

# How we drive an audience to Materials & Finishes Show

## Social Media:

Our campaign includes organic content and a full paid media strategy across all channels:

- X (Twitter), LinkedIn & Instagram followers: **7229**

Montgomery Group's social media channels, which have a combined following of **50,000**.



## Data:

We have heavily invested in data acquisition as well as growing, cleansing and refreshing our current database.

**50,000** weekly emails will be sent through a carefully planned exprom and visprom campaign

**70,000** monthly newsletters will be sent to those who have subscribed to this promotion

**1.5 million** 3rd party emails will be sent via our media partners



## Direct Mail:

We run multiple direct mail campaigns to our full database of **50,000 addresses** in the lead up to show. As well as this, exhibitors will be given the opportunity to order and send their own invitations to their databases, promoting their presence at the show, alongside inserts in media titles.

## Association Partnerships:

Our team know the importance of working with trade associations and we are working with associations that represent the breadth and depth of the show and the sectors involved in it. Associations represented on the show floor, and in return promote Materials & Finishes Show to their membership via email, social media, trade publications and direct mail.

Associations include:

Furniture Makers Company, Institution of Carpenters, British Furniture Makers, FIS and Bathroom Manufacturers Association.

## FIX Radio:

Active advertising campaign running nationally in the 2 months leading up to the show, including mentions on shows dedicated to woodworking.

- **80,000** reach of social media followers via FIX Radio
- **211,000** monthly reach via radio listeners

## PR & Advertising:

Working with core media titles from across the sector, Materials & Finishes Show will feature in 50+ publications, via print, online, email and social media. As well as advertising, our dedicated PR and Content team work with media, providing content and editorial especially for Materials & Finishes Show and tailored to the titles we are working with.

Key titles include:

furniture

timber  
MEDIA LIMITED

WOODWORKING  
NEWS

tile and stone  
Journal

panel  
& JOINERY  
PRODUCTION

Furniture  
& Joinery  
Production



## Barbour ABI & AMA Research

We are working with Barbour ABI and AMA Research, a leading construction research business, who have access to unparalleled database and research in the sector. They be providing visitors and exhibitors unrivalled research and resources designed to grow their business and increase leads, as well as speaking on the Learning Programme at Materials & Finishes Show.



materials  
& finishes  
SHOW  
2024

19 – 22 May | NEC Birmingham

The UK's leading trade show for machinery, manufacturers, processors & installers of wood & associated materials.