WHERE DEALS GET DONE

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 world.

As an exhibitor, ProMat is your best chance to engage them and close the deal. There’s no substitute for being there, in person, demonstrating your solutions and building face-to-face relationships.

Why exhibit at ProMat 2021? Because the top supply chain decision makers in the industry attend year after year looking for the latest solutions to power up their operations.
ProMat is the material handling and logistics industry’s premier global event. It’s where 50,000 manufacturing and supply chain buyers from 145 countries come to power up with next-generation technology and bold ideas. It’s where $60 billion of purchasing power comes to learn, engage and see the best equipment and IT solutions the industry has to offer.

READY TO ENGAGE AN EXCLUSIVE AUDIENCE OF DECISION MAKERS WHO ARE READY TO BUY AND HAVE PURCHASING PLANS IN HAND?

Ready to show attendees how to take their operations to the next level of productivity and efficiency? If so, it’s time to exhibit at ProMat 2021.
SO MANY BUYERS
SO MUCH OPPORTUNITY

AN EXCLUSIVE AUDIENCE
EMPOWERED TO SPEND

The majority of buyers (78%) who attend ProMat don’t attend any other trade shows. They arrive at Chicago’s McCormick Place motivated to find their next breakthrough product or service. They come to see product demonstrations, and set up one-on-one meetings with equipment and solution suppliers like yourself. And because this is the only trade show they attend, they are seriously ready to buy.

AT PROMAT,
EVERY CONTACT YOU MAKE
HAS THE POTENTIAL TO
BECOME YOUR NEXT
LOYAL CUSTOMER.
72% of ProMat attendees are in management positions. 27% are VP and C-level.

78% of ProMat attendees visit no other trade shows.

83% of ProMat attendees have buying power.

Source: All statistics above compiled from a study of ProMat 2019 attendees by the independent firm Freeman.
50,000 LEADS UNDER ONE ROOF

A wide variety of companies, many from Fortune 1000 organizations, 73% of the Top 100 Retailers, and 64% of the Top 100 Consumer Goods Companies, send teams of buyers to ProMat to find solutions to their specific manufacturing and supply chain challenges. You’ll have the opportunity to impress buyers from multiple industries as they are making their capital equipment purchasing decisions.

ATTENDEES

57%  
» End User / Purchaser of Material Handling & Logistics Equipment Systems

23%  
» Dealer  
» Distributor  
» Manufacturer’s Representative  
» Importer  
» Exporter

15%  
» Systems Integrator  
» Consultant

5%  
» Government Organization  
» Military

ATTENDEE JOB FUNCTIONS

27%  
» Corporate and Senior Management (CEO, President, CIO, CFO, GM, Director, VP)

31%  
» Supply Chain  
» Warehouse  
» Distribution  
» Transportation  
» Logistics  
» 3PL Management  
» Information Technology/Ecommerce

20%  
» Plant Engineer  
» Project Engineer  
» Engineering Management  
» Industrial Engineer

14%  
» Manufacturing  
» Materials  
» Production Management

8%  
» Sales Channel Partners  
» Reseller  
» Importer  
» Exporter

WHERE DO THEY WORK?

25%  
» 500,000 Square Feet or Larger Facility

47%  
» From Firms With 500+ Employees

59%  
» 100,000 Square Feet or Larger Facility

WHAT CAN THEY DO?

Recommend

67%

Specify

35%

Buy

22%

authorize

21%

WHAT ARE THEY PLANNING TO SPEND IN THE NEXT 18 MONTHS?

>$1,000,000

34%

$500K – $999,999

12%

$100K – $499,999

17%

< $100K

37%

Source: All statistics above compiled from a study of ProMat 2019 expo attendees on their purchasing plans over the next 18 months by the independent firm Freeman (multiple responses were permitted).
## ATTENDEE PURCHASE BY FACILITY

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution Center</td>
<td>71%</td>
</tr>
<tr>
<td>Warehouse Supporting Manufacturing</td>
<td>62%</td>
</tr>
<tr>
<td>Manufacturing Facility</td>
<td>58%</td>
</tr>
</tbody>
</table>

## DAILY PARCEL SHIPPING BY ATTENDEES

ProMat attendee companies ship:

- **More than 5,000 Parcels**: 20%
- **1,001 – 5,000 Parcels**: 9%
- **501 – 1,000 Parcels**: 6%
- **100 – 500 Parcels**: 10%

On average, **Ship More Than 100 Parcels Per Day**

## ATTENDEES EXPANDING DISTRIBUTION CAPACITY

- **38%** of ProMat attendees are expanding distribution capacity in the next two years.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Equipment</td>
<td>82%</td>
</tr>
<tr>
<td>Building/Expanding Operations</td>
<td>80%</td>
</tr>
<tr>
<td>New IT Systems</td>
<td>56%</td>
</tr>
</tbody>
</table>

## DAILY PARCEL SHIPPING BY ATTENDEES

ProMat attendee companies ship:

- **More than 100 Lift Trucks**: 11%
- **26 – 100 Lift Trucks**: 18%
- **1 – 25 Lift Trucks**: 47%

On average, **Lift Trucks At Their Location**

## FORKLIFT OPERATION AMONG ATTENDEES

- **More than 5,000 Parcels**: 20%
- **501 – 1,000 Parcels**: 9%
- **1,001 – 5,000 Parcels**: 6%
- **100 – 500 Parcels**: 10%

On average, **Ship More Than 100 Parcels Per Day**

## PRODUCT INTEREST OF ATTENDEES

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatic ID Systems &amp; Data Collection Equipment</td>
<td>40%</td>
</tr>
<tr>
<td>Batteries/Chargers/Motors/Fuel/Alternative Fuel Systems</td>
<td>37%</td>
</tr>
<tr>
<td>Carousels</td>
<td>31%</td>
</tr>
<tr>
<td>Casters/Wheels/Tires</td>
<td>25%</td>
</tr>
<tr>
<td>Cleaning Systems &amp; Equipment</td>
<td>23%</td>
</tr>
<tr>
<td>Computer Software (WMS, MES, TMS, OMS, SCM, YMS)</td>
<td>75%</td>
</tr>
<tr>
<td>Consulting/Systems Integration</td>
<td>40%</td>
</tr>
<tr>
<td>Containers</td>
<td>24%</td>
</tr>
<tr>
<td>Controls &amp; Controlling Devices</td>
<td>22%</td>
</tr>
<tr>
<td>Conveyors &amp; Sortation Equipment</td>
<td>68%</td>
</tr>
<tr>
<td>Crane, Hoist &amp; Monorails</td>
<td>65%</td>
</tr>
<tr>
<td>E-fulfillment &amp; Delivery</td>
<td>30%</td>
</tr>
<tr>
<td>Ergonomic, Safety &amp; Protective Guarding Equipment</td>
<td>50%</td>
</tr>
<tr>
<td>Flexible Manufacturing Systems</td>
<td>20%</td>
</tr>
<tr>
<td>Forklift Trucks &amp; Attachments</td>
<td>76%</td>
</tr>
<tr>
<td>Hand Lift Trucks</td>
<td>27%</td>
</tr>
<tr>
<td>Integrated Systems &amp; Controls</td>
<td>23%</td>
</tr>
<tr>
<td>Lift Products</td>
<td>31%</td>
</tr>
<tr>
<td>Loading Dock Equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Mezzanines</td>
<td>24%</td>
</tr>
<tr>
<td>Order Picking Systems</td>
<td>36%</td>
</tr>
<tr>
<td>Overhead &amp; Lifting Attachments</td>
<td>44%</td>
</tr>
<tr>
<td>Packaging, Shipping, Shrink Wrapping &amp; Unitizing Systems</td>
<td>50%</td>
</tr>
<tr>
<td>Pallets &amp; Palletizers</td>
<td>30%</td>
</tr>
<tr>
<td>Plant Freight Cargo Distribution</td>
<td>18%</td>
</tr>
<tr>
<td>Plant Facility Equipment &amp; Services</td>
<td>25%</td>
</tr>
<tr>
<td>Pumps &amp; Monitors</td>
<td>40%</td>
</tr>
<tr>
<td>Reverse Logistics</td>
<td>13%</td>
</tr>
<tr>
<td>Robotics</td>
<td>41%</td>
</tr>
<tr>
<td>RFID Sensors</td>
<td>41%</td>
</tr>
<tr>
<td>Shelving &amp; Workstations</td>
<td>21%</td>
</tr>
<tr>
<td>Shipping &amp; Logistics</td>
<td>14%</td>
</tr>
<tr>
<td>Supply Chain Security</td>
<td>14%</td>
</tr>
</tbody>
</table>

## Robotics & Automation Product Interest

- **53%** Automated Storage/Retrieval Systems
- **53%** Automatic Guided Vehicle Systems
- **64%** Autonomous Vehicles & Drones
- **41%** Articulating Robotic Arms
- **41%** Artificial Intelligence/Machine Learning
- **49%** Automated Guided Carts
- **40%** Autonomous Mobile Robots
- **28%** Mobile Robots
- **31%** Self-driving Forklifts

Source: Statistics compiled from a study of ProMat 2019 attendees by the independent firm, Freeman.
50,000
MANUFACTURING & SUPPLY CHAIN BUYERS

$60B
PURCHASING POWER

145
COUNTRIES
TOP OF MIND MEANS AN IMPROVED BOTTOM LINE

Now’s the time for your brand to break from the pack and make a big impression. The global supply chain is evolving, and it’s imperative that customers regard you as a solutions provider operating on the leading edge of the industry. Exhibiting at ProMat puts your business in front of buyers at the biggest event of its kind in North and South America.

SHOW OFF YOUR LATEST SOLUTIONS

If you’ve got something new to share, ProMat is the place to make waves. ProMat attendees want to see what the future of the industry looks like. So do the distributors, reporters, editors and trade press publishers who come to this premier event. Truly, there’s no better time to introduce new solutions and services to market than when you’re face to face with a captive audience 50,000 manufacturing and supply chain professionals strong.

MAKE A DEAL WITH A NEW BUSINESS PARTNER

New customers and sales leads are only half of the ProMat story. There’s also the potential to meet possible business partners and product developers. There’s no better place to rub elbows with other exhibitors and network with new distributors and channel partners looking to switch up existing product lines.

TRANSLATE GLOBAL EXPOSURE INTO SALES FAR AND WIDE

Your exhibit at ProMat opens a whole new set of international doors. We target business prospects from more than 145 countries through our comprehensive, globally-minded marketing plan and website. Our International Visitors Center even offers interpreters to help you turn international prospects into valuable customers.
A MARKETING PLAN THAT MOVES THE NEEDLE

GENERATING POWERFUL BUZZ

It’s no wonder ProMat has become the talk of the trade. MHI targets the industry’s most influential movers and shakers through a wide array of aggressive, strategically driven marketing tactics. We know our audience is digitally minded, and our marketing efforts meet them where they are. That’s why our primary focus is to drive traffic to ProMatShow.com. Here, attendees can register for the event, find updates and seek solutions to their supply chain challenges.
As an exhibitor, you will have access to several marketing advantages in the months, weeks, and days leading up to ProMat 2021. They include the following:

**FREE PROMATSHOW.COM EXHIBIT LISTING**

ProMatShow.com is always up and running, and your free promatshow.com exhibit listing lets you share news, make announcements, and generate interest in your ProMat appearance among buyers who are researching and planning their attendance.

You also have the option to upgrade your listing and create a streamlined mini-site with your company’s logo, product photos, literature, video, press releases, email contacts and web links to drive traffic to your website.

**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 and MHI’s blog. 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.

**PRINT & DIGITAL ADVERTISING**

ProMat has a print and online presence with an extensive campaign of full-page print ads and digital advertising featured in the most relevant and credible trade and business publications and their websites, in the U.S. and worldwide.

MHI also provides exhibitors with a variety of ways to promote their exhibition including branded and customizable digital ads and landing pages.

**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 nurture campaigns to provide them with regular updates on the latest show news. MHI also provides exhibitors with customized HTML email invitations to send to your VIPs. It will link them to free registration, show information and your ProMat landing page.

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

**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. You can also sponsor one of our on-site show features, including the mobile show app, lanyards, entrance stairs, the HUB social network lounge or an educational session in the Knowledge Center.
For the first time in ProMat’s history, the exhibition space will include the entire North and South Hall at McCormick Place, offering over 440,000 square feet of the latest innovations in the supply chain and material handling world – including the first-ever Robotics and Automation Solution Center. So whatever you’re looking for, you can find it here.

To maximize your time meeting with buyers looking for specific solutions, we group ProMat’s 1,000 exhibitors into the following industry-specific Solutions Centers.

### 1. Robotics & Automation

If you’re looking for greater speed, accuracy and efficiency in your supply chain operations, next-generation robotics and automation solutions can help you reduce costs and delivery time in the hyper-competitive e-commerce business environment. From AS/RS and G2P to AGVs and AGCs to autonomous mobile robots and articulated robotic arms, the new Solution Center at ProMat 2021 will showcase how these technologies play a vital role in improving receiving, storage, assembly, picking, sortation, packing and shipping operations.

### 2. Manufacturing & Assembly

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

### 3. 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.

### 4. Information Technology (IT)

Today, the supply chain is more than the movement of products and materials – it’s about data – and attendees are always searching for IT solutions and services that will help them power up. 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.

### 5. Sustainability Solutions

Ready to reduce the energy consumption and carbon footprint of your operations? Here you will find 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.
WHERE EDUCATIONAL MEETS EXTRAORDINARY

Want to generate an additional stream of trade show exposure? ProMat’s Knowledge Center is the place to demonstrate your expertise.

The Knowledge Center is home to ProMat’s educational seminars. Held in theaters on the show floor, these sessions 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. By sponsoring one of the Knowledge Center’s educational seminars, you can demonstrate your alignment with industry thought leadership to potential customers.
Your world is rapidly changing. By keeping an eye to the future, however, we ensure our industry’s continued success.

MHI is America’s largest material handling, logistics and supply chain association. We cater to a diverse array of disciplines, and our membership includes professionals ranging from equipment manufacturers, consultants and publishers to third-party logistics providers and systems integrators. MHI has sponsored industry trade events in support of the products and services of its membership for over seventy years.

Our goal is to ensure the future remains bright for everyone who works in the material handling, logistics and supply chain industry. One of the most important ways that we keep our industry in the know and on the edge of what’s next is by giving them a place to share ideas and products. ProMat plays a vital role in this effort.

THE FUTURE OF OUR INDUSTRY WILL BE CREATED BY YOU

POWER UP MHI MEMBERSHIP
THE VALUE OF MEMBERSHIP

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

And while exhibitor perks are great, membership grants you far more than a better display location. MHI member benefits are far-reaching and guaranteed to keep you in the know about what’s next as our industry continues to reinvent itself.

THE BENEFITS OF MHI MEMBERSHIP:

EXPOSURE ON MHI.ORG
MHI.org attracts more than 35,000 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.

HEIGHTENED VISIBILITY
MHI members 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 can also become part of 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 standard specification changes and safety guidelines that are needed for your equipment, system or service.

EVERY DAY WOW
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 and monthly Business Activity Index 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, programs and e-learning initiatives.
RESERVE YOUR SPACE
2021 SHOW HOURS

MONDAY April 12, 10:00 am – 5:00 pm
TUESDAY April 13, 10:00 am – 5:00 pm
WEDNESDAY April 14, 10:00 am – 5:00 pm
THURSDAY April 15, 10:00 am – 3:00 pm

CONTACT MHI SHOW SALES

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