

**ELECTRIFY YOUR ROI
WITH PROMATDX.**

POWER UP

ProMatDX combines the power of ProMat's exclusive audience of manufacturing and supply chain buyers with the latest digital event and lead matchmaking technology.

Learn more about sponsorship at
promatshow.com/DX.



THE PREMIER DIGITAL EXPERIENCE

ProMat Digital Experience (DX) is MHI's new digital event designed to give manufacturing and supply chain professionals cutting-edge education, a place to engage and connect with each other, and solution sourcing with companies like yours.

ProMatDX combines the power of ProMat's exclusive audience of manufacturing and supply chain buyers with the latest digital event and lead matchmaking technology. Exhibiting at ProMatDX is your unrivaled opportunity to showcase your solutions, connect with new business prospects and generate high-quality leads during the most important week of 2021 for the manufacturing and supply chain industry—and it launches April 12.



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**CONNECT WITH
PROMAT'S EXCLUSIVE
AUDIENCE AT THE
INDUSTRY'S PREMIER
DIGITAL EVENT.**



PROMAT[®] DX
DIGITAL EXPERIENCE

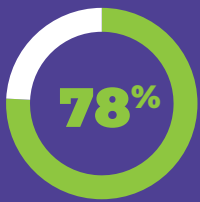
powered by  **MHI**

POWER UP YOUR LEAD GENERATION EFFORTS

Join us at the ProMat Digital Experience (DX). More than ever, manufacturing and supply chain professionals need your solutions to adapt to a rapidly changing world. ProMatDX delivers the power of the ProMat brand to deliver the buyers you need to engage with.

ATTENDEES ARE READY TO INTERACT WITH DIGITAL

92% of attendees think sponsor interaction is critical or important to their product sourcing needs.



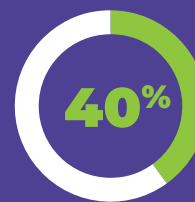
explore sponsor showcases



attend product demos



attend seminars

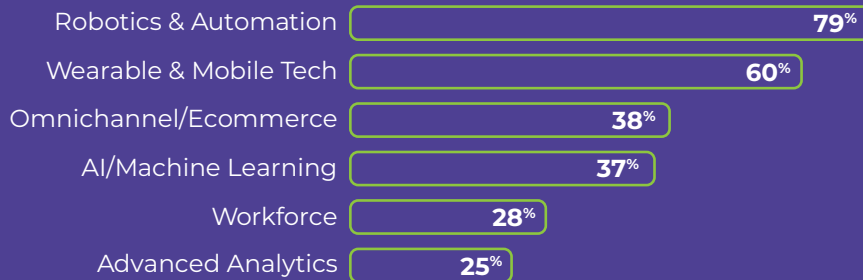


schedule video meetings with sponsors

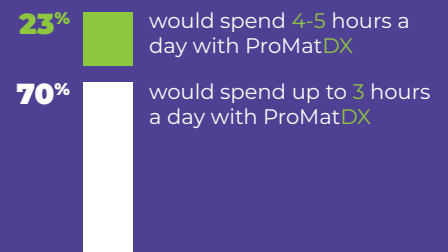


participate in live chat

WHAT ARE THEY LOOKING FOR?



WILL THEY COME?



HOW WILL THEY FIND YOU?



53% want live Q&A with speakers



52% would connect with sponsors more or the same amount as a live event

PROMATDX

AN EXCLUSIVE AUDIENCE EMPOWERED TO SPEND

In these unprecedented times, supply chain solutions are more critical to business success than they have ever been.

The manufacturing and supply chain professionals attending ProMatDX will be highly motivated to find their next breakthrough product or service that will power up the resiliency and agility of their operations. They will come to ProMatDX to see the latest and greatest innovations, view product demonstrations and set up one-on-one meetings with equipment and solution suppliers like yourself.

They will also come to learn the latest trends and technologies in sponsored educational sessions and keynotes.

Showcase your solutions and identify new business leads during the industry's most important week of 2021 - April 12-16. You can't afford to miss it!

At ProMatDX you will:

- Find attendee profiles that interest you and schedule video meetings
- Gain targeted engagement from attendees who received AI-driven recommendations based on their profile and your solution offerings
- Research buyer profiles before the show and prepare your team for customer requirements
- Utilize the easy-to-use online matchmaking platform, which creates a comprehensive, user-friendly schedule
- Receive high quality leads from attendees that interact with your sponsor showcase, educational sessions, sponsorships and banner ads

QUESTIONS CONCERNING YOUR PROMATDX PROMOTION?

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DISCOVER PROMATDX

An Audience Only ProMat Can Deliver

It's no wonder ProMat has become the talk of the trade. MHI targets not only past ProMat attendees but also new audiences including the industry's most influential movers and shakers through a wide array of aggressive, strategically-driven marketing tactics.

MHI will launch an integrated attendee marketing campaign targeting the manufacturing and supply chain professionals you need to see at ProMatDX. The primary focus will be to drive traffic to promatshow.com. Here, attendees can register for the event, connect and matchmake with sponsors, schedule meetings, product demos and plan their digital visit.

Feed your sales pipeline for the entire year with the high quality leads you will find only with ProMat's exclusive audience.



AI Driven Matchmaking

ProMat's online matchmaking platform makes prospecting more efficient and targeted. The platform facilitates interaction between attendees and sponsors before, during and after the digital event.

Attendees and sponsors are matched based on their solution interests and offerings, bringing sponsors qualified leads.



Sponsor Showcase

Build a profile that succinctly tells your company story: Include images, product videos, social links, collateral and more. Throughout ProMatDX, attendees will be directed to the sponsor showcase to discover companies like yours and from there, they can view a product demo or request a meeting with any of your booth personnel.



One-on-One Meetings

Chat directly with qualified leads via instant messenger or invite them to a private online meeting room within the platform.



Lead Generation

As a ProMatDX sponsor you get leads any time an attendee:

- Visits your sponsor showcase
- Attends any ProMatDX seminar or event you sponsor
- Attends your product demo
- Requests a digital meeting with your exhibit personnel (*attendee contact details are not automatically shared when meeting requests are made*)
- Drops their virtual business card

PROMATDX PACKAGES

Participation with ProMatDX is offered via the following sponsor packages. In addition to your base package, sponsorship and advertising opportunities are also available to help enhance your marketing and sales efforts.

	Value	Preferred	Deluxe	Premier
MHI Member Price*	\$2,500	\$4,000	\$6,000	\$10,000
Non-MHI Member Price	\$3,500	\$5,500	\$8,000	\$15,000
Number Available	∞	∞	30	20
AI-Driven Matchmaking	x	x	x	x
Upgraded Sponsor Showcase	x	x	x	x
Sponsor Representatives	5	10	15	20
Pending Meeting Invitations	10 per rep	15 per rep	20 per rep	30 per rep
Lead Capture	x	x	x	x
Showcase Content Uploads	2	3	4	5
Showcase Video Uploads	1	2	3	5
Product Demos	1	2	3	4
Directory Tier	4 th	3 rd	2 nd	1 st
Showcase Hero Banner Ad	x	x	x	x
Registration Page Banner Ad		x		
Home Page Banner Ad			x	
Home Page Tower Banner Ad				x
MHI Solutions Magazine Highlight				x

*Membership dues are \$2,750 per calendar year. Please visit www.mhi.org/join for MHI benefits information.

Additional Digital Product Demos

\$2,500

Add additional pre-recorded 10-minute product demo videos included in ProMatDX Product Demo presentations scheduled as part of the live ProMatDX event.

EXPLANATION OF BENEFITS

AI-Driven Matchmaking

Our easy-to-use online matchmaking platform uses AI-driven recommendations to match your company with attendee profiles and schedule meetings during ProMatDX. These matches will allow you to research buyer profiles before the show and prepare your team for targeted engagement. Your package comes with a certain number of representatives to engage with and offer meeting invites to attendees that have opted-in to the matchmaking platform. Each representative will be able to request meetings with attendees. Representatives are permitted to have a limited number of pending invitations at one time. Attendees can also request meetings with Sponsor Representatives based on their custom schedule or drop a virtual business card.

Upgraded Sponsor Showcase

Sponsor Showcases tell your company's story and features your product photos, information, and solutions through content uploads, videos, and your company description. Qualified attendees will be driven to your Sponsor Showcases based on AI matchmaking that pairs their interests with your solutions or via searches in the Sponsor Directory.

Lead Capture

Gain insight on the visitors who visit your sponsor showcase, sponsored session, and click on your banner ads (as applicable). For all attendees who opt-in to the program and visit your showcase, you will be able to see contact information (upon opt-in) for those viewing your showcase and what materials they are interested in, then reach out to them to set up meetings. Attendees can also drop a virtual business card at any time.

Showcase Uploads

Your upgraded showcase allows you to upload content that attendees are searching for: product details, photos, news releases, product specifications, case studies, downloadable files, and videos. Learn more on page 10.

Package Banner Ads

Each ProMatDX package will be augmented with one of our premium promatshow.com banner ads. For full specs and examples on each banner ad, see page 19.

Product Demos

Product demos are included in all ProMatDX packages. The number allowed depends on your package. Each demo is 10 minutes plus 5 minutes of Q&A via live chat. Digital meetings can be requested by attendees after each demo. Live demo time slots are limited - only 30 can take place in each 15-minute window. All product demos will appear in the ProMatDX schedule. Additional digital product demos above the quantity included in the packages are available for purchase a la carte.

Directory Tier

The Sponsor Directory will feature tier tiles for a visual search in addition to the traditional textbox search. Each ProMatDX package features a different display level tier, but all sponsors will still be searchable by keyword, level, and/or category.

MHI Solutions Magazine Highlight

MHI Solutions Magazine is a quarterly magazine mailed to 30,000 subscribers, plus all ProMatDX registered attendees, and provided at mhisolutionsmag.com. The 2021 Q2 edition features the ProMatDX preview where your company name will be highlighted on a special page dedicated to ProMatDX Premier Sponsors (deadline for inclusion is Feb. 15, 2021).



SPONSOR SHOWCASE ON PROMATSHOW.COM

PUT YOUR BEST FOOT FORWARD.

Help attendees find you and your products with your promatshow.com showcase. This is your central location for attendees to interact with and to learn about your products and solutions. Your showcase includes:

- Hero banner
- Company logo
- Profile background
- Company name
- Description
- Website link
- Contact info
- Social handles
- Content downloads
- Video content
- Drop a Business Card (attendee feature)

Your upgraded sponsor showcase is where you can promote your company and product offerings and share content with attendees like white papers, product collateral, promotional videos, and marketing messaging.

Materials Specifications

Company Logo: 300 x 300 px (JPG or PNG with white or transparent background, max 300MB)

Hero Image: 1325 x 290 px (JPG, PNG, or GIF max 300MB)

Profile Background: 1440 x 1440px (JPG or PNG with no text or logos, max 300 MB)

Description: max 2,000 characters

Contact Info: max 3 company representatives

Content Download(s): PDF format preferred, max 300MB. See digital package grid for number of files

Company Video(s): hosted video on YouTube or Vimeo. Max recommended time 10 minutes. See digital package grid for number of files.

Video Upgrades

Work with our video partner WorkerBee.TV to produce and edit professional videos for your sponsor showcase and/or product demos. For details and to order, contact AJ Meyers at aj.myers@workerbee.tv. All videos count toward your package maximum.

Product Demo Filming Upgrade
\$2,500

Have your product demo professionally filmed and edited for upload into the ProMatDX platform.

Professional Video Production
Quote available upon request

Add professionally produced and edited video to your showcase.

FREE PROMOTIONS



2021 MHI INNOVATION AWARD

INNOVATE. PARTICIPATE. WIN.

The MHI Innovation Award is an extra chance to get your name in front of attendees - and a chance to win big. At MHI, we want to reward innovators who are moving our industry forward.

ProMatDX 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 ProMatDX 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 during ProMatDX. 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 ProMatDX sponsoring company to be eligible.

SUBMISSION DEADLINE

February 17, 2021

For program details, visit promatshow.com/marketingkit/freepromos.aspx#award or contact Greg Baer at 704-714-8725 or gbaer@mhi.org.

**In order for product to qualify for the IT Innovation Award category, at least 75% of company revenues should be generated through software sales, maintenance agreements and software support services to support the product.*

INTEGRATED MARKETING PROGRAMS

BE QUICK. BE CONNECTED.

Today's prospects are living in a digital world with many distractions, so it's important to have an integrated marketing campaign with multimedia, multi-length content. Banner ads can find them while they're browsing any page of your website and short marketing videos can be used on multiple platforms. Directed physical and digital mailings have a higher success rate - so send your prospects your information.

Invites Campaign Program*

Invite your contacts to visit your ProMatDX showcase by participating in the Invite Campaign Program. This program will allow you to increase your leads through personalized, beautiful and trackable marketing assets including invite emails and banner ads.

ProMat Invite Banners

Utilize beautifully designed, co-branded ads that you can put on your company website or in your email signatures to promote your ProMatDX showcase, seminars, and product demos.

ProMat Invite Emails

Send co-branded marketing emails to your audiences with one click.

By participating in the Invite Campaign Program, you will have access to a welcome dashboard where you can quickly see your invite customers, get your banner ads, and see your leads.

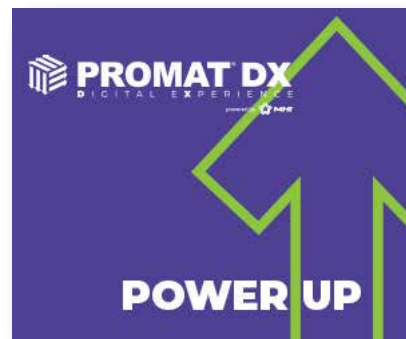
**This program is managed by Feathr*



468 x 60 px



125 x 125 px



300 x 250 px

Sample branded ads

INTEGRATED MARKETING PROGRAMS

Order ProMatDX Postcards

Complete the Direct Mail order form on page 15 and email to abatty@mhi.org. If you have any questions about the Direct Mail program, contact Alex Batty at abatty@mhi.org.

The ProMatDX 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" ProMatDX envelopes to sponsors. They're ideal if you want to personalize your mailing with a cover letter, flyer or promotional item. **These postcard mailers are pre-printed and are not customizable.**



Sample postcard

1 Minute 2 Connect

If you only had one minute to connect with ProMatDX attendees what would you say? How would you get them to your showcase? 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.

For program details, visit promatshow.com/marketingkit/freepromos.aspx#video or contact Amy Shelton at ashelton@mhi.org.

Get Started

1. Create your video, one minute or less
2. Complete the submission form at exhibit.mhi.org/oneminute

DIRECT MAIL ORDER FORM

CONTACT NAME

CONTACT JOB TITLE

COMPANY NAME

BOOTH NUMBER(S)

PHONE NUMBER

EMAIL ADDRESS

SHIPPING ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

Requested Quantities:

(all orders over 100, please order in quantities of 100)

Postcards: _____

Envelopes: _____

There is no charge for postcards or envelopes. Sponsors are responsible for mailing out the postcards shipped to their company.

Email form to:

Alex Batty
abatty@mhi.org

Questions? Contact Alex Batty at
abatty@mhi.org.

DIGITAL ADVERTISING



ACCESS OUR DATABASE

To better serve our sponsors' marketing needs, MHI is allowing access to our database on a per record basis. This is the ONLY way to access our database and is an sponsor-exclusive benefit - we do not sell our list to anyone else. We offer use of these lists for direct mail and for email to attendees who opted to share this information with outside parties.

Order online by logging into the Sponsor Portal at exhibit.mhi.org and selecting "Access Our Database" on the left and then selecting the appropriate trade show. (Sponsors from ProMat 2019 and MODEX 2020 can utilize these show databases to promote their participation in ProMatDX. Visit exhibit.mhi.org/attendees for more information.)

You can then make your list selects and see the direct mail and email count at the top of the page to manage the size of your list. Once you complete your selects, you will receive your order confirmation with payment information. Once your order and payment is received, you will receive instructions to complete your email or direct mailing.

Email Lists

All emails to the attendee list will be distributed on your behalf through MHI. Once your order is placed, MHI will work with you on the timing and execution of your email.

Postal Mail Lists

All mailing information will be sent to a mailing house, not directly to sponsors. You can use your preferred mailing house, simply submit the [List License Agreement](#) on page 18. If you do not have a mailing house, MHI has negotiated special rates with an MHI-appointed mailing house to conduct direct mailings to the trade show attendee list. You can utilize their templates, ship pre-printed materials to them or print and mail custom printed mailings with them. To learn more go to <http://mhi.pbmorders.com>.

PRE-SHOW

ONE MAILING ONLY - Mailer must be pre-approved

Postal Mail

1X Use - \$0.10 per record
minimum order 1000 records

POST-SHOW

Postal Mail

1X Use - \$0.10 per record
minimum order 1000 records

2X Use - \$0.15 per record
minimum order 1000 records

Email

1X Use - \$0.20 per record
minimum order 1000 records

2X Use - \$0.30 per record
minimum order 1000 records

MHI does not sell their database to any outside parties; please do not fall prey to list scammers claiming to have our database

Allow four weeks from the close of the show for access to the post show list.

For program details, visit promatshow.com/marketingkit/paidpromos.aspx#database or contact Alex Batty at abatty@mhi.org.

ACCESS OUR DATABASE LIST LICENSE AGREEMENT

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 licensed number of post-show direct mailings for ProMatDX sponsor _____. I guarantee that I am the mailing house for the named sponsor on the ProMatDX Exhibit Space Lease for which and only which this list is made available. In order to receive this list, I understand that said sponsor must meet all obligations and paid all rental charges and fees necessary to participate in ProMatDX.

For any, and all, uses of this MHI show registration list, sponsor must honor and respect the prospects' choices not to receive solicitations the first time the request is communicated to the sponsor. 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 emails, 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. §§ 6101-6108 (1994)); Telephone Consumer Protection Act of 1991, 47 U.S.C. § 227 (1991)); EU General Data Protection Regulation (2018), 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: _____

Please have your designated mailing house sign and return to Andrea Miller at amiller@mhi.org.

This form is not required if you are using MHI designated mailing house.

BANNER ADS ON PROMATSHOW.COM

TURN PROMATSHOW.COM INTO A MARKETING TOOL FOR YOUR COMPANY.

Hundreds of thousands of unique visitors will access the ProMatDX website during the months surrounding ProMatDX. Drive more traffic to your showcase and website by promoting your solution with a promatshow.com banner ad.

Home Page Hero Ad

(Limit of 5)

\$7,500

1875 x 750 px Hero Image (JPG or PNG) on home page; clickable to your sponsor showcase. Must use provided template.



Sponsor Directory Hero Ad

(Limit of 5)

\$6,500

1900 x 600 px Hero Image (JPG or PNG) on sponsor directory page; clickable to your sponsor showcase. Must use provided template.



Session Directory Hero Ad

(Limit of 5)

\$6,500

1900 x 600 px Hero Image (JPG or PNG) on session directory page; clickable to your sponsor showcase. Must use provided template.



Speaker Page Hero Ad

(Limit of 5)

\$6,500

1900 x 600 px Hero Image (JPG or PNG) on speaker page; clickable to your sponsor showcase. Must use provided template.



Networking Page Hero Ad

(Limit of 5)

\$6,500

1900 x 600 px Hero Image (JPG or PNG) on matchmaking page; clickable to your sponsor showcase. Must use provided template.



BANNER ADS ON PROMATSHOW.COM

Home Page Tower Ad

\$4,000

(Limit of 20 - combined total of Premier Packages and a la carte)

300 x 500 px tower ad (JPG or PNG; max 300MB) on the promatshow.com home page featured for 15 seconds within a loop; clickable to your sponsor showcase.



Home Page Banner Ad

\$3,500

(Limit of 30 - combined total of Deluxe Packages and a la carte)

1325 x 290 px ad (JPG or PNG; max 300MB) on the promatshow.com home page featured for 15 seconds within a loop; clickable to your sponsor showcase.



Interior Pages Banner Ad

\$3,000

300 x 250 px banner ad rotated and featured on the promatshow.com interior web pages; clickable to your sponsor showcase.



Registration Page Banner Ad

\$1,000

(Included with Preferred Package or available a la carte)

300 x 250 px banner ad rotated and featured on the promatshow.com registration page; clickable to your sponsor showcase.



DIGITAL ADVERTISING

MAXIMIZE YOUR IMPACT.

MHI offers a variety of advertising and sponsorships to put your company name in front of material handling and logistics buyers attending ProMatDX. In an ever increasingly digital world, increase the eyes on your company and expand your ROI.

Pre-Show Newsletter Sponsorship

The ProMatDX pre-show newsletter emails out to 100,000 people, including manufacturing and supply chain executives and ProMatDX registered attendees.

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

- March 15
- March 22
- March 29
- April 5

Multi-week sponsorships are also available.

- 1st Row of Banner Ads (limit of 2)
\$1400 per issue
- 1st Sponsored Content Ad (limit of 1)
\$1300 per issue
- 2nd Row of Banner Ads (limit of 2)
\$1200 per issue
- 2nd Sponsored Content Ad (limit of 1)
\$1100 per issue

ORDERING DEADLINE

February 15, 2021



For more information and to order:

Contact MHI Show Advertising Sales: Donna Streicher at 704-714-8718 or dstreicher@mhi.org
Visit promatshow.com/marketingkit to learn more.

DIGITAL ADVERTISING

Registration Confirmation Email

\$5,000

(Limit of 4 sponsors)

Sponsor an ad in the registration confirmation email every attendee who registers before the show receives and get your company information directly into their hands.

Benefits

- 150 x 150 px banner ad in ProMatDX registration confirmation email; banner ad links to your showcase in the sponsor directory on promatshow.com

Ad Retargeting*

Get in front of 30,000 + qualified leads as they browse the web by retargeting visitors of the ProMatDX show site (promatshow.com) with your submitted display ads. **Deadline for purchase: January 15, 2021.**

You can purchase any combination of packages as limits allow.

WHAT IS RETARGETING?



Retargeting tracks visitors to the promatshow.com website. Once they leave, we can display an ad on sites they visit later, keeping your brand top of mind.

Pre-show

This package delivers 100,000 ad impressions over the ten weeks leading up to ProMatDX.

Date range: February 1 - April 9, 2021

Ad Impressions: 100,000

Cost: **\$5,500**

(Limit of 3)

During ProMatDX

This package delivers 100,000 ad impressions over the month of ProMatDX, including during the event.

Date range: April 1 - 30, 2021

Ad Impressions: 100,000

Cost: **\$10,000**

(Limit of 4)

Post-show

This package delivers 100,000 ad impressions over the two months following ProMatDX.

Date range: April 20 - June 20, 2021

Ad Impressions: 100,000

Cost: **\$5,500**

(Limit of 3)

Please submit ads in the following sizes by **January 20, 2021**:

728 x 90 px 300 x 250 px 320 x 50 px

**This program is managed by Feathr*

DIGITAL SPONSORSHIPS



DIGITAL SPONSORSHIPS

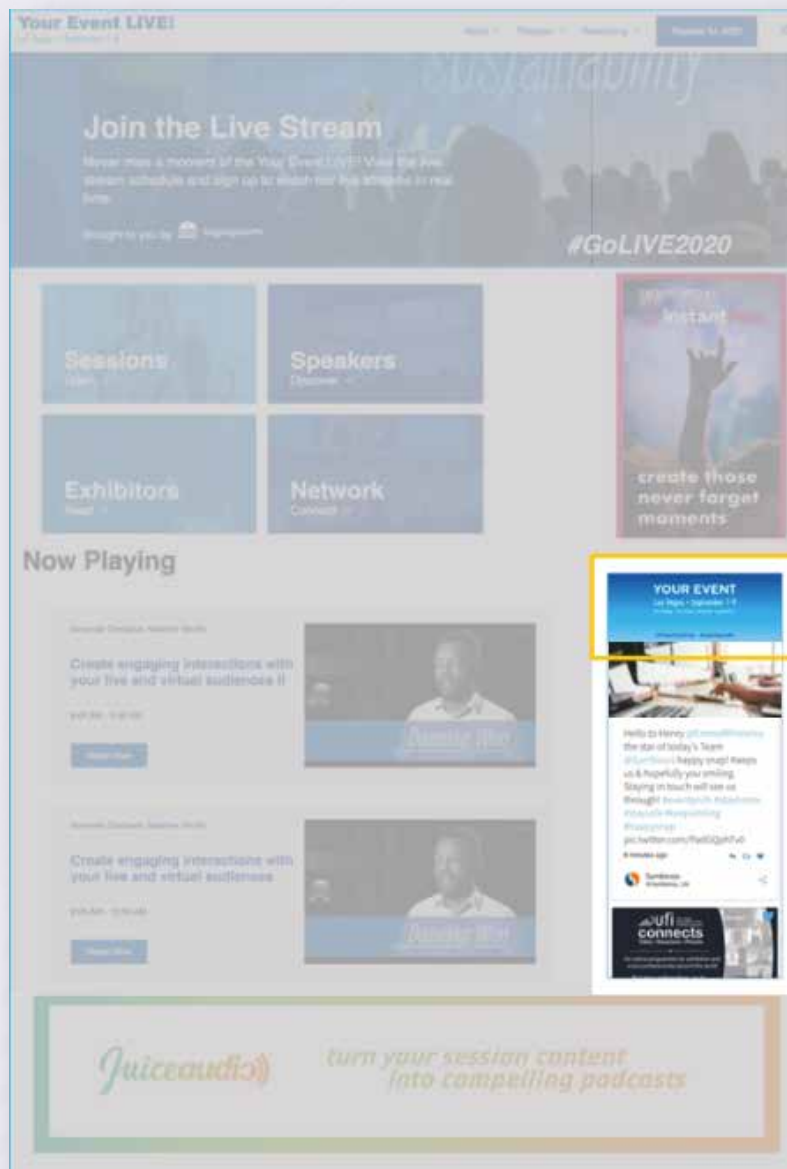
ProMatShow.com Social Feed Banner

\$7,000

(Limit 1 sponsor)

Static logo placed on the homepage above the social media feed

- 300 x 125px JPG or PNG, max 300MB



DIGITAL SPONSORSHIPS

Digital Keynote Session

\$15,000

(Limit 3 sponsors)

Be a sponsor of one of our ProMatDX keynote sessions. You will be able to create a 3-minute video or have 3 minutes of speaking time during the session (content subject to approval). April 12, 13, and 14 keynotes available.

Benefits

- Hero image on session page (hyperlinked to Sponsor Showcase)
- Logo and link on keynote session information page
- Post-keynote 30-minute digital round table session on keynote topic hosted by sponsor
- Attendee list from keynote session



DIGITAL SEMINAR SPONSORSHIPS

\$3,000

ProMatDX sponsors have the opportunity to present educational presentations on relevant industry topics. After all, who better than the subject matter experts themselves to educate attendees?

When you sponsor an educational seminar, your pre-recorded session will be part of the ProMatDX education conference. Attendees will be able to engage in Q&A and group chat during the look-live conference. Your education content will also be available after the week of ProMatDX as on-demand content, generating leads well after the event.

Sponsorship Benefits

- Your company and seminar will be included in marketing and promotional materials reaching over 400,000 manufacturing and supply chain professionals.
- You will be able to educate and inform your audience as a subject matter expert in your field.
- You will receive the names and contact information for your seminar attendees.
- Your seminar can be posted as a webinar online at promatshow.com and accessed by tens of thousands of people after the digital event.
- Place one 300 x 500 px (JPG or PNG; max 300MB) static ad on your session page; clickable to your sponsor showcase.

To apply for a seminar sponsorship:

Visit promatshow.com/exhibitors/seminar-sponsorships

For more information:

Contact Chinét Bernier at education@mhi.org or 704-676-1190.

Video Upgrades

\$2,500

Work with our video partner WorkerBee.TV to professionally produce and edit videos your seminar session for upload to the ProMatDX platform. For details and to order, contact AJ Meyers at aj.myers@workerbee.tv.

MHI SOLUTIONS

ADVERTISING & SPONSORSHIPS



MHI SOLUTIONS

Advertise with and sponsor products in our MHI Solutions catalog. For pricing and more information or questions about MHI Solutions advertising opportunities, visit officialmediaguide.com/mhi or contact:

Robert Shafer
Integrated Media Director
Naylor Association Solutions
(800) 796-2638, ext 6986
rshafer@naylor.com

Daily Recap Videos

During each day of ProMatDX, MHI view produces daily recap video session highlighting the best of the day's events, which includes association messaging and interviews with keynotes, speakers and panelists. You have the opportunity to be the presenting sponsor inside the daily recap videos! This is a unique opportunity to showcase your company and the products you're featuring at ProMatDX! Additionally, we will be interviewing select sponsors with newsworthy innovations to feature in the daily recap videos.

Live from ProMatDX Videos

Sponsor videos that will appear on the ProMatDX platform. Share live updates to increase awareness of your solutions and to encourage them to visit your showcase.

ProMatDX Daily Newsletter

The ProMatDX eNewsletter is a must-read resource for all ProMatDX attendees and sponsors. Distributed each day of the event and one week after ProMatDX, the content will include sponsor highlights, show news and updates, keynote speaker and panel discussion recaps, an at-a-glance agenda and more.

Participating in our ProMatDX eNewsletter allows you to showcase your company to a captive audience of ProMatDX attendees and sponsors plus 100,000+. Keep your company top-of-mind during and after ProMatDX!

MHI Solutions Magazine - ProMatDX Issue

Advertise in the only magazine that will be mailed to all ProMatDX registered attendees prior to ProMatDX. This issue will focus on supply chain agility and visibility and will include a ProMatDX planner for all attendees.

ADDITIONAL EVENTS



WOMEN IN SUPPLY CHAIN FORUM

Presented by MHI and MHEDA

Show your support of elevating women in the supply chain industry by sponsoring the 5th Annual Women in Supply Chain Forum at ProMatDX. This year we will be bringing the program to you virtually.

As always, we will provide an engaging and interactive event that will include great opportunities to connect in meaningful ways with fellow attendees. Registration and additional event details will be available soon at promatshow.com/women.

Sponsorship of the Women's Forum is an opportunity for your organization to demonstrate its commitment to diversity and inclusion in our industry. This event offers professional development and networking open to all ProMat attendees and sponsors.

Program Sponsorship (limit of 3 sponsors)

\$1,500

- Recognition as a sponsor on the ProMat website
- Recognition in pre- and post-event promotional communications
- Recognition and introductions during event

YPN NETWORKING RECEPTION

MHI will host a digital networking reception for young professionals in the supply chain industry to network and connect. Benefits include:

Event Sponsorship

\$1,500

- Recognition as the reception sponsor on the ProMatDX website
- Recognition and introductions during event



ProMatDX is committed to providing a safe, productive and welcoming environment for all digital show participants as well as MHI staff. MHI expects all participants to help ensure a safe and positive experience for everyone. Unacceptable behavior will not be tolerated during any portion of the ProMatDX event. All participants including, but not limited to, attendees, sponsors, support staff, speakers, presenters, facilitators, MHI staff members, board members past and present, service providers and all others are expected to abide by this Digital Programs Code of Conduct. This Policy applies to all aspects of the ProMatDX digital event, including all digital sponsor showcases, events and sessions including those sponsored by organizations other than MHI, on public or private platforms.

Digital Registration

All participants must complete a showcase application and provide their information in order to participate in ProMatDX.

Discrimination and Harassment

MHI has zero-tolerance for any form of discrimination or harassment, including but not limited to gender, sexual orientation, disability, race, ethnicity, religion, national origin or any other protected class. If you experience harassment or hear of any incidents of unacceptable behavior, MHI asks that you report it via e-mail at customerservice@promatshow.com so that we can take the appropriate action.

Interference with Competitors

No person may interfere with the activities of a sponsor in ProMatDX, including digital showcases, product demonstrations and virtual meetings. Behavior in particular that is insulting, rude, distracting or disruptive is forbidden.

Other Unacceptable Behavior

In addition to the above, Unacceptable Behavior is further defined as:

- Intimidating, harassing, abusive, discriminatory, derogatory or demeaning speech or actions of any kind.
- Verbal abuse of any supplier, attendee or other participant or MHI staff member. Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, age, race, religion, national origin, regarding competitors or other suppliers products, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, supplier, speaker, presenter, facilitator, MHI staff member, service provider or other digital show participant.
- Harmful or prejudicial verbal or written comments or visual images related to gender, sexual orientation, age, race, religion, disability or other personal characteristics, including those protected by law.
- Unwelcome attention or deliberate stalking or intimidation of any participant.
- Real or implied threat of physical, professional or financial damage or harm.
- Inappropriate disruption of product demonstrations, educational or networking sessions, meetings or chat sessions or other digital events organized by MHI throughout the digital event. All participants must comply with the instructions of the moderator and any MHI staff member.
- Photographing, video or audio recording of slides, oral or poster presentations: or taking screen-shots of meeting or

chat sessions without presenter/author's permission.

- Violating the rules and regulations of any of our online platforms.
- Presentations, postings and messages should not contain promotional materials, special offers, job offers or solicitation for services unless you are the session host or supplier. MHI reserves the right to remove such messages and potential ban sources of those solicitations.
- Failure to stop unacceptable behavior when requested by a fellow participant of MHI staff member.
- Sharing your ProMatDX login credentials with other individuals.
- Derogatory posts against a competitor or within their product demos

Right to Take Action

MHI reserves the right to take any action deemed necessary and appropriate, including immediate removal from the digital show without warning or refund, response to any incident of unacceptable behavior, and MHI reserves the right to prohibit attendance at any future meeting or trade show, digitally or in person. Inappropriate action could also result in future restrictions on attendance of MHI events or possible termination of MHI membership or positions on boards/committees.

Confidentiality

Confidential product information will be shared during product demonstrations and in digital meeting and chat sessions. Participants agree not to use or disclose at any time any confidential information of any supplier or their affiliated groups, unless expressly authorized in writing and/or required by law.

Payment & Cancellation Policy

All sales are final. Full payment is due at the time of the ProMatDX Package Order Form submission. Failure to submit payment will result in the Sponsor's digital showcase application not being approved. Digital showcases will not be activated unless full payment is received. The payments under this Agreement shall constitute payment solely for the digital sponsor program as described in the ProMatDX 2021 Package Order Form and Sponsor Prospectus.

AGREEMENT

I hereby agree to abide by the ProMatDX code of conduct and understand that if I break the code of conduct, action will be taken against me or my company.

Signed: _____

Date: _____

DEADLINES & CHECKLIST

JANUARY 20

Final day to purchase Ad Retargeting sponsorship*

FEBRUARY 15

Final day to apply to be a sponsor

Final day to purchase advertising and sponsorships

FEBRUARY 17

Innovation Award submission deadline

Final day to submit ad materials to MHI (unless otherwise noted)

Final day to upload all materials/information to your showcase

MARCH 15

Final day to upload product demos and seminar sessions

Pre-Event Tasks (FEB - MAR 2021)

- Mail ProMatDX postcards to customers/prospects
- Send ProMatDX HTML email invite to customers/prospects via Invites program
- Create and submit 1 Minute 2 Connect video
- Prepare press releases
- Select and train showcase and product demo staff on ProMatDX and GRIP portals.
- Select and train your educational session staff
- Determine lead follow-up strategy & objectives
- Place ProMatDX logo on your website via Invites program
- Plan pre-show advertising using ProMatDX logo
- Develop marketing & promotion strategy

Post-Event Tasks (APR 2021)

- Post-show attendee database available for records use purchase
- Begin post-show promotions, lead follow-up

Advertising/sponsorship questions & ordering
Donna Streicher
dstreicher@mhi.org

Submit ad materials after purchasing
Morgan Pettrone
mpettrone@mhi.org

**Ads must be submitted 7 business days prior to the start day of retargeting campaign*