



MODEXSM 2012

SOLUTIONS THAT MOVE SUPPLY CHAINS

GEORGIA WORLD CONGRESS CENTER, ATLANTA | FEBRUARY 6-9

POST-SHOW ATTENDEE RECORDS LIST

To better serve our exhibitors' marketing needs, MHIA is now making the post-show list of attendees available for purchase on a per-record basis!

This is a non-exclusive license for limited use of records in the MODEX 2012 Attendee Registration Database, subject to the terms of the accompanying **Post-Show Attendee List License Agreement**, which must be signed and returned. The record data you receive may not be copied, shared, reproduced in any way, or sold, accessed, distributed, or utilized by anyone other than the licensee exhibitor. This license is available only through MHIA to member-eligible exhibitors at MODEX 2012. The licensed records will be provided for use in an ASCII delimited file that can be imported easily into MS Excel. The file will include demographic information including NAICS code, product interest, job function, buying authority, purchasing plans and job title.

You may also send e-mail marketing to those attendees who opted to share their e-mail address with outside parties. However, rather than including addresses in the database records, all e-mails generated from the MODEX 2012 attendee list will be distributed for you through MHIA. This will help to give your message greater impact by limiting the number of MODEX-related e-mails attendees can receive per day following the event. **Complete files for your e-mail release must be sent to directory@mhia.org five business days before the assigned release date.**

To order records from the registration database, please complete the information on the **MODEX 2012 Attendee List Demographic Selects Order Form** and sign the **Post-Show Attendee List License Agreement** included. Allow four weeks from the close of the show for receipt.

Your license to use MODEX 2012 attendee records is limited to two times per direct mail record and two times per e-mail record. You may sort the attendee list prior to purchase using the demographic selections provided herein. There is no limit to the number of sorts you may purchase, however any mail or e-mail records that have been selected twice by you will be omitted from further list requests. Demographic sorts are priced for 1X or 2X use for each sort, as follows:

DIRECT MAIL

1X use of a direct mail sort: **\$.10 per record**,
(minimum order 3,000 records or \$300)

2X use of a direct mail sort: **\$.15 per record**,
(minimum order 3,000 records or \$450)

E-MAIL

1X use of an e-mail sort: **\$.20 per record**,
(minimum order 3,000 records or \$600)

2X use of an e-mail sort: **\$.30 per record**,
(minimum order 3,000 records or \$900)

*See the **MODEX 2012 Attendee List Demographic Selects Order Form** for details on selecting the best direct marketing lists for your company.*

MODEX 2012 POST-SHOW ATTENDEE LIST LICENSE AGREEMENT



Please sign and fax this page plus your completed **Attendee List Demographic Selects Order Form** (pages 2-4) to +1 704-365-1458.

Post-show Attendee List License

I agree that the names, addresses and other information provided to me is valuable property of the Material Handling Industry of America, Division of Material Handling Industry (MHI), and protected under the copyright laws. I also agree to abide by the terms of this non-exclusive license to use the list only for the purposes that are consistent with my category(s) of membership eligibility. 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. I guarantee that I am the named lessee on the MODEX 2012 Exhibit Space Lease for which and only which this list is made available. I further guarantee that I have met all obligations and paid all rental charges and fees necessary to exhibit in MODEX 2012 and am an MHIA member eligible company.

For any, and all, uses of this MHIA show registration list, exhibitor must honor and respect the prospects' choices not to receive mail, fax, e-mail and telephone solicitations the first time the request is communicated to the exhibitor. Exhibitor hereby acknowledges and agrees that as a condition of using this MHIA show registration list, in accordance with the terms and conditions of this Agreement, Exhibitor 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.

I acknowledge that I will comply with all applicable provisions of federal and state law that regulate the transmission of commercial e-mails, 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)) and Do Not Call (Telemarketing and Consumer Fraud and Abuse Prevention Act, 15 U.S.C. §§1601-1608 (1994)); Telephone Consumer Protection Act of 1991, 47 U.S.C. §227 (1991)), that may limit or control my ability to use the diskette 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 using a commercial list of attendees, I agree to defend and indemnify MHI and hold it harmless in any litigation or enforcement action.

COMPANY INFORMATION – MUST BE COMPLETE:

Signature of individual authorized to enter into this agreement:

NAME (please print)

TITLE

COMPANY

BOOTH NUMBER(S)

CONTACT'S PHONE NUMBER

CONTACT'S E-MAIL ADDRESS

TO ORDER: FAX COMPLETED FORMS (PAGES 2-4) TO: 704-365-1458

FOR QUESTIONS REGARDING ATTENDEE LISTS, CONTACT ANDREA ROTHE AT: 704-365-1455, directory@mhia.org

MODEX 2012 ATTENDEE LIST DEMOGRAPHIC SELECTS ORDER FORM



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www.MODEXShow.com

To better target your post-show sales efforts, check the categories below that are best aligned with your markets. Then complete your order and fax these pages plus your signed **Post-Show Attendee List License Agreement** (pages 2-4) to +1 704-365-1458. Your selects will be entered and you will be contacted within 3 business days with details on the number of records. At that point you may alter your selects, if needed, to fit your marketing goals.

CONTACT INFORMATION:			
COMPANY	CONTACT NAME	PHONE #	E-MAIL
<div style="background-color: #0056b3; color: white; padding: 2px;">GEOGRAPHIC SELECTS</div> <input type="checkbox"/> North America, or <input type="checkbox"/> All USA, or Check for entire region or circle desired states <input type="checkbox"/> Northeast US CT MA ME NH NY RI VT <input type="checkbox"/> East Central US DE MD NJ PA VA WV <input type="checkbox"/> Southeast US AL FL GA NC SC TN PR VI <input type="checkbox"/> South Central US AR KS LA MS OK TX <input type="checkbox"/> Southwest/Rockies US AZ CA CO HI NE NM UT <input type="checkbox"/> Northwest/Prairie US AK ID MT NE ND OR SD WA WY <input type="checkbox"/> Midwest US IA IL IN KY MI MN MO OH WI <input type="checkbox"/> Canada <input type="checkbox"/> All Other International	<div style="background-color: #0056b3; color: white; padding: 2px;">JOB FUNCTIONS</div> <input type="checkbox"/> All Job Functions, or <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Administration <input type="checkbox"/> Engineering <input type="checkbox"/> Logistics/Transportation <input type="checkbox"/> Manufacturing/Production <input type="checkbox"/> Supply Chain Management </div> <div style="width: 45%;"> <input type="checkbox"/> Sales/Marketing <input type="checkbox"/> Distribution/Warehousing <input type="checkbox"/> Information Technology <input type="checkbox"/> Other </div> </div>		
<div style="background-color: #0056b3; color: white; padding: 2px;">COMPANY FUNCTION</div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Users of Material Handling & Logistics Equip/Systems <input type="checkbox"/> Manufacturers of Material Handling & Logistics Equip/Systems </div> <div style="width: 45%;"> <input type="checkbox"/> Distributors/Resellers of Material Handling & Logistics Equip/Systems <input type="checkbox"/> Other </div> </div>	<div style="background-color: #0056b3; color: white; padding: 2px;">JOB TITLES</div> <input type="checkbox"/> All Job Titles, or <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Corporate Management <input type="checkbox"/> Senior Management <input type="checkbox"/> Middle Management </div> <div style="width: 45%;"> <input type="checkbox"/> Technical <input type="checkbox"/> Other </div> </div>		
<div style="background-color: #0056b3; color: white; padding: 2px;">PRIMARY INVOLVEMENT</div> Contact's Primary Involvement with Material Handling & Logistics Equipment and Systems: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Specify or Buy <input type="checkbox"/> Distribute/Sell <input type="checkbox"/> Use </div> <div style="width: 45%;"> <input type="checkbox"/> Manufacture <input type="checkbox"/> Design/Engineer <input type="checkbox"/> Other </div> </div>	<div style="background-color: #0056b3; color: white; padding: 2px;">INDUSTRIES</div> <input type="checkbox"/> All Industries, or <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> Manufacturing <input type="checkbox"/> Food/Beverage/Tobacco <input type="checkbox"/> Textiles/Apparel <input type="checkbox"/> Paper/Printing <input type="checkbox"/> Chemicals/Pharmaceuticals <input type="checkbox"/> Plastics/Rubber <input type="checkbox"/> Primary Metals <input type="checkbox"/> Medical Equipment <input type="checkbox"/> Fabricated Metals <input type="checkbox"/> Industrial Machinery <input type="checkbox"/> Computers/Electronics <input type="checkbox"/> Electrical Equipment <input type="checkbox"/> Aerospace <input type="checkbox"/> Automotive/Transportation Equipment </div> <div style="width: 45%;"> <input type="checkbox"/> Furniture <input type="checkbox"/> Other Manufacturing Non-Manufacturing <input type="checkbox"/> Wholesale Trade <input type="checkbox"/> Retail Trade <input type="checkbox"/> Third Party Logistics Provider <input type="checkbox"/> Transportation/Warehousing Services <input type="checkbox"/> Business/Consulting Services <input type="checkbox"/> Government/Military <input type="checkbox"/> Other Non-Manufacturing </div> </div> <input type="checkbox"/> Or Up To 6 NAICS Code(s): <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 45%; border-bottom: 1px solid black;"></div> <div style="width: 45%; border-bottom: 1px solid black;"></div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 45%; border-bottom: 1px solid black;"></div> <div style="width: 45%; border-bottom: 1px solid black;"></div> </div>		
<div style="background-color: #0056b3; color: white; padding: 2px;">PRIMARY ROLE</div> Contact's Primary Role in Product Acquisition: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Authorize <input type="checkbox"/> Buy <input type="checkbox"/> Recommend </div> <div style="width: 45%;"> <input type="checkbox"/> Specify <input type="checkbox"/> Other </div> </div>	<div style="background-color: #0056b3; color: white; padding: 2px;">FACILITY TYPE</div> Type of Facility for which Contact Company Purchases Material Handling & Logistics Equipment and Systems: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> Manufacturing <input type="checkbox"/> Warehouse (Supporting Manufacturing) </div> <div style="width: 45%;"> <input type="checkbox"/> Distribution Center (Finished Goods) <input type="checkbox"/> Other </div> </div>		

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