

FIND YOUR



EXHIBITOR
MARKETING KIT



PROMAT 2019

McCormick Place | Chicago
April 8-11, 2019
promatshow.com

powered by  MHI

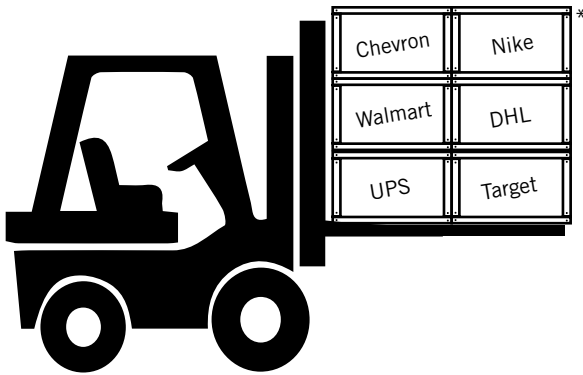
Find what's next.

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

45,000 decision makers and manufacturing and supply chain buyers will gather at ProMat 2019. Your exhibit and marketing can build brand recognition and link you to the supply chain industry. Get your message in front of this exclusive audience with ProMat's marketing and sponsorship offerings.

Audience:

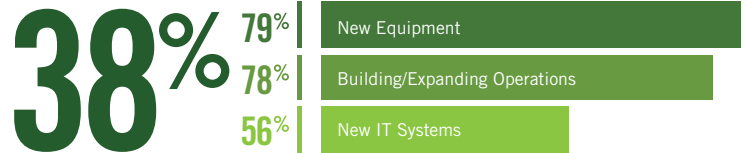
FORTUNE 1000 COMPANIES



*Companies registered for ProMat 2019

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.

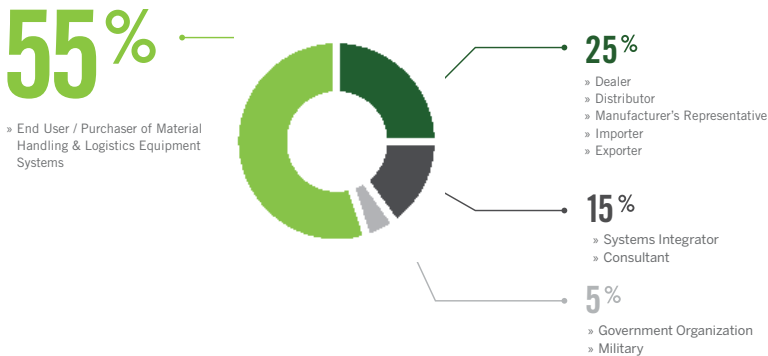
PROMAT ATTENDEES ARE EXPANDING DISTRIBUTION CAPACITY



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

A full **81%** 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.

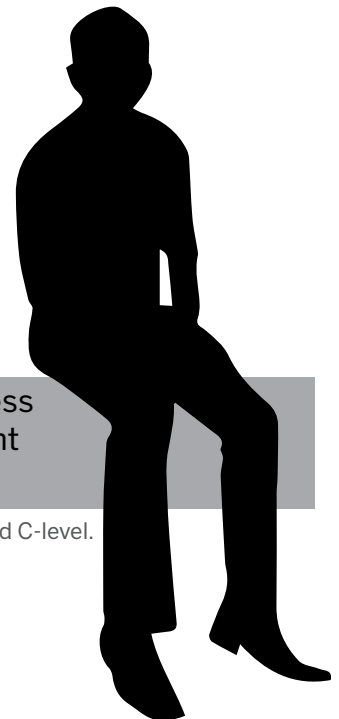
PROMAT ATTRACTS BUYERS



81%

of ProMat attendees are in management positions.

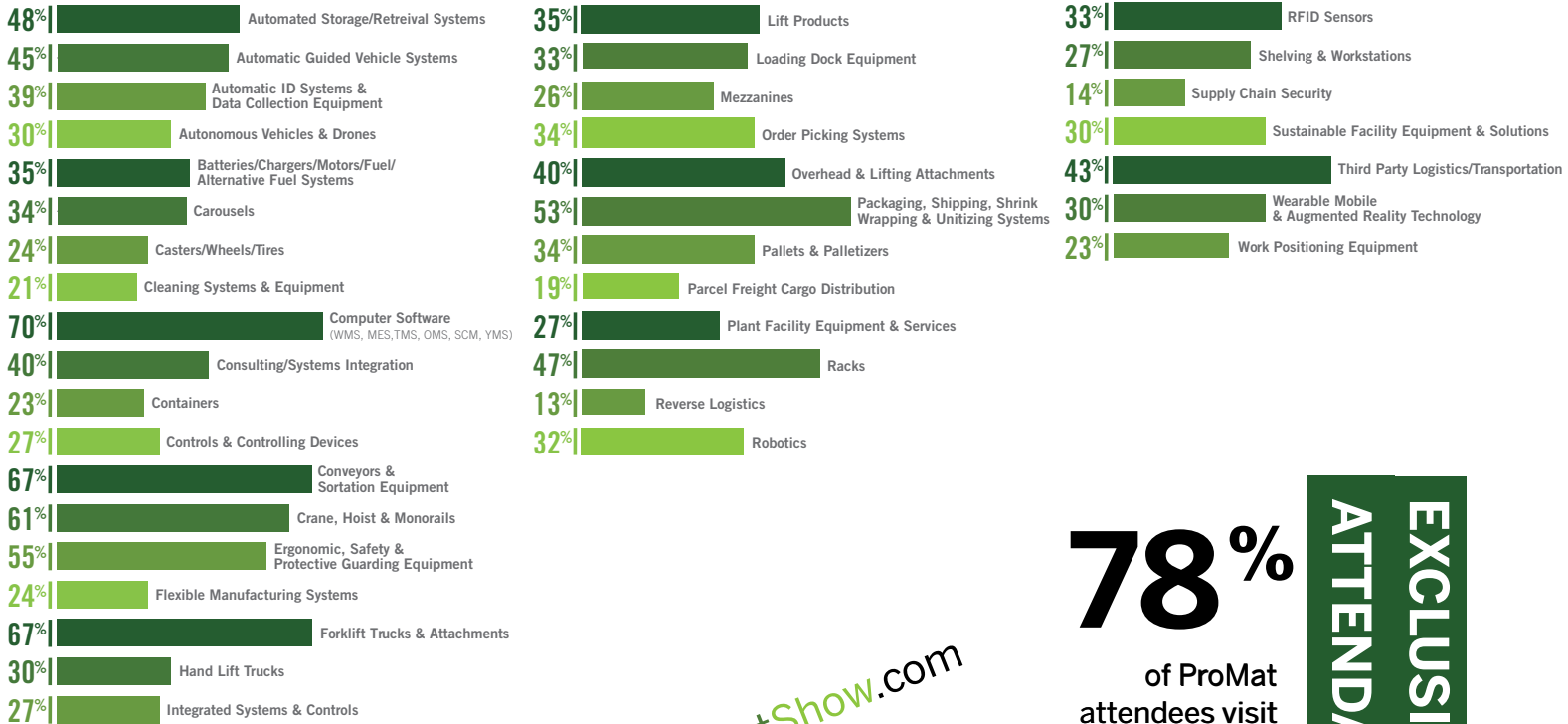
46% are in VP and C-level.



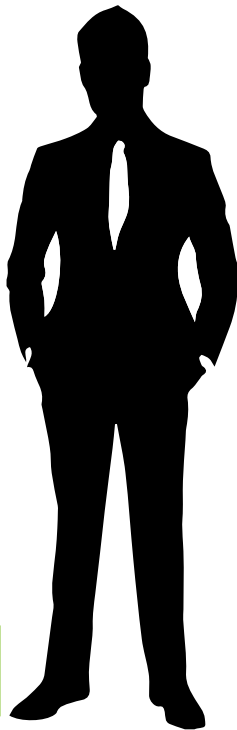
ProMat Attendees Come to Buy

Over half of the buyers (78%) 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



1 MILLION+



* Google Analytics statistics - six months surrounding the event

78%

of ProMat attendees visit no other trade shows.

EXCLUSIVE ATTENDANCE

WOW THEM. THEN WIN THEM.

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.

32% of attendees plan to spend \$1 million or more in the next 18 months on solutions they can find at ProMat.



PROMAT® 2019

McCormick Place | Chicago
April 8-11, 2019
promatshow.com

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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 2019 Partnership Program	<i>pages 8-12</i>
ProMat 2019 Banner Ad Program	<i>page 13</i>
ProMat 2019 One Minute to Connect	<i>page 13</i>
MHI 2019 Innovation Award	<i>page 14</i>

PAID PROMOTIONS

ProMatShow.com Advertising	<i>pages 15-17</i>
ProMat 2019 Exhibitor Marketing Packages	<i>page 18</i>
ProMat 2019 Sponsorships	<i>pages 19-22</i>
Ad Order & Materials Forms	<i>pages 23-24</i>
Exhibitor Marketing Schedule	<i>page 25</i>

This information can also be accessed online at www.ProMatShow.com/marketingkit

If you have any questions concerning your ProMat 2019 promotion, contact Donna Streicher at **704-714-8718** or via e-mail at 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 (see below)

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

Helpful tip: Descriptions should include topical keywords so listings appear under search results for those keywords.

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 16 for more details.



Exhibitor Directory where listings are searchable

To update your free listing go to ProMatShow.com/listing and use your MHI login credentials. If you do not have your credentials, contact credentials@mhi.org.



McCormick Place | Chicago
April 8-11, 2019
promatshow.com

powered by 

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

**Promote your ProMat 2019 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 2019 direct mail postcards for your customers, prospects, dealers and distributors. MHI provides exhibitors with color postcards full of important information about ProMat 2019. 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.

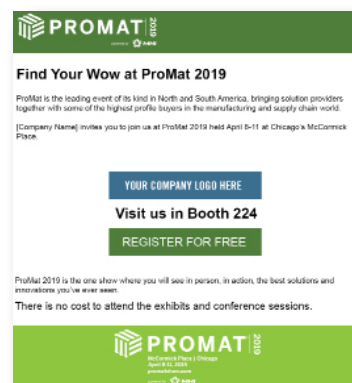
Order Your ProMat 2019 Postcards

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

Download Your HTML E-Mail Invitations

Visit exhibit.mhi.org and click "Email Template" to download your free HTML template. You will need your company logo, company name, booth number and website address available to complete your e-mail invitation. If you have questions, contact Alex Batty at abatty@MHI.org.

The ProMat 2019 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 2019 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 2019 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, 2018-February, 2019 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 2019 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 2019 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 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 2019 PARTNERSHIP PROGRAM



Partner with MHI to promote your participation in ProMat 2019 to your customers and prospects.

Benefits

Pre-Show

- Pre-show postal mailing list **sent directly to mailing house** for a one-time direct mailing of an approved mailer (restrictions apply) 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. MHI will conduct the email blast on the exhibitor's behalf.

Requirements

To participate you must fulfill ALL of the following requirements by February 20, 2019:

1. Sign and return a completed copy of all Partnership Program forms (see pages 9-12).
2. **Meet Ad Requirement (select one)**
 - Option A:*
Copies of at least one pre-show advertisement (print or online*) that includes the ProMat 2019 logo in an MHI approved trade publication, including *MHI Solutions* magazine
 - Option B:*
Purchase \$500 or more in ProMat 2019 advertising / sponsorships
 - Option C:*
Sponsor a paid on-floor theater seminar (Contact Viché Thomas at vthomas@mhi.org for more information)
3. **Meet Direct Marketing Requirement (select one)**
 - Option A:*
Send a sample of at least one direct mailing sent to your customer/prospect database that includes the ProMat 2019 logo
 - Option B:*
E-mail to your customer/prospect database featuring the ProMat 2019 logo and link to www.ProMatShow.com.

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

** Additional fees (from mailing house) apply to execute direct mailings

**Partnership Deadline
is February 20, 2019**

The ProMat 2019 Partnership Program is the **ONLY** way to access the pre-show postal mailing list.

The Program does **NOT** include pre-show emails to the attendee database.

If exhibitors select the MHI designated mailing house, they are responsible for all associated printing and mailing costs.

For program details, visit www.ProMatShow.com/marketingkit/partnership.aspx or contact Alex Batty at abatty@mhi.org.

PROMAT 2019 PARTNERSHIP PROGRAM ORDER FORM

DEADLINE: February 20, 2019

SUBMIT: Completed forms and signed license agreement with partnership documentation.

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

PARTNER INFORMATION:

COMPANY NAME		BOOTH NUMBER(S)
CONTACT NAME (Person managing application forms/follow up emails)	E-MAIL ADDRESS	
PHONE NUMBER		

Ad Requirement (circle one - either A or B or C)

- A. Ad in MHI approved trade publication
- B. Purchase \$500 or more in ProMat 2019 advertising/sponsorships
- C. Sponsor a paid On-Floor Theater Seminar Sponsorship

Direct Marketing Requirement (circle one - either A or B)

- A. Email to your customer/prospect database
- B. Postal mailing to your customer/prospect database

Mailing House (check one)

- I will be using the MHI designated mailing house
- I will be providing the contact information for a mailing house I partner with (*also submit List License Agreement, page 12*)
- I will only be using the two post-show email blasts and do not need a mailing house

GDPR Compliance

Please read carefully and check to signify your understanding of the following:

- I understand that due to GDPR regulations, MHI cannot guarantee a certain number of records in the attendee list due to compliance to opt-in requirements for our registrants.

PROMAT 2019 PARTNERSHIP PROGRAM CHECKLIST

Checklist for exhibitor use only.

All items on checklist must be submitted by February 20, 2019 to ensure benefits

Ad Requirement (either A or B or C)

- A. Ad in MHI approved trade publication
- Published before ProMat 2019
 - Includes ProMat 2019 logo
 - Online ads appear outside of exhibitor's website
 - Submitted for approval prior to February 20, 2019
- B. Purchase \$500 or more in ProMat 2019 advertising/sponsorships. Contact Donna Streicher at dstreicher@mhi.org for information.
- C. Sponsor a paid On-Floor Theater Seminar Sponsorship. Contact Viché Thomas at vthomas@mhi.org for more information.

Direct Marketing Requirement (either A or B)

- A. Email to your customer/prospect database and/or purchased list
- Prospect list is approximately 500 records or more
 - Includes ProMat 2019 logo
 - Links to ProMatShow.com
 - Email submitted for approval prior to sending
 - Email sent to your customer/prospect database prior to February 20, 2019
 - Tracking of email including number of records and date sent submitted prior to February 20, 2019
- B. Postal mailing to your customer/prospect database and/or purchased list
- Prospect list is approximately 500 records or more
 - Includes ProMat 2019 logo
 - Sample (digital is ok) submitted for approval prior to sending
 - Proof of mailing including number of records and date sent submitted prior to February 20, 2019

Forms

- Partnership Program Order form - page 9
- Exhibitor Agreement - page 11
- List License Agreement (*only if using outside mailing house*) - page 12

PROMAT 2019 PARTNERSHIP PROGRAM EXHIBITOR AGREEMENT



Please read and sign the following and return to MHI with your ProMat 2019 Partnership Program Order form (page 9).

To become a partner, you must meet the **Ad and Direct Marketing requirements by February 20, 2019** and submit all completed forms along with the signed license agreement before you can be eligible to receive Partnership access to the pre- and/or post-show database.

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 20, 2019, I will not receive the benefits.

_____ I understand that due to GDPR regulations, MHI cannot guarantee a certain number of records in the attendee list due to compliance to opt-in requirements for our registrants.

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

Contact Name: _____

Contact Email: _____

Company Name: _____

Signature: _____

Date: _____

PROMAT 2019 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.

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 one (1) time pre-show and/or one (1) time post-show direct mailing for ProMat exhibitor _____. I guarantee that I am the mailing house for the named lessee on the ProMat 2019 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 2019.

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 2019 BANNER AD PROGRAM



Place a ProMat 2019 logo on your company's website! Encourage your web visitors, best customers and prospects to register online to attend ProMat 2019.

To download your ProMat 2019 branded banner ad, visit www.ProMatShow.com/bannerad. Then follow the instructions to place, program and link the ProMat 2019 logo on your website. Place the logo in a prominent area on your site. The more people that register to attend, the more faces you see at your booth!

Banner options:



468 x 60 px



125 x 125 px

300 x 250 px



PROMAT 2019 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. Your videos will be posted on the ProMatShow.com website for all visitors on the site to interact with. Be informative, be engaging, be brilliant, but most importantly be persuasive and get them to your booth.

Get Started

Complete your video, one minute or less

Complete the submission form at exhibit.mhi.org/oneminute

Questions, contact Amy Shelton at 704-676-1190 or email ashelton@MHI.org.

MHI 2019 INNOVATION AWARD

ProMat 2019 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
- Best Innovation of an Existing Product

Winners will be announced by MHI CEO George Prest during MHI Industry Night at 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 2019 exhibiting company to be eligible.

48% of attendees that visited the MHI Innovation Awards page consequently visited an MHI Innovation Award Finalist's Booth.



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 the innovation at exhibit.mhi.org/innovationaward.

Deadline: Jan. 11, 2019

QUESTIONS?

Contact **Greg Baer** at 704-714-8725 or gbaer@MHI.org

Visit www.ProMatShow.com/attendees/innovation-awards.aspx to see submissions.

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

MAXIMIZE Your ProMat 2019 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 2019.

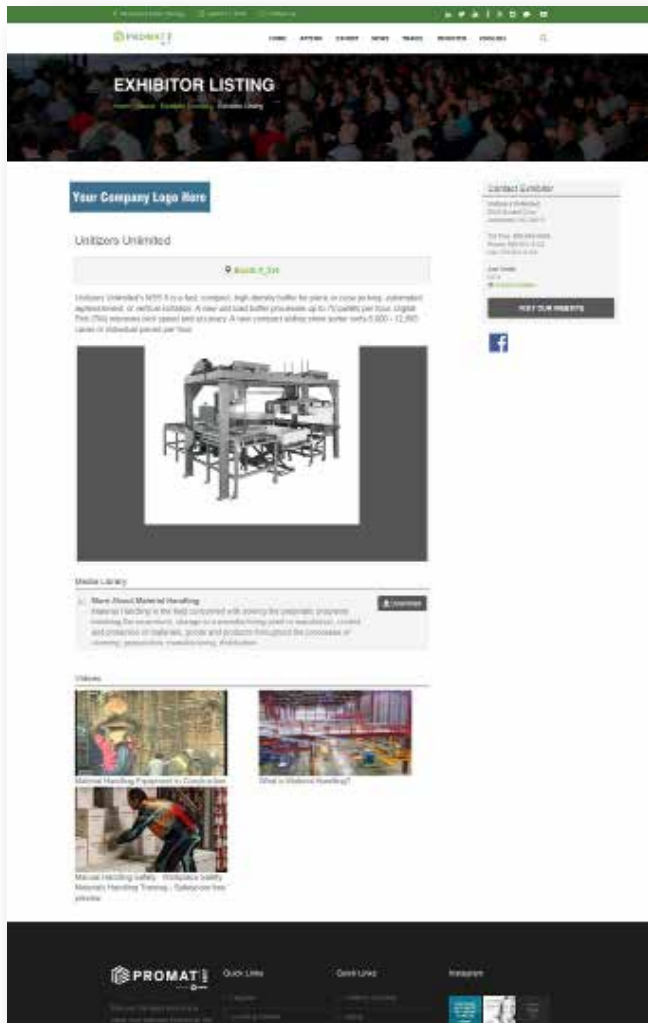
Many of our sponsorships bundle in pre-show marketing so you don't have to choose between on-site and pre-show – you can have the best of both worlds at a great price.

FOR MORE INFORMATION

To learn more about ProMat 2019 marketing opportunities, including pricing and material specifications, contact Donna Streicher at 704-714-8718 or via e-mail at dstreicher@MHI.org.

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

Online Showcases are included in all marketing packages - see page 18 for details.



Submit order form on page 23 to order. See page 24 for materials specifications.

FOR MORE INFORMATION AND TO ORDER,

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or dstreicher@MHI.org

Visit 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 2019 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)

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

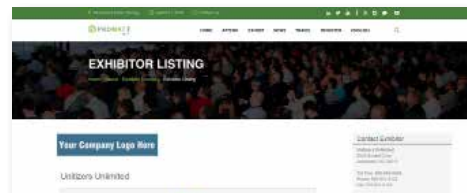
Registration Page Banner Ad price: _____ \$1,000



Online Showcase Banner Ad (468x60px)

Introduce your company's newest product or service to ProMatShow.com 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 23 to order.
See page 24 for materials specifications.

FOR MORE INFORMATION AND TO ORDER,

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or dstreicher@MHI.org

Visit www.ProMatShow.com/marketingkit to see Banner Ad samples.

PROMAT 2019 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 2019 MARKETING PACKAGES

Value Package	Preferred Package	Deluxe Package	Premier Package (limit of 20*)
\$500	\$1,000	\$3,000	\$5,000
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 Pages 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 2019 Magazine. Deadline for inclusion: January 20, 2019

PROMATSHOW.COM ADVERTISING — A LA CARTE

ProMatShow.com Advertising	Advertising Net Rate
Home Page Banner Ads - Standard (300 x 250px); Mobile (320 x 50px) – (limit of 20)	\$4,000
Search Pages Banner Ad (468 x 60px) (ProMat 2019 exhibitor search, education session search and news search)	\$3,000
Interior Pages Banner Ad (300 x 250px)	\$3,000
Registration Page Banner Ad (300 x 250px)	\$1,000

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

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, Wifi Sponsor, 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.

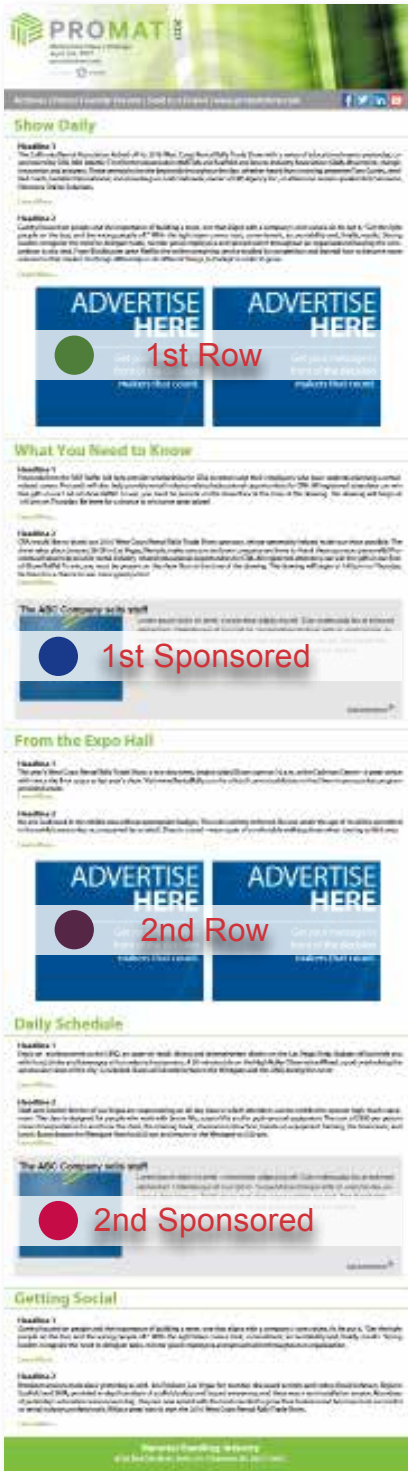
Order your advertising today! (order form on page 23)

DEADLINE to order and submit materials is February 15, 2019.

FOR MORE INFORMATION AND TO ORDER,

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or dstreicher@MHI.org

Visit www.ProMatShow.com/marketingkit to see Showcase and Banner Ad samples.







Pre-Show Newsletter Sponsorship

The ProMat 2019 Pre-Show Newsletter emails out to 100,000 manufacturing and supply chain executives, **plus** the ProMat 2019 registered attendees.

Purchasing a Pre-Show Newsletter Sponsorship will place an ad in **one week** for the email blast starting four weeks before ProMat 2019. Select from:

- March 11
- March 18
- March 25
- April 1

Or sponsor more than one week.

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

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 23 or contact Donna Streicher at 704-714-8718 or dstreicher@MHI.org

*Deadline for ordering and materials submission is
February 15, 2019*

PROMAT 2019

Sponsorships (Continued)



Maximize your impact at the show through sponsorship. MHI offers a variety of sponsorships to put your name in front of material handling and logistics buyers attending ProMat 2019.

<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>
\$3,000	\$4,000	\$4,000
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 2019 shuttle bus signage at McCormick Place & ProMat-affiliated hotels
		25 MB Showcase

NEW <i>Registration Confirmation Email Sponsorship (limit of 4 sponsors)</i>	<i>ProMat Bag Sponsorship (limit of 4 sponsors)</i>	<i>Charging Station Sponsorship (limit of 2 sponsors)</i>
\$5,000	\$7,500	\$7,500
150 x 150px banner ad in the registration confirmation email every attendee receives when they register for ProMat 2019; banner ad links to your listing in the exhibitor directory on ProMatShow.com	Deadline: October 1, 2018 Bag with your company logo given out to ProMat 2019 attendees	Your video ad on charging station LCD TV's at kiosks located in the Premier Club for VIP attendees, International Visitors Center, and high-traffic areas throughout the show floor
25 MB Showcase	1 Search Pages Banner Ad on ProMatShow.com (468 x 60px)	Your logo and booth number on charging station signage at kiosks
	25 MB Showcase	25 MB Showcase

<i>Lanyard Sponsorship (limit of 4 sponsors)</i>	<i>Smartphone App (limit of 3 sponsors)</i>	<i>Expo Guide Sponsorship (limit of 6 sponsors)</i>
\$10,000	\$10,000	\$10,000
Deadline: October 1, 2018 Your company logo on lanyards given to ProMat 2019 attendees at registration	Official sponsor of ProMat 2019 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 floorplan map
	Logo and booth number 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 2019 Expo Guide (exclusive benefit of this sponsorship)
	Logo on signage promoting the ProMat 2019 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 2019 Magazine. Deadline for inclusion: January 20, 2019

(CONT. ON PAGE 21)

FOR MORE INFORMATION AND TO ORDER,

Visit www.ProMatShow.com/marketingkit or

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or dstreicher@MHI.org.

PROMAT 2019

Sponsorships *(Continued)*



Maximize your impact at the show through sponsorship. MHI offers a variety of sponsorships to put your name in front of material handling and logistics buyers attending ProMat 2019.

Google AdWords Retargeting Sponsorship **NEW**

(LIMIT OF 3 SPONSORS)

\$10,000 (DEADLINE FOR PURCHASE: December 3, 2018.)

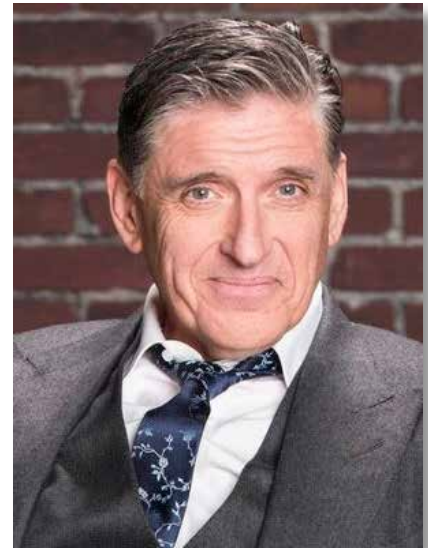
Your submitted display ad retargeted to people who visit the ProMatShow.com Exhibitor Search Pages prior to ProMat 2019 as well as lookalike audiences. Introduce your company's newest product, promote your brand and drive traffic to your exhibitor listing on ProMatShow.com. You'll receive a total of 500,000 ad impressions to these qualified audiences over the course of the campaign. (Duration: January 1 - March 30, 2019.)

Industry Night Event Sponsorship

WEDNESDAY APRIL 10, 2019 | 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 with comedian Craig Ferguson. 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>
\$10,000	\$1,000
Sponsor the Industry Night to 1,400 ProMat 2019 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 general admission 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 Craig Ferguson after event	



CRAIG FERGUSON

(CONT. ON PAGE 22)

FOR MORE INFORMATION AND TO ORDER,

Visit www.ProMatShow.com/marketingkit or

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or dstreicher@MHI.org.

PROMAT 2019

Sponsorships (Continued)

Maximize your impact at the show through sponsorship. MHI offers a variety of sponsorships to put your name in front of material handling and logistics buyers attending ProMat 2019.

WiFi and HUB Sponsorship **NEW**

(LIMIT OF 2 SPONSORS)

\$25,000

Become an official sponsor of the ProMat WiFi and the HUB! Your company logo and booth number included where WiFi information is promoted, including Expo Guide and on-site signage, as well as on signage in the HUB's Networking Lounge.

Also includes:

- 25 MB Showcase
- Showcase Banner Ad
- Homepage Banner Ad on ProMatShow.com
- Logo on ProMat Photo Stations signage



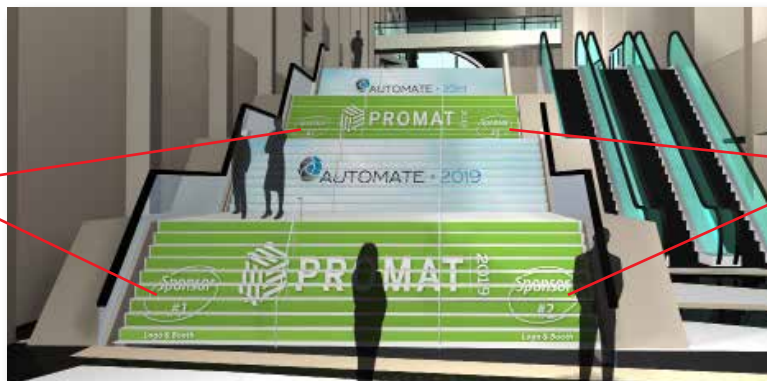
Stair Graphic Sponsorship

(LIMIT OF 2 SPONSORS)

\$25,000

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

Your logo and booth number here



Your logo and booth number here

FOR MORE INFORMATION AND TO ORDER,

Visit www.ProMatShow.com/marketingkit or

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or dstreicher@MHI.org.

PROMAT 2019 EXHIBITOR ADVERTISING & SPONSORSHIP 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 24 for materials specifications)

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

ONLINE LISTING ENHANCEMENT ADVERTISING — A LA CARTE

(See page 24 for materials specifications)

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

SPONSORSHIPS

- | | |
|---|---|
| <input type="checkbox"/> Industry Night Table: \$1,000 | <input type="checkbox"/> Lanyards: \$10,000 |
| <input type="checkbox"/> Video Wall: \$3,000 | <input type="checkbox"/> Smartphone App: \$10,000 |
| <input type="checkbox"/> Aisle Sign: \$4,000 | <input type="checkbox"/> Expo Guide: \$10,000 |
| Aisle Number: _____ | <input type="checkbox"/> Industry Night Event: \$10,000 |
| <input type="checkbox"/> Shuttle Bus Signage: \$4,000 | <input type="checkbox"/> Google AdWords Retargeting: \$10,000 |
| <input type="checkbox"/> Registration Confirmation Email: \$5,000 | <input type="checkbox"/> WiFi & HUB: \$25,000 |
| <input type="checkbox"/> ProMat Bag: \$7,500 | <input type="checkbox"/> Stair Graphic: \$25,000 |
| <input type="checkbox"/> Charging Station: \$7,500 | |

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 11 | <input type="checkbox"/> 1st Row Banner | <input type="checkbox"/> 1st Sponsored Content |
| | <input type="checkbox"/> 2nd Row Banner | <input type="checkbox"/> 2nd Sponsored Content |
| <input type="checkbox"/> March 18 | <input type="checkbox"/> 1st Row Banner | <input type="checkbox"/> 1st Sponsored Content |
| | <input type="checkbox"/> 2nd Row Banner | <input type="checkbox"/> 2nd Sponsored Content |
| <input type="checkbox"/> March 25 | <input type="checkbox"/> 1st Row Banner | <input type="checkbox"/> 1st Sponsored Content |
| | <input type="checkbox"/> 2nd Row Banner | <input type="checkbox"/> 2nd Sponsored Content |
| <input type="checkbox"/> April 1 | <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 or FAX to 704-676-1199.**

Deadline to order bag and lanyard sponsorships is October 1, 2018

Deadline to order and submit ad for Google AdWords Retargeting is December 3, 2018

Deadline for ordering and materials submission is February 15, 2019

To view samples of online products, visit www.ProMatShow.com/marketingkit

Online Exhibitor Showcase Material Specifications

Submit Your Advertising Materials*

To submit: Upload your Showcase materials online at 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

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.

Ad Specs:

Color Mode: RGB
Resolution: 72 dpi
File Type: Jpg or animated gif
Max File Size: Must be under 1MB

*** 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
FOR QUESTIONS REGARDING MATERIALS, CONTACT MORGAN CRUZ AT: 704-714-8722, macruz@MHI.org

PROMAT 2019 EXHIBITOR MARKETING SCHEDULE & WORKSHEET

DEADLINE	TASK	COMPLETION DATE
October 1, 2018	Bag Sponsorship Deadline	
	Lanyard Sponsorship Deadline	
October 2018 – December 2018	Complete your ProMat 2019 Online Listing	
	Upgrade online Listing to a Showcase	
	Order ProMat 2019 Direct Mail Postcards & E-mail Invitations	
	Place ProMat 2019 logo on your website via Banner Ad program	
	Plan pre-show advertising using ProMat 2019 Logo	
	Develop Marketing & Promotion Strategy	
	Consider ProMat 2019 Marketing Packages & Sponsorships	
	Determine Lead Retrieval Objectives for ProMat 2019	
	Become a ProMat 2019 Partner for pre- and post-show mailing	
December 3, 2018	Google AdWords Retargeting Sponsorship Deadline	
December 2018 – February 2019	Mail ProMat 2019 Direct Mail Postcards to customers, prospects	
	E-mail ProMat 2019 Invitations to customers, prospects	
	Schedule Press Conference during ProMat 2019	
	Prepare & submit "One Minute to Connect" video	
January 11, 2019	MHI Innovation Award deadline	
January 16-17, 2019	ShowPro Live in Chicago, IL	
January 2019 – February 2019	Prepare Press Releases and Kits	
	Mail Invitations or Releases to Attending Press	
	Select and Train ProMat 2019 Booth Staff	
	Schedule shipment of Press Kits to McCormick Place	
	Determine Lead Follow-Up Strategy	
February 15, 2019 – deadline to be included online at the show, in Expo Guide, and show app	ProMat 2019 Sponsorship Order Deadline	
	ProMat 2019 Online Listing form final deadline	
	ProMat 2019 Pre-Show/Daily Newsletter Sponsorship deadline	
	ProMat 2019 Online Advertising Order & Materials deadline	
February 20, 2019	Partnership Program deadline	
March 2019	Review Show Strategy in Pre-Show Staff Meeting	
April 2019	ProMat 2019 Post-Show Attendee Database	
	Begin Post-Show Promotions, Lead Follow-Up	