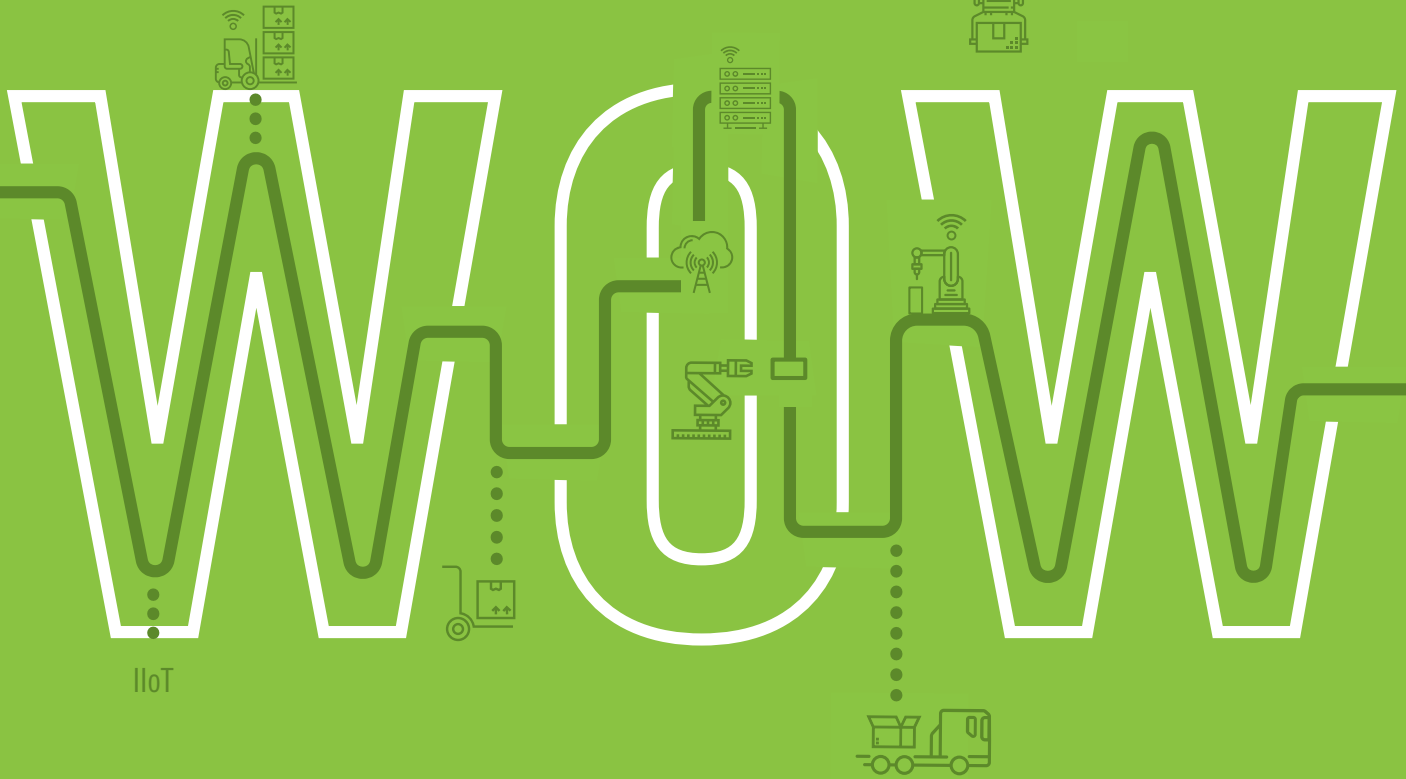


# FIND YOUR



IIoT



## PROMAT<sup>®</sup> 2019

McCormick Place | Chicago  
April 8-11, 2019  
[promatshow.com](http://promatshow.com)

powered by  MHI

Find what's next.

**THIS IS**  
**PROMAT 2019**  
**AND IT'S WHERE**  
**WOW**  
**WINS BUSINESS.**

**ProMat is the material handling and logistics industry's premier global event. It's where 45,000 manufacturing and supply chain buyers from 115 countries come to see what's new, what's next and what's wow. It's where \$50 billion of purchasing power comes to learn, engage and see the best equipment and IT solutions the industry has to offer.**

Imagine having the opportunity to engage this exclusive audience of decision-makers when they are ready to buy and have purchasing plans in hand. This is the wow that only ProMat can deliver. This is your chance to show attendees what will take their operations to the next level of productivity and efficiency. But, you can only wow them if you exhibit.

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PROMAT 2019

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**45,000**

**MANUFACTURING &  
SUPPLY CHAIN BUYERS**

**115**

**COUNTRIES**

**\$50B**

**PURCHASING POWER**





# WOW THEM THEN WIN THEM

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, demonstrating your solutions and building face-to-face relationships.

The top supply chain decision-makers in the industry come to ProMat year after year looking to find the latest solutions that meet their needs. As a ProMat exhibitor, this is your opportunity to not only wow them, but to win them over as a new customer.



# AN ASTONISHING ARRAY OF BUYERS, ALL IN ONE PLACE

## ProMat Attendees – An Exclusive Audience That’s Ready to be Wowed

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

Only at ProMat will you have access to this exclusive group of otherwise hard-to-reach decision makers.

**AT PROMAT,  
EVERY CONTACT  
YOU MAKE HAS  
THE POTENTIAL  
TO BECOME YOUR  
NEXT MOST LOYAL  
CUSTOMER.**

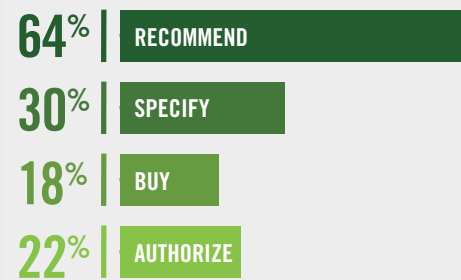
## PROMAT ATTENDEES ARE EXPANDING DISTRIBUTION CAPACITY

**38%**

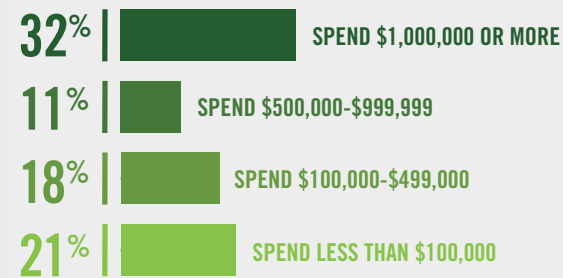
of ProMat attendees are expanding distribution capacity in the next two years.



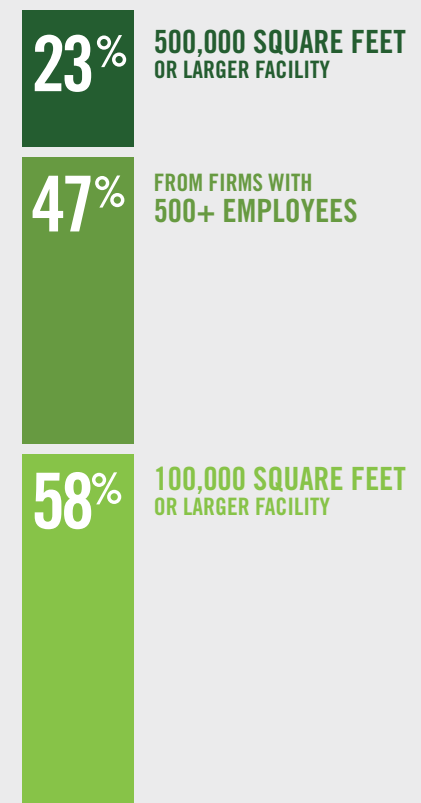
## WHAT CAN THEY DO?



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



## WHERE DO THEY WORK?



Source: Statistics compiled from a study of ProMat 2017 expo attendees on their purchasing plans over the next 18 months by the independent firm Exhibit Surveys, Inc. (multiple responses were permitted).

### They Come with Purchasing Power

A full 81% of ProMat attendees have purchasing power. On average, these buyers spend more than \$50 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

### They Love to Connect

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

## PROMAT ATTRACTS BUYERS

**55%**

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



**25%**

- » Dealer
- » Distributor
- » Manufacturer's Representative
- » Importer
- » Exporter

**15%**

- » Systems Integrator
- » Consultant

**5%**

- » Government Organization
- » Military

## BUYING POWER

# 81%

of ProMat attendees have buying power.

## DECISION MAKERS

# 72%

of ProMat attendees are in management positions.  
46% are VP and C-level.

## EXCLUSIVE ATTENDANCE

# 78%

of ProMat attendees visit no other trade shows.

## PROMAT MAKES WOW EASY TO FIND

Some buyers come to ProMat to wander the floor and see what's next in multiple categories. Others are laser-focused on exactly what they need and ready to get down to business. ProMat's 400,000 square foot exhibition space is expertly organized to accommodate both audiences.

To maximize your time meeting with buyers looking for specific solutions, we group ProMat's 950 exhibitors into the following industry-specific Solutions Centers.

### 1 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.

### 2 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.

### 3 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 find their WOW. 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.

### 4 Autonomous Vehicles

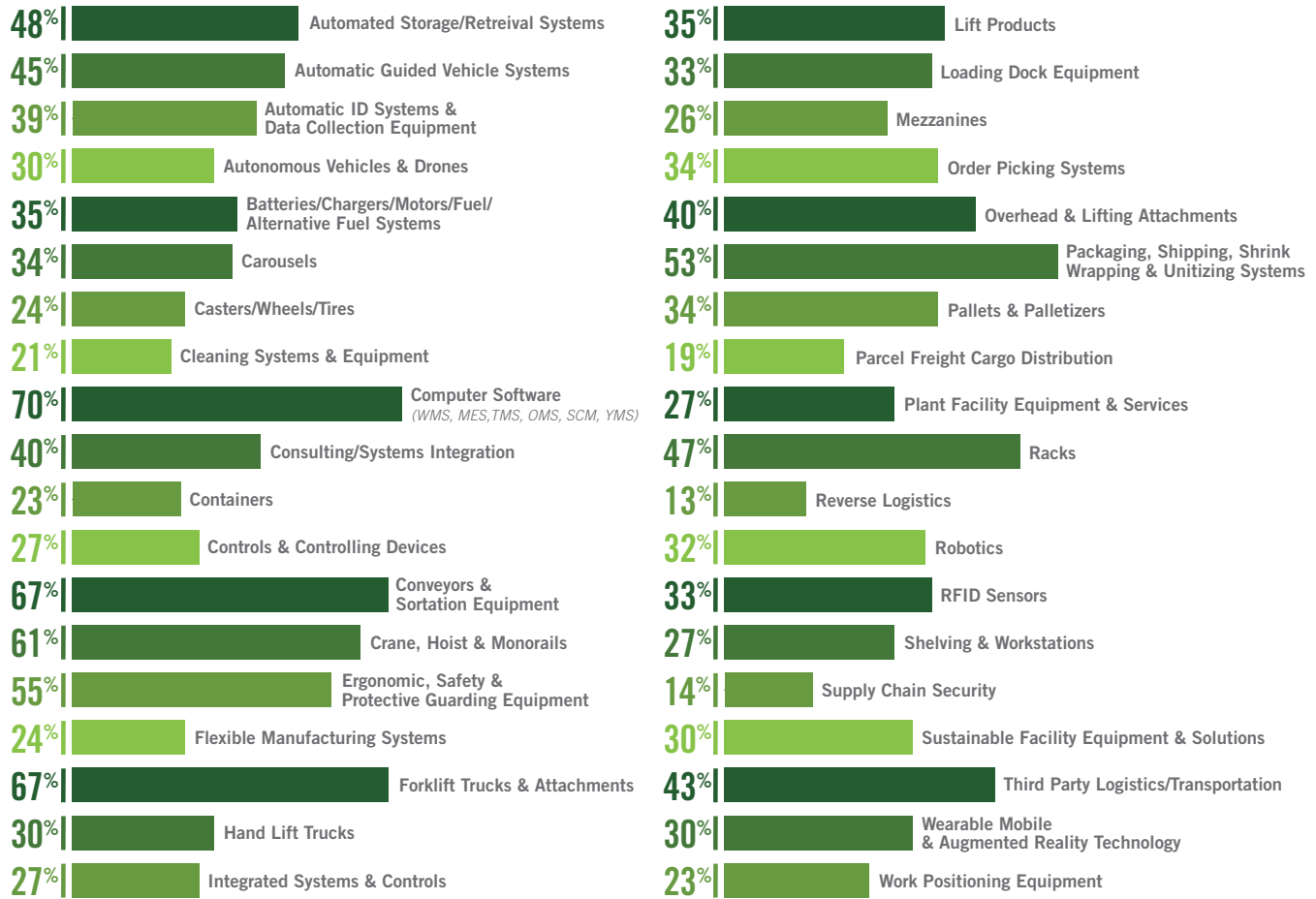
Driverless (or autonomous vehicles) are leading-edge technologies that are disrupting traditional supply chains and creating more-efficient, next-generation models. This is the center where buyers can see, touch and operate these solutions including automated storage and retrieval systems, automatic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

### 5 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.

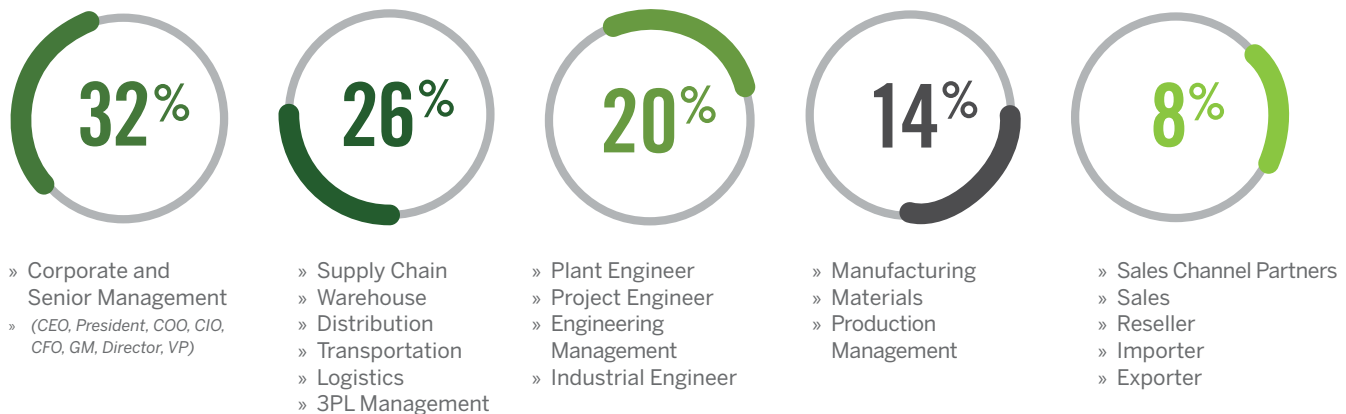


# PROMAT ATTENDEE PRODUCT INTEREST



Source: Statistics compiled from a study of ProMat 2017 attendees by the independent firm, Exhibit Surveys, Inc.

# PROMAT ATTRACTS MANY JOB FUNCTIONS



Source: All statistics above compiled from a study of ProMat 2017 attendees by the independent firm, Exhibit Surveys, Inc.

# WHERE EXTRAORDINARY MEETS EDUCATIONAL

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 all of ProMat's educational seminars. Held in the 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 prove your alignment with industry thought leadership to potential customers.



# A MARKETING PLAN THAT MOVES THE NEEDLE

**Because wow doesn't happen overnight.**

It's no wonder that 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. Here's a look at our integrated plan:

## A POWERFUL 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.



### 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.



### 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.



### 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.



### 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.



# 4 DAYS TO WOW 45,000 BUYERS

Thousands of potential customers equal billions in potential sales. Can you afford to miss out?



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## PROMAT ATTENDEE PURCHASE BY FACILITY

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**58%** DISTRIBUTION CENTER

**51%** WAREHOUSE SUPPORTING MANUFACTURING

**51%** MANUFACTURING FACILITY

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### Wow your audience with 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 the industry's 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 45,000 manufacturing and supply chain professionals strong.

### 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.

### 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 115 countries through our comprehensive, globally minded marketing plan and website. Then, we bring them directly to your display. Our International Visitors Center even offers interpreters to help you turn international prospects into valuable customers.

### 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.

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### DAILY PARCEL SHIPPING BY PROMAT ATTENDEES

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*On average, ProMat attendee companies ship*

**18%** More than 5,000 parcels

**5%** 501-1,000 parcels

**10%** 100-500 Parcels

**40%**  
SHIP MORE THAN  
100 PARCELS PER DAY



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### FORKLIFT OPERATION AMONG PROMAT ATTENDEES

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*On average, ProMat attendees operate*

**10%** More than 100 lift trucks

**18%** 26-100 lift trucks

**47%** 1-25 lift trucks

**32** LIFT TRUCKS  
AT THEIR LOCATION



*Source: Statics compiled from a study of ProMat 2017 attendees by the independent firm, Exhibit Surveys, Inc.*

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# PROMAT BUYERS: WHERE DO THEY COME FROM?

● Countries represented by ProMat 2017 expo attendees.



Source: ProMat 2017 registration database.

## 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.

### Free Direct Mail Postcards

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

### 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.



### **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 show registration databases. These are available at no cost to exhibitors who partner with MHI to promote their ProMat exhibition.

### **Banner Ads**

When visitors come to ProMatShow.com, they'll see a banner ad featuring your company when they search for specific solutions.

### **On-Site Sponsorships**

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.

### **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 THE EDGE OF WHAT'S NEXT FOR THE INDUSTRY

**We know it's only a matter of time before today's wow becomes tomorrow's whatever. By keeping an eye to the future, 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 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 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.

### BENEFITS OF MHI MEMBERSHIP INCLUDE:

#### 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.

#### 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 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 regulatory 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 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.**

## REFER TO OUR SUPPLEMENTAL INSERTS FOR:

- Companies who have previously attended ProMat
- Exhibitors who participated in ProMat 2017
- ProMat Exhibit Floor Plan
- ProMat Application, Rules and Lease Information



Find what's next.

## RESERVE YOUR PROMAT 2019 BOOTH TODAY

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

Tom Carbott, Senior Vice President – Exhibitions  
Email: [tcarbott@mhi.org](mailto:tcarbott@mhi.org)  
Phone: 704.676.1190  
Or visit [ProMatShow.com](http://ProMatShow.com)

### ProMat 2019 Show Hours:

Monday, April 8	10am - 5pm
Tuesday, April 9	10am - 5pm
Wednesday, April 10	10am - 5pm
Thursday, April 11	10am - 3pm



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**Find what's next.**