



Membership

THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK





Attendees are able to see products in person at MHI trade shows.

Connect with Manufacturing and Supply Chain Decision Makers

Since 1945, successful companies have come to MHI for professional resources and reliable information as they make capital expenditure and supply chain investment decisions. They know MHI is the premier trade association and information resource for this diverse industry.

MHI's member companies are the leading providers of material handling, logistics and supply chain equipment, systems and services. Their solutions set the industry standard for excellence.

Trade Expos

MHI brings the industry together under one roof to provide unprecedented product sourcing and networking opportunities through our ProMat and MODEX expos. These powerful four-day expos draw tens of thousands of domestic and international buyers. Exhibiting provides members the opportunity to gain exposure to new markets by showcasing their equipment and system solutions. MHI also provides free exhibitor training that is available to all members with our ShowPro educational series. By becoming an MHI member, you can receive significant discounts on your booth space.



ProMat attracts an exclusive audience of buyers. To them, this is the industry's must-attend supply chain event. ProMat is the premier international material handling and logistics expo and features:

- Chicago, IL - McCormick Place
- Takes place every "odd" year
- 850 exhibitors
- Over 350,000 square feet of exhibit space
- Extensive educational conferences on the latest trends and innovations



MODEX attendees are looking for equipment and systems that span the entire supply chain.

- Atlanta, GA - Georgia World Congress Center
- Takes place every "even" year
- 850 exhibitors
- Over 250,000 square feet of exhibit space
- Collocated supply chain partner events
- Members receive discounted exhibit space rates

MHI Member Benefits:

- The opportunity to exhibit in MHI trade expos
- Exclusive exposure on MHI.org
- Industry specific leadership
- Marketing, public relations and social media exposure
- MHI members- only resources
- Business Planning Community
- Membership meetings and executive conferences
- Young Professionals Network



ABOUT

FIND SOLUTIONS

LEARNING CENTER

NEWS & ME

Meet the *leading suppliers* of material handling and logistics

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“MHI is at the forefront of industry associations when it comes to engaging the market and providing a platform to interact with industry experts and leaders.”
Brian Keiger, Chief Sales Officer, Grenzebach Americas

Screenshot of MHI.org Homepage

Exclusive Exposure on MHI.org

We've completely redesigned MHI.org to more efficiently serve the industry and to match our members' solutions to manufacturing and supply chain buyers. The new website offers users 24/7 access to the latest news, trends, solution providers and online learning. Now users can quickly navigate to the exact solution they need. MHI.org is a trusted resource that provides the industry with relevant, up-to-date content, which addresses the issues and needs of members and end users alike.

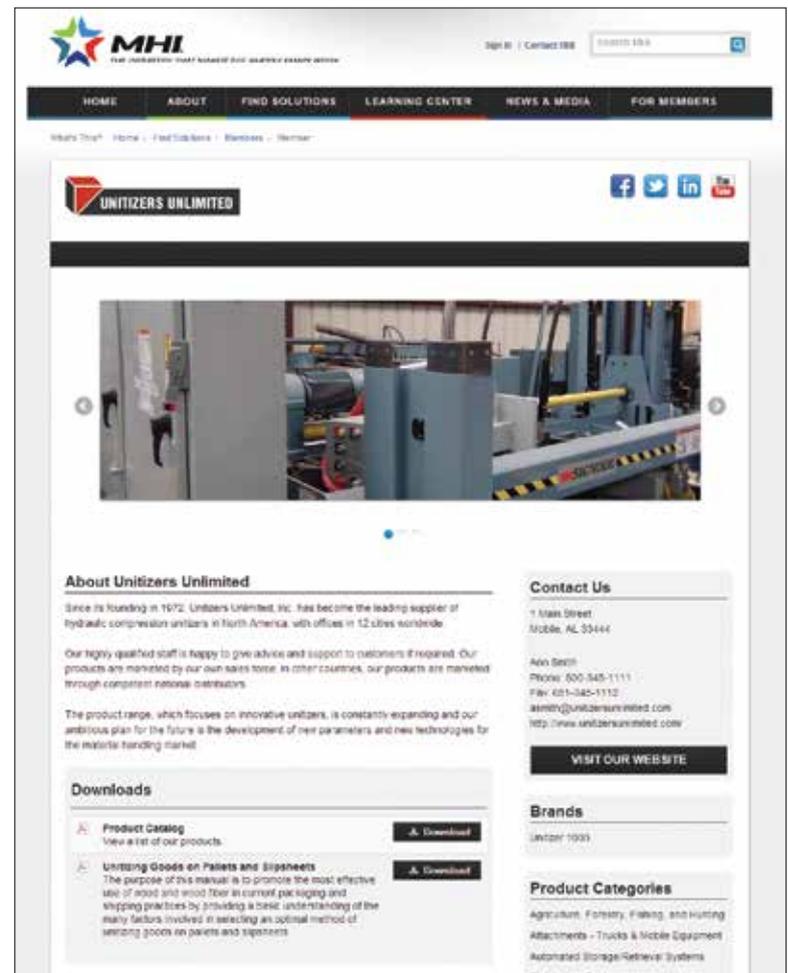
Member Microsites

MHI.org also includes a directory that showcases member companies and the solutions they offer. This online solutions directory provides each member with a microsite on MHI.org that is customizable to be an extension of their company website with logos, photos, product literature, case studies, white papers, video, company news and contact information.

These content-rich microsites drive web traffic to members and their solutions. As a member, your microsite will be accessed by buyers who are researching suppliers and the solutions they offer. Member microsites generate leads all year long and differentiate members as industry leaders. On average, the MHI website receives visits from around 30,000 users a month. Members' microsites can be found via Google search, and members can download a Google Analytics report for their microsite to measure its reach and exposure.

“Over the years, MHI has focused on creating tools to enhance the organization's value for its membership. One of my favorites is the MHI.org Microsite, which provides a web-based platform for connecting with the marketplace, reinforcing our company's brand and consistently delivering new business opportunities.”

John Hill, Director, The St. Onge Company



Member microsites can be customized with members' logos, photos, videos and more.

“Our participation in MHI Product Groups gives us a great opportunity to continue expanding our understanding of what is happening in the market with our customers, our partners and even our competitors.”

Shana Relle, Packaging & Material Handling Marketing, Intralox

Industry and Solution Specific Leadership

MHI is also about creating value far beyond our trade shows. Another advantage of membership in MHI is the opportunity to join the ranks of specialized product-specific Groups. MHI Product Groups bring members together as leading experts in an individual field to promote a specific industry and create specifications and safety guidelines for the equipment and systems of each group. The MHI Solutions Community brings members and their customers together to solve mutual industry challenges.

Product and Solutions Group membership not only raises your credibility and visibility with your peers and potential customers, but also provides additional valuable marketing exposure within MHI.org. In fact, this exposure generates valuable leads throughout the year.

Some typical Product Group activities include:

- Industry Statistics Collection
- ANSI Standards Development
- Liaison Activities
- Technical and Safety Publications
- Public Relations
- Communications
- Industry Specifications
- Industry and Member Education

An Entire Industry, Working For You

By developing strong relationships with trade publications, business journals and industry bloggers, MHI members are in constant communication with the knowledgeable thought leaders who shape our industry.

- MHI maintains an up-to-date list of 1,000 editors and journalists that it makes available at no cost to MHI members.
- MHI includes member news releases on MHI.org, MODEXShow.com and ProMatShow.com as well on RSS feeds for those sites.
- To give members added social media exposure member news releases are also distributed on Twitter.
- MHI members also have the opportunity to contribute guest articles to the MHI Blog that will go out to 100,000 professionals in the industry and the monthly MHI Industry News.

MHI Solutions

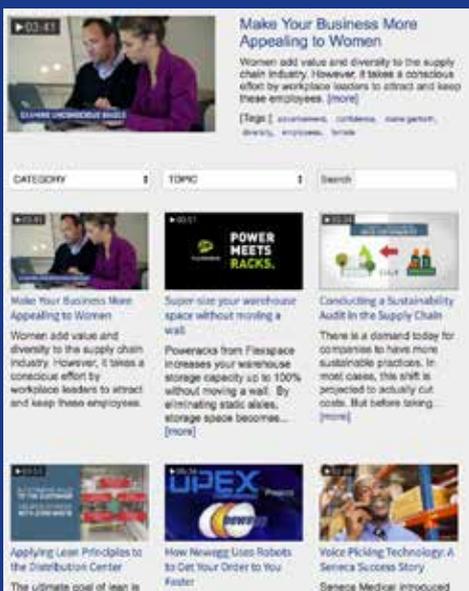
MHI addresses manufacturing and supply chain issues and solutions in our quarterly print and monthly electronic publication, *MHI Solutions*.

Members receive discounted rates for advertising in *MHI Solutions* and also receive a complimentary subscription as part of their membership.

MHI View Video Portal

MHI View releases short, easy to consume educational videos, viewable on your computer, tablet or smart-phone and shareable to spread them throughout your network to grow your business.

Members can purchase advertising space that will appear in the MHI View Video Portal as viewers watch videos.





Members attend an education session at the 2014 MHI Annual Conference & Executive Summit.

MHI Members-Only Resources

MHI members have exclusive access to members-only content and resources on MHI.org and through exclusive meetings and events. This members-only site provides access to MHI economic and market analysis as well as updates on membership resources, industry news and events.

Annual Conference and Executive Summit

Another advantage of MHI membership is the opportunity to connect with industry leaders and peers at MHI's Annual Conference and Executive Summit. Members can further extend their benefits of membership by joining peers in product-specific Industry Group meetings and valuable executive conference sessions led by industry experts.

MHI Market Intelligence Center

Members-only resources include the MHI Business Planning Community – a valuable resource for members who want to research the industry and track market trends.

The Business Planning Community provides members with access to valuable market research and statistics to help refine, target and track marketing and sales efforts. MHI members have free access to MHI market information to analyze trends and develop strategic plans to expand their businesses.

A monthly Business Activity Index [BAI] provides members with an overview of the overall economy, U.S. manufacturing and material handling equipment manufacturing [MHEM]. The BAI, as well as the MHEM quarterly forecast and Rate of Change Workbook are provided at no cost to MHI Members. This is a \$1,250 per year value for members.

Global Connections

MHI collaborates with global material handling and supply chain organizations and trade events to provide members with exact opportunities and in establishing international markets.

“I have been a member of the MHI Business Planning Community for two years. We use the MHEM Forecast report in developing our strategic planning process, and we have found the market research and survey data useful in developing marketing and sales tactics. These two assets alone deliver value that exceeds the cost of membership.”

Burke McCarthy, Director of Marketing,
Savoye Retrotech, Inc.





Young Professionals Network

MHI reaches into our membership to develop the next generation of leaders through our Young Professionals Network (YPN). YPN provides networking, mentoring and professional development activities to industry professionals. YPN is designed to help young professionals get ahead of industry trends and to excel their career and professional development. Activities include: In-person networking events, free professional development workshops, YPN blog and social media resources.

Additional benefits include:

- Interface with a network of professionals in the supply chain industry
- Contribute to a forum between experienced and entry-level professionals on ideas and industry trends
- Access to online tools that support professional growth

For more information visit mhi.org/ypn

MHI Loyalty Program

Members are rewarded "Loyalty Points" for participation and support of various MHI programs throughout a calendar year. Accumulated points can be redeemed for benefits and discounts as well as determine position at the exhibit Space Draws for the ProMat and MODEX expos.

MHI Members can accumulate points through:

- Membership in MHI
- New MHI member referrals
- Booth size at MODEX and ProMat
- Industry Group membership
- MHI meetings attendance
- MHI volunteer leadership participation
- Advertising in or sponsorship of MODEX, ProMat, MHI Solutions and the Material Handling Education Foundation

For more information visit mhi.org/loyalty



Join MHI Today

Visit MHI.org to learn more about becoming a member or call our membership staff at 800-345-1815 or 704-676-1190, or email membership@mhi.org.



8720 Red Oak Blvd., Suite 201
Charlotte, NC 28217
p: 704.676.1190
f: 704.676.1199
membership@mhi.org

MHI Vision:

To be recognized as the premier authority for the material handling industry, enhancing how supply chains work.

MHI Mission:

We provide an unbiased, collaborative environment that fosters stakeholder best practices by facilitating industry groups, education, events and market intelligence through innovative direct programming or in partnership with other industry providers.

