



A GUIDE TO

PROMAT 2015

Making the Most of North America's Biggest Expo
for Manufacturing and Supply Chain Professionals





The ProMat 2015 show will take place March 23rd through the 26th at Chicago's McCormick Place – South. The Crown Battery team is excited to be a part of this amazing show. Before you hop in your car or get on that plane, we want to offer up a few tips and a bit of professional advice on how to make the most out of your trade show experience. This guide applies whether you're an exhibitor who has attended hundreds of shows or an attendee who is looking to expand your knowledge base about manufacturing and supply chain topics. Attending a trade show is a commitment of time and resources, so we want to be sure you make the most out of your trip.





THE VALUE OF ATTENDING PROMAT 2015

ProMat 2015 is the place to be if you are at all involved with the manufacturing and supply chain industries. More than 800 exhibitors from around the world will have booths on the show floor, making it an extremely efficient way to make connections with new suppliers and customers. 88% of people who attend trade shows say that events like ProMat are an important part of their product sourcing and buying process, making it a great opportunity to get your name in front of potential customers who are doing more than browsing since 83% of attendees have buying power.

Of course, networking and relationship building is another essential part of trade show attendance. You can make lasting connections with customers, suppliers, and even competitors that can benefit you professionally down the line and for years to come.

Finally, ProMat is committed to extensive educational offerings as well. Throughout the show, on-floor seminars will introduce you to new products and technology that could have a major impact on your business as well as provide valuable networking opportunities.



PROMAT 2015 VENDORS TO EXPLORE

More than 800 exhibitors will be at ProMat 2015, but even if you spend every waking moment walking the floor, you will never be able to see them all. We've compiled a list of some of the vendors we thought sounded most interesting. The show floor is separated into three different sections, so we have chosen our favorites from each. You might want to check them out, too.

For easy navigation, download your own map of the trade show floor here:
<http://www.promatshow.com/downloads/floorplanColor.pdf>

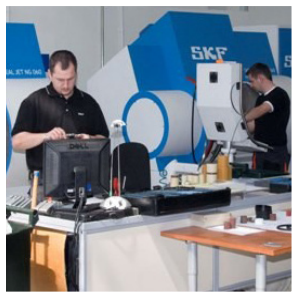
PROMAT 2015 VENDORS TO EXPLORE CONT'D

MANUFACTURING & ASSEMBLY SOLUTIONS



Booth #2514 i-Lift Equipment Ltd.

A one stop solution for pallet trucks, lifting carts, dollies, skates, mobile weighing scales, hoists, platform trucks, shelving, jacks, drum handling equipment, clamps, and more. I-Lift Equipment services the mining and manufacturing industries as well as agriculture, utilities, construction, wholesale trade, and transportation.



Booth #344, SKF USA Inc.

With more than a century of experience in material handling, SKF offers solutions for many different industries and applications, including bearing units, ball transfers, turntables, actuators, and condition monitoring.



Booth #441, Crown Battery

Crown Battery is privately owned, with corporate and manufacturing operations in Fremont, Ohio, providing batteries and power solutions to industries that include mining, manufacturing, material handling, and more.



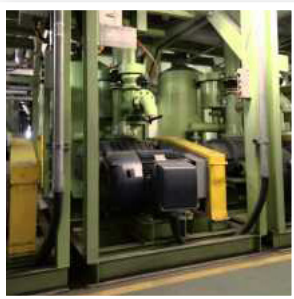
PROMAT 2015 VENDORS TO EXPLORE CONT'D

FULFILLMENT & DELIVERY SOLUTIONS



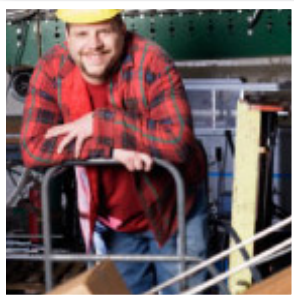
Booth #3661, KEB America Inc.

A leading supplier of automation and drive systems, KEB components are found on all types of material handling equipment including AGVs, forklifts, conveyors, and ASRS machines.



Booth #5019, McCue Corporation

Offering damage prevention products for the material handling industry, McCue is committed to a multi-dimensional product line that has been thoroughly and rigorously tested.



Booth #5414, Radley Corporation

Developing enterprise-class software and hardware solutions that intend to increase the productivity of any manufacturing workforce, Radley Corporation offerings are available across a range of processes, including shipping, receiving, manufacturing, and asset management.



PROMAT 2015 VENDORS TO EXPLORE CONT'D

INFORMATION TECHNOLOGY (IT) SOLUTIONS



Booth #3486, CipherLab USA

A global leader in the design, manufacture, and marketing of automatic identification and data caption products and systems. CipherLab works within many different industries, including mining, construction, utilities, and wholesale trade.



Booth #2670, Ralphs-Pugh Co., Inc.

With an array of conveyor rollers and components, Ralphs-Pugh has offered innovative solutions to manufacturing, mining, and other industries for more than 60 years.



Booth #2681, BEB Industrial Asset Management

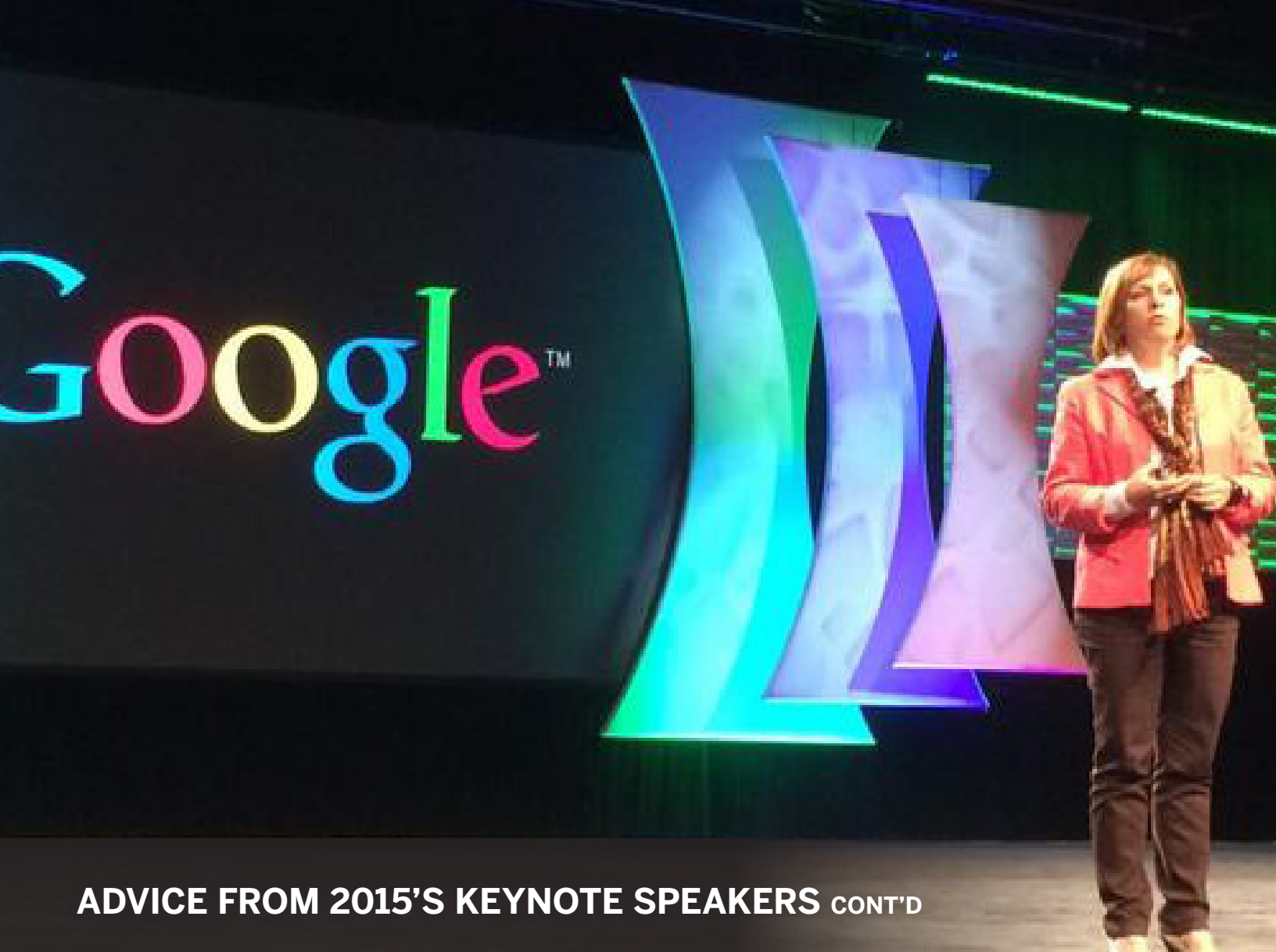
One of the largest, brand-independent material handling fleet management companies in the U.S., BEB Industrial Asset Management offers their clients a better way to manage and maximize valuable lift trucks and related material handling equipment.



BUILD RELATIONSHIPS AT PROMAT: ADVICE FROM 2015'S KEYNOTE SPEAKERS

One of the best reasons to attend any large scale show is to take advantage of the opportunities to network and build relationships with customers and suppliers. The connections you make at ProMat 2015, through shared experience and open communication, can make a tremendous impact over the rest of the year and into the future.

This year, ProMat will feature three exciting keynote speakers, each of whom have made a name for themselves by supporting innovation, fostering leadership, and making bold professional choices. Before you head to ProMat, take a moment to read through what some of these success stories have to say about professional relationship building.



ADVICE FROM 2015'S KEYNOTE SPEAKERS CONT'D



Renee Niemi, Google

Renee Niemi is the Director of the Android and Chrome Global Business Unit, within Google for Work who has dedicated her impressive career in technology to launching innovative and high-quality products to consumers.

Unfortunately, Ms. Niemi has yet to write any books on her experience in the tech world, but she is sure to have some important words of wisdom when she gives her keynote, Transforming Your Manufacturing Business for the New Digital Age. That event takes place Monday, March 23rd from 8:45AM to 9:45AM and is free to all registered attendees.



ADVICE FROM 2015'S KEYNOTE SPEAKERS CONT'D



John Mackey, Whole Foods

John Mackey is a co-founder and CEO at Whole Foods Market, where he has revolutionized the natural and organic foods industry while also making huge strides in leadership innovation.

The following quote comes from the book Mackey co-authored with Raj Sisodia, *Conscious Capitalism: Liberating the Heroic Spirit of Business*.

"While some customers only care about getting a quality product for a good price, many increasingly want to trade with businesses whose purpose and values align with their own. Such customers can develop closer relationships with the company; they are not passive, disinterested traders. Every business benefits if its customers care about it and invest in emotionally".

Cultivating relationships with customers is just as important as networking with peers and suppliers. At ProMat, be sure to remember that you are representing your company and your company's values in everything you do.

John Mackey will give his keynote address *Conscious Capitalism: Blueprint for a New System for Doing Business* on Tuesday, March 24th from 8:45AM to 9:45AM.



ADVICE FROM 2015'S KEYNOTE SPEAKERS CONT'D



Steve Wozniak, Apple

In his book, *iWoz: Computer Geek to Cult Icon – How I Invented the Personal Computer, Co-Founded Apple, and Had Fun Doing It*, Steve Wozniak recounts the day he felt so inspired that he started building the Apple I computer. The inspiration came from meeting the right people:

"I can tell you almost to the day when the computer revolution as I see it started, the revolution that today has changed the lives of everyone.

It happened at the very first meeting of a strange, geeky group of people called the Homebrew Computer Club in March 1975. This was a group of people fascinated with technology and the things I could do. Most of these people were young, a few were old, we all looked like engineers; no one was really good-looking. Ha. Well, we're talking about engineers, remember. We were meeting in the garage of an out-of-work engineer named Gordon French.

After my first meeting, I started designing the computer that would later be known as the Apple I. It was that inspiring."

This just goes to show that when the right people get together, they can inspire each other to do truly incredible things. Keep that in mind when you are making new connections at ProMat. They could be the spark that gives you an idea that could change your whole life.

Steve Wozniak's keynote address is entitled *What's Next: The Future of Technology* and will take place on Wednesday, March 25th from 1PM to 2PM.



3 WAYS TO NETWORK EFFECTIVELY AT PROMAT 2015

Now that you know how important it is to connect with people at a trade show, we wanted to provide you with some useful tips for making those important connections. Whether you are looking for new suppliers, have your own booth setup, or just want to meet colleagues from around North America, effective networking is the way to do it.

- 1. Chart a Course:** The ProMat 2015 website has tons of information about who will be at the show as well as a downloadable map of the trade show floor. Take the time to study all that information now and make a mental or physical list of the places where you want to spend time. This will keep you from scrambling to pack everything in once you get there.
- 2. Open Your Mind (and Your Mouth):** Everyone at the show is eager to meet new people and make those all-important connections. Do not be afraid to strike up a conversation no matter where you are – at a booth, at lunch, or after a seminar.
- 3. Get Educated:** ProMat offers on-floor seminars from a huge range of companies every day. Check out their online directory and pick out a few that sound good. You will learn something, and get a chance to meet other people with the same needs as you.



WHAT TO BRING TO PROMAT 2015

What you will need to bring to any show, including ProMat 2015, will depend on your own personal preferences, weather, and your goals for the show. But at minimum, be sure your packing list includes:

- **Business Cards:** Yes, even in 2015 people want to collect and trade physical business cards. It's also an easy place to write notes about that person you met, which makes follow up more effective. Be sure to bring more than you think you need.
- **Pen and Paper:** You might be surprised how useful it is to be able to quickly jot down a note, a product name, or reminder for yourself without pulling out your phone and potentially draining your precious battery.
- **Smartphone:** Not only will you want to be able to keep in touch with the home office, you can also download a business card scanning app that will let you organize all those notes and cards from the show floor. And be sure to bring a charger, too.
- **Water:** Staying hydrated is always a good idea and it can be easy to forget when your days are so full. It will help you stay awake and alert for those long hours on your feet. Pick up a bottle and keep it in your bag.
- **Comfortable shoes:** At any trade show, you'll be on your feet for many hours – and McCormick Place covers more than 2.6 million square feet – which can be more than exhausting if you're not used to it. Be sure to wear shoes that are comfortable enough for a few days of standing and walking.

ATTRACTIONS NEAR MCCORMICK PLACE SOUTH

Chicago is one of the greatest cities in the U.S. and there is plenty to explore within a short distance from McCormick Place. Whether you want to have a terrific meal, take in a show, or just get to know this great city be sure to check out some of these attractions while you're in town.

Restaurants

Manny's Cafeteria & Delicatessen
University Village/Little Italy
1141 S. Jefferson St.
Chicago, IL 60607

Panozzo's Italian Market
South Loop
1303 S Michigan Ave.
Chicago, IL 60605

Jim's Original Hot Dog
University Village/Little Italy
1250 S Union Ave
Chicago, IL 60607

Hing Kee Restaurant
Chinatown
2140 S. Archer Ave.
Chicago, IL 60616

Harold's Chicken Shack
South Loop
2109 S Wabash Ave
Chicago, IL 60616

Acadia
South Loop
1639 S Wabash Ave
Chicago, IL 60616

Lou Malnati's Pizzeria
805 S. State St.
Chicago, IL 60605

Nearby Attractions

Arie Crown Theatre
2301 S Lake Shore Dr
Chicago, IL 60616

The Field Museum
1400 S Lake Shore Dr
Chicago, IL 60605

Willis Tower
233 S Wacker Dr
Chicago, IL 60606

Clarke House Museum
1827 S Indiana Ave
Chicago, IL 60616

Navy Pier
600 E Grand Ave
Chicago, IL 60611





CONTACT US

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EXPO HOURS

Monday, March 23	10AM - 5PM
Tuesday, March 23	10AM - 5PM
Wednesday, March 23	10AM - 5PM
Thursday, March 23	10AM - 3PM