

# EXHIBITION AND SEMINAR BROCHURE 2022



**5-7 APRIL 2022**  
**HALLS 9 & 10**  
**NEC BIRMINGHAM**

co-located with  
**MACH**  
**4-8 April 2022**  
NEC Birmingham UK

# 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.



**5 SHOWS  
UNDER 1 ROOF**

**OVER  
13,500  
VISITORS**



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.

**OVER  
400  
EXHIBITORS**



We had very good quality leads from Air-Tech previously. We have already re-booked and are looking forward to exhibiting in 2022.

**Graeme Middleton-Duff, Hertz Kompressoren**

It is our show, it's the show we should be in.

**Bob Hittner, 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](http://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](http://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), 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, Fluid Power & Systems 2022 offers a convenient one-stop shop for all your fluid power and system requirements.

[www.fluidpowersystems-expo.com](http://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](http://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](http://www.smartindustry-expo.com)

**AIR-TECH**  
EXHIBITION  
2022  
COMPRESSED AIR • VACUUM • GENERATORS

IN ASSOCIATION WITH:



**DRIVES & CONTROLS**  
2022  
THE AUTOMATION, POWER TRANSMISSION & MOTION ENGINEERING EVENT

IN ASSOCIATION WITH:



**FLUID POWER & SYSTEMS**  
2022  
The Exhibition  
for Hydraulics & Pneumatics Industries

IN ASSOCIATION WITH:



**PLANT & ASSET**  
MANAGEMENT  
2022

IN ASSOCIATION WITH:



**SMART**  
INDUSTRY EXPO  
2022  
THE FUTURE OF INTEGRATED AUTOMATION

IN ASSOCIATION WITH:



“

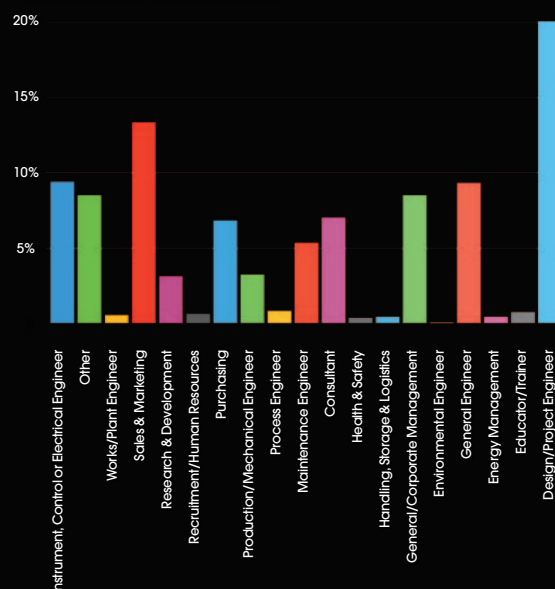
The Drives & Control show was a huge success for Balluff. We surpassed all expectations in terms of leads and the quality of each individual enquiry. It was great to see such a steady and constant stream of new, existing and targeted customers visiting our stand across the three days. **Adrian Sorsby,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

# VISITORS

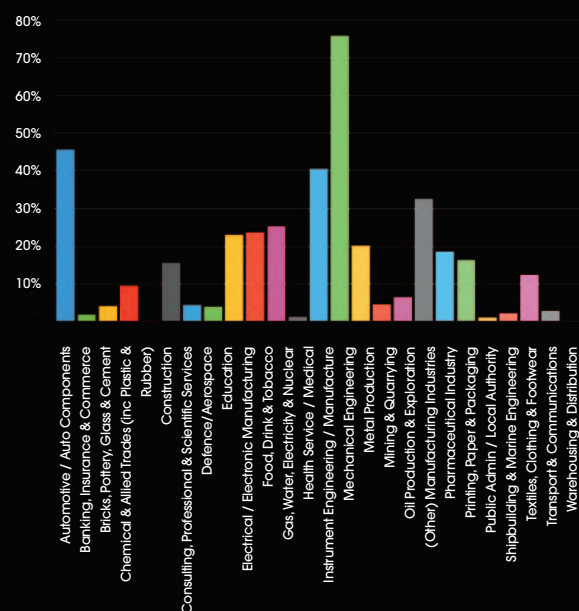
## Blue Chip companies that visit:

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

## All Shows Job Function

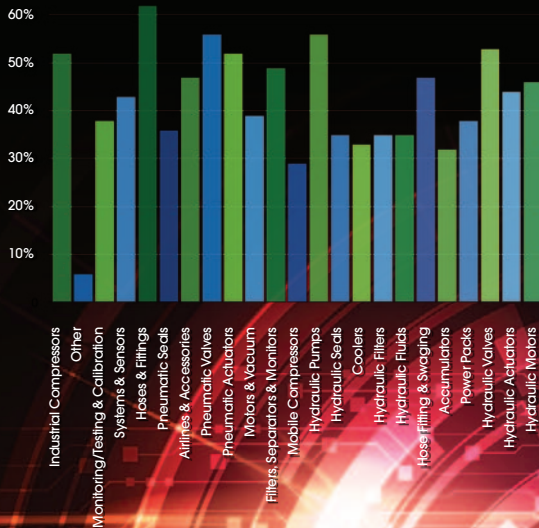


## All Shows Industry Activities

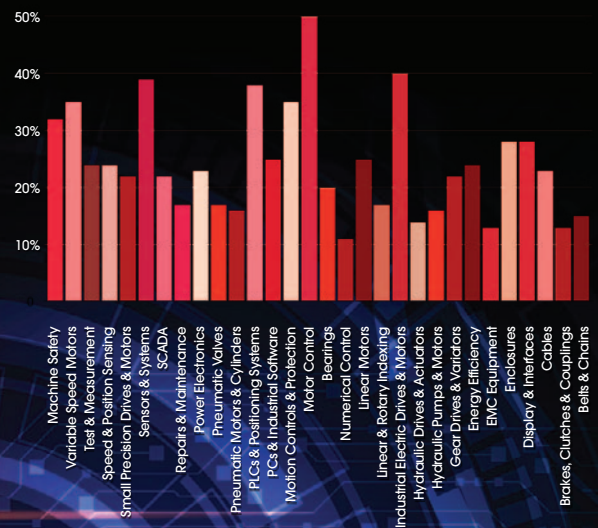


Air-Tech generated a range of high-quality leads for Gardner Denver and provided a fantastic platform for the company to officially launch its OneAir offering. We had a brilliant response to its launch and we would have chosen no other UK show to unveil this new initiative. **Colin Mander, Ingersoll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

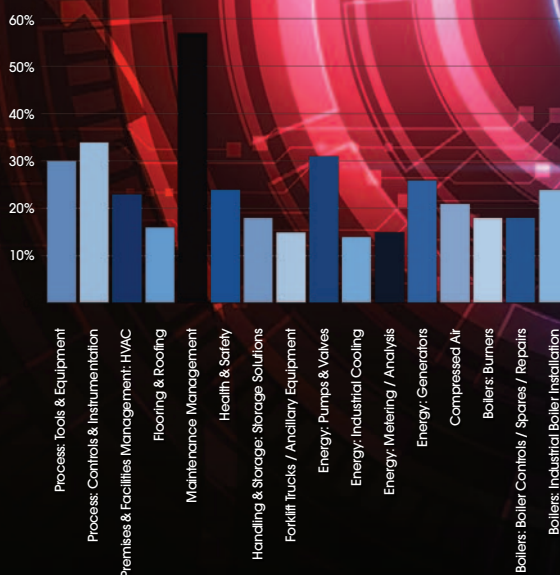
## Air-Tech and Fluid Power & Systems Areas of Interest



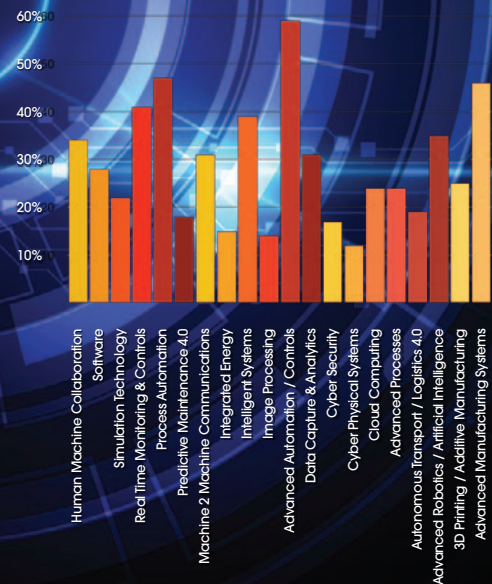
## Drives & Controls Areas of Interest



## Plant & Asset Management Areas of Interest



## Smart Industry Expo Areas of Interest



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**



# SEMINARS

IN ASSOCIATION WITH:

**Talking Industry**

**The Engineering and Digitalisation Forums** at the 2022 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 2022 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.



**FREE  
COMPREHENSIVE  
PROGRAMME**



## **3 DAY SEMINAR PROGRAMME**

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 2022 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.

**LEADING  
INDUSTRY  
EXPERT  
SPEAKERS**



“

We had a great experience at Air-Tech. 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,**

# PACKAGES

## SPACE ONLY £327/m<sup>2</sup>

## STANDARD SHELL SCHEME

£359/m<sup>2</sup> and includes: Wall panels, grey carpet, 2 x 120w spotlights, fascia and nameboard, 1 x 500w power socket (incl. power).

## SHELL SCHEME PACKAGE

£374/m<sup>2</sup> 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.

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 £359/m<sup>2</sup>.



## FREE PROMOTIONAL ACTIVITY

- Exhibitor zone tools
- Show catalogue entry
- Social media coverage
- Press release upload
- Video upload



# 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.



### 'YOU ARE HERE' BOARDS

Places are limited to a total of four across the event: £1000

### CARRIER BAGS

Sole sponsorship to all 5 shows: £2500

### WALL-MOUNTED BANNER

Banners placed around perimeter of hall: £1450 per banner

### aisle SIGNS

£2500 to sponsor every sign or £900 each

### LANYARD BADGE HOLDERS

Sole sponsorship to all 5 shows: £3500

### 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



Exhibiting is always a lottery but after a satisfactory show we decided to attend Drives & Controls again. We were not disappointed. We increased the amount of visitors to our stand by 50% 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**

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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**