



SUPPLY CHAIN WITHOUT LIMITS

Georgia World Congress Center
Atlanta • April 3-5, 2028

MODEXshow.com



REMOVE THE BOUNDARIES

TAKE YOUR BUSINESS FURTHER

Every supply chain has untapped potential – and MODEX 2028 is where buyers come to unlock it. As the largest manufacturing and supply chain event in North America, MODEX brings together more than 1,100 leading solution providers with over 50,000 qualified decision-makers actively searching for the technologies, expertise and partnerships that will help them break through complexity and operate without limits.





From April 3-5, 2028, your company's presence in Atlanta becomes part of the industry's most complete supply chain experience. Live equipment demonstrations, 200 educational sessions, three keynotes and limitless face-to-face conversations create an environment where buyers compare solutions, evaluate technologies and build relationships that continue long after the show ends.

So reserve your space today and put your company at the center of the conversations – and purchasing decisions – that will shape the future of supply chain.



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MEET YOUR BUYERS

50,000 professionals from across the manufacturing and supply chain world

As an exhibitor at the world's premier supply chain experience, MODEX 2028 gives you the chance to showcase your technology, software, and system solutions to manufacturing and supply chain buyers. This unique opportunity to connect only comes along once every two years. If you're not here to take advantage, your competitors will be.



Key decision makers

who spend \$65 billion every year on material handling, supply chain and logistics systems, equipment, and services.

Upper and middle management

including 77% of attendees who are in corporate, senior, middle, engineering, and IT management from manufacturing operations, production, distribution, logistics, supply chain, and transportation.



Major retailers & consumer goods companies

including 75% of the National Retail Federation Top 100 Retailers and 68% of the Top 100 Consumer Goods Companies.

Representatives from the Fortune 1000

including multinational consumer-goods companies.

Senior buying teams

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



Motivated individual buyers

in search of product demonstrations and 1:1 meetings with equipment, technology and service providers like yourself.

MODEX ATTENDEE PROFILES



80%

have buying power



34%

plan to spend a million dollars or more over the next 18 months on the types of products and services exhibited at MODEX



80%

plan to expand their facilities by adding new equipment & technologies



48%

are senior or corporate management

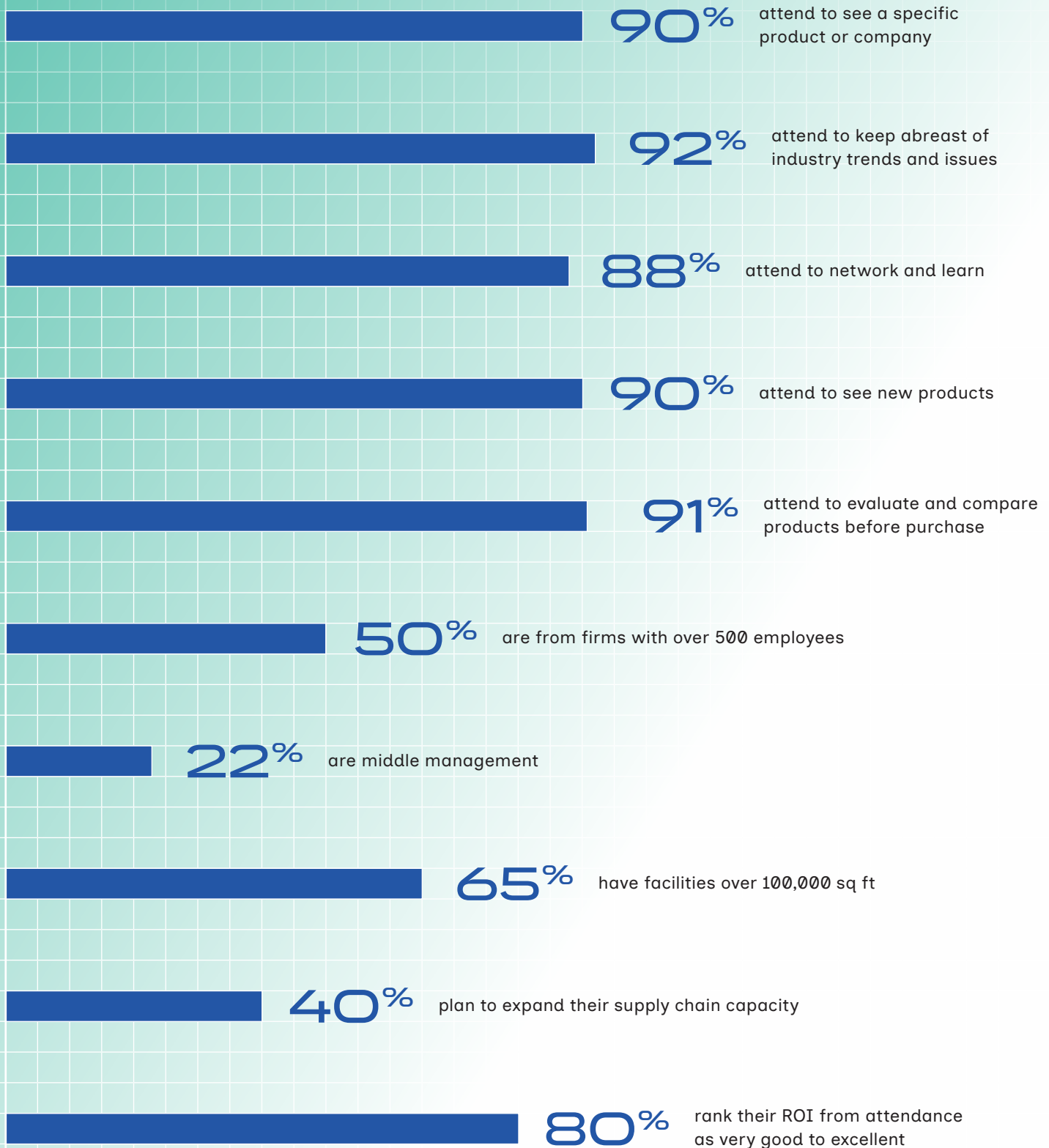


50%

of those who attend MODEX do not attend any other industry-related trade shows

All Statistics are from the MODEX 2026 Post-Show Survey conducted by independent research firm Freeman.

MODEX ATTENDEE PROFILES



PURCHASE BY FACILITY

63%

Warehouse Supporting
Manufacturing



53%

Manufacturing Facility



70%

Distribution Center



“THE EVENT
IS ORGANIZED
VERY WELL, THE
SESSIONS ARE
VALUABLE, AND
MHI ALWAYS
MAKES SURE
THE EXHIBITORS
ARE SATISFIED.”



“GREAT
ATMOSPHERE
WITH TONS OF
OPPORTUNITIES.”



“IT’S THE MOST
BENEFICIAL
EVENT OUR
COMPANY HAS
EVER BEEN TO.”



“MODEX IS OUR NUMBER
ONE WAY OF REACHING
NEW CUSTOMERS
AND ENGAGING WITH
CURRENT ONES.”

JOB
TITLEJOB
FUNCTIONOTHER
FACTS

31%

Corporate Management
(C-Level)

33%

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

42

the average number
of lift trucks MODEX
attendees have at
their location

17%

Senior Management
(EVP, SVP, VP)

20%

Sales Channel
Partners/Sales/Reseller/
Importer/Exporter

30%

ship over 5,000
parcels per day

22%

Middle
Management

20%

Manufacturing/
Materials/Production
Management

57%

of MODEX attendees
ship 100 or more
parcels per day
on average

23%

Engineering/
IT Management

25%

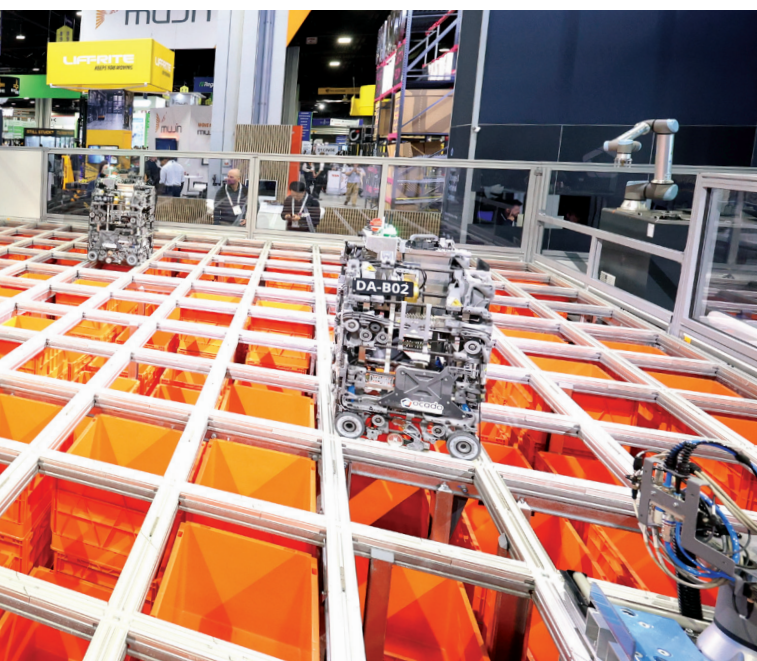
of MODEX attendees
operate a vehicle fleet
(1,634 vehicles
on average)

WHERE DEALS GET DONE

Buying needs of MODEX attendees

14%	3D/4D Printing
21%	Advanced Analytics
48%	Artificial Intelligence/Machine Learning /Digital Twins
50%	Automation Equipment (AGVS, AS/RS)
54%	Automatic ID Systems & Data Collection/RFID, IoT
35%	Autonomous Fork Trucks
42%	Autonomous Mobile Robots
20%	Batteries/Chargers/Motors/Fuel/ Alternative Fuel Systems
12%	Cleaning Systems & Equipment
30%	Consulting & Systems Integration
53%	Conveyors & Sortation Equipment
30%	Cranes, Hoists & Monorails
20%	Drones & Autonomous Aerial Vehicles
40%	Ergonomic Safety & Protective Guarding Equipment





- 60% Forklift Trucks, Hand Lift Trucks & Attachments
- 40% Lift Products
- 32% Loading Dock Equipment
- 15% Mezzanines
- 67% Order Picking Automation, Fulfillment & eCommerce Delivery
- 62% Packaging, Manifest, Labeling, Shipping, Dimensioning, Weighing & Cubing
- 40% Pallets & Containers
- 15% Parcel, Freight & Cargo Distribution
- 80% Racks, Shelving, Storage Equipment & Shop Furniture
- 10% Recycling/Waste Management
- 10% Reverse Logistics
- 55% Robotics
- 76% Software (ERP, WMS, MES, TMS, OMS, SCM, YMS, Cloud, SaaS)
- 10% Supply Chain Security/Cybersecurity
- 20% Sustainable Facility Equipment
- 35% Third-Party Logistics/Transportation Services /Last Mile Logistics
- 15% Wearable & Mobile Technology, Including AR and VR



UNLIMITED POTENTIAL FOR YOUR BRAND

In order to generate maximum interest and exposure among supply chain buyers, MHI promotes MODEX 2028 around the world with a comprehensive, integrated marketing plan that includes print and online advertising, targeted direct marketing, electronic media, social media, and public relations activities.

Leverage your investment with exhibitor listing upgrades

To help MODEX exhibitors get more ROI, MHI provides a comprehensive set of MODEXshow.com Exhibitor Listing Upgrades. 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.



Print & digital advertising

Strategically placed print and digital ads will connect with millions of readers in the largest and most credible trade and business-to-business publications and websites across the U.S. and around the world.



Website & mobile app

MODEXshow.com and the MODEX mobile app put your company and solutions in front of buyers who are researching and planning their trip to MODEX 2028. As an exhibitor, you can place a banner ad for visitors to see when they're on MODEXshow.com, as well as update your listing with company news and information leading up to the expo.



Direct mail campaign

Hundreds of thousands of key decision-makers will receive targeted direct mailings encouraging them to attend MODEX 2028 and to visit MODEXshow.com before and after the show.



Public relations

Put yourself in front of national and international media that cover MODEX and the material handling and supply chain industry. A targeted PR program aimed at leading business-to-business press focuses on the many benefits that MODEX 2028 offers its attendees. Leading publications will feature special pre-show issues and extensive post-show coverage.

MHI provides a variety of tools to help exhibitors get the word out to the media covering MODEX 2028, including on-line press release posts, press conferences, and media lists. You can also place your press kits in the Press Room, conduct a press conference during the show, and enjoy access to media lists. Exhibitors can also distribute press releases via an online pressroom at MODEXshow.com and RSS feeds.



Social media

MODEX will also be promoted on social media sites like Twitter, Facebook, YouTube, MHI view, Instagram, and LinkedIn, so you will have lots of opportunities to join and influence the conversation.



MODEX Digital Entry

MHI provides options during and after the show to connect manufacturing and supply chain buyers to all the education and solution sourcing that MODEX delivers in a digital format. While nothing can match the power of attending the face-to-face expo, MODEX Digital Entry expands your reach beyond the attendees on the show floor to additional qualified buyers.



Email marketing

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



Customized email invitations and digital ads

Invite your VIPs to register with customized HTML email invitations and banner ads 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.



Sponsorship opportunities

Use on-site sponsorships to promote your brand to MODEX 2028 attendees. Your brand can be featured on the MODEX 2028 mobile app and lanyard, just to name a few opportunities. In addition, we invite you to share your expertise and distinguish your company by sponsoring and conducting a seminar on the show floor, which will be promoted on MODEXshow.com.



2028 MHI Innovation Award

2028 exhibitors have the exclusive right to submit applications for this prestigious award that showcases the latest manufacturing and supply chain innovative products and services.



Access our database

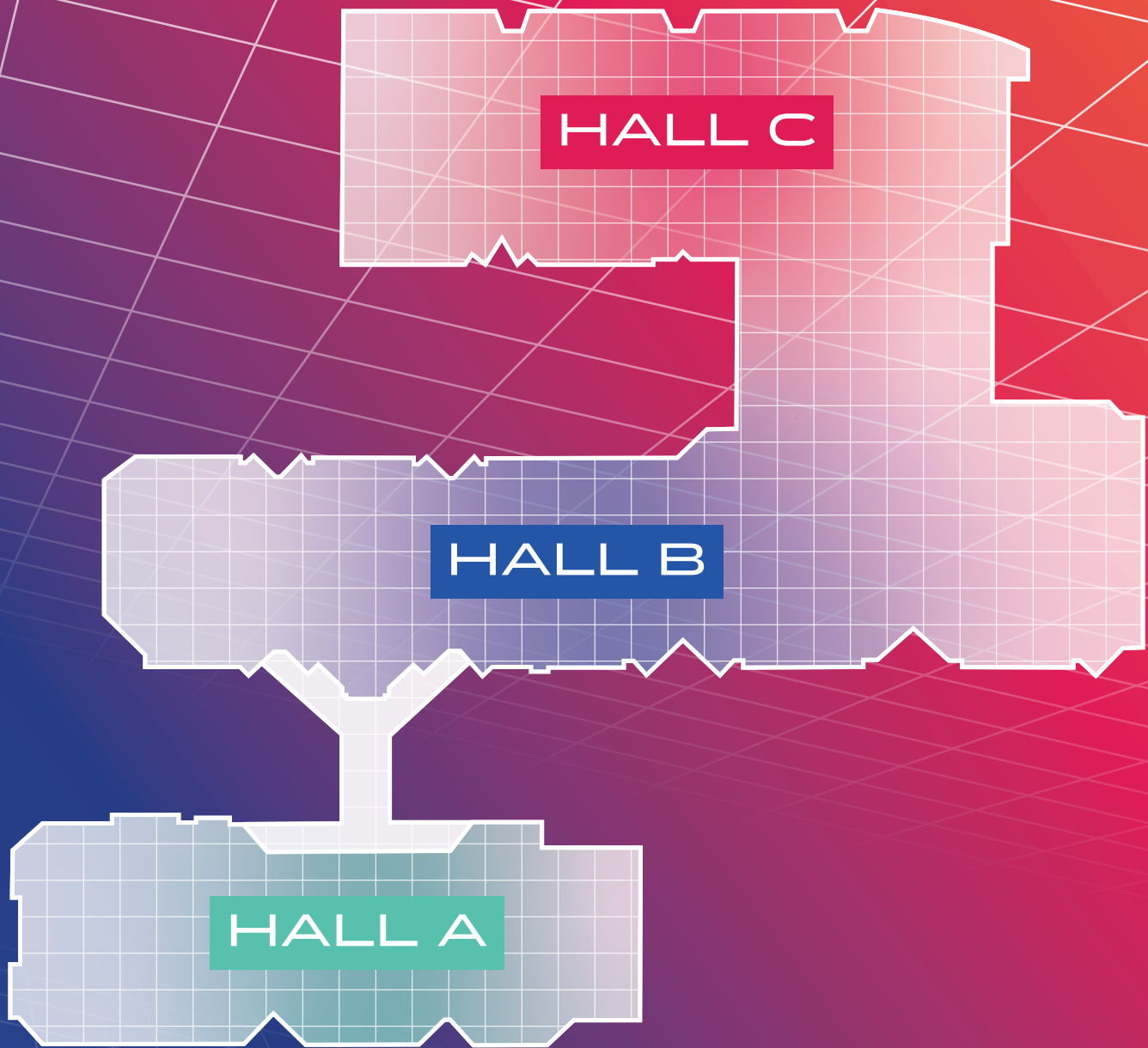
MHI gives exhibitors exclusive access to the MODEX 2028 post-show registration database for a small processing fee.

EXPLORE THE SHOW FLOOR

**Sponsor an educational seminar
at MODEX 2028**

Looking for a great way to increase your visibility at MODEX 2028? MODEX educational theaters are designed to house education sessions and build awareness about what the manufacturing, supply chain, and transportation industry has to offer. Your company can sponsor one of the educational seminars being held in the theaters directly on the show floor, which are free to attendees.





HALL A



Sustainability &
Risk Management



Transportation,
Distribution &
Warehousing



StartUp Pavilion

HALL B



Automation & Robotics



Fulfillment,
Workforce & Labor



Manufacturing,
Planning & Sourcing



Emerging Supply
Chain Technology

HALL C



Data Capture, Analytics &
Information Management



Automation & Robotics



Fulfillment,
Workforce & Labor

THE POWER OF MHI MEMBERSHIP

America's largest material handling, logistics, and supply chain association

Envisioning what's possible for 80 years

Our diverse membership includes professionals from a number of different disciplines such as equipment manufacturers, consultants, systems integrators, workforce development, and simulators, publishers, and third-party logistics providers. For 80 years, MHI has successfully created, organized and sponsored large-scale industry events like MODEX and ProMat.

Member benefits at a glance

- Industry Group and Solutions Community membership
- Young Professionals Network, Marketing Professionals Network, Chief Executive Network, Human Resources Community
- Executive conferences and peer meetings
- Members-only online resources
- Discounts on market and industry research
- Educational opportunities
- Exposure on MHI.org via Member Directory microsite, news releases, and social media
- Discounted exhibit space rates
- MHI SHOWpro Show & Marketing Professionals Conference
- Quarterly industry forecast and monthly business activity index
- Discounted advertising rates in MHI Solutions and MHI view
- MHI Loyalty Points





THE BENEFITS OF MEMBERSHIP

Exposure on MHI.org

MHI.org attracts more than 30,000 material handling, logistics, and supply chain buyers each month, and serves as a news and information center and learning resource for the entire industry. As a listed member, this site provides you with constant exposure to buyers from around the world.

As a member, you'll receive a microsite in MHI's membership directory on MHI.org. You'll be able to include your company logo, photos, product literature, video, company news, contact information, links to your website, and descriptions of your products and services. Your microsite puts your company and solutions right in front of an audience that generates leads all year long, and differentiates you as an authority in your field to current and prospective customers.

MHI solutions and MHI view

MHI members also receive discounted advertising rates in the industry's quarterly publication, MHI Solutions, as well as in our weekly and monthly e-newsletters, MHI view video portal, and on MHI.org.

Become a recognized expert in your field

When you join MHI, you can become part of a specialized Industry Group or the MHI Solutions Community. Together, you represent the largest source of knowledge in your field. You can network with your peers at MHI-organized industry meetings, and help promote your distinct industry. These meetings also allow you to discuss necessary regulatory specification changes and safety guidelines that are needed for your equipment, system, or service.

Establish valuable material handling and supply chain connections

At MHI, we conduct continuous research in order to stay ahead of the supply chain, predict what end-users will need, and monitor the horizon for product and service advancements. Certain information is members-only, including market research that is found in the members-only section at MHI.org. In addition, all MHI members receive the quarterly Material Handling Equipment Manufacturing Forecast at no cost.

Educational resources

MHI publishes extensive technical literature and industry standards – all of which is available on MHI.org. We also host industry education and training programs, including educational conferences that accompany trade shows, stand-alone seminars and programs, and e-learning initiatives.

While MHI membership is not required to exhibit, exhibitors must be member-eligible. Also, MHI encourages exhibitors to join MHI to receive discounts on MODEX exhibit rates and preferred space selection position.



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Or visit us at [MODEXshow.com](https://www.MODEXshow.com)

2028 Show Hours

Monday, April 3	9:00 am – 5:00 pm
Tuesday, April 4	9:00 am – 5:00 pm
Wednesday, April 5	9:00 am – 5:00 pm

MODEX 2028 Exhibitor Registration Kit includes the following

Companies who have previously attended MODEX

Exhibitors who participated in previous MODEX shows

Access the MODEX lease and floor plan at [MODEXshow.com/lease](https://www.MODEXshow.com/lease)
and [MODEXshow.com/floorplan](https://www.MODEXshow.com/floorplan)

[MODEXshow.com](https://www.MODEXshow.com)



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