

**IF YOU SUPPLY THE SUPPLY CHAIN,
YOU BELONG AT MODEX.**

The greatest supply chain show on earth.



**GEORGIA WORLD CONGRESS CENTER
ATLANTA, GEORGIA | APRIL 4-7
MODEXSHOW.COM**

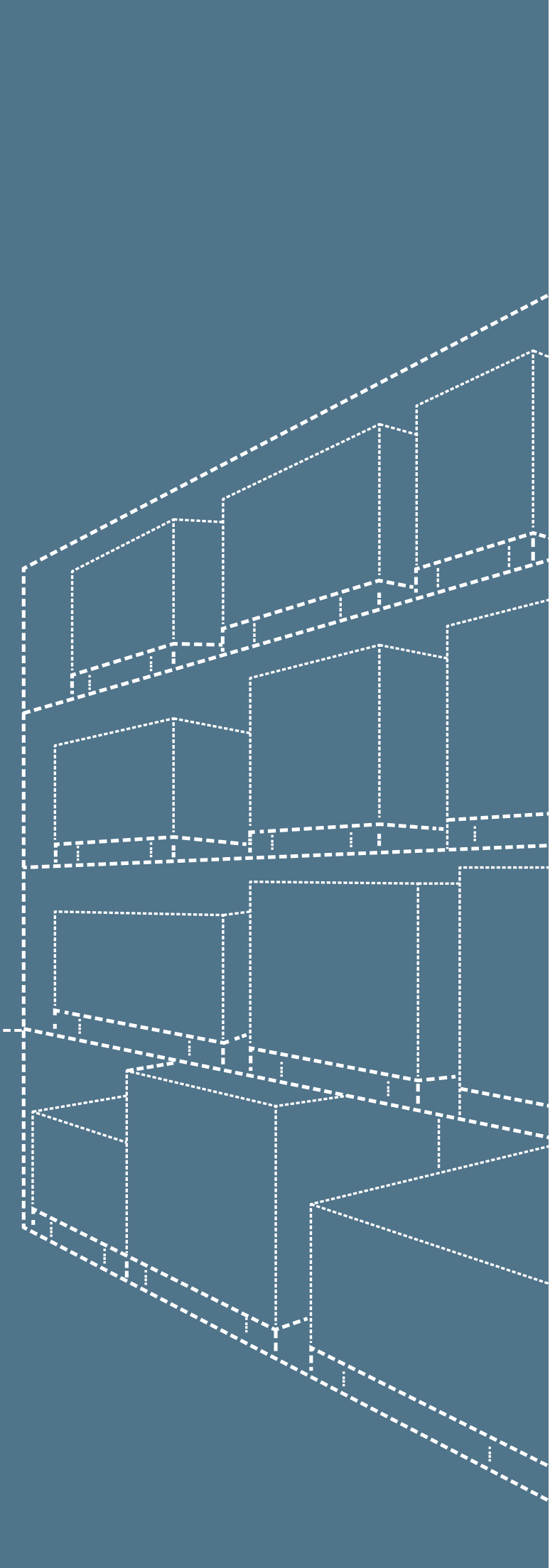


THEY'RE ALL HERE.

The buyers and decision-makers.
The thought leaders and innovators.
The people who need your solutions.

MODEX 2016 is the one place to find them all.





MODEX is the must-attend manufacturing and supply chain expo of 2016, where you can showcase your company before thousands of key buyers and decision-makers.

They come to MODEX looking for your solutions – ways to make their supply chain faster, more reliable and more efficient. More than 800 of the top material handling, logistics and supply chain providers will fill 250,000 square feet of the Georgia World Congress Center at MODEX to demonstrate their equipment and system solutions in a face-to-face environment.

Buyers and professionals in all areas of manufacturing and the supply chain also come to MODEX to learn and network – to sharpen their skills and get ahead of the curve. The MODEX Supply Chain Conference provides industry-leading networking and educational opportunities, one-of-a-kind keynotes and more than 100 educational seminars to help them evaluate and implement the solutions they find on the show floor.

For the supply chain, MODEX is where it happens.

It's where people with buying power come together to find the equipment, software and systems they need and where professionals go to build community and learn with their peers. If you supply the supply chain, you need to be at MODEX.

JOIN US.

IF THEY'RE READY TO BUY, THEY'RE AT MODEX.

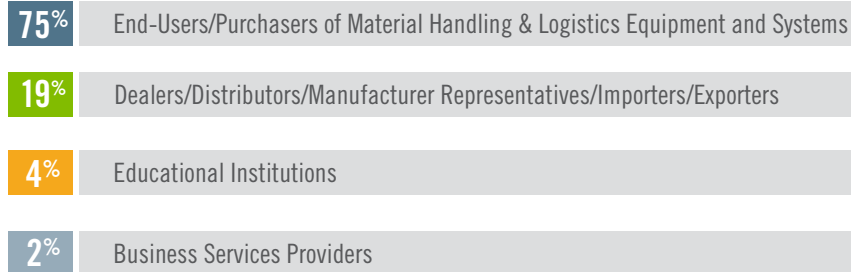
And if you have a material handling,
logistics or supply chain solution,
MODEX attendees need to meet you.

They're top-tier manufacturing and supply
chain professionals with the power to buy,
and they're not on the phone or in an email.
They're right in front of you.

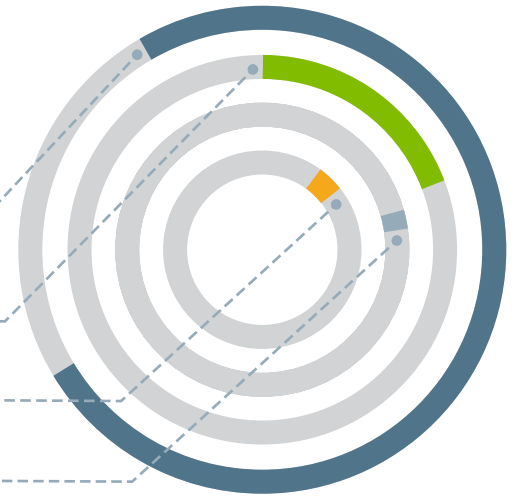
By exhibiting at MODEX 2016, you're the
beneficiary of a large number of highly
qualified leads from all facets of the
manufacturing and supply chain industries,
including the Fortune 1000, multinational
consumer goods companies and top 100
retailers. They have buying authority and
plan to spend more than \$30 billion during
the next 18 months.



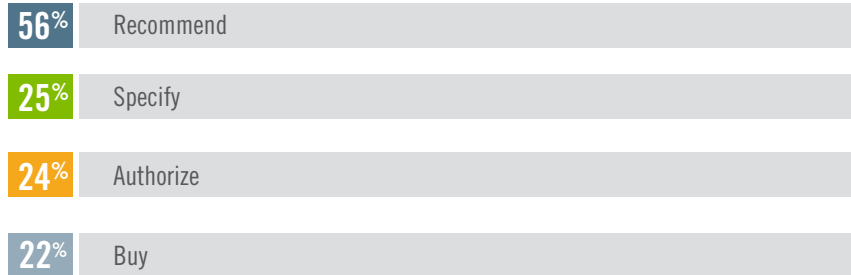
MODEX ATTENDEES ARE:



Source: MODEX 2014 expo registration database



THEY HAVE THE POWER TO:



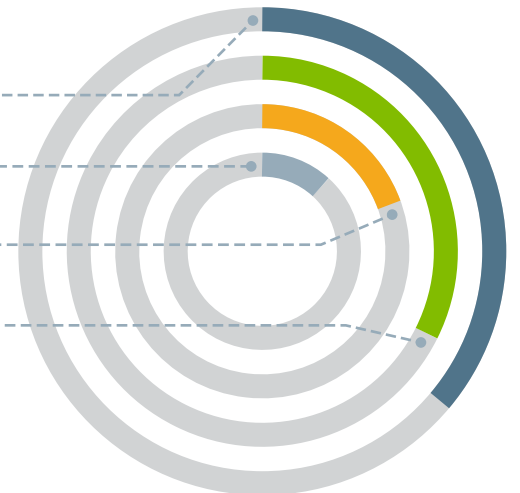
Source: MODEX 2014 expo registration database (multiple responses were permitted)



IN THE NEXT 18 MONTHS, THEY PLAN TO:



Source: Statistics compiled from a study of MODEX 2014 expo attendees on their purchasing plans over the next 18 months by the independent firm Exhibit Surveys, Inc.



WHY DO DECISION-MAKERS CHOOSE MODEX?

MHI created MODEX to connect innovators and solution-providers with key decision-makers.

With 70 years of creating, organizing and sponsoring successful trade events on a large scale, MHI's events – including ProMat® – attract a large number of buyers who do not attend other trade shows. If they attend one event in 2016, it will be MODEX.

WHO ATTENDS MODEX?

DECISION MAKERS

who spend \$30 billion every year on material handling, supply chain and logistics systems, equipment and services

MANAGEMENT

including corporate and senior management and engineers from manufacturing, operations, production, distribution, logistics, supply chain and information technology

RETAILERS

including 58% of the National Retail Federation Top 100 Retailers

REPRESENTATIVES

from the Fortune 1000, including multinational consumer-goods companies

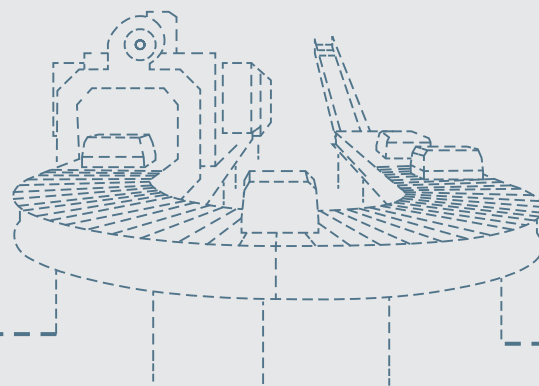
BUYING TEAMS

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

INDIVIDUAL BUYERS

in search of product demonstrations and one-on-one meetings with equipment and solutions suppliers

Source: The National Retail Federation



MODEX HAS WHAT YOU NEED TO GROW YOUR BUSINESS.

It's not every day you have the opportunity to meet thousands of manufacturing, distribution and supply chain professionals face-to-face. By exhibiting at MODEX, you do. Make the most of it.

Seeing is believing, but demonstrating is proving.

Nothing makes more impact than demonstrating a solution right before a buyer's eyes. MODEX gives you the stage to do just that. Whatever solution or service you provide, prospects can see the benefits firsthand. They can put their hands on it, use it and visualize it working for them, while you differentiate your products and services from your competitors.

Introduce something new.

A full 88% of attendees at MODEX say they come to see new products or developments. They want you to unveil your newest and best solutions. They're not just a captive audience; they're an active, engaged one. Put your best foot forward for thousands of manufacturers, end users, supply chain professionals and distributors, as well as reporters and publishers from business-to-business and trade publications.

Find partners. Make history.

MODEX 2016 gives you the opportunity to meet new distributors and channel partners looking to change, update or add to their product lines. When you introduce a new product or conduct a seminar or training, you can get even more of their attention. Plus, you can forge, develop and enhance critical relationships with strategic partners among other MODEX exhibitors.

Show the world you mean business.

International business prospects from more than 100 countries will be at MODEX 2016. MHI is marketing MODEX 2016 on a national and global scale through advertising, public relations, social media, websites, direct mail and participation in international events. Gain a worldwide presence both on the show floor and at MODEXShow.com, where time zones and itineraries offer no limitations. And, at the MODEX 2016 International Visitors Center, on-site interpreters will help you turn international prospects into valuable customers.

Build your brand.

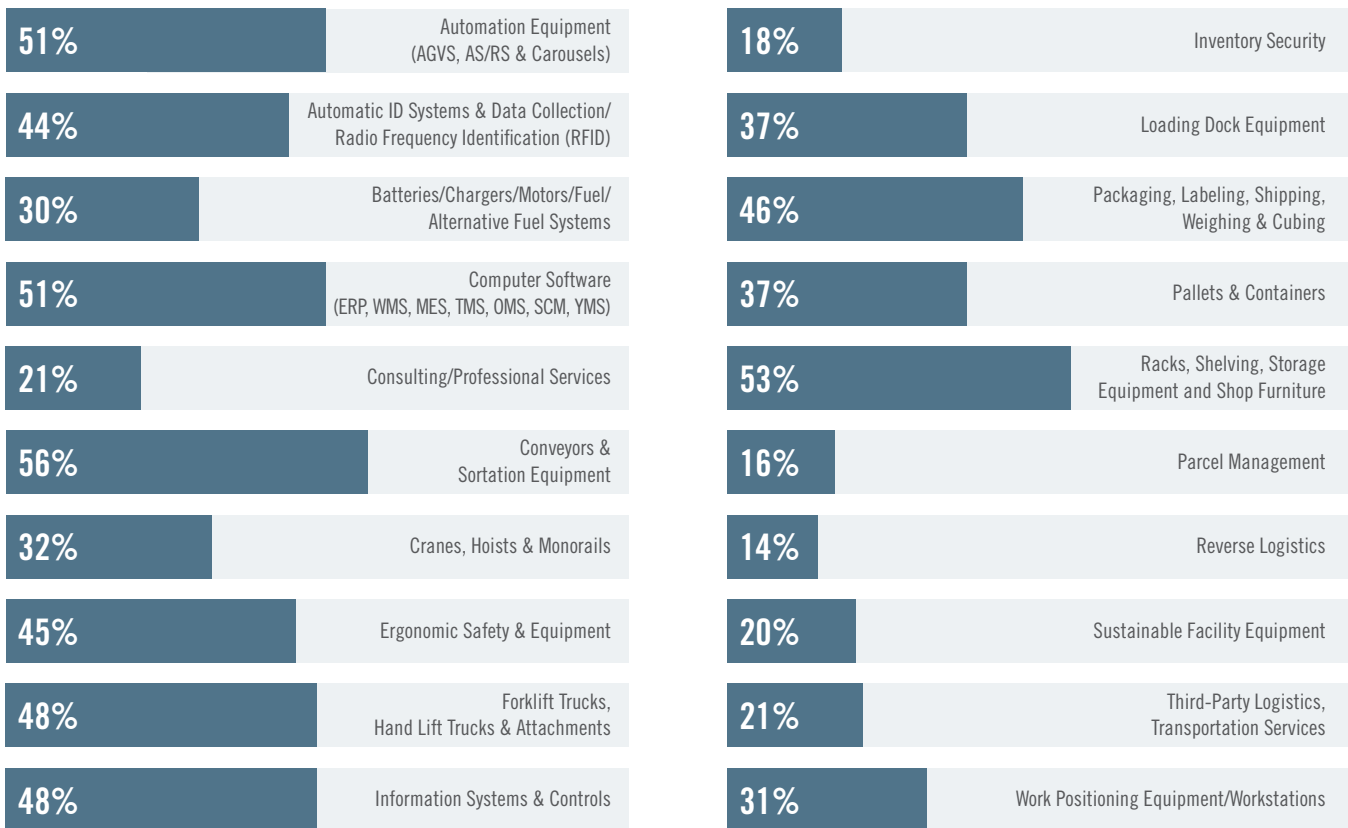
As the supply chain, material handling and logistics industry expands globally, it is critical that you differentiate your company and products from your competitors, increase your visibility and stake your claim at the top of the industry. MODEX 2016 will be the largest supply chain expo in the Americas, giving you the chance to build valuable brand recognition throughout the industry for your company's name, logo and products.

MODEX ATTENDEES AT A GLANCE

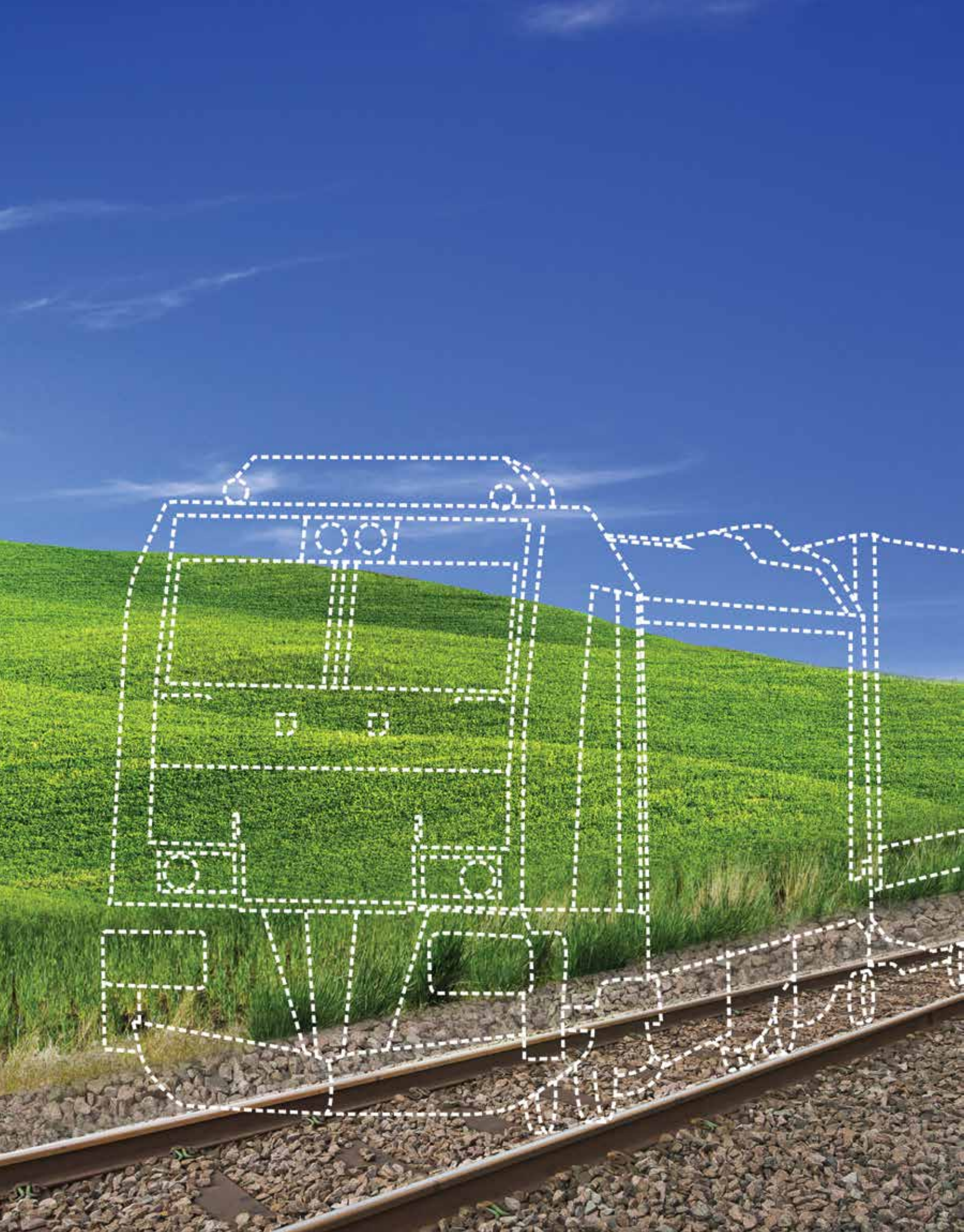
- 82%** Have buying power
- 53%** Are senior or corporate management
- 25%** Are middle management
- 42%** Do NOT attend any other industry-related trade shows, making them an exclusive audience
- 88%** Attend to see new products
- 79%** Attend to keep abreast of industry trends and issues
- 81%** Plan to purchase new equipment
- 80%** Rank their ROI from attendance as good to excellent
- 63%** Attend to see a specific product or company
- 80%** Plan to build/expand facilities
- 61%** Attend to network and learn
- 63%** Attend to evaluate and compare products before purchasing a specific product
- 70%** Are from firms with 100+ employees
- 36%** Plan on expanding their supply chain capacity
- 50%** Plan to purchase new IT & computer systems
- 36%** Plan to spend a million dollars or more over the next 18 months on the types of products and services exhibited at MODEX

Statistics compiled from an Exhibit Surveys, Inc. study of MODEX 2014 expo attendees.

MODEX ATTENDEES ARE INTERESTED IN:



Source: Statistics compiled from an Exhibit Surveys, Inc. study of MODEX 2014 expo attendees.
 Note: Multiple responses were permitted. Many visitors come to see a variety of equipment, systems and services.



MODEX GIVES YOU MORE MARKETING POWER

Free MODEXShow.com Exhibit Listing

Get valuable exposure to hundreds of thousands of visitors 24/7. Once you reserve your booth, your free listing can go live on MODEXShow.com for instant exposure. Your virtual exhibit is an efficient, effective way to distribute product news and information before and after the show.

MODEXShow.com Showcase Upgrades

Supercharge your MODEXShow.com exhibitor listing by adding things like your company logo, product photos, product literature, streaming video, press releases, email contacts and Web links.

MODEXShow.com Banner Ads

Place an ad on MODEXShow.com and personalize your message for visitors.

MODEXShow.com LeadLink

Add the MODEX LeadLink logo to your website, and when an attendee registers for MODEX from your website through LeadLink, that registrant's contact information is immediately emailed to you.

Customized Email Invitations

Invite your VIPs to register with customized HTML email invitations from MHI. They link recipients to free registration, show information and your website. Customization includes your company's logo or name as well as your booth number.

Free Direct Mailers

Professionally crafted direct mailers filled with important MODEX information are available to all exhibitors.

Partnership Program

MHI gives exhibitors exclusive exposure in pre-show emails as well as exclusive access to MODEX pre-show and post-show registration databases. This access is offered at no cost to exhibitors who partner with MHI to promote their MODEX participation.

MODEX Seminar Sponsorship

Share your expertise and distinguish your company by sponsoring and conducting a seminar on the show floor. It will be promoted on MODEXShow.com.

Press Relations

Put yourself in front of national and international media that cover MODEX and the material handling and supply chain industry. You can get access to media lists, place your press kits in the Press Room, and conduct a press conference during the show. Exhibitors can also distribute press releases via MODEXShow.com and RSS feeds.

Social Media

Use sites like Twitter, Facebook, LinkedIn and YouTube to increase your exposure.

Sponsorships

Use on-site sponsorships to promote your brand to MODEX attendees. Opportunities include the mobile app and lanyard, among others.

MODEX BUYERS: A GLOBAL PHENOMENON.



Countries represented by MODEX 2014 expo attendees.

Source: MODEX 2014 registration database.

DAILY PARCEL SHIPPING BY MODEX ATTENDEES

51%

of MODEX attendee companies
**SHIP MORE THAN
100 PARCELS
PER DAY.**



28% MORE THAN 1000 PARCELS

7% 501-1000 PARCELS

16% 100-500 PARCELS

Source: Statics compiled from a study of MODEX 2014 attendees by the independent firm, Exhibit Surveys, Inc.

FORKLIFT OPERATION AMONG MODEX ATTENDEES

On average, MODEX attendees operate

**30 LIFT
TRUCKS
AT THEIR LOCATION**



16% MORE THAN 100 LIFT TRUCKS

16% 26-100 LIFT TRUCKS

44% 1-25 LIFT TRUCKS

ORGANIZED FOR MAXIMUM EXPOSURE.

Buyers don't want to wander aimlessly, hoping to find solutions – and you don't want that either. That's why MODEX 2016 arranges exhibits into function-specific Solution Centers.

Manufacturing & Assembly

This is the destination for those seeking your material handling and logistics solutions for manufacturing and assembly. An exhibit here reaches those looking for automated assembly support, intelligent devices, robotics, ergonomic and safety equipment, workstations, overhead lifting equipment, light rail and other equipment and systems for the manufacturing environment.

Information Technology

Many MODEX attendees come seeking information technology and visibility solutions, systems integration and consulting services. The Information Technology Solution Center puts your company in the thick of the buyers who need manufacturing and supply chain systems and software and automatic identification solutions.

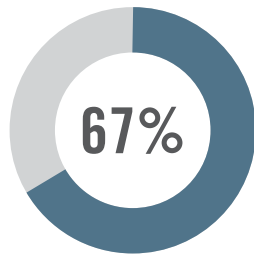
Sponsor Educational Conferences for even greater exposure at the Knowledge Center.

The Knowledge Center is designed to house education sessions and build awareness about what the material handling, supply chain and logistic industry has to offer. Your company can sponsor one or more educational seminars being held in the theaters within the Knowledge Center, which are free to attendees. Share your unique and industry-specific knowledge and insights to help build your brand and stand out in the marketplace.

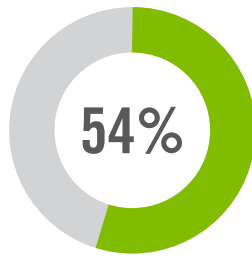
Fulfillment & Delivery

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

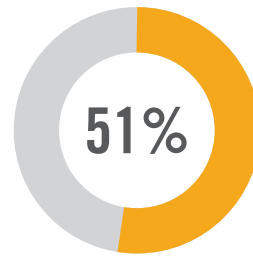
MODEX ATTENDEE PURCHASES BY FACILITY



Distribution Center



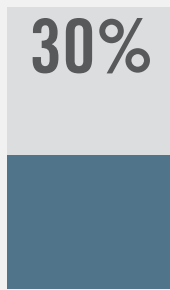
Warehouse Supporting
Manufacturing



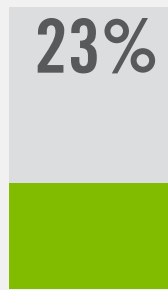
Manufacturing Facility

Source: Statistics compiled from a study of MODEX 2014 expo attendees by the independent firm Exhibit Surveys, Inc.

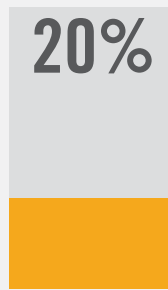
MODEX ATTENDEES BY JOB FUNCTION



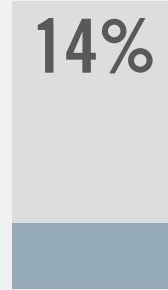
LOGISTICS
Warehouse / Distribution
/Transportation /
Supply Chain / Logistics /
3PL Management



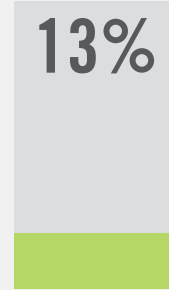
MANAGEMENT
Corporate Management
(CEO, President, COO,
CIO, CFO, Corporate VP)



CHANNEL PARTNERS
Sales Channel Partners /
Sales / Reseller /
Importer / Exporter



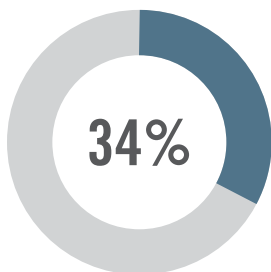
TECHNICAL
Engineer/Engineering
Management



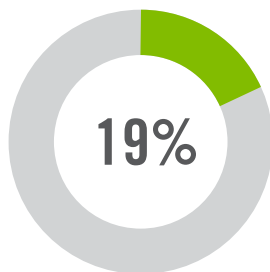
PRODUCTION
Manufacturing /
Materials / Production
Management

Source: Statistics compiled from a study of MODEX 2014 expo attendees by the independent firm Exhibit Surveys, Inc.

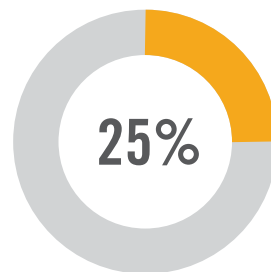
MODEX MANAGEMENT ATTENDEES BY TITLE



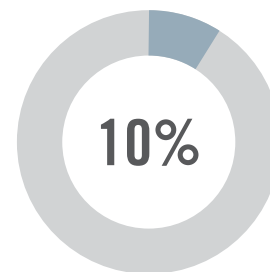
Corporate Management
(C-Level)



Senior Management
(EVP, SVP, VP)



Middle Management



Engineering /
IT Management

Source: Statistics compiled from a study of MODEX 2014 expo attendees by the independent firm Exhibit Surveys, Inc.

IF THEY'RE IN THE SUPPLY CHAIN, THEY'LL KNOW ABOUT MODEX.

The build up to MODEX begins more than a year in advance through MODEXShow.com and an integrated marketing plan that includes print and online advertising, targeted direct marketing, electronic media, social media and public relations activities.

FEATURES OF MODEXSHOW.COM

- Exposure to hundreds of thousands of buyers via your free online listing
- Enhanced online Showcase listings with photos, videos, emails, Web links, news releases and literature downloads that drive traffic to your website
- Advertising via searches by products and services, agenda planners and product spotlights
- Attention that gets your company included on attendees' agendas
- Free attendee registration
- Exhibitor resources, marketing kit and manual
- Show news and helpful travel information
- Educational conference details and schedule
- MyMODEX show management and matchmaker services
- Online Press Room
- Mobile-enabled site and MODEX app





Website & Mobile App

MODEXShow.com delivers up-to-date news and information for both potential and registered exhibitors and attendees. MODEXShow.com offers you exposure to buyers who are researching and planning their attendance at MODEX. As an exhibitor, you also gain exposure on the MODEX mobile app.



Direct Mail

Hundreds of thousands of key decision-makers will receive targeted direct mailings encouraging them to attend MODEX and visit MODEXShow.com.



Print and Web Advertising

Millions of readers will hear about MODEX via print ads and Web banner ads featured in the largest and most credible trade and business-to-business publications and websites in the U.S. and across the globe.



Email Marketing

MODEX sends a series of permission-based emails and e-newsletters to target tens of thousands of buyers. We remind them of the benefits of attending the show. We also update registrants regularly about show news, developments and events.



Public Relations and Social Media

A targeted PR program aimed at leading business-to-business press focuses on the benefits of MODEX attendance. Leading publications plan special pre-show issues and extensive post-show coverage. MODEX will also be promoted on social media sites like Twitter, Facebook, YouTube, LinkedIn and the MHI Blog, and your company is welcome to join in the conversation.



Collocated Events

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

CONNECT WITH TOP-TIER SUPPLY CHAIN BUYERS.

Reserve your exhibit space today.

An exhibit at MODEX 2016 connects you to tens of thousands of supply chain buyers from around the world. It's where the material handling, logistics and supply chain industry gathers to do business. A space at MODEX is simply the best and most economical way to reach them.

To reserve your booth or for more information, contact MHI Show Sales:

Tom Carbott
Senior Vice President, Exhibitions
Email: tcarbott@mhi.org
Phone: 704-676-1190

Or visit us at MODEXShow.com

Refer to our supplemental inserts for:

- Companies who have previously attended MODEX
- Exhibitors at MODEX 2014
- MODEX 2016 Floor Plan
- MODEX 2016 Application and Lease
- MODEX 2016 Rules and Regulations

2016 SHOW HOURS

MONDAY

April 4th

10AM TO 5PM

TUESDAY

April 5th

10AM TO 5PM

WEDNESDAY

April 6th

10AM TO 5PM

THURSDAY

April 7th

10AM TO 3PM



GEORGIA WORLD CONGRESS CENTER
ATLANTA, GEORGIA | APRIL 4-7
MODEXSHOW.COM

