

MODEXSHOW.COM

# SUPPLY CHAINS

FROM EVERY ANGLE



 **MODEX26**

powered by  MHI



# DISCOVER A NEW DIMENSION OF OPPORTUNITY

With the global supply chain space under more pressure than ever to become agile and efficient, your customers need help solving a wide range of critical challenges. At MODEX 2026, the premier manufacturing and supply chain experience, qualified buyers come to engage 1:1 with solution providers and supply chain experts like you to explore the latest innovation and tech from every angle.

MODEX also offers keynote talks from some of the leading minds in the business world, plus more than 160 educational seminars where attendees can evaluate and implement the solutions they find on the show floor. So reserve your place today, along with over 1,100 of the industry's leading providers, and take advantage of this unique opportunity to grow your market share and find new customers.

**PAGE 2**

**MEET YOUR BUYERS**

**PAGE 10**

**MULTIFACETED EXPOSURE  
FOR YOUR BRAND**

**PAGE 12**

**EXPLORE THE SHOW FLOOR**

**PAGE 14**

**THE POWER OF  
MHI MEMBERSHIP**



# 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 2026 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****90%**

have buying power

**35%**

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 &amp; technologies

**45%**

are senior or corporate management

**52%**

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

All Statistics are from the MODEX 2024 Post-Show Survey conducted by independent research firm Freeman

## MODEX ATTENDEE PROFILES

**92%** attend to keep abreast of industry trends and issues

**86%** attend to see a specific product or company

**93%** attend to see new products

**83%** rank their ROI from attendance as very good to excellent

**22%** are middle management

**87%** attend to network and learn

**40%** plan to expand their supply chain capacity

**90%** attend to evaluate and compare products before purchase

**50%**

are from firms with over 500 employees

**65%**

have facilities over 100,000 sq ft



**PURCHASE BY FACILITY**



**64%**

Warehouse Supporting Manufacturing



**53%**

Manufacturing Facility



**72%**

Distribution Center

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

---

**“GREAT ATMOSPHERE WITH TONS OF OPPORTUNITIES.”**

---

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

---

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



**JOB TITLE**

**29%**

Corporate Management (C-Level)

**16%**

Senior Management (EVP, SVP, VP)

**22%**

Middle Management

**21%**

Engineering/IT Management

**JOB FUNCTION**

**30%**

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

**29%**

CEO/President/COO/CIO/CFO/CSCO/Corporate VP

**20%**

Sales Channel Partners/Sales/Reseller/Importer/Exporter

**20%**

Manufacturing/Materials/Production Management

**OTHER FACTS**

**40**

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

**30%**

ship over 5,000 parcels per day

**60%**

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

**25%**

of MODEX attendees operate a vehicle fleet (1,056 vehicles on average)

# WHERE DEALS GET DONE

BUYING NEEDS OF  
MODEX ATTENDEES



- 10%** 3D/4D Printing
- 22%** Advanced Analytics
- 40%** Artificial Intelligence/Machine Learning /Digital Twins
- 50%** Automation Equipment (AGVS, AS/RS)
- 50%** Automatic ID Systems & Data Collection/RFID, IoT
- 35%** Autonomous Fork Trucks
- 41%** Autonomous Mobile Robots
- 20%** Batteries/Chargers/Motors/Fuel/ Alternative Fuel Systems
- 5%** Blockchain Solutions for Supply Chains
- 12%** Cleaning Systems & Equipment
- 75%** Computer Software (ERP, WMS, MES, TMS, OMS, SCM, YMS, Cloud)
- 30%** Consulting & Systems Integration
- 63%** Conveyors & Sortation Equipment
- 30%** Cranes, Hoists & Monorails
- 20%** Drones & Autonomous Aerial Vehicles
- 45%** Ergonomic Safety & Protective Guarding Equipment
- 70%** Forklift Trucks, Hand Lift Trucks & Attachments
- 45%** Lift Products
- 36%** Loading Dock Equipment
- 15%** Mezzanines
- 71%** Order Picking Fulfillment & eCommerce Delivery
- 56%** Packaging, Manifest, Labeling, Shipping, Dimensioning, Weighing & Cubing
- 40%** Pallets & Containers
- 21%** Parcel, Freight & Cargo Distribution
- 21%** Protective Guarding
- 56%** Racks, Shelving, Storage Equipment & Shop Furniture
- 10%** Recycling/Waste Management
- 10%** Reverse Logistics
- 55%** Robotics
- 10%** Supply Chain Security/Cybersecurity
- 20%** Sustainable Facility Equipment
- 40%** Third-Party Logistics/Transportation Services /Last Mile Logistics
- 20%** Wearable & Mobile Technology, Including AR and VR



## MULTIFACETED EXPOSURE FOR YOUR BRAND

In order to generate maximum interest and exposure among supply chain buyers, MHI promotes MODEX 2026 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 & WEB ADVERTISING

Strategically placed print and web banner 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 puts your company and solutions in front of buyers who are researching and planning their trip to MODEX 2026. 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 2026 and to visit modexshow.com before and after the show. Free professionally crafted direct mailers filled with important MODEX 2026 information are available to all exhibitors.



## 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 2026 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 2026, 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 BANNER 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 2026 attendees. Your brand can be featured on the MODEX 2026 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.



## 2026 MHI INNOVATION AWARD

2026 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 2026 post-show registration database for a small processing fee.

# EXPLORE THE SHOW FLOOR

## SPONSOR AN EDUCATIONAL SEMINAR AT MODEX 2026

Looking for a great way to increase your visibility at MODEX 2026? 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.





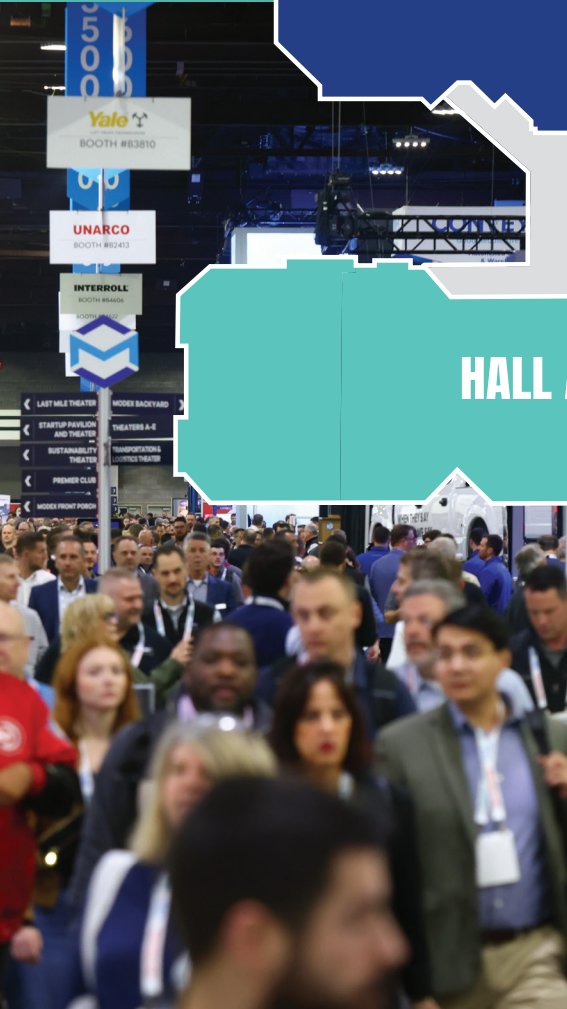
HALL C






HALL B



HALL A






### HALL A

-  Sustainability & Risk Management
-  Transportation, Distribution & Warehousing
-  Last Mile

### 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 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, Startup 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
- 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



# 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.

## 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

Or visit us at [modexshow.com](http://modexshow.com)

## 2026 SHOW HOURS

	Hall A	Halls B & C
Monday, April 13	9:00 am – 5:00 pm	10:00 am – 5:00 pm
Tuesday, April 14	9:00 am – 5:00 pm	10:00 am – 5:00 pm
Wednesday, April 15	9:00 am – 5:00 pm	10:00 am – 5:00 pm
Thursday, April 16	9:00 am – 1:00 pm	9:00 am – 1:00 pm

## MODEX 2026 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](http://modexshow.com/lease) and [modexshow.com/floorplan](http://modexshow.com/floorplan)

**MODEXSHOW.COM**



**MODEX26**

GEORGIA WORLD CONGRESS CENTER  
ATLANTA // APRIL 13-16  
MODEXSHOW.COM powered by 