

Where supply
chain buyers
come together



PROMAT 2025

McCormick Place - Chicago
March 17-20, 2025

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Marketing Kit

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This information can also be accessed online at promatshow.com/marketingkit

If you have any questions concerning your ProMat 2025 promotion, contact Donna Streicher at 704-714-8718 or via email at dstreicher@mhi.org.

ACCORDING TO A CEIR REPORT, 76% OF ATTENDEES COME TO AN EXHIBITION WITH AN AGENDA.

Ensure your company name makes their list of must-see exhibits by taking advantage of pre-show marketing.

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 booth at ProMat 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 ProMat exhibit.

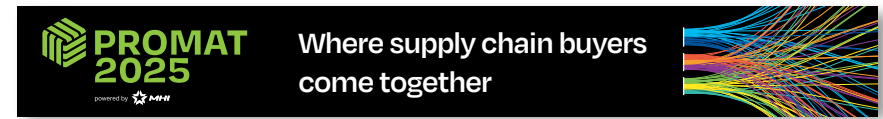
ProMat Invite Emails

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*

Quick Stat: Focused mailings by exhibitors can generate a 20% response vs 2% response for mass mailings.



468 x 60 px



125 x 125 px



300 x 250 px

Sample branded ads

INTEGRATED MARKETING PROGRAMS

Order ProMat 2025 Postcards

Complete the Direct Mail order form on page 5 and email to abatty@mhi.org. If you have any questions about the Direct Mail program, contact Alex Batty at abatty@mhi.org or 704-676-1190.

The ProMat 2025 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" ProMat 2025 envelopes to exhibitors. 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.**

Pro Tip: **December 2024 - March 2025** is the ideal time for your mailing and emailing because many prospects make their plans to attend trade events 1-3 months before the event.



Sample postcard

1 Minute 2 Connect

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

Get Started

1. Create your video, one minute or less
2. Complete the submission form at promatshow.com/erc by clicking the "One Minute to Connect" tile.

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

Quick Stat: Focused mailings by exhibitors can generate a 20% response vs 2% response for mass mailings.

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. Exhibitors are responsible for mailing out the postcards shipped to their company.

Email form to:

Alex Batty
abatty@mhi.org

Pro Tip: Order your mailers early and plan your mailing to reach your prospects 1-3 months before the show.

Questions? Contact Alex Batty at abatty@mhi.org or 704-676-1190.

2025 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.

ProMat 2025 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 ProMat attendees.

This award will be given to winners in 4 categories:

- Best New Innovation**
- Best IT Innovation***
- Best Innovation of an Existing Product**
- Best Innovation in Sustainability**



Winners will be announced by MHI's CEO during MHI Industry Night at ProMat. 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 ProMat 2025 exhibiting company to be eligible.

Quick Stat: 48% of attendees that visited the MHI Innovation Awards page consequently visited an MHI Innovation Award Finalist's Booth.

**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. If a product has been submitted for MHI Innovation Awards consecutive years without obvious modifications or improvements, MHI reserves the right to remove from the competition or move to the "Existing Product" category.*

To Participate:

Complete the MHI Innovation Award submission form and include a short video demo (if available) and one high resolution (300 dpi) color photo of the innovation at promatshow.com/erc then click the "Innovation Award" tile. Products which have been submitted consecutive years for MHI Innovation awards must be entered under the "Existing Product" category.

View submissions at promatshow.com/attendees/innovation-awards.aspx.



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

ACCESS OUR DATABASE



To better serve our exhibitors' 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 exhibitor-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 Exhibitor Resource Center at promatshow.com/erc and click the "Access Our Database" tile.

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 exhibitors. You can use your preferred mailing house, simply submit the [List License Agreement](#) on page 8. 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.

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

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

For program details, visit promatshow.com/marketingkit/paidpromos.aspx#database or contact Valerie Gonzalez at vgonzalez@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 ProMat exhibitor _____. I guarantee that I am the mailing house for the named lessee on the ProMat 2025 Exhibit Space Lease for which and only which this list is made available. In order to receive this list, I understand that said lessee must meet all obligations and paid all rental charges and fees necessary to exhibit in ProMat 2025.

For any, and all, uses of this MHI show registration list, exhibitor must honor and respect the prospects' choices not to receive solicitations the first time the request is communicated to the exhibitor. 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 Valerie Gonzalez at vgonzalez@mhi.org.

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

EXHIBITOR LISTING ON PROMATSHOW.COM



PUT YOUR BEST FOOT FORWARD.

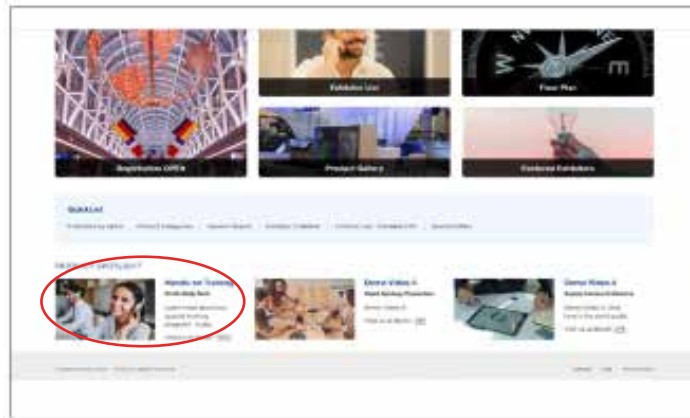
Help attendees find you and your products with your promatshow.com listing. Every exhibitor will receive one complimentary level listing, but you can boost your online presence with an upgraded listing through one of our packages below to help potential customers learn more about you as they plan their show schedule. Exhibitors with upgraded listings average a 78% increase in pageviews over standard listings. Package listings have what attendees are searching for: details, photos, news releases, product specifications, case studies, downloadable files, and videos.

BENEFIT/FEATURE	Complimentary Listing	Value Package \$500	Deluxe Package \$3,000	Premier Package \$5,000
Company contact information	x	x	x	x
Website	x	x	x	x
Booth number	x	x	x	x
Product categories	x	x	x	x
Company description	x	x	x	x
Company logo	x	x	x	x
Access to online leads	x	x	x	x
Featured exhibitor listing/priority placement in search			x	x
Highlighted booth with corner peel				x
Event contacts	2	4	6	8
Collateral	2	4	6	8
Product gallery with images and descriptions	1	2	4	8
Product gallery with videos and descriptions		1	2	4
Show specials			2	4
Interior pages tower ad			x	
Home page tower ad				x
Bold company name and booth number in printed Expo Guide (print)				x

EXHIBITOR PACKAGE LISTING ADD-ONS

ADD VALUE TO A PACKAGE LISTING

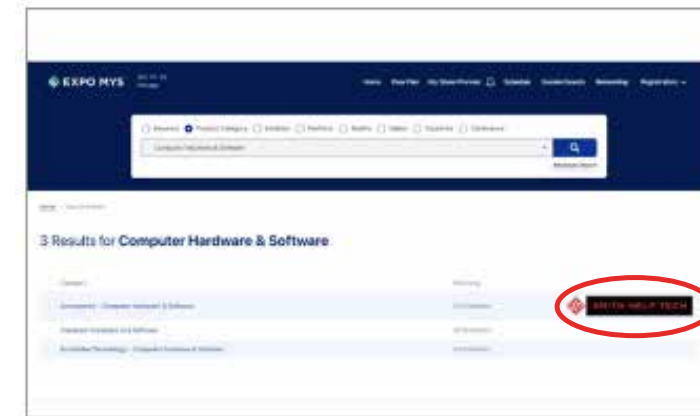
If you purchase one of our package listings, you also have the opportunity to purchase one of these value add-ons to boost your company's online visibility. (Add-ons only available for exhibitors with package listings.)



Product Spotlight - \$700

(limit of 30 sponsors)

- Showcase your product image or video on the Exhibitor Directory Home Page
- Live link directs attendees to your company's listing



Product Category - \$700

(limit of 1 per category)

- Guaranteed #1 listing in the category
- 640px x 100px image placed in the list line item

ORDERING DEADLINE
January 15, 2025

Home Page Tower

300 x 600 px tower ad (JPG or PNG; max 300MB) on promatshow.com home page; clickable to your exhibitor listing.

Exclusively available as part of Premier Package



BANNER ADS ON PROMATSHOW.COM

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

Hundreds of thousands of unique visitors will access the ProMat 2025 website during the six months surrounding the show. Drive more traffic to your listing and website by promoting your solution with a promatshow.com banner ad.

Home Page Hero **\$7,500** (limit of 5 sponsors)

1140 x 416 px hero ad (JPG or PNG; max 300MB) on the promatshow.com home page; clickable to your exhibitor listing.



Home Page Banner **\$3,500** (limit of 20 sponsors)

970 x 250 px banner ad (JPG or PNG; max 300MB) at the bottom of the promatshow.com home page; clickable to your exhibitor listing.



Seminar Directory Banner **\$5,000** (limit of 5 sponsors)

- 1940px x 180px (desktop) and 600px x 500px (mobile) banner ad on the seminar directory page that links to your exhibitor listing
- Rotated through 5 sponsors



Interior Pages Tower **\$3,000**

300 x 600 px tower ad (JPG or PNG; max 300MB) on promatshow.com interior pages; clickable to your exhibitor listing.



Exhibitor Directory Banner **\$5,000** (limit of 5 sponsors)

- 1940px x 180px (desktop) and 600px x 500px (mobile) banner ad on the exhibitor directory page that links to your exhibitor listing
- Rotated through 5 sponsors



Registration Banner **\$1,500**

220 x 183 px banner ad (JPG or PNG; max 300MB) on the promatshow.com registration page; clickable to your exhibitor listing.



Floorplan Banner **\$4,000** (limit of 3 sponsors)

- 1456px x 180px banner placed at bottom of attendee floorplan page that links to your exhibitor listing
- Rotated through 3 sponsors



For more information and to order:

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

SPONSORSHIPS



MAXIMIZE YOUR IMPACT.

MHI offers a variety of sponsorships to put your company name in front of material handling and logistics buyers attending ProMat 2025. Many of our sponsorships bundle in pre-show marketing so you don't have to choose between on-site and pre-show – you can have the best of both worlds at a great price.

Pre-Show Newsletter Sponsorship

The ProMat 2025 pre-show newsletter emails out to 100,000 people, including manufacturing and supply chain executives and ProMat 2025 registered attendees. **All pre-show newsletter ads will link to your exhibitor listing on promatshow.com**

Purchasing a Pre-Show Newsletter Sponsorship will place an ad in one week for the email blast starting four weeks before ProMat 2025. Select from:

- February 17
- February 24
- March 3
- March 10

Multi-week sponsorships are also available.

ORDERING DEADLINE
January 15, 2025

Specifications

Rectangle Ad:

- 300 x 250 px
- JPG only; no animation
- File size must be no greater than 100KB

Sponsored Content Ad:

- Provide 3-5 words for the header and 30 - 50 words for the summary text
- Provide thumbnail image at 180 x 150 px
- JPG only; no animation

- 1st Row of Banner Ads (limit of 2)
\$1500 per issue
- 1st Sponsored Content Ad (limit of 1)
\$1400 per issue
- 2nd Row of Banner Ads (limit of 2)
\$1300 per issue
- 2nd Sponsored Content Ad (limit of 1)
\$1200 per issue



SPONSORSHIPS

VIDEO WALL

(limit of 12 sponsors)

\$2,500

One 30 second slot on video wall near North and South Hall entrances

FLOOR STICKERS

(limit one sponsor per aisle, 8 available)

\$3,000

Five 3'x3' floor stickers along the aisle of your choice (includes same custom graphic on all 5 stickers)



LIVE FROM PROMAT! VIDEOS

(limit of 4 sponsors per day)

\$3,000

Sponsor videos, which include in-booth interviews, that will appear on the screens throughout the show floor. Share live updates to increase awareness of your solutions and to encourage them to visit your booth.

Add-On: Raw Video Footage

\$500

Purchase raw video footage of your in-booth interview for your company's use.

SHUTTLE BUS SIGNAGE

(limit of 4 sponsors)

\$4,000

Sponsorship includes:

- Your company logo and booth number on ProMat 2025 shuttle bus signage at McCormick Place and ProMat-affiliate hotels
- Your company logo and booth number on informational shuttle flyers at the shuttle information desk and ProMat hotels.
- Value Package

aisle sign

(limit of 1 sponsor per aisle)

\$5,000

Your company's logo and booth number on overhead aisle sign



REGISTRATION CONFIRMATION EMAIL

(limit of 4 sponsors)

\$5,000

Sponsorship includes:

- 150 x 150 px banner ad in the registration confirmation email every attendee receives when they register for ProMat 2025; banner ad links to your listing in the exhibitor directory on promatshow.com
- Value Package

SPONSORSHIPS

DAILY RECAP VIDEOS

During each day of ProMat 2025, MHIview produces a daily recap video highlighting the best of the day's events, which includes interviews with keynotes, speakers, panelists and select exhibitors. The video is emailed to over 100,000 people, including ProMat 2025 attendees and played on screens throughout the show floor. Videos will live on promatshow.com and MHI View after the initial push, continuing to garner views. Sponsorship levels include:

Premium

(limit of 1 sponsor per day)

\$7,500

- Video intro as primary sponsor
- First featured 30 second interview (from your booth)
- 468 x 60 px banner ad below player

Presenting

(limit of 1 sponsor per day)

\$5,000

- Second featured 30 second interview (from your booth)
- 300 x 250 px banner ad to right of player

Featured

(limit of 2 sponsors per day)

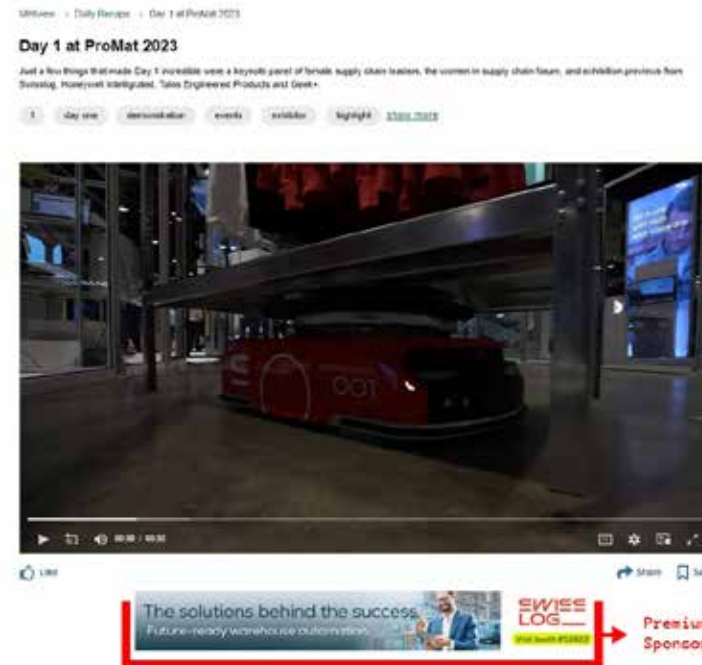
\$3,000

- A featured 30 second interview (from your booth)
- 300 x 100 px banner ad to right of player

Add-on: Raw Video Footage

\$500

Purchase raw video footage of your in-booth interview for your company's use.



SPONSORSHIPS



HOTEL CONFIRMATION EMAIL

(limit of 1 sponsor)

\$7,500

Sponsorship includes:

- 680 x 100 px (individual) and 250 x 300 px (group) banner ad in attendees' hotel confirmation emails when booked through official hotel block
- Ad Gallery Card (200 x 325 px) on ProMat Hotel site
- Value Package

PROMAT BAG

(limit of 4 sponsors)

\$8,000

Sponsorship includes:

- Bag with your company logo given out to ProMat 2025 attendees
- Deluxe Package

Deadline: October 1, 2024

CHARGING STATIONS

(limit of 2 sponsors)

\$8,000

Sponsorship includes:

- Your logo and booth number on charging station signage at kiosks located in the Premier Club for VIP attendees and high-traffic areas throughout the show floor.
- Value Package

EXPO GUIDE

(limit of 6 sponsors)

\$10,000

Sponsorship includes:

- Your company logo on the front cover of the Expo Guide
- Your company logo on floorplan map in Expo Guide
- Full page color ad in the printed ProMat 2025 Expo Guide (exclusive benefit of sponsorship)
- Your company name in bold in list of exhibitors

LANYARD

(limit of 4 sponsors)

\$12,000

Your company logo on lanyards given to ProMat 2025 attendees at registration

Deadline: October 1, 2024

KEYNOTES

(limit of 3 sponsors - 1 per keynote)

\$15,000

Become the official sponsor of a ProMat 2025 keynote session. Monday, Tuesday, and Wednesday keynotes available. Benefits include:

- Company logo included where keynote is promoted including pre-show promotion, website, and onsite signage
- Under one minute MHI-approved video played before keynote starts
- 300 x 600 px banner ad on keynote page
- Value Package
- Attendee list from keynote session

MOBILE APP

(limit of 3 sponsors)

\$15,000

Be a sponsor of the ProMat 2025 smartphone app. Downloadable on Apple and Android, the app is a go-to source of information on all things ProMat for attendees. Sponsorship includes:

- Company logo included where app is promoted including pre-show promo
- Logo on opening splash page
- Rotating banner ad placed at the bottom of the main content pages of the app
- Logo on signage promoting the ProMat 2025 mobile app
- One sponsor-written, MHI approved, push notification from app
- Deluxe Package

For more information and to order:

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

SPONSORSHIPS

VIP ATTENDEE/PREMIER CLUB SWAG BOX

(limit of 4 sponsors)
\$15,000

Send a branded welcome box to 100 Premier Club members two weeks prior to ProMat 2025. The Premier Club attendees are Director and above level at the Fortune 1000, top 100 retailers and top 100 consumer goods firms among other key buyers. The outside of the box will be co-branded with ProMat. Gifts inside the box will be branded with the sponsor logo and a short custom message from the sponsor will be printed inside the box. Box will contain a variety of snacks and gifts. You will also receive recognition on at-show signage as a Premier Club lunch and bar sponsor.



*Sample of
potential swag
items*

RESTROOMS

(limit of 1 sponsor)
\$25,000

Custom 3 ft x 1 ft mirror clings in the exhibit hall restrooms



HAND SANITIZER STATIONS

(limit of 1 sponsor)
\$25,000

Custom branding on hand sanitizer stations throughout the show floors.



MHI ANNUAL INDUSTRY REPORT & KEYNOTE

(limit of 4 sponsors - exhibiting MHI members only)
\$30,000

The MHI Annual Industry Report is a leading resource for supply chain leaders that examines the state of the industry and gives recommendations for staying ahead of the curve. The report is released at ProMat 2025 during a corresponding keynote on Wednesday and promoted year round. Sponsorship includes:

- Company logo highlighted in report as a sponsor
- Company logo included where keynote is promoted including pre-show promotion, website, and onsite signage
- 30 second MHI-approved video played before keynote starts
- 300 x 600 px banner ad on keynote page
- Value Package
- Attendee list from keynote session
- Company logo included in promotional emails to over 100,000 people, including ProMat 2025 attendees

For more information and to order:

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

SPONSORSHIPS

BENCH GRAPHICS

(limit of 1 sponsor)

\$30,000

Sponsorship includes:

- Custom 47.5in x 15in graphic on park benches in main traffic aisles across show floors.



AD RETARGETING*

(limit of 10 sponsors)

Get in front of 40,000 + qualified leads as they browse the web by retargeting visitors of the ProMat 2025 show site (promatshow.com) with your submitted display ads. **Deadline for purchase: November 15, 2024.**

Retargeting gives you the ability to direct hyper-targeted, time-sensitive exposure of your company to ProMat 2025 website visitors. Participating in this campaign allows you to promote your exhibit, schedule meetings, raise brand exposure, or drive booth traffic. All retargeting ads will link to your exhibitor listing on promatshow.com. Three types of packages are available:

Pre-show: This package delivers 100,000 ad impressions over the three months leading up to ProMat 2025.

Date range: Jan 1, 2025 - Mar 16, 2025

Ad Impressions: 100,000 impressions

Cost: **\$6,000**

Post-show: This package delivers 100,000 ad impressions over the three months following ProMat 2025.

Date range: Mar 21, 2025 – June 20, 2025

Ad Impressions: 100,000

Cost: **\$6,000**

Pre-, During, & Post-show: This package delivers 200,000 ad impressions over the three months leading up to, during, and over the two months following ProMat 2025. With this package you have the option to rotate ad creatives every 2 months.

Date range: Jan 1, 2025 - June 20, 2025

Ad Impressions: 200,000 impressions

Cost: **\$12,400**

Once the order has been placed and confirmed by MHI, ads in the following sizes must be submitted by **December 1, 2024:**

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

**This program is managed by Feathr*

For more information and to order:

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

SPONSORSHIPS

GRAND CONCOURSE BANNERS

Sponsor a banner in the Grand Concourse of McCormick Place where attendees walk to get from the main entrance to the show floors.

Level 2.5 Hanging Banner

(4 locations available)

\$20,000

Custom branded 312" W x 96" H banner. 4 locations available. Limit one banner per sponsor and one sponsor per banner.



Grand Concourse Wall Banners

(3 locations available)

A Banner

\$20,000

Custom branded 260" W x 79" H banner

B Banner

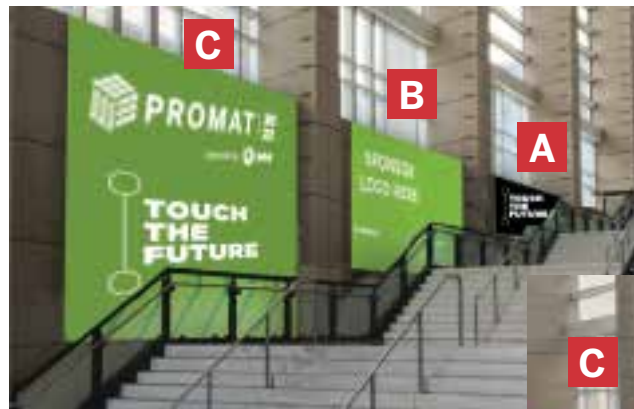
\$25,000

Custom branded 260" W x 139" H banner

C Banner

\$30,000

Custom branded 260" W x 200" H banner



SPONSORSHIPS

INDUSTRY NIGHT

WEDNESDAY MARCH 19, 2025 | GRAND BALLROOM

ProMat attendees are invited to join us for a live show with food, drinks and entertainment. Tickets are \$50 and include beer, wine and heavy hors d'oeuvres.

Event Sponsor

(Limit of 1 sponsor)

- Sponsor Industry Night to 1,400 ProMat 2025 attendees
- 3 tables near the stage in the VIP area at event (8 tickets per table)
- Your company logo on table sign
- 50 general admission tickets to distribute to prospects, customers, or employees
- Your logo on signage and website promoting the event including signage at the show entrance
- Meet and Greet with entertainer after event
- 1 minute video played at beginning of event
- Company name on tickets
- Ability to provide a small MHI-approved attendee gift at Industry Night.

\$20,000

Table Sponsor

Limited number of tables available for sponsorship

- One table in the VIP area at event (8 tickets per table)
- Your company logo on table sign

\$1,000

SOUTH HALL COLUMN WRAPS

(limit of 2 sponsors)

\$25,000

Sponsor one of the 2 large columns in the open area near the entrance of the South Hall. Sponsor can submit custom graphics to be included on the column wrap.



For more information and to order:

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

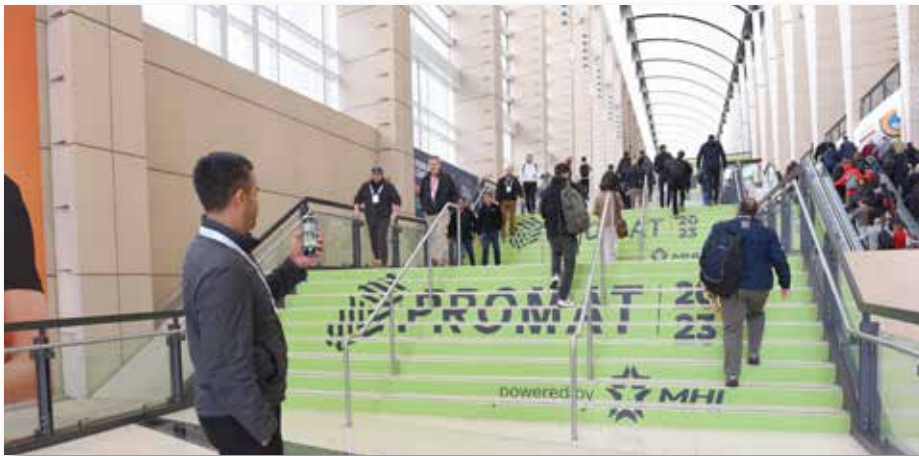
SPONSORSHIPS

STAIR GRAPHICS

(limit of 1 sponsor)

\$35,000

Your company logo and booth number on the McCormick Place Main Entrance stairs, co-branded with show logos.



ESCALATOR GRAPHICS

(limit of 1 sponsor)

\$30,000

Your company logo and booth number on the two sets of escalators from the entrance up to the show floor. Benefits include:

- Company logo and booth number on escalator runners (2 runners per set of escalators)
- Company logo and booth number on escalator clings on glass sides of escalator sets



SPONSORSHIPS

HUB SPONSORSHIP

(limit of 1 sponsor)

\$25,000

Become the official sponsor of ProMat networking lounge, the HUB.

Benefits include:

- Logo and booth number included where the HUB is promoted, including Expo Guide and onsite signage
- Logo and booth number on signage in the HUB at the center of ProMat's South Hall
- Value package
- Homepage Banner Ad
- One 30-second video played on video wall near registration and main show floor entrances



The ordering deadline for the majority of sponsorships is January 15, 2025.

Submit all sponsorship orders by that date by visiting promatshow.com/erc.

If you have any questions, please contact Donna Streicher at dstreicher@mhi.org or 704-714-8718.

EDUCATIONAL OPPORTUNITIES



HELP THEM DISCOVER POSSIBILITIES

ProMat 2025 is not just a tradeshow. As part of the show experience we also built in an educational conference to give attendees the opportunity to expand their knowledge. The conference features keynotes, educational seminars, networking events, professional development, and theaters dedicated to timely topics.

Educational Seminar Sponsorships

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

Sponsorship Benefits

- Your company and seminar will be included in marketing and promotional materials reaching over 550,000 manufacturing and supply chain professionals and onsite materials reaching over 50,000 attendees.
- 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 expo.
- Your education seminar(s) will be listed in the official ProMat 2025 Mobile App.

Seminar Guidelines

- Each seminar must be 45 minutes long or less.
- The content of all seminars must be educational and cannot contain a sales pitch to a specific product or your company.
- Whenever possible, please try to include concrete data and/or case studies.
- You cannot feature a live product demonstration.
- Negative comments about competitors, their products, programs and/or services will not be allowed.
- Avoid any company logos, trademarks of products or service marks of the sponsor/speakers, except in designated spaces.
- MHI must receive a signed release form for all speakers and submit all presentation files by the designated deadlines.
- All presentations are subject to approval.
- No changes will be allowed once MHI has approved your presentation.
- All seminar presentations must be in PowerPoint using the template provided in the dashboard. The final presentation must be uploaded to the dashboard by January 10, 2025.

Seminar sponsorships are **SOLD OUT, but you can still join the waitlist. To learn more about sponsoring a seminar and to complete an application, visit promatshow.com/exhibitors/seminar-sponsorships.**

EDUCATIONAL EVENT SPONSORSHIPS



WOMEN IN SUPPLY CHAIN FORUM

Monday, March 17

Show your support of elevating women in the supply chain industry by sponsoring the annual Women in Supply Chain Forum at ProMat 2025. This event offers an afternoon of professional development and networking for ProMat attendees and exhibitors. Learn more at promatshow.com/women.

EVENT SPONSORSHIP	Bronze \$2,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000
AVAILABILITY	2	2	1	1
Opportunity to give away promotional items (paid for by the sponsor, approved by MHI) at event			x	x
Recognition as one of the event sponsors on the ProMat website and mobile app	x	x	x	x
Recognition as one of the event sponsors on signage	x	x	x	x
Post-conference email to registered attendees			x	x
Include insert in Women's Forum on-site guide			x	x
Talk time during on-stage recognition at event				x
Complimentary Women's Forum registrations	2	4	5	6

Reception Sponsorship

(limit of 2 sponsors or single sponsor buyout)

\$2,500

- Recognition as the reception sponsor on the ProMat website and mobile app
- Recognition as the reception sponsor on signage
- Opportunity to give away promotional items (paid for by the sponsor, approved by MHI) at reception
- Three minutes of talk time to welcome the group.
- 2 complimentary Women's Forum registrations.
- *(For a 1 sponsor buyout at \$5,000, the sponsor will receive 5 complimentary Women's Forum registrations.)*

For more information:

Contact Rebecca Woods at rwoods@mhi.org or 704-676-1190.
To submit order visit promatshow.com/erc

EDUCATIONAL EVENT SPONSORSHIPS



STUDENT DAY

Wednesday, March 19

Join MHI in our effort to develop our future workforce by sponsoring Student Day at ProMat 2025. This event offers professional development, networking opportunities and a real-world glimpse at the supply chain industry for high school, community college and university students. Students will spend a day touring the ProMat show floor, learning about career opportunities in the industry and seeing the latest advancements in supply chain technology. All sponsors will receive:

- Recognition as one of the event sponsors on the ProMat website and mobile app
- Recognition as one of the event sponsors on signage throughout the Student Day event
- Company name will be recognized at beginning of presentation
- Guaranteed opportunity to participate as a Student Day tour guide or exhibit stop for show floor tours
- Opportunity to provide an internship posting and HR contact information in Student Day electronic guide (deadline applies)
- Student Day attendee resumes will be shared with all sponsors

EVENT SPONSORSHIP	Bronze \$2,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000
Availability	Unlimited	3	2	1
Pre- or post-conference email to Student Day attendees				X
Opportunity to give away promotional item (paid for by the sponsor, approved by MHI) at the event			X	X
Company logo will appear on table signs during Student Day			X	X
Include one-page insert in Student Day electronic guide		X	X	X
Your logo will appear on the Student Day microsite registration page		X	X	X
Five-minute speaking opportunity from the Student Day stage in the morning				X
Your logo will appear on the Student Day microsite travel grant page	X			
Recognition on Student Day travel grant confirmation emails	X			

For more information:

Contact JoAnna Leon at jleon@werc.org.
To submit order visit promatshow.com/erc

EDUCATIONAL EVENT SPONSORSHIPS



YPN NETWORKING RECEPTION

Monday, March 17

\$5,000

Each ProMat, MHI hosts a networking reception for young professionals (40 years old and younger) in the supply chain industry to network and connect. The event will take place at the Game Room located at 12 S Michigan Ave which is a short Uber ride from McCormick Place. During the event we will be offering food, drinks, and the opportunity to network in a lively atmosphere while enjoying games like pop-a-shot, skeeball, shuffleboard and more.

Event Sponsorship (limit of 1 sponsor)

- Recognition as the reception sponsor on the ProMat website and mobile app
- Recognition as the reception sponsor on signage
- Custom beverage napkins with your logo that will be used during the reception
- Sponsor logo displayed on the TVs within the Game Room
- Opportunity to give away promotional items (paid for by the sponsor, approved by MHI) at reception



The deadline for ordering and materials submission is **January 15, 2025**

For more information:

Contact Chelsea Liston at cliston@mhi.org or 704-676-1190.
To submit order visit promatshow.com/erc

EXHIBITOR MARKETING SCHEDULE & WORKSHEET

Deadline	Task	Completion Date	Deadline	Task	Completion Date	
OCT 1, 2024	Bag Sponsorship deadline		FEB - MAR 2025	Prepare press releases & kits		
	Lanyard Sponsorship deadline			Mail invitations or releases to attending press		
OCT - DEC 2024	Complete your online listing			Select and train booth staff		
	Upgrade online listing to a Showcase			Schedule shipment of press kits to McCormick Place		
	Order ProMat 2025 direct mail postcards and download HTML email invite			Determine lead follow-up strategy		
	Place ProMat 2025 logo on your website via Invites program			MAR 2025	Review show strategy in pre-show staff meeting	
	Plan pre-show advertising using ProMat 2025 logo				APR 2025	Post-show attendee database available for records use purchase
	Develop marketing & promotion strategy			Begin post-show promotions, lead follow-up		
	Consider marketing packages & sponsorships					
	Determine lead retrieval objectives					
OCT 29-30, 2024	Attend SHOWPro Live Exhibitor Workshop					
NOV 15, 2024	Ad Retargeting sponsorship deadline					
JAN 15, 2025	MHI Innovation Award deadline		NOTES:			
JAN 15, 2025	Show Sponsorship and Advertising Order Deadline					
JAN - FEB 2025	Mail ProMat 2025 postcards to customers/prospects					
	Email ProMat 2025 HTML email invite to customers/prospects					
	Schedule press conference during ProMat 2025					
	Create and submit 1 Minute 2 Connect video					