

MORE
CONNECTIONS

MORE
CUSTOMERS

MORE
BUSINESS



**THE PREMIER SUPPLY
CHAIN EXPERIENCE**

GEORGIA WORLD CONGRESS CENTER | ATLANTA
MARCH 28-31 | modexshow.com

MODEX 2022

WHERE MORE
SUPPLY CHAIN
PROFESSIONALS
GO TO LEARN,
CONNECT, AND BUY.

With the global supply chain ecosystem under more pressure than ever to become agile, visible, and efficient, your customers need help solving a wide range of critical challenges. At MODEX 2022, the premier manufacturing and supply chain experience, qualified buyers come to engage 1:1 with solution providers and supply chain experts like you.

MODEX also offers keynote talks from some of the leading minds in the business world, plus more than 100 educational seminars where attendees can evaluate and implement the solutions they find on the show floor. So reserve your place today, along with 900 of the industry's leading providers, and take advantage of this unique opportunity to grow your business and show the world what your solutions can do.

»» **MORE** ____.



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MORE QUALIFIED BUYERS: **WHO ATTENDS**

**35,000 PROFESSIONALS FROM ACROSS THE
MANUFACTURING AND SUPPLY CHAIN WORLD**

KEY DECISION MAKERS

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

UPPER AND MIDDLE MANAGEMENT

including 84% of attendees who are in corporate, senior, middle, engineering, and IT management from manufacturing operations, production, distribution, logistics, supply chain, and transportation.

MAJOR RETAILERS & CONSUMER GOODS COMPANIES

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

REPRESENTATIVES FROM THE FORTUNE 1000

including multinational consumer-goods companies.

SENIOR BUYING TEAMS

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

MOTIVATED INDIVIDUAL BUYERS

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

WHY MODEX MATTERS

80%
HAVE
BUYING
POWER

32%
PLAN TO SPEND A MILLION DOLLARS OR MORE
OVER THE NEXT 18 MONTHS ON THE TYPES OF
PRODUCTS AND SERVICES EXHIBITED AT MODEX

84%
PLAN TO EXPAND THEIR
FACILITIES BY ADDING NEW
EQUIPMENT & TECHNOLOGIES

47%
ARE SENIOR OR
CORPORATE
MANAGEMENT

81%
OF THOSE WHO ATTEND MODEX
DO NOT ATTEND ANY OTHER
INDUSTRY-RELATED TRADE SHOWS



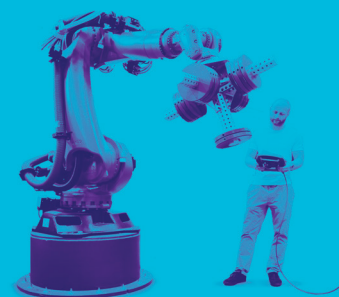
88%

ATTEND TO KEEP
ABREAST OF INDUSTRY
TRENDS AND ISSUES



85%

ATTEND TO
SEE NEW
PRODUCTS



83%

RANK THEIR ROI FROM
ATTENDANCE AS VERY
GOOD TO EXCELLENT



ATTENDEE PROFILES

80%

ATTEND TO SEE A
SPECIFIC PRODUCT
OR COMPANY

26%

ARE MIDDLE
MANAGEMENT



63%

ATTEND TO
NETWORK
AND LEARN



40%

PLAN TO EXPAND
THEIR SUPPLY
CHAIN CAPACITY

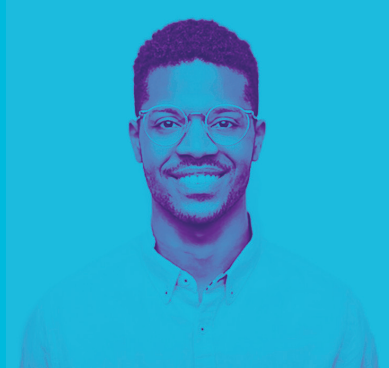


87%

ATTEND TO EVALUATE
AND COMPARE PRODUCTS
BEFORE PURCHASE

500+

50% ARE FROM FIRMS WITH
OVER 500 EMPLOYEES



100K+

61% HAVE FACILITIES
OVER 100,000 SQ FT



JOB FUNCTION

29%

WAREHOUSE/DISTRIBUTION/
TRANSPORTATION/SUPPLY CHAIN/
LOGISTICS/3PL MANAGEMENT

25%

CEO/PRESIDENT/COO/CIO/CFO/
CSCO/CORPORATE VP

21%

ENGINEERING/IT

10%

SALES CHANNEL PARTNERS/SALES/
RESELLER/IMPORTER/EXPORTER

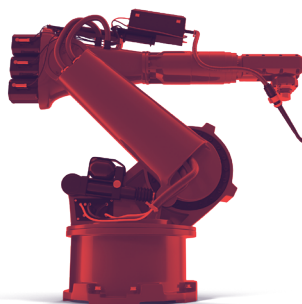
15%

MANUFACTURING/MATERIALS/
PRODUCTION MANAGEMENT

PURCHASE BY FACILITY

63%

WAREHOUSE SUPPORTING
MANUFACTURING

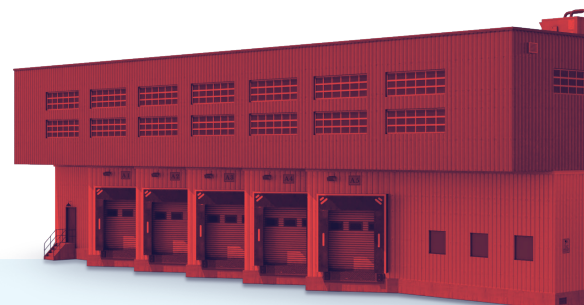


50%

MANUFACTURING
FACILITY

73%

DISTRIBUTION
CENTER



JOB TITLE

27%

CORPORATE MANAGEMENT
(C-LEVEL)

25%

MIDDLE
MANAGEMENT

20%

SENIOR MANAGEMENT
(EVP, SVP, VP)

14%

ENGINEERING/
IT MANAGEMENT



MORE DEALMAKING: **POWERFUL** **MARKETING ROI**

THE AVERAGE # OF LIFT
TRUCKS MODEX ATTENDEES
HAVE AT THEIR LOCATION

41

48%

OF MODEX ATTENDEES
SHIP 100 OR MORE PARCELS
PER DAY ON AVERAGE

21%

OF MODEX ATTENDEES
OPERATE A VEHICLE FLEET





As an exhibitor at the world's premier supply chain experience, MODEX 2022 gives you the chance to showcase your technology, software, and system solutions for thousands of curious, motivated manufacturing and supply chain buyers. This unique networking opportunity only comes along once every two years. If you're not here to take advantage, your competitors will be.

SHOW THEM MORE

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 get noticed and make deals. After all, nothing is more convincing than an in-person demonstration.

SHOWCASE YOUR CAPABILITIES

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 2022.

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 WITH MODEX 365

MHI is marketing MODEX 2022 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, MODEX attracts a global audience both face-to-face and digitally via the MODEX 365 hybrid digital event.

SET YOURSELF APART

In today's crowded 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 2022 is the largest supply chain experience in the Americas, it offers a great opportunity to get your brand and products in front of a huge global audience



MORE OPPORTUN

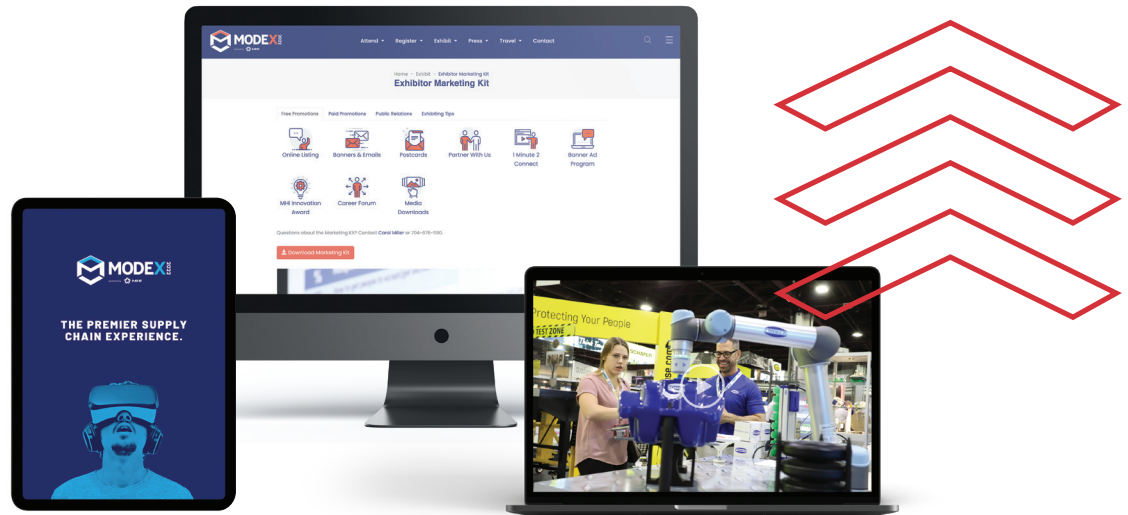


ITIES

BUYING NEEDS OF MODEX ATTENDEES

- 55%** AUTOMATION EQUIPMENT (AGVS, AS/RS)
- 50%** AUTOMATIC ID SYSTEMS & DATA COLLECTION/RFID
- 44%** AUTONOMOUS VEHICLES
- 35%** BATTERIES/CHARGERS/MOTORS/FUEL/ALTERNATIVE FUEL SYSTEMS
- 25%** BLOCKCHAIN SOLUTIONS FOR SUPPLY CHAINS
- 20%** CLEANING SYSTEMS & EQUIPMENT
- 60%** COMPUTER SOFTWARE (ERP, WMS, MES, TMS, OMS, SCM, YMS)
- 40%** CONSULTING & SYSTEMS INTEGRATION
- 65%** CONVEYORS & SORTATION EQUIPMENT
- 44%** CRANES, HOISTS & MONORAILS
- 24%** DRONES & AUTONOMOUS AERIAL VEHICLES
- 45%** ERGONOMIC SAFETY & PROTECTIVE GUARDING EQUIPMENT
- 54%** FORKLIFT TRUCKS, HAND LIFT TRUCKS & ATTACHMENTS
- 30%** INFORMATION SYSTEMS & CONTROLS
- 68%** ORDER PICKING FULFILLMENT & ECOMMERCE DELIVERY
- 14%** INVENTORY & SUPPLY CHAIN SECURITY
- 27%** LOADING DOCK EQUIPMENT
- 58%** PACKAGING, LABELING, SHIPPING, WEIGHING & CUBING
- 45%** PALLETS & CONTAINERS
- 50%** RACKS, SHELVING, STORAGE EQUIPMENT & SHOP FURNITURE
- 20%** PARCEL, FREIGHT & CARGO DISTRIBUTION
- 15%** REVERSE LOGISTICS
- 35%** ROBOTICS & ARTIFICIAL INTELLIGENCE
- 20%** SUSTAINABLE FACILITY EQUIPMENT
- 56%** THIRD-PARTY LOGISTICS/TRANSPORTATION SERVICES
- 30%** WEARABLE & MOBILE TECHNOLOGY, INCLUDING AR AND VR
- 31%** WORK POSITIONING EQUIPMENT/WORKSTATIONS
- 20%** PROTECTIVE GUARDING





MORE SUPPORT: **AN INTEGRATED MARKETING PROGRAM**

In order to generate maximum interest and exposure, the marketing programs for MODEX 2022 are activated well before the actual event. Featuring a comprehensive, integrated marketing plan that includes advertising on modexshow.com, as well as print and online advertising, targeted direct marketing, electronic media, social media, and public relations activities, this integrated plan has been carefully developed to attract supply chain buyers.



LEVERAGE YOUR INVESTMENT WITH EXHIBITOR LISTING UPGRADES

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



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



WEBSITE & MOBILE APP /// modexshow.com and the MODEX mobile app puts your company and solutions in front of buyers who are researching and planning their trip to MODEX 2022. As an exhibitor, you can place a banner ad for visitors to see when they're on modexshow.com, as well as update your listing with company news and information leading up to the expo.



DIRECT MAIL CAMPAIGN /// Hundreds of thousands of key decision-makers will receive targeted direct mailings encouraging them to attend MODEX 2022 and to visit modexshow.com before and after the show. Free professionally crafted direct mailers filled with important MODEX 2022 information are available to all exhibitors.



PUBLIC RELATIONS /// Put yourself in front of national and international media that cover MODEX and the material handling and supply chain industry. A targeted PR program aimed at leading business-to-business press focuses on the many benefits that MODEX 2022 offers its attendees. Leading publications will feature special pre-show issues and extensive post-show coverage.

MHI provides a variety of tools to help exhibitors get the word out to the media covering MODEX 2022, including on-line press release posts, press conferences, and media lists. You can also place your press kits in the Press Room, conduct a press conference during the show, and enjoy access to media lists. Exhibitors can also distribute press releases via an online pressroom at modexshow.com and RSS feeds.



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



MODEX 365 /// MHI provides hybrid options during and after the show to connect manufacturing and supply chain buyers to all the education and solution sourcing that MODEX delivers in a digital format. While nothing can match the power of attending the face-to-face

expo, MODEX 365 expands your reach beyond the attendees on the show floor to even more qualified buyers through state-of-the-art AI matchmaking.



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



CUSTOMIZED EMAIL INVITATIONS AND BANNER ADS /// Invite your VIPs to register with customized HTML email invitations and banner ads from MHI. They link recipients to free registration, show information, and your website. Customization includes your company's logo or name, as well as your booth number.



COLLOCATED EVENTS /// MHI invites national and regional manufacturing, distribution, and supply chain organizations to hold their events and conferences in conjunction with MODEX. Specific end-user groups will also be targeted to attend and hold special events relating to the challenges in their industries. Many of the educational offerings from these events and organizations are free to MODEX 2022 attendees and exhibitors.



SPONSORSHIP OPPORTUNITIES /// Use on-site sponsorships to promote your brand to MODEX 2022 attendees. Your brand can be featured on the MODEX 2022 mobile app and lanyard, just to name a few opportunities. In addition, we invite you to share your expertise and distinguish your company by sponsoring and conducting a seminar on the show floor, which will be promoted on modexshow.com.



2022 MHI INNOVATION AWARD /// 2022 exhibitors have the exclusive right to submit applications for this prestigious award that showcases the latest manufacturing and supply chain innovative products and services.



ACCESS OUR DATABASE /// MHI gives exhibitors exclusive access to MODEX 2022 post-show registration database for a small processing fee.

MORE CONNECTIONS: **THE SHOW FLOOR**



SPONSOR AN EDUCATIONAL SEMINAR AT MODEX 2022

Looking for a great way to increase your visibility at MODEX 2022? MODEX educational theaters are designed to house education sessions and build awareness about what the manufacturing, supply chain, and transportation industry has to offer. Your company can sponsor one of the educational seminars being held in the theaters directly on the show floor, which are free to attendees.

FIVE FUNCTION-SPECIFIC SOLUTION CENTERS BRING BUYERS AND PROVIDERS TOGETHER.

1

MANUFACTURING & ASSEMBLY

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

2

INFORMATION TECHNOLOGY

In today's world of constantly changing technologies, it's no surprise that many MODEX attendees come looking for IT and visibility solutions, systems integration, and consulting services. The Information Technology Solution Center puts your company in the middle of the buyers who need manufacturing and supply chain systems, software, and automatic identification solutions.

3

FULFILLMENT & DELIVERY

Eager to show potential buyers your order fulfillment, e-commerce and omni-channel fulfillment, order packing and packaging, third-party logistics, warehousing, distribution, or transportation solutions? The Fulfillment & Delivery Solutions Center directs them straight to you.

4

TRANSPORTATION & LOGISTICS

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

5

EMERGING TECHNOLOGIES

As leading-edge technologies continue to disrupt traditional supply chains by creating more-efficient next-generation models that are on-demand and always-on, your customers want to see, touch, and operate next-generation supply chain solutions, including sensors, software, cloud computing, driverless vehicles, robotics and automation, predictive analytics, artificial intelligence, omni-channel fulfillment, augmented reality, wearable, and mobile technologies.

MORE VALUE: MHI MEMBERSHIP



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

ENVISIONING WHAT'S POSSIBLE FOR OVER 75 YEARS

Our diverse membership includes professionals from a number of different disciplines such as equipment manufacturers, consultants, systems integrators and simulators, publishers, and third-party logistics providers. For over 75 years, MHI has successfully created, organized and sponsored large-scale industry events like MODEX and ProMat.

MEMBER BENEFITS AT A GLANCE

///	///
Industry Group and Solutions Community membership	Educational opportunities
///	///
Young Professionals Network & Marketing Professionals Communities	Exposure on MHI.org via Member Directory microsite, news releases, and social media
///	///
Executive conferences and peer meetings	MHI ShowPro Exhibitor Education Workshop
///	///
Members-only online resources	Quarterly market intelligence forecasts and monthly business activity index
///	///
Discounts on market and industry research	Discounted advertising rates in MHI Solutions and MHI view
///	///
International exposure	MHI Loyalty Points
///	///
MHI member app and MHI Connect networking platform	WERC resources and membership opportunities

THE BENEFITS OF MEMBERSHIP

While MHI membership is not required to exhibit, exhibitors must be member-eligible. Also, MHI encourages exhibitors to join MHI to receive discounts on MODEX exhibit rates and preferred space selection position.

EXPOSURE ON MHI.ORG

MHI.org attracts more than 30,000 material handling, logistics, and supply chain buyers each month, and serves as a news and information center and learning resource for the entire industry. As a listed member, this site provides you with constant exposure to buyers from around the world.

As a member, you'll receive a microsite in MHI's membership directory on MHI.org. You'll be able to include your company logo, photos, product literature, video, company news, contact information, links to your website, and descriptions of your products and services. Your microsite puts your company and solutions right in front of an audience that generates leads all year long, and differentiates you as an authority in your field to current and prospective customers.

MHI SOLUTIONS AND MHI VIEW

MHI members also receive discounted advertising rates in the industry's quarterly publication, MHI Solutions, as well as in our weekly and monthly e-newsletters, MHI view video portal, and on MHI.org.

BECOME A RECOGNIZED EXPERT IN YOUR FIELD

When you join MHI, you can become part of a specialized Industry Group or the MHI Solutions Community. Together, you represent the largest source of knowledge in your field. You can network with your peers at MHI-organized industry meetings, and help promote your distinct industry. These meetings also allow you to discuss necessary regulatory specification changes and safety guidelines that are needed for your equipment, system, or service.

ESTABLISH VALUABLE MATERIAL HANDLING AND SUPPLY CHAIN CONNECTIONS

At MHI, we conduct continuous research in order to stay ahead of the supply chain, predict what end-users will need, and monitor the horizon for product and service advancements. Certain information is members-only, including market research that is found in the members-only section at MHI.org. In addition, all MHI members receive the quarterly Material Handling Equipment Manufacturing Forecast at no cost.

EDUCATIONAL RESOURCES

MHI publishes extensive technical literature and industry standards – all of which is available on MHI.org. We also host industry education and training programs, including educational conferences that accompany trade shows, stand-alone seminars and programs, and e-learning initiatives.

CONTACT MHI SHOW SALES

Daniel McKinnon

dmckinnon@mhi.org | 704-714-8766

Greg Baer

gbaer@mhi.org | 704-714-8725

Paul Trainor

ptrainor@mhi.org | 704-714-8715

Or visit us at **modexshow.com**

2022 SHOW HOURS

MONDAY March 28, 10:00 am – 5:00 pm

TUESDAY March 29, 10:00 am – 5:00 pm

WEDNESDAY March 30, 10:00 am – 5:00 pm

THURSDAY March 31, 10:00 am – 3:00 pm

MODEX 2022 EXHIBITOR REGISTRATION KIT INCLUDES THE FOLLOWING

Companies who have previously attended MODEX

Exhibitors who participated in MODEX 2020

Exhibition Floor Plan

Exhibit Space Application and Lease Rules and Regulations Information

