



TOUCH THE FUTURE

MARCH 20-23, 2023

**MCCORMICK PLACE
CHICAGO, IL**

promatshow.com



01 PROMAT 2023

04 WHO ATTENDS

09 BENEFITS OF EXHIBITING

10 MARKETING PROGRAMS

12 SHOW FLOOR

13 KNOWLEDGE CENTER

14 MHI MEMBERSHIP

16 RESERVE YOUR SPACE



ProMat brings what's next to life

As the pace of change in the manufacturing and supply chain ecosystem continues to accelerate, your opportunities at ProMat 2023 are bigger than ever. Top buyers from across the globe will be there, looking for greater visibility, automation, sustainability and resiliency.

**Can you help them
solve their supply chain challenges?**



**where the
supply chain
world comes
together to
touch the
future**



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

From next-generation technology to exciting new efficiencies, the future will be within reach at ProMat 2023, along with attendees that control \$65 billion of purchasing power and tell us year-after-year that their number one reason for attending is to see what's new and what's next.

Ready to show attendees how to take their operations to the next level of productivity?

If so, it's time to secure your exhibit at ProMat 2023.

WHO ATTENDS

buyers looking for solutions now more than ever

An Exclusive Audience with Buying Power

Because most buyers (78%) who attend ProMat don't attend any other trade shows, they arrive at Chicago's McCormick Place motivated to find their next breakthrough product or service. They're eager to watch product demonstrations, listen to industry thought leaders and set up one-on-one meetings with equipment and solution suppliers like yourself.

And because this is the only trade show they attend, they come focused and ready to buy.

57%

End User /
Purchaser
of Material Handling
and Logistics
Equipment Systems

23%

Dealer
Distributor
Manufacturer's
Representative
Importer
Exporter

15%

Systems
Integrator
Consultant

5%

Government
Organization
Military

**At ProMat,
every contact
you make has
the potential
to become
your next loyal
customer.**

Decision Makers

of ProMat attendees
are in management
positions.
27% are VP and C-level.

72%**Buying Power**

of ProMat attendees
have buying power.

83%**Exclusive
Attendance**

of ProMat attendees
visit no other
trade shows.

78%

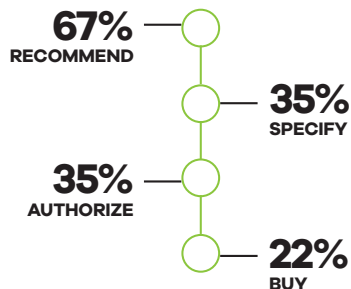
over 50,000 leads under one roof

A wide variety of companies, including 75% of the top 100 retailers, 65% 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 March of 2023, you'll have a singular opportunity to impress buyers from multiple industries as they make their capital equipment purchasing decisions.

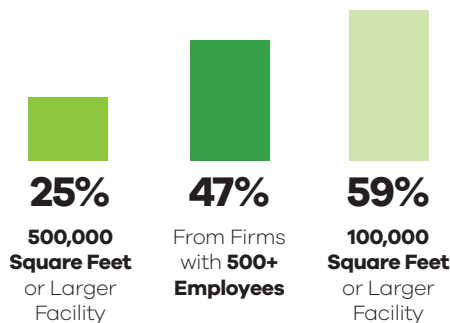
WHAT ARE THEY PLANNING TO SPEND IN THE NEXT 18 MONTHS?



WHAT CAN THEY DO?

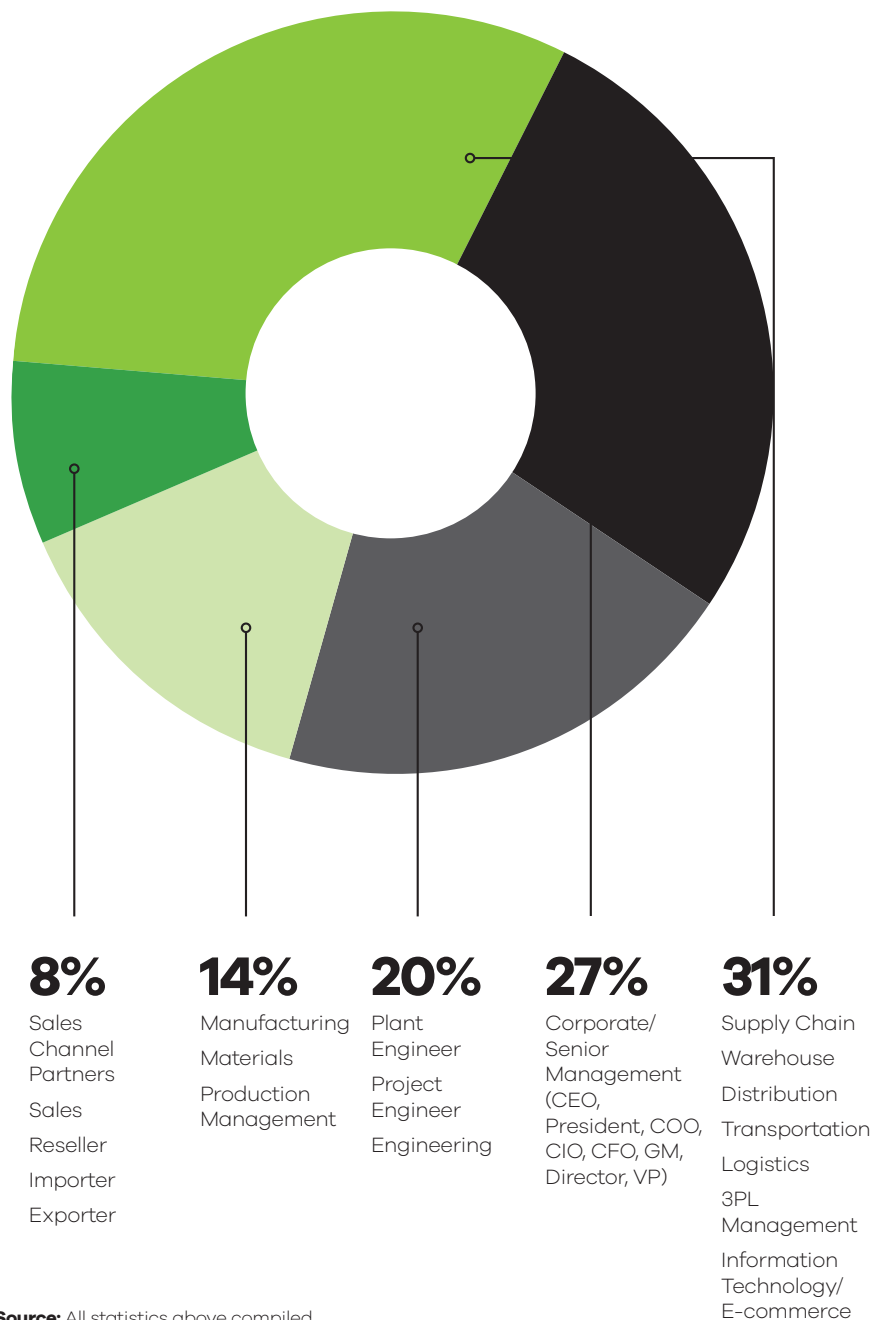


WHERE DO THEY WORK?



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

ATTENDEE JOB FUNCTIONS



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

PROMAT ATTENDEE PRODUCT INTEREST

48% Automatic ID Systems & Data Collection/RFID
37% Batteries/Chargers/Motors/Fuel/Alternative Fuel Systems
31% Carousels
25% Casters/Wheels/Tires
23% Cleaning Systems & Equipment
75% Computer Software (ERP, WMS, MES, TMS, OMS, SCM, YMS)
40% Consulting/Systems Integration
24% Containers
22% Controls & Controlling Devices
68% Conveyors & Sortation Equipment
55% Cranes, Hoists & Monorails
33% E-fulfillment & Delivery
45% Ergonomic Safety & Protective Guarding Equipment
25% Flexible Manufacturing Systems
82% Forklifts & Attachments
34% Hand Lift Trucks
30% Integrated Systems & Controls
42% Lift Products
33% Loading Dock Equipment
20% Mezzanines
36% Order Picking Systems
57% Overhead Material Handling Solutions
58% Packaging, Labeling, Shipping, Shrink Wrapping & Unitizing Systems
30% Pallets & Palletizers
39% Parcel Freight Cargo Distribution
25% Plant Facility Equipment & Services
40% Racks
13% Reverse Logistics
82% Robotics & Automation
40% RFID Sensors
21% Shelving & Workstations
15% Supply Chain Security
36% Sustainable Facility Equipment & Solutions
42% Third Party Logistics/Transportation
37% Wearable Mobile, Virtual & Augmented Reality Technology

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

ATTENDEES EXPANDING DISTRIBUTION CAPACITY

40% of ProMat attendees are expanding distribution capacity in the next two years.

82% New Equipment

80% Building/Expanding Operations

56% New IT Systems

FORKLIFT OPERATION AMONG ATTENDEES

ProMat attendees operate:

11% 100+ Lift Trucks **18%** 26-100 Lift Trucks **47%** 1-25 Lift Trucks

38% Lift Trucks at their location (on average)

DAILY PARCEL SHIPPING BY ATTENDEES

ProMat attendee companies ship:

20% 5,000+ Parcels **9%** 501 – 1,000 Parcels
10% 1,001 – 5,000 Parcels **10%** 100 – 500 Parcels

30% Ship more than 1,000 parcels per day (on average)

ROBOTICS & AUTOMATION PRODUCT INTEREST BREAKDOWN

53% Automated Storage/Retrieval Systems
53% Automatic Guided Vehicle Systems
64% Autonomous Vehicles & Drones
41% Articulating Robotic Arms
51% Artificial Intelligence/Machine Learning
49% Automated Guided Carts
50% Autonomous Mobile Robots
31% Self-driving Forklifts

Source: Statistics compiled from a study of ProMat attendees by the independent firm, Freeman, Inc

CONNECT WITH

MANUFACTURING &
SUPPLY CHAIN BUYERS
THAT CONTROL

\$65B

IN PURCHASING POWER

BENEFITS OF EXHIBITING

get ahead of tomorrow

SHOW OFF YOUR LATEST SOLUTIONS

If you have something new to share, ProMat is the place to show the world. ProMat attendees want to see what the future of the industry looks like, as do the distributors, reporters, editors and trade press publishers who come to this premier event. 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 strong.

TRANSLATE GLOBAL EXPOSURE INTO GLOBAL SALES

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

FACILITIES PROMAT ATTENDEES PURCHASE FOR

71% Distribution Center

62% Warehouse Supporting Manufacturing

58% Manufacturing Facility

MARKETING PROGRAMS

a powerful marketing program that gets results

As an exhibitor, you will have access to several marketing advantages in the months, weeks, and days leading up to ProMat 2023.



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, ProMat social media sites and RSS feeds.



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.

The One Show Everybody Talks About

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 educational session in the Knowledge Center.

SHOW FLOOR

ProMat 2023 will be the biggest show ever, with over **500,000 square feet** of the latest innovations – including the new Robotics and Automation Solution Center.

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

ROBOTICS & AUTOMATION

If you're looking for greater speed, accuracy and efficiency in your supply chain operations, next-generation robotics and automation solutions can help you reduce costs and delivery time in the hyper-competitive e-commerce business environment. From AS/RS and G2P to AGVs and AGCs to autonomous mobile robots and articulated robotic arms, the new Solution Center at ProMat 2023 will showcase how these technologies play a vital role in improving receiving, storage, assembly, picking, sortation, packing and shipping operations.

MANUFACTURING & ASSEMBLY

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

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.

You can also showcase your 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 in this center.

INFORMATION TECHNOLOGY (IT)

Today, the supply chain is more than the movement of products and materials – it's about data – and attendees are always searching for IT solutions and services that will help them power up. That includes supply chain software, RFID, auto ID and data collection, transportation management systems, manufacturing execution systems, logistics execution systems, enterprise resource planning and order management systems.

KNOWLEDGE CENTER



ProMat's Knowledge Center is the place to demonstrate your expertise and thought leadership.

The Knowledge Center is the home to all of ProMat's educational seminars. Held in theaters on the show floor, these sessions are conducted by some of the brightest minds in the industry. It's here that attendees are able to stay current on the solutions, issues and trends that are impacting the supply chain as a whole today and in the future. By sponsoring one of the Knowledge Center's educational seminars, you can demonstrate your alignment with industry thought leadership to potential customers.



MHI MEMBERSHIP

giving you a voice in the future of our industry

Your world is rapidly changing. By keeping an eye to the future, however, we ensure our industry's continued success.

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

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

THE 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 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.

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.

CONNECTIONS

One of 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.

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.

MEMBER BENEFITS AT A GLANCE

- Opportunities for MHI Industry Group and Solutions Community membership
- Young Professionals Network
- Executive conferences and peer meetings
- Members-only online resources
- Access to exclusive economic, market and industry research
- International exposure
- Educational opportunities
- Exposure on mhi.org via Member Directory microsite, news releases and social media
- MHI ShowPro Exhibitor Education Workshop
- Quarterly industry forecast and monthly business activity index
- Discounted advertising rates in MHI Solutions and MHI view
- MHI Loyalty Points
- Opportunities to collaborate with MHI Division Warehousing Education and Research Council (WERC) members.

mhi.org provides constant exposure for its members. It attracts more than 35,000 manufacturing and supply chain buyers each month.



**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

2023 SHOW HOURS

MONDAY March 20, 10:00 am – 5:00 pm

TUESDAY March 21, 10:00 am – 5:00 pm

WEDNESDAY March 22, 10:00 am – 5:00 pm

THURSDAY March 23, 10:00 am – 3:00 pm

PROMAT 2023 EXHIBITOR REGISTRATION KIT INCLUDES THE FOLLOWING

Companies who have previously attended ProMat
Exhibitors who participated in previous ProMat events

promatshow.com/exhibitors



MCCORMICK PLACE - CHICAGO
MARCH 20-23, 2023
PROMATSHOW.COM