



10 Ways to

MAXIMIZE YOUR TIME AT MODEX

RAYMOND

CAROLINA HANDLING

MODEX is more than a trade show.

It's an opportunity to optimize operations, discover new solutions and build meaningful connections that drive long-term results.

Whether you're attending for the first time or you're a seasoned MODEX veteran, having a plan is the difference between simply walking the floor and walking away with real value.

This guide outlines 10 practical ways to make your MODEX experience more productive, focused and impactful.

Set Clear Goals

MODEX is massive. With thousands of booths and hundreds of sessions, it's easy to spend days walking, collecting swag, and leaving with no clear direction.

Attendees who define goals ahead of time are far more likely to identify actionable solutions, shortlist vendors, and justify the investment of time and travel.



Identify your current areas of opportunity and research how these problems could be solved



Plan the conversations you want to have while on the show floor and prepare questions ahead of time



Plan your visit by mapping out the show floor and prioritizing which booths and sessions to attend

Why Wandering Booths = Wasted Time

Common MODEX Mistakes	<ul style="list-style-type: none">• Walking the floor without a plan• Talking to vendors without context or use case• Collecting brochures but not capturing insights• Leaving with ideas but no next steps
The Real Cost	<ul style="list-style-type: none">• Missed opportunities• Overwhelming information overload• No measurable ROI from the trip• Difficulty convincing leadership to attend again

Build an Agenda

With hundreds of sessions and thousands of booths, the difference between a productive trip and an exhausting one often comes down to how intentionally you plan your time.

A strategic agenda ensures you spend your time on high-impact conversations, targeted learning, and meaningful connections.

Learning

- Industry trends
- Case studies
- Attend seminars

Discovery

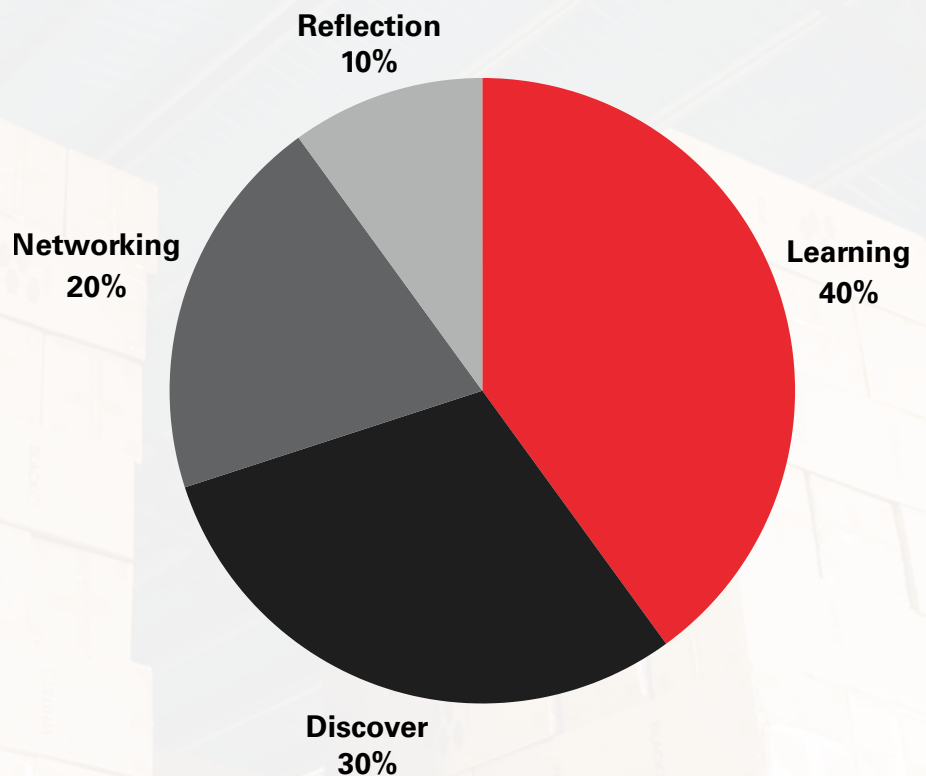
- Targeted vendor demos
- Solution scouting
- Technology benchmarking

Networking

- Meet with current vendors
- Engage in social events
- Have business cards ready

Reflection

- Review daily notes
- Sync with your team
- Adjust next-day schedule



Pro-Tip:
Build in White Space



Overpacking your agenda can lead to rushed conversations and missed insights. Leave room in your schedule for unexpected connections and buffers.

Focus on Trends

MODEX showcases thousands of products, but the real value lies in understanding the trends shaping the future of supply chain operations.

Organizations that focus on trends can anticipate disruption, plan capital investments, and gain a competitive advantage before technologies become mainstream.

Red Flags

- ❌ No real-world case studies
- ❌ ROI claims without metrics
- ❌ Limited service or support
- ❌ Proprietary systems
- ❌ Lack of explanation

Green Flags

- ✅ Multiple customer success stories
- ✅ Clear implementation roadmap
- ✅ Strong service and training
- ✅ Open integrations with WMS
- ✅ Honest about limitations



The most successful organizations use MODEX to validate future-state strategies, not just evaluate current products. Understanding how automation, data, and service models evolve over time helps organizations build resilient, scalable operations.

-Joe Perkins, Chief Operating Officer

Connect Smart

Trade shows are filled with technology, but the real insights often come from conversations with peers, industry leaders, and practitioners. Strategic networking can uncover best practices, validate ideas, and spark partnerships that last far beyond the event.

	Education Sessions	After-Hours Events	Booth Locations
Who You'll Meet	Speakers, industry experts	Vendors, peers, influences, thought-leaders	Attendees, consultants, analysts, partners
How to Engage	Utilize Q&A, introduce yourself to attendees seated nearby	Ask about sessions attended, share your focus, exchange contact info	Ask about challenges they're solving, share insights you've gathered

Creating Meaningful Follow-Up

- ✔ Connect on LinkedIn within 48 hours
- ✔ Reference the specific conversation had in the connection request
- ✔ Share a resource or insight you find helpful around the conversation



Document it All

MODEX generates more ideas than any team can act on at once. Without a simple documentation system, insights get lost, details blur, and momentum fades as soon as the show ends.

Strategic documentation turns trade show inspiration into real operational improvements.

Written Notes	Photos	Voice Notes
Key takeaways ROI claims Implementation details Service insights	Equipment layout Control panels Signage or diagrams Booth setups	End-of-day reflections Complex explanations “Aha” moments Add context to notes
Pro Tip: Use bullet points, not paragraphs	Pro Tip: Take photos or videos of demos	Pro Tip: Record quick summaries between visits

»»» The Big Picture

Capturing notes at MODEX isn't about recording everything you see, it's about preserving clarity once the pace of the show fades. With packed aisles and rapid conversations, even strong ideas can blur together afterward. A simple, consistent note-taking approach ensures insights don't get lost and decisions aren't made from memory alone.

Using a mix of written notes, photos, and voice memos helps capture both details and context. Notes document the facts, photos provide visual reference, and voice memos capture why something matters. When organized and tagged by category, these inputs turn MODEX takeaways into actionable insights that support clear follow-up, team alignment, and confident decision-making.

End-of-Day Review Routine

- Review notes and photos
- Add missing context
- Categorize items
- Flag top three takeaways
- Identify follow-ups

Bring the Team

MODEX is too large and too strategic for a single perspective. Sending multiple team members allows organizations to divide focus areas, reduce blind spots, and gather richer insights across technology, operations, and education. When teams attend together, MODEX becomes a coordinated intelligence-gathering effort rather than an individual learning experience.

Different roles notice different things. Together, these perspectives create a more complete picture and lead to better-informed decisions once the team is back on-site.



Align on What Success Looks Like

Encourage teams to align before you arrive. Here are some questions to answer together:

- 1 What problems are we trying to solve?
- 2 What information do we need to bring back?
- 3 How will we measure success from this trip?

One person sees products; a team sees systems. Bringing multiple perspectives ensures MODEX insights translate into real operational improvement.

-Justin Benson, VP of Intralogistics Solutions



Steps to a Smooth Process

STEP 1: Debrief	STEP 2: Share	STEP 3: Prioritize	STEP 4: Communicate
Schedule a debrief within a week	Top three insights from each person	Quick wins vs. long-term initiatives	Capture notes in shared space
Keep it structured	Potential opportunities	Assign owners	Summarize findings
Include key stakeholders who didn't attend	Risks or concerns	Set follow-up timelines	Decide what moves forward and what does not

Inspo to Action

MODEX is designed to inspire, but inspiration alone doesn't improve operations. Without a clear plan, even the most promising ideas can stall once teams return to day-to-day demands. Organizations that see real ROI from MODEX are the ones that quickly move from insight to action.

Turning inspiration into results requires prioritization, ownership, and a realistic roadmap. The goal isn't to act on everything, it's to act on the right things at the right time.

INSPIRATION → PRIORITIZATION → ROADMAP → OWNERSHIP → RESULTS

- 1 Consolidate Insights** → Categorize ideas
Remove duplicates
- 2 Define Priorities** → What does this solve?
Current pain point?
- 3 Build 90-Day Plan** → Validate and plan
Decide and execute
- 4 Assign Ownership** → Project owner
Decision timeline

Pro-Tip:

Decide What *Not* to Do



Not every idea from MODEX deserves action. Saying "not now" with clarity and intention is just as important as saying "yes."

Measure ROI

Trade shows often get categorized as marketing or discretionary spend, but MODEX delivers value far beyond visibility. When measured correctly, the return shows up in operational improvements, smarter capital decisions, and avoided costs, not just purchases made on the show floor.

Organizations that track MODEX outcomes are better positioned to justify future attendance, secure leadership buy-in, and ensure insights turn into action rather than ideas that fade with time.



THE BIG QUESTION: What Metrics Should We Track After MODEX?

Strategic Outcome Metrics

- ▶ Number of initiatives launched
- ▶ Solutions added to roadmap
- ▶ Pilot programs initiated

Financial and Operational Metrics

- ▶ Estimated cost savings identified
- ▶ Labor hours reduced
- ▶ Uptime improvements projected

Efficiency and Decision Metrics

- ▶ Time saved in vendor research
- ▶ Reduced misaligned investments
- ▶ Faster decision-making

When we measure ROI, we're not just validating the trip, we're validating the strategy. It's how we ensure every investment supports efficiency, reliability, and future growth.

-Brent Hillabrand, Chief Executive Officer



Align to Strategy

MODEX delivers no shortage of ideas, but the most successful organizations are selective about what moves forward. Aligning insights to strategy ensures that post-show decisions support broader business goals, rather than creating disconnected initiatives that compete for time, budget, and attention.

By mapping MODEX takeaways to near, mid, and long-term priorities, teams can distinguish between quick wins and future opportunities. This approach helps leaders prioritize intentionally, communicate clearly with executives, and build a roadmap that turns trade show insights into sustained operational improvement.

1

Connect MODEX Takeaways to Business Objectives

- Does this support our growth goals?
- Does this reduce risk or cost?
- Does this improve service levels or uptime?

2

Map Ideas to Planning Horizons

- Now (0-12 months): Quick wins, pilots
- Next (1-3 years): Scalable improvements
- Future (3-5 years): Transformational investments

3

Decide What Belongs on the Roadmap

- Parking ideas intentionally
- Documenting assumptions
- Re-evaluating quarterly

4

Communicate Strategically to Leadership

- **Example:** "MODEX helped validate three initiatives aligned to our labor and throughput strategy. Two are near-term opportunities, and one is a longer-term investment we're monitoring."

Focus and Deliver

MODEX introduces more ideas than any team can realistically act on at once. Without focus, even the best opportunities compete for attention, resources, and leadership support. Delivery happens when teams commit to a small number of high-impact initiatives and execute them well.

Focusing on fewer priorities allows organizations to move faster, communicate more clearly, and deliver results that leadership can see and measure.

Choose the Initiatives That Matter Most	Define What “Delivered” Looks Like	Protect Momentum
<i>Encourage disciplined selection</i>	<i>Execution requires clarity</i>	<i>Delivery doesn’t happen by accident</i>
<ul style="list-style-type: none"> • Align directly with business goals • Have clear ownership • Deliver measurable operational impact • Can realistically be executed 	<ul style="list-style-type: none"> • What success looks like • How it will be measured • Who owns the outcome • When results are expected 	<ul style="list-style-type: none"> • Limit active initiatives • Review progress regularly • Remove blockers quickly • Communicate decisions clearly

EXECUTIVE EXECUTION → ACCOUNTABILITY → MOMENTUM → RESULTS

SO, WHAT'S NEXT?

MODEX provides insight, inspiration, and opportunity, but the real impact comes from what happens afterward. The organizations that see lasting value are the ones that approach the event with intention, align ideas to strategy, and follow through with focused execution.

This guide was built to help you do exactly that.

RECAP

- » Plan with purpose
- » Evaluate ideas critically
- » Document what matters
- » Align insights to strategy
- » Focus and deliver measurable results

If MODEX sparked ideas you'd like to explore further, our team is here to help you evaluate options, validate ROI, and build a practical path forward.

Start a Conversation
www.carolinahandling.com

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