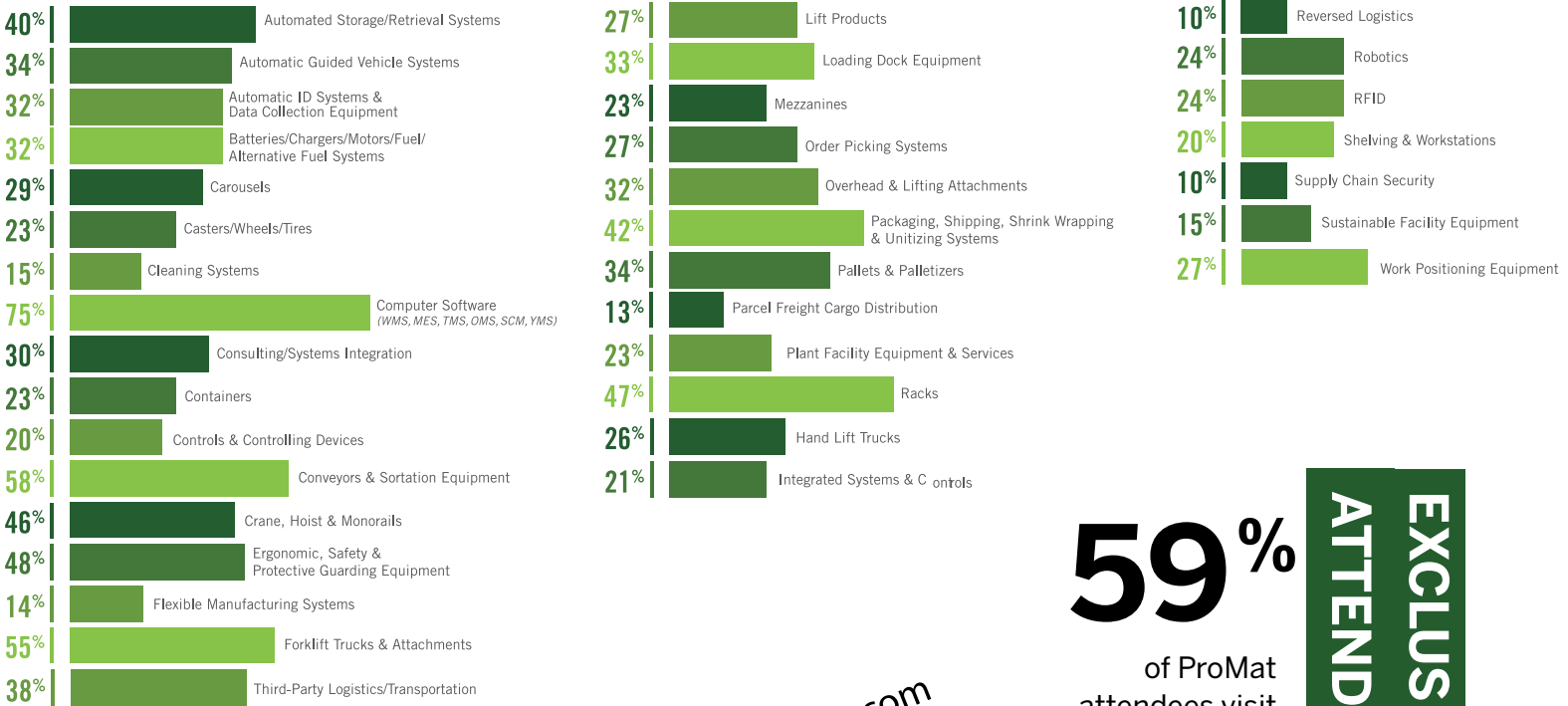
47% are in VP and C-level.



## 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.

## PROMAT ATTENDEE PRODUCT INTEREST



**59%**

of ProMat attendees visit no other trade shows.

**EXCLUSIVE ATTENDANCE**



\* Google Analytics statistics - six months surrounding the event



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

### 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.

## EXHIBITOR MARKETING KIT

Maximize Your Show Investment & Reach Your Exhibition Goals

### FREE PROMOTIONS

ProMat app and ProMatShow.com Listing	<i>page 5</i>
Direct Marketing - Direct Mail & HTML e-mail	<i>pages 6-7</i>
ProMat 2017 Partnership Program	<i>pages 8-11</i>
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### PAID PROMOTIONS

ProMatShow.com Advertising	<i>pages 14-16</i>
ProMat Pre- and At-Show Newsletter Sponsorship	<i>page 17</i>
ProMat 2017 Exhibitor Marketing Packages	<i>page 18</i>
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This information can also be accessed online at [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit)

If you have any questions concerning your ProMat 2017 promotion, contact Donna Streicher at **704-714-8718** or via e-mail at [dstreicher@MHI.org](mailto:dstreicher@MHI.org).

# PROMAT APP & PROMATSHOW.COM LISTING

Put your best foot forward.

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

## Free Standard Online Listing

Every exhibitor receives one free online listing on ProMatShow.com that includes:

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

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



*Exhibitor Directory where listings are searchable*

## 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 15 for more details.

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



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

powered by MHI

# DIRECT MAIL & E-MAIL SHOW INVITATION PROGRAM...

## Promote your ProMat 2017 participation. Invite your best customers and prospects to register for the show, with your compliments!

Gain maximum exposure for your company with the power of direct marketing. First, order ProMat 2017 direct mail postcards for your customers, prospects, dealers and distributors. MHI provides exhibitors with color postcards full of important information about ProMat 2017. As an exhibitor, direct mailing is the most effective promotion you can conduct before the show.

Focused mailings can generate a **20%** response vs **2%** response for mass mailings.

Follow-up with a personalized HTML e-mail with links to more information on the show and free online registration. Personalize the e-mail with your company logo, booth number and a link to your website. You will also receive, via e-mail, all leads from anyone who registers for ProMat 2017 through your e-mail invitation.

### To Order Your ProMat 2017 Postcards Send in Your Order Form Today!

Complete the Direct Mail order form on page 7 and fax to MHI at 704-676-1199 or email to [abatty@mhi.org](mailto:abatty@mhi.org). If you have any questions about the Direct Mail program, contact Alex Batty at MHI: 704-676-1190 or e-mail at [abatty@MHI.org](mailto:abatty@MHI.org).

### Order Your HTML E-Mail Invitations online\*

Visit [www.ProMatShow.com/marketingkit/free\\_html.aspx](http://www.ProMatShow.com/marketingkit/free_html.aspx) or e-mail [abatty@MHI.org](mailto:abatty@MHI.org). You will need your company

logo, company name, booth number and website address available to complete your e-mail invitation.

*\*MHI User Name and Password required when ordering online.*

The ProMat 2017 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" ProMat 2017 envelopes to exhibitors. They're ideal if you want to personalize your mailing with a cover letter, flyer or promotional item. You can also send ProMat 2017 mailers with invoices, estimates, literature or regular correspondence. Many prospects make their plans to attend trade events 1-3 months before the event. That makes December, 2016-February, 2017 the ideal time for your mailing and e-mailing. By ordering early, you'll have your materials well in advance of your mail date. These mailers are pre-printed and are not customized.



Sample HTML e-mail invitation:



Sample postcard

# PROMAT 2017 DIRECT MAIL ORDER FORM



**PLEASE COMPLETE THE INFORMATION BELOW FOR ALL ORDERS:**

COMPANY NAME		BOOTH NUMBER(S)	
CONTACT NAME		CONTACT'S JOB TITLE	
YOUR PHONE NUMBER	E-MAIL ADDRESS		
SHIPPING ADDRESS (MHI cannot ship to a P.O. Box)			
CITY	STATE / PROVINCE	ZIP / POSTAL CODE	COUNTRY

## PLEASE TELL US THE QUANTITY OF PROMAT 2017 DIRECT MAIL POSTCARDS YOU WISH TO ORDER

Indicate quantities here for your direct mail postcards:  
*(all orders over 100, please order in quantities of 100)*

**Postcards**                      Quantity: \_\_\_\_\_

**6" x 9" Envelopes**              Quantity: \_\_\_\_\_

*There is no charge for Mailers or Envelopes.*

**Email Form to:** Alex Batty  
abatty@MHI.org

**or Mail to:** MHI  
Attn: Alex Batty  
8720 Red Oak Blvd., Suite 201  
Charlotte, NC 28217-3992

**or FAX:** MHI Marketing at 704-676-1199

**Questions???** Call Alex Batty  
at 704-676-1190  
or e-mail abatty@MHI.org

**ORDER YOUR MAILERS  
EARLY AND PLAN YOUR  
MAILING TO REACH  
YOUR PROSPECTS  
1-3 MONTHS BEFORE  
THE SHOW.**

# PROMAT 2017 PARTNERSHIP PROGRAM



Partner with MHI to promote your participation in ProMat 2017 to your customers and prospects and receive the following:

## Pre-Show

- Pre-show 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\*\*

## 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 ProMat post-show attendee list, including first choice of post-show email blast dates. MHI will conduct the email blast on the exhibitor's behalf.

**Partnership Deadline  
is February 25, 2017**

## How to Participate — You must fulfill ALL of the following requirements by February 25, 2017:

1. Sign and return a completed copy of the Partnership Program Order Form (*See Page 9*) and the Partnership Program Exhibitor Agreement (*See Page 10*) and Partnership Program Mailing House license Agreement (*See page 11*).

### 2. Meet Ad Requirement:

Fulfill one of the below options to meet requirements for participation

#### Option 1:

Copies of at least one pre-show advertisement (print or online\*) that includes the ProMat 2017 logo in an MHI approved trade publication, including *MHI Solutions* magazine

#### Option 2:

Purchase \$500 or more in ProMat 2017 advertising / sponsorships

### 3. Meet Direct Marketing Requirement:

Fulfill one of the below options to meet requirements for participation

#### Option 1:

Send a sample of at least one direct mailing sent to your customer/prospect database that includes the ProMat 2017 logo

#### Option 2:

E-mail to your customer/prospect database featuring the ProMat 2017 logo and link to [www.ProMatShow.com](http://www.ProMatShow.com). Submit an email tracking statement that includes date sent and size of distribution list.

\* Online ads must appear on websites outside of your own company's

\*\* Additional fees apply to execute direct mailings

For program details, visit [www.ProMatShow.com/marketingkit/partnership.aspx](http://www.ProMatShow.com/marketingkit/partnership.aspx) or contact Alex Batty at [abatty@MHI.org](mailto:abatty@MHI.org) or call 704-714-1190.



# PROMAT 2017 PARTNERSHIP PROGRAM ORDER FORM

**DEADLINE: February 25, 2017**

**SUBMIT:** Completed form and signed license agreement with partnership documentation.

**MAIL:** MHI, 8720 Red Oak Blvd., Suite 201, Charlotte, NC 28217 USA

**PHONE:** +1 704-714-1190 **FAX:** +1 704-676-1199 **E-MAIL:** abatty@MHI.org

## PARTNER INFORMATION:

COMPANY NAME (as it is to appear in e-Newsletter)		BOOTH NUMBER(S)
PHONE NUMBER	E-MAIL ADDRESS	
CONTACT NAME		

## E-NEWSLETTER PRODUCT/SERVICE CATEGORY:

Please **CIRCLE ONE** category you will be exhibiting.

- |   |   |  |  |
|---|---|--|--|
| 1. Attachments - Overhead & Lifting Equipment         | 12. Consulting & Professional Services            | 26. Mezzanines   | 40. Safety Equipment & Ergonomics            |
| 2. Attachments - Trucks & Mobile Equipment            | 13. Containers & Dunnage                          | 27. Modular Drawer Storage   | 41. Scales & Weighing Equipment              |
| 3. Automated Storage/ Retrieval Systems               | 14. Controls & Controlling Devices                | 28. Monorails & Monorail Systems                                   | 42. Shelving, Workstations & Plant Furniture |
| 4. Automatic Guided Vehicle Systems                   | 15. Conveyors                                     | 29. Order Picking, Fulfillment & Delivery                          | 43. Simulation Software & Services           |
| 5. Automatic Identification Products                  | 16. Cranes  | 30. Packaging & Unitizing Machinery & Materials                    | 44. Sortation Equipment                      |
| 6. Batteries/Chargers/Motors/ Fuel & Power Systems    | 17. Decking and Flooring                          | 31. Pallets & Palletizers  | 45. Supply Chain Execution Systems           |
| 7. Below/Hook Equipment (i.e. slings, lifts, magnets) | 18. Floor Trucks & Carts                          | 32. Parcel, Freight & Cargo Distribution                           | 46. Supply Chain Security                    |
| 8. Carousels  | 19. Hand Lift Trucks                              | 33. Plant/Facility Equipment                                       | 47. Sustainable Facility Solutions           |
| 9. Casters, Wheels & Tires                            | 20. Hoists  | 34. Publications & Associations                                    | 48. Systems Integration Services             |
| 10. Cleaning Systems & Equipment                      | 21. Hydraulic & Electrical Components/Controls    | 35. Racks  | 49. Third Party Logistics                    |
| 11. Computer Hardware and/or Software                 | 22. Labels, Labeling Devices & Tracking Solutions | 36. Radio Frequency Identification & Data Communications Equipment | 50. Transportation Providers                 |
|   | 23. Lift Products                                 | 37. Remote Control Equipment                                       | 51. Vertical Lift Module                     |
|   | 24. Lift Trucks, Personnel & Burden Carriers      | 38. Reverse Logistics Services                                     | 52. Vertical Reciprocating Conveyors         |
|   | 25. Loading Dock Equipment                        | 39. Robots, Industrial   |  |

# PROMAT 2017 PARTNERSHIP PROGRAM EXHIBITOR AGREEMENT

Please read and sign the following and return to MHI with your ProMat 2017 Partnership Program Order form (page 9).

- To become a partner, you must meet the following Ad and Direct Marketing requirements by February 25, 2017 and submit this completed form along with the signed license agreement before you can be eligible to receive Partnership access to the post-show database.

## Ad Requirement

Send by:  
February 25,  
2017

One or more pre-show advertisements (print or online) including the ProMat 2017 logo in an MHI approved trade publication — OR — \$500 or more in ProMat 2017 advertising / sponsorship.

Please check which one you plan to do:

- Submit tear sheet of ad in an MHI approved trade publication

— OR —

- Purchase \$500 or more in ProMat 2017 advertising / sponsorship

— OR —

- On-Floor Theater Seminar Sponsorship

## Direct Marketing Requirement

Send by:  
February 25,  
2017

One or more direct mailings or e-mails to your customer/prospect database featuring the ProMat 2017 logo and link to [www.ProMatShow.com](http://www.ProMatShow.com). Please check which one you plan to do:

- Submit sample email piece and email tracking statement that includes date of emailing and size of distribution list

— OR —

- Submit sample mail piece and a mailing statement that includes date of mailing and size of distribution list

- 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 February 25, 2017, I will not receive the benefits.

- I have read and agreed to the above and understand the fulfilling my Partnership Program requirements on time is my responsibility.

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

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

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

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

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

# PROMAT 2017 PARTNERSHIP PROGRAM ATTENDEE LIST LICENSE AGREEMENT

Please have your designated mailing house sign and return to MHI. This form is not required if you are using MHI designated mailing house.

## Post-show Attendee List License For Outside Mailing Houses

**Please read carefully, sign and return with your order form.**

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 \_\_\_\_\_ time direct mailing for ProMat exhibitor \_\_\_\_\_. I guarantee that I am the mailing house for the named lessee on the ProMat 2017 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 ProMat 2017.

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)), 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: \_\_\_\_\_

# PROMAT 2017 LEADLINK PROGRAM

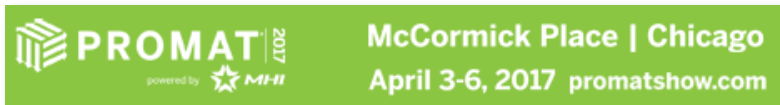
Place a programmed ProMat 2017 logo on your company's website with a link to ProMat online attendee registration. Encourage your web visitors, best customers and prospects to register online to attend ProMat 2017. MHI will e-mail you complete contact information for all registrations coming from your site.

When a visitor to your site clicks through this logo link and registers for ProMat 2017, that contact information is e-mailed to you—on the same day! You can then contact this lead to obtain more information on their productivity needs or arrange a face-to-face meeting at the show. Your registrants will receive free admission to ProMat 2017.

To download your LeadLink logo, visit [www.ProMatShow.com/leadlink](http://www.ProMatShow.com/leadlink). Then follow the instructions to place, program and link the ProMat 2017 logo on your website. Place the logo in a prominent area on your site. The more click-through registrations received, the more leads MHI will push back to you!

For more information on  
**ProMat 2017 LeadLink,**  
contact MHI  
at 704-676-1190 or  
e-mail [jholt@MHI.org](mailto:jholt@MHI.org).

LeadLink options:



468 x 60 px



125 x 125 px



300 x 250 px

## PROMAT 2017 ONE MINUTE TO CONNECT

If you only had one minute to connect with ProMat 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. Be informative, be engaging, be brilliant, but most importantly be persuasive and get them to your booth.

The top three videos with the most votes as of 4pm (EDT) on March 20, 2017 will win. The three winners will have their video posted on the ProMatShow.com home page and receive a \$100 gift certificate. Winners will be notified March 21, 2017.

### Get Started

Complete your video, one minute or less

Post the video to your YouTube account

(Note: video must be public and status of "listed")

Complete the submission form at [exhibit.mhi.org/oneminute](http://exhibit.mhi.org/oneminute)

Questions, contact Amy Shelton at 704-676-1190 or email [ashelton@MHI.org](mailto:ashelton@MHI.org).

# MHI 2017 INNOVATION AWARD

ProMat 2017 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 ProMat attendees.

This award will be given to winners in 3 categories: Best New Innovation, Best IT Innovation, and Best Innovation of an Existing Product

Winners will be announced by MHI CEO George Prest during ProMat. All participants and finalists will be published on ProMatShow.com and recognized in an editorial feature in the MHI Solutions magazine. You must be a ProMat 2017 exhibiting company to be eligible.



## 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 innovation at [exhibit.mhi.org/innovationaward](http://exhibit.mhi.org/innovationaward).

Deadline: Jan. 12, 2017

Questions? Contact Greg Baer at 704-714-8725 or email [gbaer@MHI.org](mailto:gbaer@MHI.org).

# COMBINE THE POWER OF WEB AND ON-SITE MARKETING...

## MAXIMIZE Your ProMat 2017 Investment

### Web Showcases and Advertising

According to a CEIR report, 76% of today's 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. MHI offers several options to increase your visibility on any budget.

Stand out from the crowd with a Showcase listing on



ProMatShow.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 video presentations.

ProMatShow.com has hundreds of thousands of unique visitors in the six months leading up to the show with more than a million page views. Drive more traffic to your listing and website by promoting your solution with a ProMatShow.com banner ad. Banner ad options available include a Home Page Banner Ad, Search Pages Banner Ad,

Interior Pages Banner Ad, and Registration Page Banner Ad. In addition, MHI offers packages that combine several promotions for a well rounded approach at a low cost. These high-value, low-cost packages will help maximize your presence on ProMatShow.com.

### On-Site Sponsorships

Maximize your impact at the show with an on-site sponsorship. MHI offers a variety of sponsorships to put your company name in front of material handling and logistics buyers attending ProMat 2017.

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.

### FOR MORE INFORMATION

To learn more about ProMat 2017 marketing opportunities, including pricing and material specifications, contact Donna Streicher at **704-714-8718** or via e-mail at [dstreicher@MHI.org](mailto:dstreicher@MHI.org).

# ONLINE EXHIBIT SHOWCASES

## Turn Your Listing Into A Showcase!

Stand out from the crowd with a Showcase listing on ProMatShow.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

Upgrade your standard listing with these features:

- 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 Showcase with 25 MB Library price: \$1,000**

**Online Showcase with 10 MB Library price: \$700**

*Submit order form on page 21 to order.  
See page 22 for materials specifications.*

## 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 [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit) to see Showcase samples.

# PROMATSHOW.COM BANNER ADS

## Turn ProMatShow.com Into A Marketing Tool for Your Company!

Hundreds of thousands of unique visitors will access the ProMat 2017 website during the six months surrounding the show. Drive more traffic to your listing and website by promoting your solution with a ProMatShow.com banner ad.

### ProMatShow.com Home Page (300x250px) and Mobile Home Page (320x50px) Banner Ad

Your 300 x 250px banner ad will be rotated and featured on the ProMatShow.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**



Sample of Home Page Banner Ad



Sample of Mobile Home Page Banner Ad

### ProMatShow.com Search Pages Banner Ad (468x60px)

Your banner ad will be rotated and featured on exhibitor search, education session search, and news search pages on ProMatShow.com.

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



### ProMatShow.com Interior Pages Banner Ad (300x250px)

Your banner ad will be rotated and featured on interior web pages on ProMatShow.com.

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



### ProMatShow.com Registration Page Banner Ad (300x250px) **NEW**

Your banner ad will be rotated and featured on the registration page on ProMatShow.com.

**Registration Page Banner Ad price:** \_\_\_\_\_ **\$700**



### Online Showcase Banner Ad (468x60px)

Introduce your company's newest product or service to Internet visitors with a Showcase Banner Ad. Your online Showcase listing will display a banner ad above it. (Limit one per company.)

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



Submit order form on page 21 to order.  
See page 22 for materials specifications.

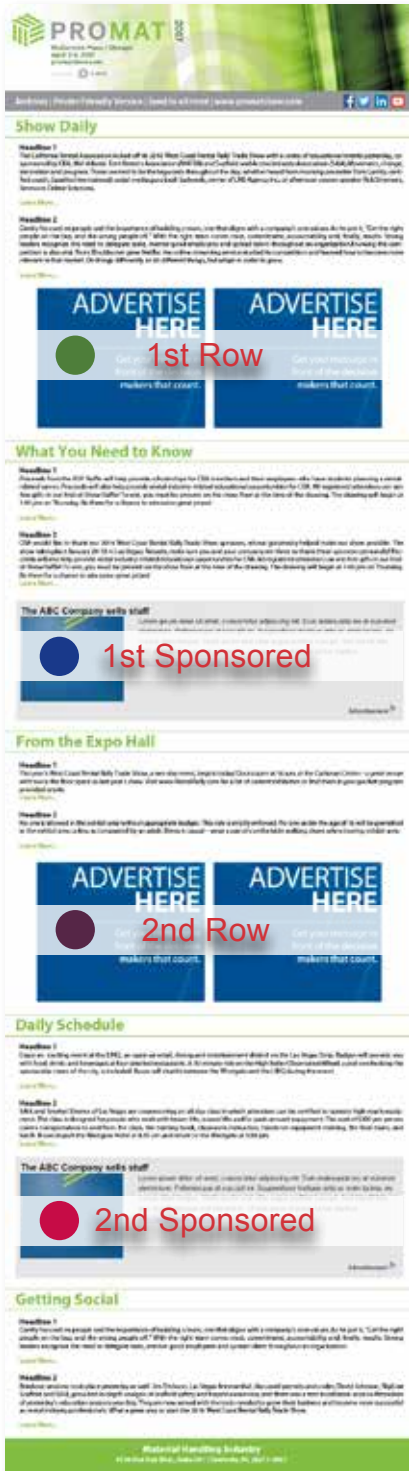
## FOR MORE INFORMATION AND TO ORDER,

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or [dstreicher@MHI.org](mailto:dstreicher@MHI.org)

Visit [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit) to see Showcase samples.



# PROMAT 2017 PRE-SHOW NEWSLETTER SPONSORSHIP



The newsletter emails out to 100,000 manufacturing and supply executives, **plus** the ProMat 2017 registered attendees.

Purchasing a Pre-Show Newsletter Sponsorship will place an ad in **one week** for the email blast starting four weeks before ProMat 2017. Select from:

- March 8
- March 15
- March 22
- March 29

Or sponsor more than one week.

Pre-Show Newsletter Sponsorship	
1st Row of Rectangles (2 Total)	●
<b>\$1,300 per issue</b>	
1st Sponsored Content Ad (1 Total)	●
<b>\$1,200 per issue</b>	
2nd Row of Rectangles (2 Total)	●
<b>\$1,100 per issue</b>	
2nd Sponsored Content Ad (1 Total)	●
<b>\$1,000 per issue</b>	

## SPECIFICATIONS

### Rectangle Ad:

- 300 x 250 pixels
- 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 pixels
- JPG only; no animation

## TO ORDER,

Submit order form on page 21 or contact Donna Streicher at 704-714-8718 or [dstreicher@MHI.org](mailto:dstreicher@MHI.org)

*Deadline for ordering and materials submission is  
February 15, 2017*

# PROMAT 2017 ADVERTISING 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.

## PROMAT 2017 MARKETING PACKAGES

<i>Value Package</i>	<i>Preferred Package</i>	<i>Deluxe Package</i>	<i>Premier Package (limit of 20*)</i>
<b>\$500</b>	<b>\$1,000</b>	<b>\$3,000</b>	<b>\$5,000</b>
1 online Showcase with 10 MB library capacity	1 online Showcase with 10 MB library capacity	1 online Showcase with 10 MB library capacity	1 online Showcase with 25 MB library capacity
Featured Exhibitor in exhibitor search results	Featured Exhibitor in exhibitor search results	Featured Exhibitor in exhibitor search results	Featured Exhibitor in exhibitor search results
1 online Showcase Banner Ad (468 x 60px)	1 online Showcase Banner Ad (468 x 60px)	1 online Showcase Banner Ad (468 x 60px)	1 online Showcase Banner Ad (468 x 60px)
	1 Registration Page Banner Ad on ProMatShow.com (300 x 250px)	1 Search Page Banner Ad on ProMatShow.com (300 x 250px)	ProMatShow.com Home Page Banner Ads - Standard (300 x 250px) and Mobile (320 x 50px)
			Bold Company Name and Booth Number in the Printed Expo Guide
			Bold Company Name and Booth Number Highlighted in MHI Solutions Q2 2017 Magazine. <i>Deadline for inclusion: January 20, 2017</i>

## PROMATSHOW.COM ADVERTISING — A LA CARTE

<i>ProMatShow.com Advertising</i>	<i>Advertising Net Rate</i>
Home Page Banner Ads - Standard (300 x 250px); Mobile (320 x 50px) – <i>(limit of 20 – combined total with Premier Package)</i>	<b>\$4,000</b>
Search Page Banner Ad (468 x 60px) (ProMat 2017 exhibitor search, education session search and news search)	<b>\$3,000</b>
Interior Page Banner Ad (300 x 250px)	<b>\$3,000</b>
Registration Page Banner Ad (300 x 250px)	<b>\$1,000</b>

<i>Listing Enhancements</i>	<i>Advertising Net Rate</i>
Showcase with 25 MB Library	<b>\$1,000</b>
Showcase with 10 MB Library	<b>\$700</b>
Showcase Banner Ad (468 x 60px)	<b>\$500</b>

Any advertising or sponsorship that totals **\$500 or more** meets the advertising requirement of the **Partnership Program**.

\* Limit of 20 – combined total of Premier Package 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.

To view samples of online products, visit [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit).

*Order your advertising today! (order form on page 21)*

*DEADLINE to order and submit materials is February 15, 2017.*

### 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 [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit) to see Showcase samples.

# PROMAT 2017

## On-Site Sponsorships

Maximize your impact at the show with an at-show sponsorship. MHI offers a variety of on-site sponsorships to put your name in front of material handling and logistics buyers attending ProMat 2017.

<i>Video Wall Sponsorship (limit of 12 sponsors)</i>	<i>Aisle Sign Sponsorship (limit of 1 sponsor per aisle)</i>	<i>Shuttle Bus Signage Sponsorship (limit of 4 sponsors)</i>
<b>\$3,000</b>	<b>\$4,000</b>	<b>\$4,000</b>
One 30-second slot on video wall near registration and main entrance	Your company's logo and booth number on overhead aisle sign	Your Company Logo and Booth Number on ProMat 2017 Shuttle Bus Signage at McCormick Place & ProMat-affiliated hotels
		25 MB Showcase

<i>ProMat Bag Sponsorship (limit of 4 sponsors)</i>	<i>Lanyard Sponsorship (limit of 4 sponsors)</i>	<i>HUB and Charging Stations Sponsorship (limit of 3 sponsors)</i>
<b>\$7,000</b>	<b>\$8,500</b>	<b>\$10,000</b>
Bag With Your Company Logo Given Out to ProMat 2017 Attendees	Your Company Logo on Lanyards Given to ProMat 2017 Attendees at Registration	Signage to Include Company Logo and Booth Number in the HUB's Networking Lounge and Email Kiosks
25 MB Showcase	<b>Deadline: October 1, 2016</b>	Your Video Advertisement on charging station LCD TVs at kiosks located throughout the show floor and in the Premier Club for VIP attendees
1 Search Page Banner Ad on ProMatShow.com (468 x 60px)		Your Logo on charging station signage at kiosks
<b>Deadline: October 1, 2016</b>		25 MB Showcase
		1 online Showcase Banner Ad (468 x 60px)
		1 Interior Page Banner Ad on Interior ProMatShow.com (300 x 250px)

<i>Smartphone App (limit of 3 sponsors)</i>	<i>Expo Guide Sponsorship (limit of 6 sponsors)</i>
<b>\$10,000</b>	<b>\$10,000</b>
Official Sponsor of ProMat 2017 Mobile App For iPhone, iPod Touch and Android Devices.	Your Company Logo on the front cover of the Expo Guide
Logo on opening splash page	Your Company Logo on floor plan map
1 rotating banner ad on app home page	Booth Highlighted on floorplan map
Sponsor's name appears at the top of the app's exhibitor list as a featured exhibitor	Full Page Color Ad in the printed ProMat 2017 Expo Guide (exclusive benefit of this sponsorship)
Logo on Signage Promoting the ProMat 2017 Mobile App	Your Company Name in bold in the list of exhibitors
25 MB Showcase	Bold Company Name and Booth Number Highlighted in MHI Solutions Q2 2017 Magazine. <b>Deadline for inclusion: January 20, 2017</b>

(CONT. ON PAGE 20)

### 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)  
or visit [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit).

# PROMAT 2017

## On-Site Sponsorships *(Continued)*

Maximize your impact at the show with an at-show sponsorship. MHI offers a variety of on-site sponsorships to put your name in front of material handling and logistics buyers attending ProMat 2017.

### Stair Graphic Sponsorship

**(LIMIT OF 2 SPONSORS)**

**\$25,000**

Your company logo and booth number on the South Hall Main Entrance stairs, co-branded with show logos.



### Industry Night Event Sponsorship

**WEDNESDAY APRIL 5, 2017 | 4:30PM - 7:00PM | S100 GRAND BALLROOM OF MCCORMICK PLACE**

ProMat attendees are invited to join us for a live show with music, food, drinks and entertainment by funny man Dana Carvey. Tickets are \$50 and include beer, wine and heavy hors d'oeuvres. A portion of ticket sales will be donated to the Material Handling Education Foundation, Inc. (MHEFI).

<i>Event Sponsorship (limit of 4 sponsors)</i>	<i>Table Sponsorship</i>
<b>\$10,000</b>	<b>\$1,000</b>
Sponsor the Industry Night to 1,200 ProMat 2017 attendees	One Table of Eight in VIP Section near the stage (includes eight tickets to the event)
2 front tables in the VIP area at event (8 tickets per table) with company logo on table sign	Your Company Logo on Table Sign
An additional 25 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 Dana Carvey after event	



# DANA CARVEY

**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 [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit) to see Showcase samples.

# PROMAT 2017 EXHIBITOR ADVERTISING ORDER FORM

## Complete Order Information:

COMPANY NAME \_\_\_\_\_ BOOTH # \_\_\_\_\_

CONTACT NAME / TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

### MARKETING PACKAGES

(Marketing Package Materials Forms will be e-mailed upon receipt of order)

- VALUE PACKAGE: \$500
- PREFERRED PACKAGE: \$1,000
- DELUXE PACKAGE: \$3,000
- PREMIER PACKAGE: \$5,000

### PROMATSHOW.COM ADVERTISING — A LA CARTE

(See page 22 materials specifications)

- Showcase Banner Ad (468x60px): \$500
- Registration Page Banner Ad – (300x250px): \$1,000
- Search Pages Banner Ad – (468x60px): \$3,000
- Banner Ad – Interior Page (300x250px): \$3,000
- Home Page Banner Ad – Standard (300x250px) and Mobile (320x50px): \$4,000

### ONLINE LISTING ENHANCEMENT ADVERTISING — A LA CARTE

(See page 22 materials specifications)

- Showcase with 25 MB Library: \$1,000
- Showcase with 10 MB Library: \$700

### SPONSORSHIPS

- Video Wall: \$3,000
- Aisle Sign: \$4,000  
Aisle Number: \_\_\_\_\_
- Shuttle Bus Signage: \$4,000
- ProMat Bag: \$7,000
- Lanyards: \$8,500
- HUB and Charging Stations: \$10,000
- Smartphone App: \$10,000
- Expo Guide: \$10,000
- Industry Night Event: \$10,000
- Industry Night Table: \$1,000
- Stair Graphic: \$25,000

### PRE-SHOW NEWSLETTER

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

1st Row Banner: \$1,300      1st Sponsored Content: \$1,200  
2nd Row Banner: \$1,100      2nd Sponsored Content: \$1,000

- |                                   |   |  |
|-----------------------------------|---|--|
| <input type="checkbox"/> March 8  | <input type="checkbox"/> 1st Row Banner | <input type="checkbox"/> 1st Sponsored Content |
|                                   | <input type="checkbox"/> 2nd Row Banner | <input type="checkbox"/> 2nd Sponsored Content |
| <hr/>                             |   |  |
| <input type="checkbox"/> March 15 | <input type="checkbox"/> 1st Row Banner | <input type="checkbox"/> 1st Sponsored Content |
|                                   | <input type="checkbox"/> 2nd Row Banner | <input type="checkbox"/> 2nd Sponsored Content |
| <hr/>                             |   |  |
| <input type="checkbox"/> March 22 | <input type="checkbox"/> 1st Row Banner | <input type="checkbox"/> 1st Sponsored Content |
|                                   | <input type="checkbox"/> 2nd Row Banner | <input type="checkbox"/> 2nd Sponsored Content |
| <hr/>                             |   |  |
| <input type="checkbox"/> March 29 | <input type="checkbox"/> 1st Row Banner | <input type="checkbox"/> 1st Sponsored Content |
|                                   | <input type="checkbox"/> 2nd Row Banner | <input type="checkbox"/> 2nd Sponsored Content |

### Submit your Advertising Order:

Submit your Advertising Selection along with your contact information to **Donna Streicher** at [dstreicher@MHI.org](mailto:dstreicher@MHI.org) or FAX to **704-676-1199**.

Deadline to order bag and lanyard sponsorships is October 1, 2016

Deadline for ordering and materials submission is February 15, 2017

To view samples of online products, visit [www.ProMatShow.com/marketingkit](http://www.ProMatShow.com/marketingkit)

# PROMAT ONLINE ADVERTISING SPECIFICATIONS



## Online Exhibitor Showcase Material Specifications

**Submit Your Advertising Materials\***

**To submit: Upload your Showcase materials online at [exhibit.mhi.org/listing](http://exhibit.mhi.org/listing)**

### **File Specifications:**

1. COMPANY LOGO: Acceptable formats include JPEG or GIF; (maximum width: 300 px, maximum height: 120 px); 72 dpi; RGB.
2. EXHIBIT DESCRIPTION: Include a description up to 1,000 characters (approx. 150 words).
3. PRODUCT PHOTOS: Acceptable formats include JPEG or GIF; (maximum width: 750px, maximum height: 452px); 72 dpi; RGB.
4. 10 MB OR 25 MB LIBRARY: Multiple items may be uploaded for a combined total of either 10 MB or 25 MB. File formats may include: PDF, Microsoft Word, Excel, and PowerPoint. Digital Video formats may include: Real Player, Quicktime, Windows Media, or Flash.

## Online Banner Ads Material Specifications

**Submit Your Advertising Materials\***

**To submit: Email Banner Ad (1 MB max) to Morgan Cruz at [macruz@MHI.org](mailto:macruz@MHI.org)**

### **File Specifications:**

1. Image Size:
  - Showcase Banner Ad — maximum width: 468 px, maximum height: 60 px.
  - ProMatShow.com Registration Page Banner Ad — maximum width: 300 px, maximum height: 250 px.
  - ProMatShow.com Home Page Banner Ad — maximum width: 300 px, maximum height: 250 px.
  - ProMatShow.com Mobile Home Page Banner Ad — maximum width: 320 px, maximum height: 50 px.
  - ProMatShow.com Search Pages Banner Ad — maximum width: 468 px, maximum height: 60 px.
  - ProMatShow.com Interior Pages Banner Ad — maximum width: 300 px, maximum height: 250 px.
2. JPEG or GIF or animated GIF (Animated GIF files limited to 4 frames)  
Image resolution: 72 dpi; Color: RGB.
3. File names on all materials must match those listed.

### **\* Order Activation:**

*All materials submitted will be reviewed and approved by MHI Production prior to activation. NOTE: Materials not supplied as specified will be subject to conversion charges.*

**TO ORDER, CONTACT DONNA STREICHER AT: 704-714-8718, [dstreicher@MHI.org](mailto:dstreicher@MHI.org)**  
**FOR QUESTIONS REGARDING MATERIALS, CONTACT MORGAN CRUZ AT: 704-714-8722, [macruz@MHI.org](mailto:macruz@MHI.org)**

# PROMAT 2017 EXHIBITOR MARKETING SCHEDULE & WORKSHEET



DEADLINE	TASK	COMPLETION DATE	
<b>October 1, 2016</b>	Bag Sponsorship Deadline		
	Lanyard Sponsorship Deadline		
<b>October 2016 – December 2016</b>	Complete your ProMat 2017 Online Listing		
	Upgrade online Listing to a Showcase		
	Order ProMat 2017 Direct Mail Postcards & E-mail Invitations		
	Place ProMat 2017 logo on your website via LeadLink program		
	Plan pre-show advertising using ProMat 2017 Logo		
	Develop Marketing & Promotion Strategy		
	Consider ProMat 2017 Marketing Packages & Sponsorships		
	Determine Lead Retrieval Objectives for ProMat 2017		
<b>December 2016 – February 2017</b>	Become a ProMat 2017 Partner* for pre- and post-show mailing list to be sent to mailing house		
	Mail ProMat 2017 Direct Mail Postcards to customers, prospects		
	E-mail ProMat 2017 Invitations to customers, prospects		
	Select Lead Retrieval Options & Order Equipment		
	Schedule Press Conference during ProMat 2017		
<b>January 12, 2017</b>	Prepare & submit "One Minute to Connect" video		
	MHI Innovation Award deadline		
	<b>January 2017 – February 2017</b>	Prepare Press Releases and Kits	
		Mail Invitations or Releases to Attending Press	
		Select and Train ProMat 2017 Booth Staff	
Schedule shipment of Press Kits to McCormick Place			
<b>February 15, 2017 – deadline to be included online at the show, in Expo Guide, and show app</b>	Determine Lead Follow-Up Strategy		
	ProMat 2017 Sponsorship Order Deadline		
	ProMat 2017 Online Listing form final deadline		
	ProMat 2017 Pre-Show/Daily Newsletter Sponsorship deadline		
<b>February 25, 2017</b>	ProMat 2017 Online Advertising Order & Materials deadline		
	Partnership Program deadline		
<b>March 2017</b>	Review Show Strategy in Pre-Show Staff Meeting		
<b>April 2017</b>	ProMat 2017 Post-Show Attendee Database		
	Begin Post-Show Promotions, Lead Follow-Up		

\*February 25, 2017 Partnership Program Deadline.