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 4 October 2002

"Exhibit at ProMat® 2003 and NA 2004 and make the formula for profitability add up for you!"

ProMat®

An MHIA International Exposition **2003**
Global Productivity Solutions
 McCormick Place North • Chicago, IL, USA • February 10-13

www.promat2003.com

ProMat® 2003 Show Hours

Monday, February 10, 2003	10 AM to 5 PM
Tuesday, February 11, 2003	10 AM to 5 PM
Wednesday, February 12, 2003	10 AM to 5 PM
Thursday, February 13, 2003	10 AM to 3 PM

NA2004

The Material Handling & Logistics Show & Conference
 I-X Center • Cleveland, OH • March 29 - April 1, 2004

www.na2004.org

NA 2004 Show Hours

Monday, March 29, 2004	10 AM to 5 PM
Tuesday, March 30, 2004	10 AM to 5 PM
Wednesday, March 31, 2004	10 AM to 5 PM
Thursday, April 1, 2004	10 AM to 3 PM

the EXHIBITOR

International Edition

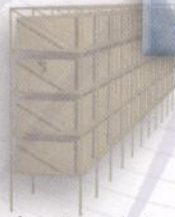
Two Great Shows Offer Back-to-Back Prospects for Profitability

Your Product + Prime Prospects x 2 = Profitability

Business success depends on keeping your product in front of prime prospects. Profitability comes when you can market your product to more prospects in the most effective, efficient and consistent way possible. MHIA offers you not one but two opportunities to apply this profitability formula for success by providing your brand continuous exposure at **ProMat® 2003, February 10 - 13, 2003** and **NA 2004, March 29 - April 1, 2004**.

At each event you have four full days and myriad ways to introduce your brand, product and service to a prime and receptive audience — buyers looking for innovative solutions, hands-on demonstrations and more information about the products and services you're offering. Add to the profitability equation the continuous on-line exposure that these Shows offer exhibitors and you've found your solution for marketing success.

Tens of thousands of industry professionals will attend ProMat® 2003 and NA 2004 with buying power and plans in hand. According to independent research, trade show attendees equal real buyers. The annual *Trade Show Trends Report* — produced by Exhibit Surveys Inc., a market research firm in Red Bank, New Jersey — found that eight out of 10 attendees have the clout to make, recommend or specify a final purchasing decision for one or more products or services exhibited. The research also shows that more than half of all attendees intended to buy one or more of the products exhibited. What does this research mean to you? It means if you're not one of the exhibitors at ProMat® 2003 and NA 2004 you're counting yourself out of the best marketing opportunities over the next two years!



"Two Great Shows..." continued on page 3.