

For Immediate Use
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AMK Automation Corp. MODEX 2018 Booth Receives Standout Exhibit Award

First-time exhibitor at MODEX in Atlanta recognized for new booth displaying imaginative, creative and effective ideas for connecting with and informing trade show audience.



May 22, 2018 - [AMK Automation Corp.](http://www.amk-automation.com) has been recognized as one of the standout exhibits at the recent MODEX 2018, held April 9-12 in Atlanta, Georgia. MODEX is the leading trade show for supply chain, manufacturing and distribution industries, and is sponsored by MHI, the largest material handling, logistics and supply chain association in the United States.

MHI partnered with a trade show consulting firm to evaluate first-time MODEX exhibitors using an award-winning evaluation method called E³ Exhibiting Effectiveness Evaluation to help them maximize their effectiveness and return on investment.

“We’re pleased to announce that our new AMK Automation booth was recognized as a Standout Exhibit, one of only 31 new exhibitors to receive that award,” said Sue Moore, vice president of marketing, North America. “Our new booth was designed to let the material handling and distribution industry know that a new motion control company has entered the market, one with smarter, simpler ideas about the best way to design and implement motion control.”

According to MHI, AMK Automation’s booth was recognized for its use of eye-catching visuals, thought-provoking signage and informative demonstration units. The booth provided crystal clear value propositions and messaging, thoughtful brand integration, effective promotion of new offerings and was particularly strong at answering attendees’ three major questions: What, Why and Who.

The booth’s main signage, using a direct question and answer format, was highlighted for its ability to capture attention. “The human brain can’t ignore a question,” noted the E3 assessors. “Especially when the question directly addresses a problem likely to be experienced in business. AMK’s well-placed messages and product demos hit the bull’s-eye.”

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According to Moore, the MODEX 2018 show was very successful for AMK, and they look forward to using their new booth concept in other trade shows in the future.

For more information on AMK Automation, visit amk.systems or email info@amk.systems.

Twitter: @AmkAutomation

Facebook: @AMKAutomation

LinkedIn: <https://goo.gl/e9wmyG>

YouTube: <https://goo.gl/66gNjY>

About AMK Automation Corp:

AMK Automation Corp. is a leading provider of decentralized and centralized drive and control solutions, serving the production needs of industrial machine builders and their global customers. AMK Automation Corp. is part of the global AMK Group of companies headquartered in Kirchheim, Germany. AMK Group has operations in the U.S., Germany, and Asia. More information about AMK can be found at amk.systems.

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