

The UK's
LARGEST
manufacturing
event to date!

AIR-TECH EXHIBITION 2021
COMPRESSED AIR • VACUUM • GENERATORS

DRIVES & CONTROLS 2021
THE AUTOMATION, POWER TRANSMISSION & MOTION ENGINEERING EVENT

FLUID POWER & SYSTEMS 2021
The Exhibition for Hydraulics & Pneumatics Industries

SMART INDUSTRY EXPO 2021
THE FUTURE OF INTEGRATED AUTOMATION

PLANT & ASSET MANAGEMENT 2021

FIVE SHOWS UNDER ONE ROOF
OVER 400 EXHIBITORS
OVER 13,500 VISITORS
THREE-DAY SEMINAR PROGRAMME

co-located with
MACH
25-28 January 2021
NEC Birmingham UK

2021

EXHIBITION AND SEMINAR BROCHURE

25-27 JANUARY 2021
HALLS 9 & 10
NEC BIRMINGHAM



Our participation at the Plant and Asset Management exhibition brought us many opportunities to showcase our products to the right people, as well as networking with key decision makers. **Mario Barbosa, UE Systems**

EVENTS

The biennial co-located events; **Drives & Controls, Smart Industry Expo, Fluid Power & Systems, Plant & Asset Management**, and **Air-Tech** Exhibitions showcase the best of British manufacturing and engineering excellence with regular visitor attendance in excess of 13,500

At a time when engineers are under increasing pressure, and time out of the office for attending exhibitions needs to be balanced against heavy workloads, the unique opportunity to visit five industry leading shows in one as well as free conference quality seminars and panel discussions, is an opportunity many feel able to justify attending, which is reflected in our visitor attendance figures increasing for each show year.

Although each exhibition is a standalone event in its own respective engineering field, collectively the events take on a whole new opportunity to source latest technologies, learn and find solutions for a whole range of engineering needs - all under one roof.

In addition with the growing push for manufacturers to aspire to an industry 4.0 vision, the co-location of events can also help visitors take advantage of this technological leap forward, with many exhibitors offering technology and services able to help those implementing an Industry 4.0 strategy.

The smart era will impact profoundly on manufacturing supply chain management and customer relationships, bringing greater collaboration and more integrated systems. The unique opportunity of **Drives & Controls, Smart Industry Expo, Fluid Power & Systems, Plant & Asset Management**, and **Air-Tech** Exhibitions, is that they can all contribute to visitors' overall understanding of digitisation by helping to bring together the range of technologies, solutions and strategies on offer into a seamless cohesive strategy.

Drives & Controls, Smart Industry Expo, Fluid Power & Systems, Plant & Asset Management, and **Air-Tech** Exhibitions can help ensure visitors seize the opportunities that exist in today's rapidly changing business environment and promote the benefits of adopting emerging technologies.

Make sure you are a part of it.

5 
SHOWS
UNDER 1 ROOF

OVER
13,500
VISITORS



OVER 
400
EXHIBITORS

|| We had very good quality leads from Air-Tech 2018. We have already re-booked and are looking forward to exhibiting in 2021.
Graeme Middleton-Duff, Hertz Kompressoren

|| It is our show, it's the show we should be in.
Bob Hitner, SMC Pneumatics

SHOWS

Air-Tech is the UK's only dedicated exhibition for the compressed air, generators and vacuum market. The British Compressed Air Society (BCAS) supported event highlights current key air compressor and related technologies from companies around the globe. It is an ideal opportunity to engage with manufacturers, distributors and end users alike. The array of exhibitors at Air-Tech gives visitors access to a wide spectrum of opportunities, services, strategies, and technologies.
www.airtech-expo.com

Drives & Controls Exhibition is the UK's leading event for drives, automation, power transmission and motion control. The show brings together key suppliers of state-of-the-art equipment representing the multi-tasking culture of today's design engineer, covering critical areas such as energy efficiency, machine safety, drives, motion control, robotics and automation plus much more, all under one roof. With the advent of the smart factory, Drives & Controls Exhibition is an essential source of technological and engineering information and is fully supported by GAMBICA and the EPTDA.
www.drives-expo.com

Fluid Power & Systems, is the only exhibition in the UK that is 100 per cent focused on a comprehensive range of hydraulic and pneumatic equipment for the industrial and mobile markets, together with products that facilitate better electro-mechanical system design and application for improved process automation, control and monitoring. Fully supported by the British Fluid Power Association (BFPA) and Hydraulics & Pneumatics magazine, Fluid Power & Systems comprises the UK's largest gathering of world-class companies displaying and demonstrating the latest in mechanical and electro-mechanical equipment. Whatever your industrial or mobile sector – whether engineering, construction, offshore/marine, oil & gas, agriculture/farming, automotive, aerospace or one of a wide range of manufacturing disciplines – Fluid Power & Systems 2021 offers a convenient one-stop shop for all your fluid power and system requirements.
www.fluidpowersystems-expo.com

Plant & Asset Management, the UK's premier event for plant, asset, maintenance and works management engineers and directors, showcasing the very latest in smart maintenance, condition monitoring, CMMS, outsourcing/contract maintenance, energy efficiency, boilers/burners/combustion, handling and storage plus much more. With industry spending huge sums of money maintaining its plant, machinery and building assets and constantly increasing business and financial pressures, Plant & Asset Management is able to help businesses source technologies, advice and solutions to achieve the maximum performance from those assets.
www.maintenanceuk-expo.com

Smart Industry Expo is one of the UK's most comprehensive dedicated events focusing on the Fourth Industrial Revolution and transforming to a smart manufacturing era. The highly focused event is an ideal opportunity to learn how to prepare for the smart era as well as seeing first hand the variety of technology and services on offer and being able to discuss a wide range of issues including advanced automation, digital networks, and design methods including 3D CAD/CAM, smart grid technologies, new production processes, 3D printing, and next generation industrial robots – including collaborative robots.
www.smartindustry-expo.com

AIR-TECH EXHIBITION 2021
COMPRESSED AIR • VACUUM • GENERATORS

IN ASSOCIATION WITH:



DRIVES & CONTROLS 2021
THE AUTOMATION, POWER TRANSMISSION & MOTION ENGINEERING EVENT

IN ASSOCIATION WITH:



FLUID POWER & SYSTEMS 2021
The Exhibition for Hydraulics & Pneumatics Industries

IN ASSOCIATION WITH:



PLANT & ASSET MANAGEMENT 2021

IN ASSOCIATION WITH:



SMART INDUSTRY EXPO 2021
THE FUTURE OF INTEGRATED AUTOMATION

IN ASSOCIATION WITH:





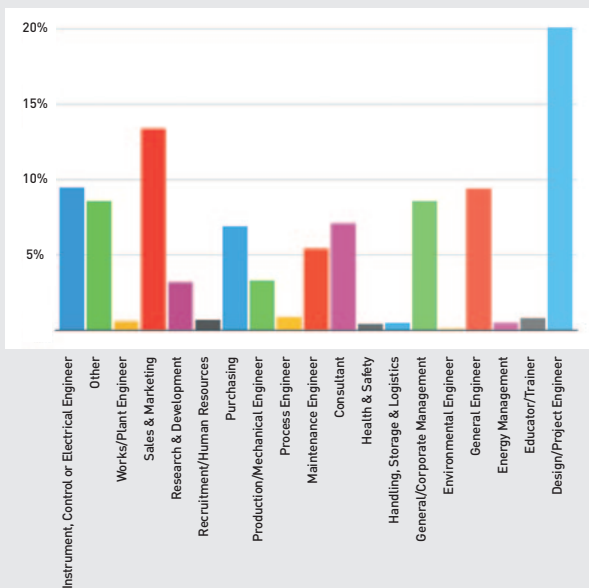
"The Drives & Control show was a huge success for Balluff. We surpassed all expectations in terms of leads and the quality of each individual enquiry. It was great to see such a steady and constant stream of new, existing and targeted customers visiting our stand across the three days. **Adrian Sorsby, Balluff Limited.**

VISITORS

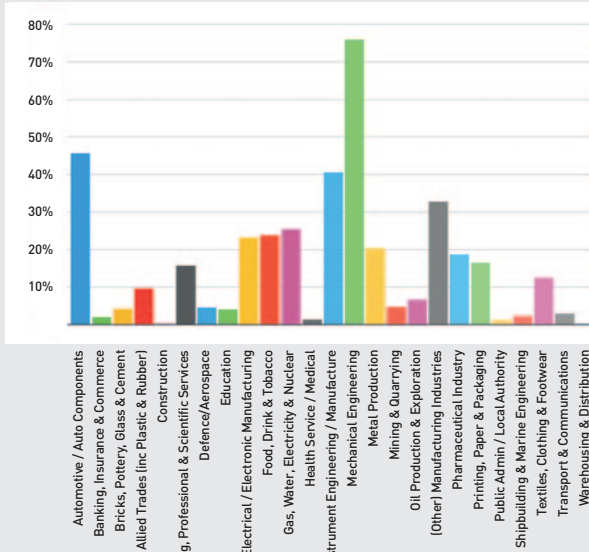
Blue Chip companies that visit:

- 3M
- AEG
- Aerzen Machines Ltd
- Airbus
- Allied Bakeries
- Alstom
- Anglian Water
- Arrow Electronics
- Atlas Copco
- Babcock International
- BAE Systems
- Balfour Beatty
- BBC World Service
- Birds Eye
- BMW
- Boots UK
- Bosch Rexroth
- Bristol Water
- British Airways
- British Gypsum
- British Sugar Plc
- Burtons Biscuits Co
- Cadbury
- Calor
- Caterpillar UK Ltd
- Cavendish Nuclear
- CBRE
- Cisco
- City Electrical Factors
- Cranfield University
- Cromwell
- CrownPackaging
- De Beers Technologies
- Dunlop Industrial Belts
- Dyson Ltd
- E.ON
- EDF Energy
- Eriks
- Essex & Suffolk Water
- ExxonMobi
- GE Power Conversion
- GlaxoSmithKline
- Heathrow Airport
- Heineken UK
- Hitachi
- Honda Logistics
- Honda Engineering Europe
- Honda UK Manufacturing
- Honeywell
- Howdens Joinery
- IMI Precision Engineering
- J.C. Bamford Excavators
- Jaguar Land Rover
- JCB
- Jodrell Bank Observatory
- John Guest Engineering
- Kettle Foods
- Kinnerton Confectionery
- Knauf
- Kodak
- KP Snacks
- Lafarge Tarmac
- Lloyd's Register
- Lombard
- Manchester Airport
- Mars Foods UK
- McLaren Automotive
- Mercedes AMG HPP
- Mercedes-Benz Grand Prix
- Metropolitan Police
- Mettis Aerospace
- M.O.D
- MolsonCoors
- National Grid
- National Physical Laboratory
- Network Rail
- Newey & Eyre
- NHS
- Nissan Manufacturing
- Parcelforce WorldWide
- PepsiCo Europe
- Perkins Engines
- Pirelli Tyres Ltd
- Porsche
- Port of Felixstowe
- Portsmouth Water
- Princes Food
- R.A.F
- Raytheon
- Red Bull Technology
- Rolex SA
- Rolls-Royce
- Royal Mail
- Royal Mint
- Saudi Aramco
- Sellafield Ltd
- Severn Trent Water
- Shell
- SKANSA
- Stannah Lifts
- Stork
- TARMAC
- Tatasteel
- Tate & Lyle
- Taylors of Harrogate
- Thermo Fisher Scientific
- The Wellcome Trust
- Thorntons plc
- Toyota UK
- Triumph Motorcycles
- UK Ports
- Unilever
- Unipart
- Walkers Snack Foods
- Wessex Water
- Weetabix Food Co
- Wilkinsons
- Worcester Bosch
- YKK Europe

All Shows Job Function 2018 Shows



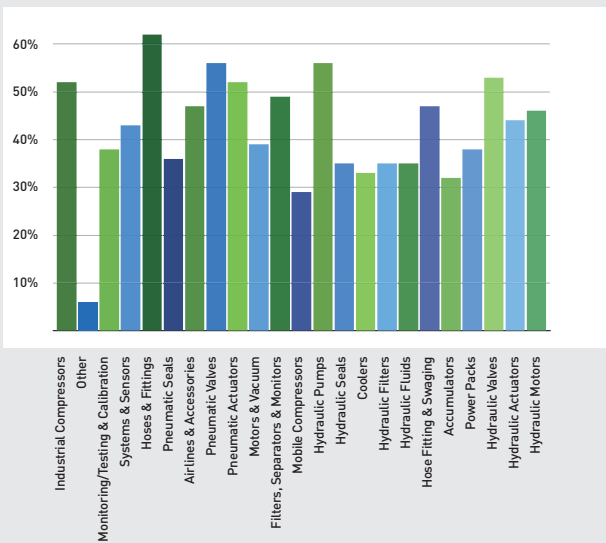
All Shows Industry Activities 2018 Shows



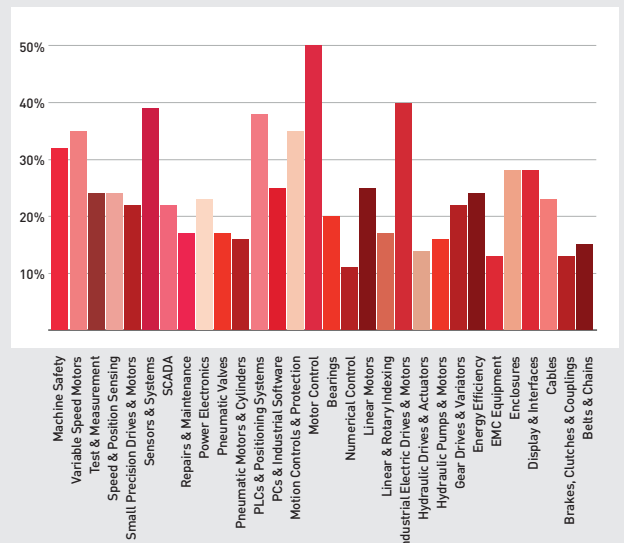


Air-Tech 2018 generated a range of high-quality leads for Gardner Denver and provided a fantastic platform for the company to officially launch its OneAir offering. We had a brilliant response to its launch at Air-Tech 2018 and we would have chosen no other UK show to unveil this new initiative. **Colin Mander, Gardner Denver**

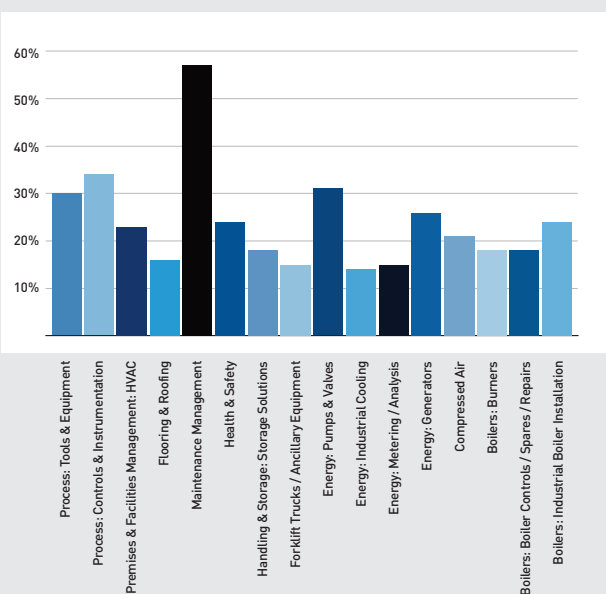
Air-Tech and Fluid Power & Systems Areas of Interest 2018 Show



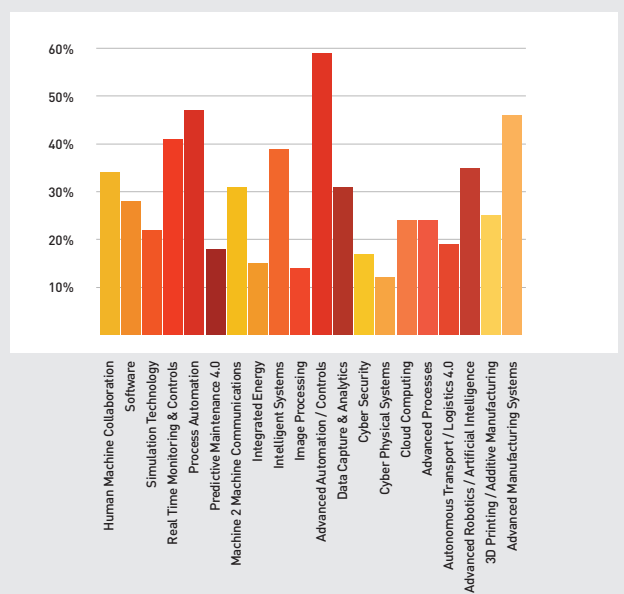
Drives & Controls Areas of Interest 2018 Show



Plant & Asset Management Areas of Interest 2018 Show



Smart Industry Expo Areas of Interest 2018 Show



It's been a great show for us, had some great leads off the back of it, it's been a great event all round. We've had lots of footfall onto Titan II, our innovation vehicle. **James Howarth, RS Components**

“ Exhibiting is always a lottery but after a satisfactory show in 2016 we decided to attend Drives & Controls again. We were not disappointed. We increased the amount of visitors to our stand by 50% over 2016, and the quality was also higher. We have seen business placed with us as a direct result of discussions with new customers at and after the show. **Steve Gallon, Fibox**

SEMINAR PROGRAMME

The **Engineering and Digitalisation Forums** at the 2021 co-located events; **Drives & Controls, Smart Industry Expo, Fluid Power & Systems, Plant & Asset Management**, and **Air-Tech**, will feature a free comprehensive programme of presentations and panel discussions strategically located in two theatres at the heart of the 2021 co-location.

The uptake of smart technologies in the industrial sector will be central to our future, by improving our national productivity, creating higher value jobs, and arming our workforce with the digital skills required in the decades ahead. Global initiatives and the technological paradigm shift associated with the Industrial Internet of Things, shows that there is a growing opportunity for industry to take advantage of the creativity and entrepreneurial nature of UK companies.

The programme will fully reflect the ongoing global transformation to the smart manufacturing era and provide a fascinating insight into the potential plants of the future, with high profile panel discussions and seminars from leading expert figures in the industry.

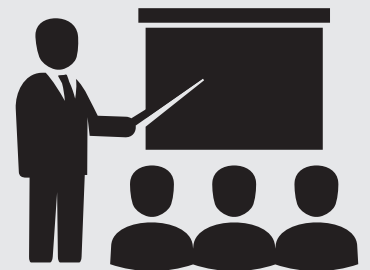
Over the course of the three-day seminar programme, visitors will have the opportunity to learn how they can seize the opportunities that exist and promote the benefits of adopting emerging digital technologies.

The variety and scope of the seminar programme for 2021 is extremely exciting, adding real value. The combination of leading manufacturing events, with a highly focused seminar programme, will give visitors a genuine opportunity to keep abreast of the latest industry developments.

“ The Smart Industry Expo gave us the perfect platform to demonstrate a fully connected factory solution over the typical product displays of Drives and Controls. The feedback we received was outstanding. **Connie Taylor, Schneider Electric**



FREE
COMPREHENSIVE
PROGRAMME



3
DAY
SEMINAR
PROGRAMME

LEADING
INDUSTRY
EXPERT
SPEAKERS

A black silhouette of a person in a suit holding a document. A speech bubble is positioned above the person's head.



We had a great experience at Air-Tech 2018. The contacts gained at the show were exactly the type we wanted. There was a mixture of servicing companies, end users and trading companies, which was perfect for us. We gained around 10 to 15 invaluable contacts. **Zan Pischulonok, director, Supervane**

RATES

The Shell Scheme Package is available to exhibitors booking stands of 9 square metres or over.

Please note the minimum size stand for space only is 15 square metres. An exhibitor with less than 15 square metres may elect to have space only, but they will be charged the standard shell scheme rate of £342/m².

SPACE ONLY
£310/m²

STANDARD SHELL SCHEME
£342/m² and includes: Wall panels, grey carpet, 2 x 120w spotlights, fascia and nameboard, 1 x 500w power socket (incl. power).

SHELL SCHEME PACKAGE
£357/m² and includes: Wall panels, grey carpet, 2 x 120w spotlights, fascia, nameboard, 1 x 500w power socket (incl. power), 4 x chairs, 1 x table and waste bin.

SPONSORSHIP

Exhibitions are among the most cost-effective forms of marketing you can employ. However, once you have made the initial investment in your stand, large or small, it is worth considering ways to maximise that investment.

One of the best ways to achieve this goal is to invest in a sponsorship opportunity at the show. This will draw visitors to your stand and improve their perception of your market position and strength.



Fluid Power & Systems remains the show to be at. It allows you to meet with new and existing customers, showcase current and new products and to see first-hand how the industry is evolving. We had a very successful show and look forward to Fluid Power & Systems 2021.
Adrian Crawley, Allswage UK

OPPORTUNITIES AVAILABLE

- **'YOU ARE HERE' BOARDS**
Places are limited to a total of four across the event.
£1000
- **WALL-MOUNTED BANNER**
Banners plac around perimeter of hall
£1450 per banner
- **FLOOR TILES**
Why not lead visitors from the door to your stand?
£200 per tile
- **CARRIER BAGS**
Sole sponsorship to all 5 shows: £2500
- **LANYARD BADGE HOLDERS**
Sole sponsorship to all 5 shows: £3500
- **AISLE SIGNS**
£2500 to sponsor every sign or £900 each
- **VIP LOUNGE**
A great way to influence the influencers: £3500
- **HALL ENTRANCE/REGISTRATION DESK**
All visitors will walk past your message: £3500
- **HANGING BANNERS**
Prices on request
- **SEMINAR THEATRE SPONSORSHIP**
£3000



The exhibition was a huge success. We have gained a lot of new potential customers and have already benefited from new orders generated from the exhibition. We will definitely be returning to the next Fluid Power & Systems exhibition in 2021. **Mick Emery, MCS Hydraulics UK**

CONTACTS



RYAN FULLER
Commercial Director - All Shows
t +44 (0) 1732 370344
m +44 (0) 7720 275097
e ryan.fuller@dfamedia.co.uk

DAMIEN OXLEE
Director of Sales
t +44 (0) 1732 370342
m +44 (0) 7951 103754
e damien.oxlee@dfamedia.co.uk

ANDY WYLIE
Sales Manager
t +44 (0) 1732 370341
m +44 (0) 7939 607855
e andy.wylie@dfamedia.co.uk

ANDREW JELL
Senior Sales Executive
t +44 (0) 1732 370347
m +44 (0) 7952 864475
e andrew.jell@dfamedia.co.uk

GEORGIE TURNER
Sales Manager
t +44 (0) 1732 371084
e georgie.turner@dfamedia.co.uk



TONY CHOW: ALL SHOWS
t +86 10 67386607
m +86 13501065991
f +86 1059 693073
e ttonychow@163.com



CASIRAGHI GLOBAL MEDIA SRL: ALL SHOWS
t +39 031 261407
f +39 031 261380
e diego@casiraghi-adv.com
w www.casiraghi-adv.com



LACEY KIM: ALL SHOWS
t +82 (0)2.830.2108
m +82 (0)10.6309.4391
f +82 (0)2.6008.2109
e sales@worldexportal.com
w www.worldexportal.com



CYNTHIA LEE: ALL SHOWS
t +886 2 8786 9168 ext.191
f +886 2 8786 9885
e cynthia@auroraexpo.com



INTERSMART MEDIA: ALL SHOWS
t +44 (0) 161 764 4160
skype intersmartmedia
e meltem@intersmartmedia.co.uk

HEAD OFFICE:
DFA MEDIA LTD
192 High Street, Tonbridge, Kent TN9 1BE, UK
t +44 (0) 1732 370340 f +44 (0) 1732 360034 e info@dfamedia.co.uk

