



**SUPPLY
CHAINS.
IN FOCUS.**

PROMAT2027

MCCORMICK PLACE | CHICAGO

APRIL 19-21, 2027



promatshow.com

**Only at ProMat can you
meet 50,000+ buyers
with a keen focus on
investing \$70 billion in
their supply chains.**





PROMAT 2027

★ MHI

Showcase your solutions at the world's biggest manufacturing and supply chain event.

On April 19-21, 2027, manufacturing and supply chain decision-makers will come together in Chicago to learn, solution-source and get hands-on with the equipment and technology they need to thrive in this rapidly evolving industry. They will arrive ready to buy end-to-end manufacturing, material handling and logistics solutions, including both traditional equipment and emerging tech. If you have products and services that can make their supply chain more resilient, transparent, efficient and sustainable — then you need to be at ProMat.

Only an exhibit (or booth) at ProMat 2027 will put you in front of this exclusive audience.

- 02 PROMAT 2027**
- 03 WHO ATTENDS**
- 08 BENEFITS OF EXHIBITING**
- 10 MARKETING PROGRAMS**
- 12 SHOW FLOORS**
- 13 EDUCATIONAL SPONSORS**
- 14 MHI MEMBERSHIP**
- 16 RESERVE YOUR SPACE**



Show attendees how your solutions can impact their supply chain operations.

As the manufacturing and supply chain industry's premier global event, ProMat brings solution providers and buyers together to learn, engage and connect.

From next-generation technology to exciting new ideas, it all comes into focus at ProMat 2027, along with attendees that control \$70 billion of purchasing power and tell us year-after-year that their number one reason for attending is to experience the latest innovation and trends that will take their supply chain to the next level of success.

Make sure your solutions are on their radar with an exhibit at ProMat 2027.



WHO ATTENDS

Focused supply chain pros with the power to buy.

The majority of ProMat attendees don't attend other trade shows, so this exclusive audience of buyers arrives at Chicago's McCormick Place motivated to find their next breakthrough tech or big idea. They're eager to see product demonstrations, meet industry thought leaders and set up one-on-one meetings with equipment and solution suppliers like yourself.

Because this is the only trade show they attend, they come focused with spending plans in hand.

60%

- END USER/PURCHASER OF MATERIAL HANDLING AND LOGISTICS EQUIPMENT SYSTEMS

23%

- DEALER/DISTRIBUTOR
- MANUFACTURER'S REPRESENTATIVE
- IMPORTER
- EXPORTER

13%

- SYSTEMS INTEGRATOR
- CONSULTANT

4%

- GOVERNMENT
- ORGANIZATION
- MILITARY

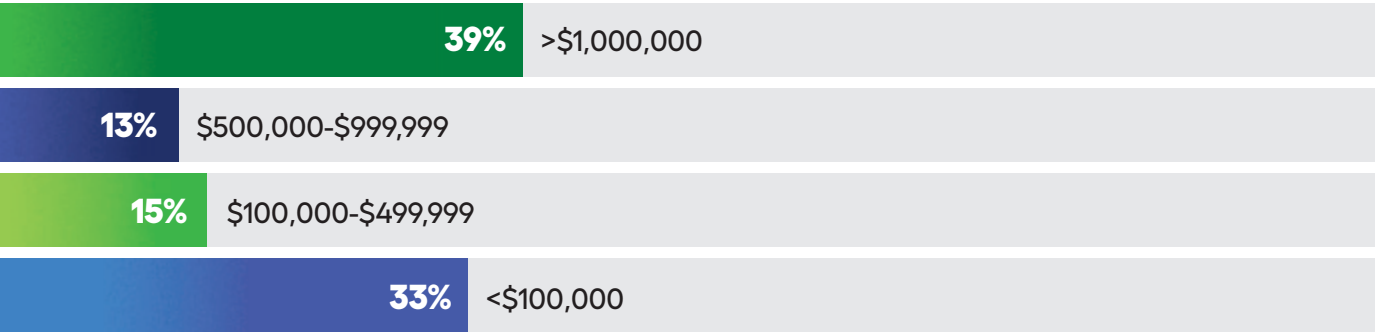
Get face-to-face with thousands of potential new customers.



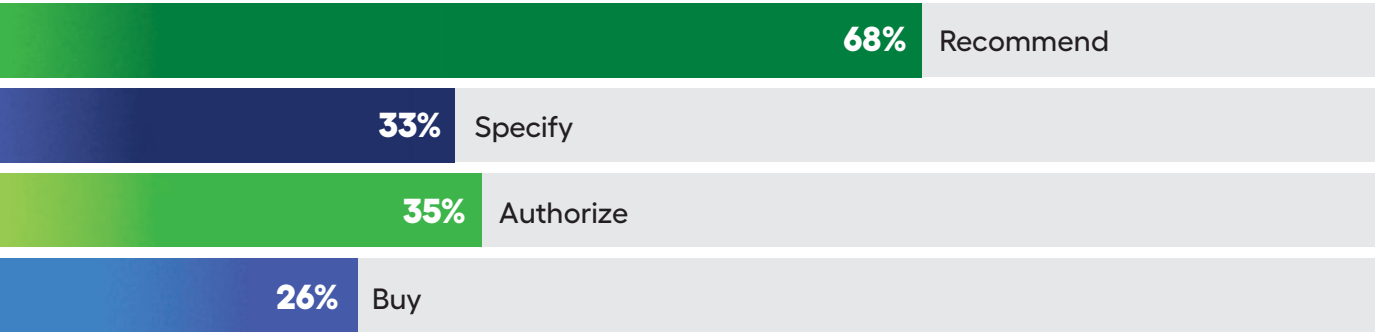
ProMat is where deals get done.

A wide variety of companies, including 80% of the top 100 retailers, 70% of the top 100 consumer goods companies and many Fortune 1000s, send teams of buyers to ProMat to find solutions to their specific manufacturing and supply chain challenges. In April of 2027, you'll have a singular opportunity to impress over 50,000 buyers from multiple industries as they make their capital equipment purchasing decisions.

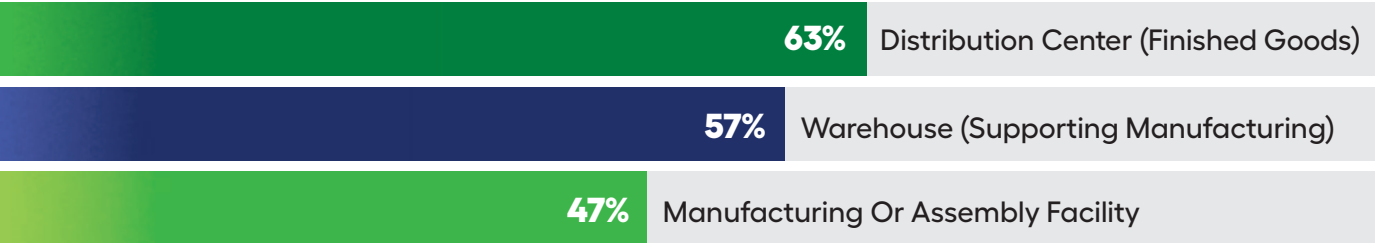
What are they planning to spend in the next 18 months?



What can they do?



Where do they work?



ATTENDEE JOB FUNCTIONS

34%

- SUPPLY CHAIN
- WAREHOUSE
- DISTRIBUTION
- TRANSPORTATION
- LOGISTICS
- 3PL MANAGEMENT
- INFORMATION TECHNOLOGY/
E-COMMERCE

31%

- CORPORATE/SENIOR MANAGEMENT
(CEO, PRESIDENT, COO, CIO, CFO,
GM, DIRECTOR, VP)

17%

- PLANT ENGINEER
- PROJECT ENGINEER
- ENGINEERING

10%

- MANUFACTURING
- MATERIALS
- PRODUCTION MANAGEMENT

8%

- SALES CHANNEL PARTNERS
- SALES
- RESELLER
- IMPORTER
- EXPORTER



ATTENDEE FLEET OPERATIONS

66%

of attendees have transportation
& logistics buying influence

1,025

average fleet size

36%

operate fleet of 100+ vehicles

Source: All statistics above compiled from a study of ProMat attendees by the independent firm, Freeman.

ATTENDEE PRODUCT INTEREST

- 15% 3D & 4D Printing
- 20% Advanced Analytics
- 39% Automatic ID Systems & Data Collection/
RFID, Industrial Internet of Things
- 25% Batteries/Chargers/Motors/
Fuel/Alternative Fuel Systems
- 15% Carousels
- 13% Casters/Wheels/Tires
- 13% Cleaning Systems & Equipment
- 66% Computer Software & Cloud Computing
and Storage (ERP, WMS, WCS, MES, IMS,
TMS, OMS, SCM, YMS)
- 40% Consulting/Systems Integration
- 15% Containers
- 20% Controls & Controlling Devices
- 66% Conveyors & Sortation Equipment
- 39% Cranes, Hoists & Monorails
& Overhead Lifting
- 33% E-fulfillment & Delivery
- 55% Ergonomic Safety & Protective
Guarding Equipment
- 78% Forklifts & Attachments
- 26% Hand Lift Trucks
- 26% Lift Products
- 40% Loading Dock Equipment
- 20% Mezzanines
- 30% Order Picking Systems
- 61% Packaging, Manifest Labeling, Shipping,
Weighing, Dimensioning, Shrink Wrapping
& Unitizing Equipment & Systems
- 30% Pallets & Palletizers
- 35% Parcel, Freight, Cargo Distribution,
& Last Mile Logistics
- 25% Plant Facility Equipment, Furniture & Services
- 40% Racks
- 13% Reverse Logistics
- ★ 80% Robotics & Automation
- 22% Shelving & Workstations
- 18% Supply Chain Security & Cybersecurity
- 41% Sustainable Facility Equipment, Solutions
& Recycling/Waste Management
- 37% Third Party Logistics/Transportation
- 22% Wearable, Mobile, Virtual &
Augmented Reality Technology

ATTENDEES EXPANDING DISTRIBUTION CAPACITY

40%

EXPANDING IN THE
NEXT TWO YEARS

80%

NEW EQUIPMENT

80%

BUILDING/
EXPANDING
OPERATIONS

70%

NEW AUTOMOTIVE
SYSTEMS & ROBOTICS

50%

NEW I.T. SYSTEMS

★ Robotics & Automation Product Interest Breakdown

- 50% Automated Storage/
Retrieval Systems
- 45% Automatic Guided Vehicle
Systems
- 20% Autonomous Drones
- 47% Articulating Robotic Arms
& Robotics
- 41% Artificial intelligence/
Machine Learning
- 49% Automated Guided Carts
- 48% Autonomous Mobile Robots
- 38% Autonomous Forklifts

FORKLIFT OPERATION AMONG ATTENDEES

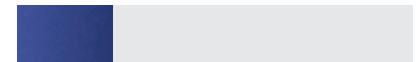
ProMat attendees operate:

 46

Average number of lift trucks
at their location



20% 100+ lift trucks



24% 26-100 lift trucks



48% 1-25 lift trucks

DAILY PARCEL SHIPPING BY ATTENDEES

ProMat attendee companies ship:

11% 101-500 parcels

7% 501-1,000 parcels

8% 1,001-5,000 parcels

30% 5,000+ parcels

19,778 Average parcels
shipped daily

BENEFITS OF EXHIBITING

The one show you can't afford to miss.

SHOW OFF YOUR LATEST SOLUTIONS

If you have something new to share, ProMat is the place to show the supply chain world. ProMat attendees want to see not only what's new, but what's next. There's no better time to introduce new solutions and services to market than when you're face-to-face with a captive audience of manufacturing and supply chain professionals when they are ready to buy.

TRANSLATE GLOBAL EXPOSURE FOR YOUR BRAND

Your space 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 Trade Center even offers interpreters to help you turn international prospects into new customers.

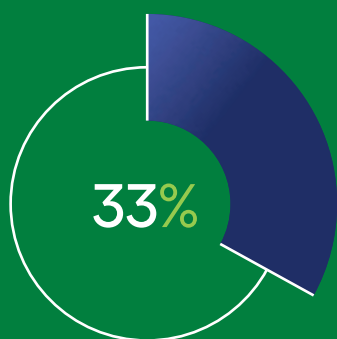
TOP OF MIND MEANS AN IMPROVED BOTTOM LINE

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.

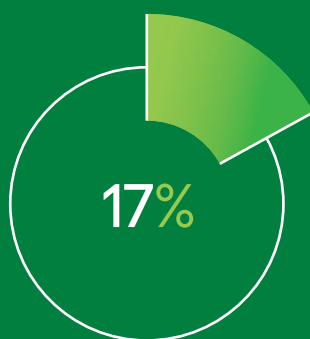
MAKE A DEAL WITH NEW BUSINESS PARTNERS

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 connect with other exhibitors and network with new distributors and channel partners looking to switch up existing product lines.

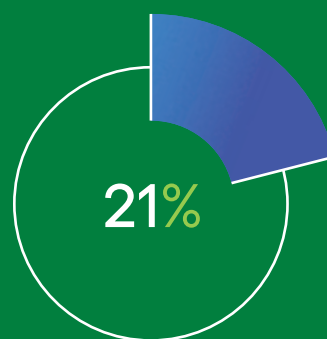
PROMAT ATTENDEES MANAGE LARGE FACILITIES



**500,000+
SQUARE FEET**



**250,000 - 499,999
SQUARE FEET**



**100,000 - 249,999
SQUARE FEET**

\$70B

IN PURCHASING POWER

Connect with manufacturing
& supply chain buyers armed
with a combined \$70B in
purchasing power.



MARKETING PROGRAMS

Everything you need to generate leads, and grow brand awareness.

As an exhibitor, you will have access to several marketing advantages in the months, weeks, and days leading up to ProMat 2027.



FREE PROMATSHOW.COM EXHIBIT LISTING

promatshow.com is up and running before and long after the event, and your free promatshow.com exhibit listing lets you brand your exhibit among buyers who are researching, planning their attendance and doing post event follow-up.

You also have the option to upgrade your listing and create a streamlined mini-site with your

- company logo and branding
- product photos, literature and press releases
- video presentations
- 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.



ADVERTISING

ProMat has an extensive print and digital attendee acquisition campaign including retargeting, native, paid social, 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 and opportunities to advertise in MHI print and digital media.

Building buzz at every opportunity.

It's no wonder ProMat has become the talk of our industry. 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 online, where they spend the most time. Our primary focus is to drive traffic to promatshow.com, where attendees can register for the event, find updates and seek solutions to their supply chain challenges.



DIGITAL MARKETING

Our permission-based email and newsletter campaigns target tens of thousands of buyers to remind them of the benefits of attendance and to drive them to register.

MHI uses 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

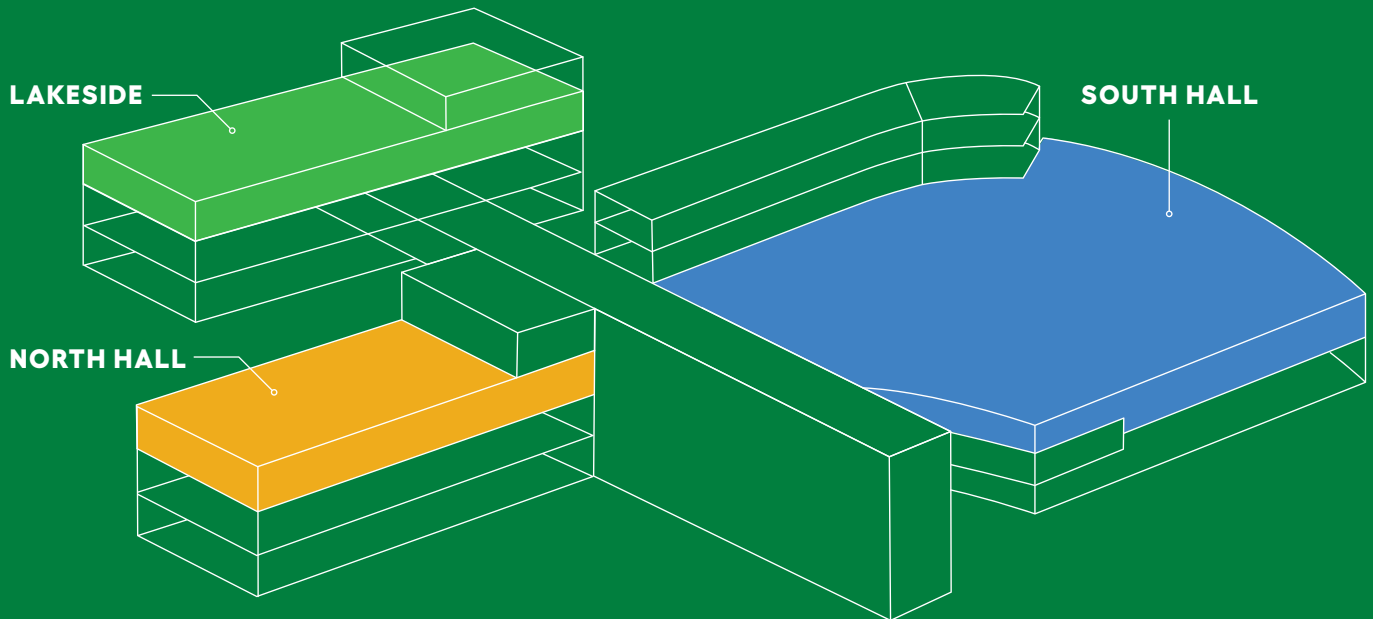
MHI extends invitations to national and regional professional organizations to encourage them to hold their own special events in conjunction with ProMat.

We also seek specific buying teams to hold special events relating to their unique supply chain challenges.

Exhibitors can sponsor one of our on-site show features, including the mobile show app, lanyards, entrance stairs or an on-floor educational seminar.

SHOW FLOORS

ProMat 2027 includes over 700,000 square feet of the latest innovations.



South Hall



Manufacturing,
Planning & Sourcing



Fulfillment,
Workforce & Labor



Data Capture,
Analytics & Information
Management

Lakeside



Sustainability &
Risk Management



Transportation,
Distribution &
Warehousing



Last Mile



Supply Chain
Solutions

North Hall



Emerging Supply
Chain Technology



Automation
& Robotics

EDUCATIONAL SPONSORS

Take the stage with your expertise and thought leadership.

ProMat 2027 will feature four keynotes and over 180 educational seminars held in theaters on the show floors. Attendees come to learn the latest trends and gain new ideas at these interactive and educational events.

SPONSOR AN EDUCATIONAL SEMINAR

Demonstrate your thought leadership and expertise by sponsoring a session or multiple sessions during ProMat.



MHI MEMBERSHIP

Giving you a voice in the future of our industry.

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 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.

Member benefits at a glance

INDUSTRY LEADERSHIP

- Opportunities for MHI Industry Group and Solutions Community membership
- Industry connections and networking opportunities
- Young Professionals Network
- Marketing Professionals Community
- StartUp Community
- Executive conferences and peer meetings
- Executive Forum

KNOWLEDGE

- Members-only online resources
- Access to exclusive economic, market and industry forecasts and research reports
- Opportunities to collaborate with MHI Division Warehousing Education and Research Council (WERC) members
- In-person and online educational opportunities

MARKET ACCESS

- Exposure on mhi.org via Member Directory microsite, news releases and social media
- International exposure
- Discounted advertising rates in MHI Solutions and MHI view
- MHI SHOWPro Exhibitor Education Workshop
- MHI Loyalty Points



Constant exposure for
members at mhi.org

40,000+

manufacturing & supply chain buyers
attracted each month

Benefits of membership

MARKET ACCESS

Your customers turn to mhi.org and MHI's publications and video/podcast portal to learn about the latest innovations, trends and business solutions. These resources offer affordable and effective advertising and sponsorship options for building your brand, maintaining a year-round presence in front of buyers and promoting your product benefits.

CONNECTIONS

One of the key benefits to MHI members is the opportunity to network and form mutually beneficial relationships with industry leaders, peers and potential customers. A big part of developing these connections is MHI's commitment to growth—growing members' relationships, their businesses, their visions for the future and growing our industry's capability to build these important connections.

KNOWLEDGE

The MHI Knowledge Center is an expansive library of teaching resources, material handling fundamentals, reports, videos, textbooks, case studies and instructional webinars on the latest industry technologies and trends. Members receive over \$60,000 worth of research each year as an exclusive membership benefit.

INDUSTRY LEADERSHIP

MHI member companies have the exclusive opportunity to join specialized product-specific groups. Industry Groups bring members together to stay at the forefront of their respective areas of focus. Industry Group membership positions your company as a leader in your specific area of expertise. Other benefits include industry statistics collection, standards development, technical publications, public relations, promotion of safe best practices and practitioner education.



**RESERVE
YOUR SPACE
TODAY.**



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

Erica Mader

emader@mhi.org | 704-714-8726

2027 SHOW HOURS

MONDAY April 19, 9:00 am – 5:00 pm

TUESDAY April 20, 9:00 am – 5:00 pm

WEDNESDAY April 21, 9:00 am – 5:00 pm

PROMAT 2027 EXHIBITOR REGISTRATION KIT INCLUDES THE FOLLOWING

Companies who have previously attended ProMat

Exhibitors who participated in previous ProMat events

promatshow.com

PROMAT 2027

MCCORMICK PLACE | CHICAGO  **MHI**
APRIL 19-21, 2027

promatshow.com