

# MHEDA CONVENTION & EXHIBITOR SHOWCASE

April 20-24, 2024



**RIDING THE WAVES OF CHANGE**

Hilton San Diego Bayfront  
San Diego, California



# GET YOUR SURFBOARDS READY MHEDA. WE'RE ABOUT TO CATCH SOME GNARLY WAVES OF CHANGE!

## APRIL 20-24, 2024 IN SUNNY SAN DIEGO

Join your fellow MHEDA members from April 20-24 for the 2024 Annual Convention in sunny San Diego, California. This year's theme, "Riding the Waves of Change," is geared towards helping you navigate the ever-changing material handling waters. Learn from experts on topics crucial to running your business: emerging technologies, economic uncertainty, artificial intelligence, leading teams, keeping cyber safe, and more.

MHEDA's Convention is the perfect opportunity to discover the latest products and services in the industry. Meet with over 85 different companies at the Exhibitor Showcase to explore what's new in the field.

Make plans now to attend this productive industry networking event! If you have any questions, please reach out to MHEDA at [connect@mheda.org](mailto:connect@mheda.org) or call 847-680-3500. We look forward to seeing you!



[www.mheda.org/convention2024](http://www.mheda.org/convention2024)

# 2024 MHEDA CONVENTION SCHEDULE AT A GLANCE

## Saturday, April 20

1:00 pm – 5:00 pm MHEDA Registration Desk

## Sunday, April 21

7:00 am – 2:00 pm Golf Tournament at Steele Canyon (Optional Activity)

9:00 am – 5:00 pm MHEDA Registration Desk

9:00 am – 12:00 pm Gaslamp e-Bike Tour (Optional Tour)

12:00 pm – 4:00 pm Exhibitor Showcase Set-Up

5:00 pm – 6:00 pm Newcomers' Welcome Reception

6:30 pm – 9:30 pm Opening Party at Punch Bowl Social

## Monday, April 22

7:00 am – 8:00 am Breakfast Buffet

8:00 am – 10:00 am Annual Meeting & Keynote: Challenge of Change, Joe Theismann

10:00 am – 1:00 pm Exhibitor Showcase

11:00 am – 3:00 pm Coronado Shopping & Lunch (Optional Spouse Tour)

1:00 pm – 2:00 pm Lunch (Same room as Exhibitor Showcase)

2:00 pm – 2:15 pm Break

2:15 pm – 3:30 pm Three Workshop Options

- o Selling Through Tough Times, Paul Reilly

- o Recruiting, Retaining and Developing Great Employees, Chris Czarnik

- o Business Trends Roundtable Discussions

3:30 pm – 3:45 pm Break

3:45 pm – 4:45 pm MHEDA Gives Back

4:45 pm – 5:45 pm Happy Hour

5:45 pm – 7:00 pm Sponsored Receptions

5:45 pm – 7:00 pm Exhibitor Showcase Tear Down

7:00 pm Open Evening to Enjoy San Diego!

## Tuesday, April 23

7:30 am – 8:30 am Breakfast Buffet

8:30 am – 9:30 am Keynote: The Power of Choice, Sylvie di Giusto

9:30 am – 9:45 am Break

9:45 am – 11:00 am Three Workshop Options

- o Automation Solutions: A Beginner's Guide, MHEDA Member Perspectives

- o Making Higher Profit Permanent, Dr. Al Bates

- o Rapid Growth in the Face of Uncertainty, Matthew Pollard

11:00 am – 11:15 am Break

11:15 am – 12:15 pm General Session: Generative AI and Your Future, Sam Richter

11:15 am – 1:15 pm Women in Industry/Lunch: Better Together, How To Build a Culture of Belonging, Princess Sarah Culberson

12:15 pm – 1:15 pm Lunch

1:15 pm – 2:30 pm Three Workshop Options

- o Leading through Change, AmyK Hutchens

- o You Just "Friended" a Thief: Simple Ways to Protect Your Business, Sam Richter

- o The Invisible Sale: Mastering the Art of Persuasion Through Story, Matthew Pollard

2:30 pm – 2:45 pm Break

2:45 pm – 3:45 pm General Session: Finishing 2024 and Looking Beyond, Brian Beaulieu

7:00 pm – 10:00 pm Closing Party – California Dreamin'

## Wednesday, April 24

8:00 am – 9:00 am Farewell Breakfast



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HILTON SAN DIEGO BAYFRONT  
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# CONVENTION MAIN STAGE



## Challenge of Change

### Joe Theismann

Former star quarterback for the Washington Redskins and staple of sports broadcasting Joe Theismann will share his story about what happened after his memorable injury that ended his career in the NFL. Learn how to tackle change by keeping a positive mental outlook and committing to a vision that guides you to the top. Monday, April 22 at 9:00 am



## The Power of Choice

### Sylvie di Giusto

In a workplace filled with endless possibilities, the choices we make define our journey. In this breathtaking journey, Sylvie unveils the profound impact of intention on personal, professional and organizational growth. Tuesday, April 23 at 8:30 am



## Generative AI and Your Future

### Sam Richter

Ready to feel excited about your new AI-powered future? Join Sam Richter for a humorous, high-content, and high-learning program! Learn tactical applications to improve communications, sales, customer support, research, and operations allowing you to spend more time executing strategy and providing customer value. Tuesday, April 23 at 11:15 am. This session will be recorded.



## Finishing 2024 and Looking Beyond

### Brian Beaulieu

The macroeconomic landscape is uneven, with some markets performing well and others struggling. We will look at the economic drivers for the rest of 2024 to clear away the noise and provide a clearer view of what lies ahead. Tuesday, April 23 at 2:45 pm

[www.mheda.org/convention2024](http://www.mheda.org/convention2024)



# MONDAY, APRIL 22

## AFTERNOON WORKSHOPS

## Three Options! 2:15 pm - 3:30 pm



# Selling Through Tough Times

**Paul Reilly**

When your sales team applies the tough-times message and embraces the right mindset, they will sell more profitably and build a strong foundation of mental strength. What they discover through tough times will carry them even further when good times return.



# Recruiting, Retaining and Developing Great Employees

# Chris Czarnik

We will discuss how you can retain and develop your employees. Recognize the demographic shift that has caused the talent shortage. Understand the cost of an open position.



# 2024 Material Handling Business Trends Roundtable Discussions

Discuss the 2024 Trends with fellow attendees during the Roundtable Discussions. Great way to connect, network and share your own ideas and experiences.

**[www.mheda.org/convention2024](http://www.mheda.org/convention2024)**





# TUESDAY, APRIL 23 MORNING WORKSHOPS

Three Options! 9:45 am - 11:00 am

## Automation Solutions: A Beginner's Guide

Presented by Members Darin Boik, Jordan Frank and Mitch Smith



Is your business prepared to support your customers who require Automation Solutions? Customers are turning more frequently to automation to insulate them from the increasing cost and reduced availability of labor. This session provides insights from MHEDA Members on this emerging market.

## Making Higher Profit Permanent



### Dr. Al Bates

During the last two years, MHEDA members have experienced unprecedented levels of profitability. Unprecedented means just that. However, as Herbert Stein famously pointed out, "If something can't go on forever, it will stop." Review the challenge for MHEDA members to ensure that the pattern of regression to the mean can be avoided. Discuss important findings from MHEDA's DSC (Distributor Statistical Comparison) Report.

## Rapid Growth in the Face of Uncertainty



### Matthew Pollard

With real-world examples and case studies from a diverse range of industries, Matthew explains why changing economic times, new technologies, and ever-growing competition are nothing to fear. For sustained momentum and growth in the face of external factors, businesses need only turn to Matthew's three proven, time-tested principles.

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# TUESDAY, APRIL 23

## AFTERNOON WORKSHOPS

Three Options! 2:15 pm - 3:30 pm



### Leading through Change

**AmyK Hutchens**

AmyK shares the psychological mindset of change from initial resistance to intrinsic acceptance all the way through to forward-focused action. Learn practical, immediately implementable tools that will help you and your team effectively navigate the twists & turns of change



### You Just "Friended" a Thief: Simple Ways to Protect Your Data, and Your Business

**Sam Richter**

It's amazing the amount of information available about people and companies that can be found online and in an office. Unfortunately, what you share in a digital format and on paper can, and oftentimes will, be used against you. Learn what you can do to protect yourself and your business.



### The Invisible Sale: Mastering the Art of Persuasion Through Story

**Matthew Pollard**

Shift your sales team away from the uncomfortable bulldog tactics of the past, to a new, relaxed, and scientifically proven methodology that consistently multiplies results, guaranteed.

## WOMEN IN INDUSTRY



### Better Together: How to Build a Culture of Belonging

**Princess Sarah Culberson**

Princess Sarah uses her personal experience as an adopted child growing up in a bi-racial family, as well as understanding a whole new culture when she discovered that she was a real-life princess in Sierra Leone. Learn how to navigate with compassion and use humanity to listen and learn to drive decisions. Tuesday, April 23 from 11:15 am - 1:15 pm. Includes networking lunch.



# MHEDA 2024 EXHIBITOR SHOWCASE

A tabletop networking event! Come learn about the latest products and services available in the material handling industry. Meet with over 85 exhibitors\* on Monday, April 22 from 10:00 am - 1:00 pm.

## Exhibitor - Tabletop Number

3D Storage Systems Limited - 4  
Advance Storage Products - 29  
Armadillo Tire LLC - 86  
Arrow Material Handling Products - 32  
A-Wall Bld. Systems by Warwick Products - 76  
Battery Builders, LLC - 9  
Billtrust - 58  
Bolzoni Auramo, Inc. - 81  
Carron Net Company, Inc. - 73  
Cascade Corporation - 52  
Cogan Wire & Metal Products Ltd. - 38  
Columbia Vehicle Group, Inc. - 54  
Concentric Storage Systems - 34  
Cornerstone Specialty Wood Products, LLC - 37  
Cosme Inc. - 22  
Crown Battery - 51  
CultureWise - EP A  
DACS, Inc. - 30  
Daifuku Wynright - 1  
Dealer Equipment Headquarters - DEH - 2  
DIS Corporation - 47  
East Penn Manufacturing Co., Inc. - 45  
eBS - 78  
EMH, Inc. - 66  
EnerSys - 71  
EP North America - 85  
First Citizens Bank Equipment Finance - 18  
Flight Systems Industrial Products - 49  
FMH Conveyors - 44  
Folding Guard - 14  
Gamber-Johnson - 23  
Gebhardt Intralogistics North America - 56  
Handle-It, Inc. - 21  
Havis, Inc. - 20  
Hawker - 87  
HBS Systems - 35  
Husky Rack & Wire - 10  
InCord - 13  
ITC Manufacturing, Inc. - 25  
Long Reach a div Allied Systems Co. - 59  
Mallard Manufacturing Corp - 63  
Mantissa Corporation - 3  
Manufacturing Skill Standards Council - EP B  
Master Plan Communications, Inc. - 17  
MAXAM Tire North America, Inc. - 74

## Exhibitor - Tabletop Number

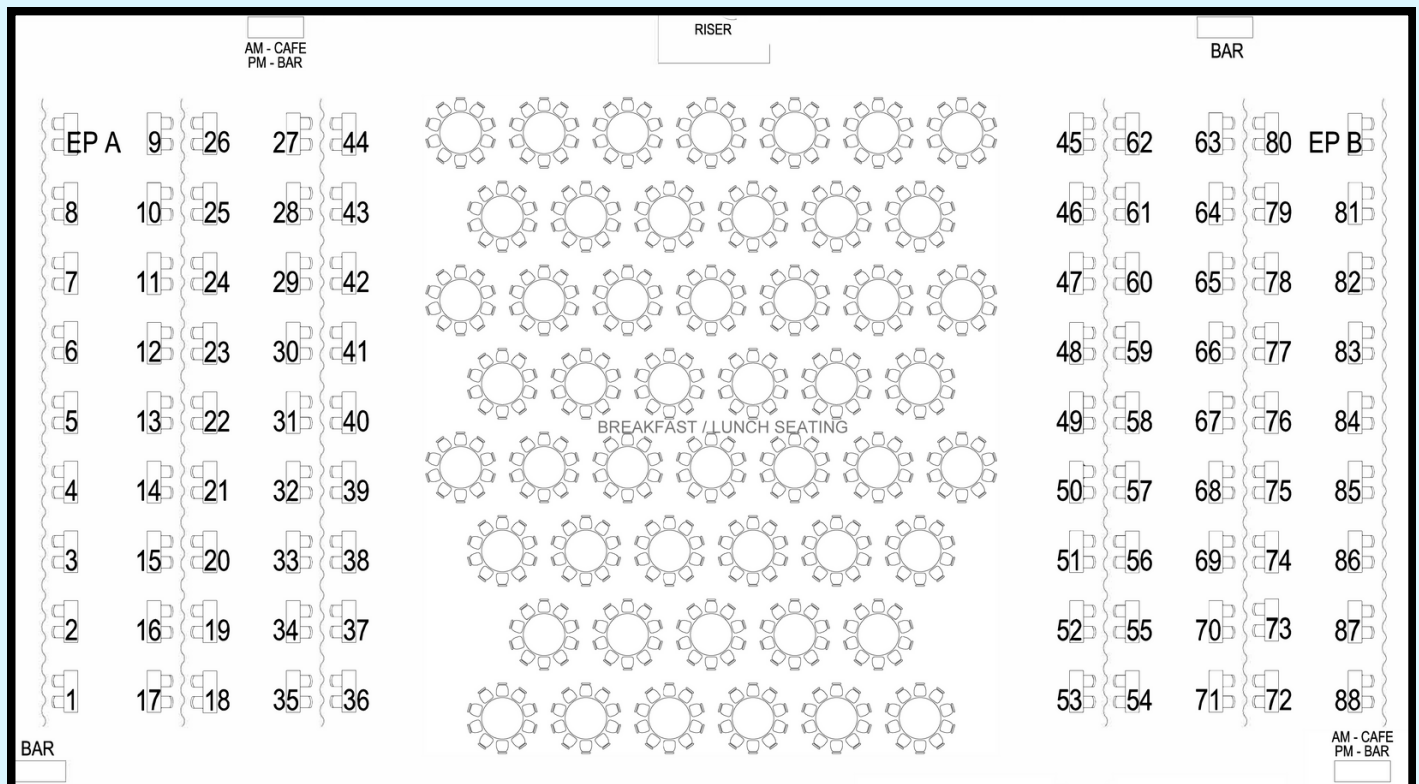
META Storage Solutions - 12  
Mezzanine Safeti-Gates, Inc. - 61  
MiTek - 11  
Mobile Fleet Solutions, Inc. - 43  
Modern Equipment Company, Inc. - 7  
Morse Manufacturing Company, Inc. - 75  
Nashville Wire Products - 69  
Noblelift North American Corp - 65  
Olathe Fleet Solutions - 42  
Panel Built, Inc. - 70  
PEAC Solutions (PEAC US) - 88  
Perceptive Processing  
Principal® - 8  
Rack Builders, Inc. - 26  
Rack Store - 62  
Ralphs-Pugh Co., Inc. - 77  
Ridg-U-Rak, Inc. - 68  
Rouse Services - 33  
Ryson International Inc. - 24  
Seizmic Inc. - 6  
Sentry Protection Products - 57  
Siemens Industry, Inc. - 27  
Softbase Systems - 48  
SpaceGuard Products - 16  
Steel King Industries Inc. - 50  
Stellana - 31  
Strong Hold - 5  
Suite Engine (Minneapolis) - 80  
Sunlight Batteries USA, Inc. - 40  
Superior Tire & Rubber Corp. - 41  
Tennsco LLC - 64  
The Capital ESOP Group - UBS Wealth Mgmt. - 28  
Thombert, Inc. - 19  
Tinnacity LLC - 15  
TreviPay - 83  
TrinDocs - 55  
TVH - 53  
UNARCO Material Handling, Inc. - 39  
UNEX Manufacturing, Inc. - 36  
Vetter Fork, LLC - 67  
VitalEdge Technologies - 60  
Vsimple - 72  
Western Pacific Storage Solutions - 84  
WireCrafters LLC - 82  
Worldwide Material Handling - 46

\*As of April 15, 2024

# EXHIBITOR SHOWCASE FLOORPLAN

## HILTON SAN DIEGO BAYFRONT

### INDIGO BALLROOM



#### Sunday, April 21

12:00 pm – 4:00 pm Exhibitor Showcase Set-Up

#### Monday, April 22

10:00 am – 1:00 pm Exhibitor Showcase

4:45 pm – 5:45 pm Happy Hour

5:45 pm – 7:00 pm Exhibitor Showcase Tear Down



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# SPECIAL EVENTS

## Opening Party at Punch Bowl Social

**Sunday, April 21**

**6:30 pm - 9:30 pm**

Inside the Coliseum Athletic Club in Makers Quarter, this famous boxing marquee turned Punch Bowl Social San Diego now has the spotlight on people vs. food, people vs. shots and people vs. games in true Cali style. Here, you'll find scratch dishes, an infamous 360 bar with craft cocktails and games like bowling, shuffleboard, karaoke and bocce ball. MHEDA's Opening Party is a great way to network with fellow attendees. Evening includes dinner, drinks and games.

## MHEDA Gives Back

**Monday, April 22**

**3:45 pm - 4:45 pm**

MHEDA Gives Back is an interactive, fun activity where attendees will gather and assemble items to help local children in need. Participants will assemble kits with an adorable personalized stuffed animal, customized shirt, card, and drawstring backpack. This Give Back activity will provide comfort to children and make you feel good about helping others.

## California Dreamin' Closing Party

**Tuesday, April 23**

**7:00 pm - 10:00 pm**

Come enjoy an evening of casual California fun, food, drinks and a live band! Great way to kick back and enjoy the final night party at the hotel with your MHEDA friends.



# MHEDA 2024 CONVENTION HILTON SAN DIEGO BAYFRONT

**Rising above the San Diego Bay and steps from the Gaslamp Quarter and Petco Park, Hilton San Diego Bayfront is the signature SoCal resort. Enjoy a tailored, urban coastal experience with bright and unparalleled views in every guest room, relaxing amenities, and locally-inspired dining.**

**Catch a ride to the iconic Coronado Island on the complimentary beach bus every day, or take a dip in the heated bayfront pool.**

**Discover San Diego's most exciting attractions within steps of the hotel – including fabulous shopping, dining, and nightlife in the vibrant Gaslamp Quarter. Create your signature SoCal experience and enjoy a wealth of family-friendly attractions such as Legoland®, San Diego Zoo, and the Birch Aquarium.**



## **Hilton San Diego Bayfront**

One Park Boulevard  
San Diego, California 92101

MHEDA Group Rate: \$269 per night  
Available until March 15 or  
until the block fills up!

Once you register for the convention, you will receive a link to access this special rate and make your hotel reservations. Questions? Contact MHEDA at 847-680-3500 or [connect@mheda.org](mailto:connect@mheda.org)

**[www.mheda.org/convention2024](http://www.mheda.org/convention2024)**



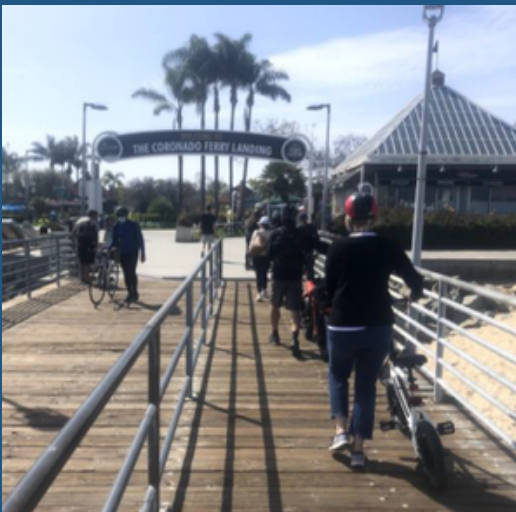
# ENJOY SAN DIEGO GOLF & TOURS!



## **Golf Tournament at Steele Canyon**

**Sunday, April 21 from 7:00 am – 2:00 pm**

One of San Diego's finest golf clubs. Steele Canyon is a 27-hole championship golf course designed by Gary Player, one of history's greatest golfers. He designed Steele Canyon with great respect and appreciation for the natural beauty of the terrain. Since opening for play, Steele Canyon has been celebrated as one of California's most exciting golf courses. From the dramatic elevation changes of the Canyon nine to the subtle nuances of the Vineyard nine and the total seclusion of the Ranch nine, any combination will make for a wonderful day of golf. \$360 per person. Includes breakfast, lunch, transportation and green fees.



## **Gaslamp e-Bike Tour**

**Sunday, April 21 from 9:00 am – 12:00 pm**

Embark on an electrifying adventure unlike any other as you dive into the heart of San Diego's vibrant cityscape on an exhilarating and highly sought-after electric bike tour. Prepare to be captivated by a symphony of adrenaline and natural beauty as you glide effortlessly through the city, soaking in awe-inspiring bay vistas and a skyline that will leave you breathless. You will bike through: Downtown San Diego, The Historic Gaslamp Quarter, & Balboa Park. \$265 per person. Includes e-bike rental, tour guide and light refreshments.



## **Coronado Shopping & Lunch**

**Monday, April 22 from 11:00 am – 3:00 pm**

Coronado is one of the San Diego area's most popular shopping districts. Here you'll have your pick of specialty shops, art galleries, and trendy boutiques. Known to many as "Coronado's Main Street," Orange Avenue is lined by approximately 100 different specialty shops, independent businesses, and clothing boutiques. You will have time to explore and shop on your own, then enjoy a relaxing lunch at The Henry Coronado. This restaurant beckons you in with a timeless, coastal vibe. \$275 per person. Includes transportation, shopping on your own, lunch at The Henry and two adult beverages.

# MEMBER CONVENTION REVIEWS



"The 2024 MHEDA Convention offers the best opportunity of the year to truly connect with industry peers. The network of attendees at the MHEDA convention is the cream of the crop in Material Handling. I always leave the MHEDA convention as a better leader and person than I was before I attended." - 2024 MHEDA Convention Chairman Nate Storey, Storage Solutions Inc.



"The convention is honestly one of my favorite times of the year. It is the one opportunity to network and catch up with peers all over the country, representing all manufacturers and facets of the material handling industry. I always leave motivated and energized!" - 2024 MHEDA Chairman Van Clarkson, Fairchild Equipment



"By attending the MHEDA Convention, you capitalize on the two most valuable deliverables of your membership. First, Convention is the crown jewel of networking. This is your chance to meet and share with MHEDA's largest gathering of material handling peers. Second, it's the best environment to get involved. Active members create more value from their membership than passive members." - Jim Ripkey, Hy-Tek Intralogistics

"MHEDA Members NEED to attend the 2024 Convention to think strategically about their business. By all indications, 2024 will be a pivotal year; decisions members make today will have compounding effects over the next several years. Also, San Diego is simply an Awesome town!" - Nathan Andrews, Morse Manufacturing Company, Inc.

"MHEDA convention is a must for any professional in our industry looking to grow professionally, network and stay ahead in the industry. I always walk away with strategies I can use." - Darin Boik, Advanced Equipment Co.



"With the everchanging business environment, it is more important then ever to leverage opportunities to learn from others' experiences and business acumen. The MHEDA 2024 Convention is the best venue to tap into the insights from industry leaders and peers to keep you one step ahead." - Troy Donnelly, DMW&H

"The education and networking that is provided by MHEDA is unlike any other." - Lori Palmer, REB Storage Systems International



"Attending the 2024 MHEDA Convention offers unparalleled networking opportunities as well as access to valuable professional development and social events. The inspiration gained from such events provides renewed energy and focus to bring back to your organizations." - Will Maybury, Maybury, Maybury Material Handling



# MHEDA 2024 CONVENTION REGISTRATION FEES

## Member Registration

**\$1795 per person (Early Bird MHEDA Member by February 15)**

**\$1995 per person (MHEDA Member after February 15)**

**\$2895 per person Supplier/Associate (Non-Sponsor/Non-Exhibitor)**



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## Non-Member Registration

**\$4995 per person (Non-Member)**

### Includes:

- Main Stage Sessions
- Business Workshops
- Admittance to the Exhibitor Showcase and Happy Hour Reception
- MHEDA Gives Back activity
- (3) Breakfasts
- (2) Lunches
- Refreshment Breaks (Coffee, soda, snacks)
- Opening Party at Punch Bowl Social (Includes Dinner, Drinks, Games and Music)
- Closing Party "California Dreamin" at Hotel (Includes Dinner, Drinks and Live Band)
- Women in Industry Program and Lunch

## BOGO \$495 Distributor / Integrator Registration

Share convention with a key member of your team. For every Distributor/Integrator Member Registration, we are happy to offer you a special price registration fee of \$495 for anyone at your company to attend the convention. One person must be registered in full. Registrant must be an employee at your organization.

## Spouse/Guest Registration

**\$1195 per person (Early Bird Rate by February 15)**

**\$1395 per person (Regular Rate after February 15)**

### Includes:

- Main Stage Sessions
- Admittance to the Exhibitor Showcase and Happy Hour Reception
- MHEDA Gives Back activity
- (3) Breakfasts
- Opening Party at Punch Bowl Social (Includes Dinner, Drinks, Games and Music)
- Closing Party "California Dreamin" (Includes Dinner, Drinks and Live Band)
- Women in Industry Program and Lunch

**Questions?**

**Call 847-680-3500**

**Email [connect@mheda.org](mailto:connect@mheda.org)**

**Visit [www.mheda.org/convention2024](http://www.mheda.org/convention2024)**

# THANK YOU SPONSORS!

## Diamond Level



## Platinum Level



## Gold Level



## Silver Level



Sponsors as of April 15, 2024. Additional sponsorship opportunities are available!  
Contact Kathy Cotter at [kcotter@mheda.org](mailto:kcotter@mheda.org) or call 847-481-6108.



## Bronze Level



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**SEE YOU IN SAN DIEGO!**  
**APRIL 20-24, 2024**



**Questions?**

**Call 847-680-3500**

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