

4-5 JUNE 2025, NEC BIRMINGHAM

POST EVENT SUMMARY

Smart Manufacturing Week Highlights:



“ I THINK THE SHOW IS FANTASTIC. THE REASON I LOVE BEING HERE IS THAT IT'S THE MARKETING EVENT OF THE YEAR! ”
BEREND BOOMS, HEAD OF EAM INSIGHTS, IFS ULTIMO

13,319

ATTENDEES

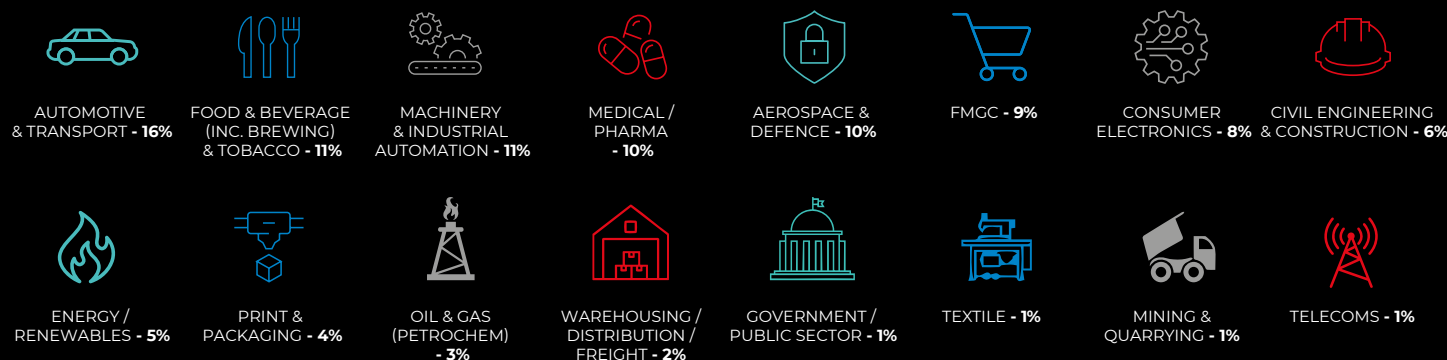
456

EXHIBITORS

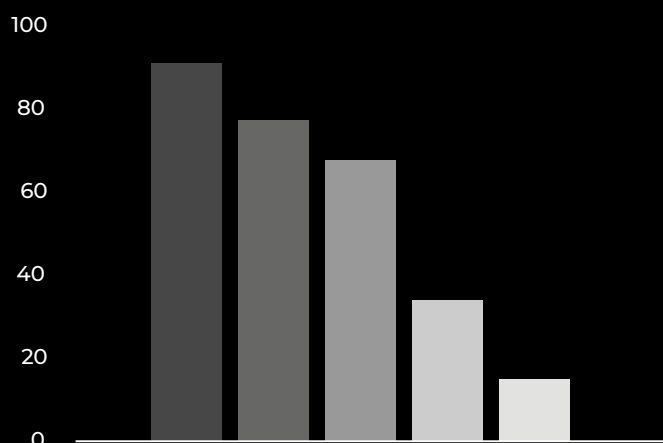
223

SPEAKERS

Visitors attended from the following sectors:

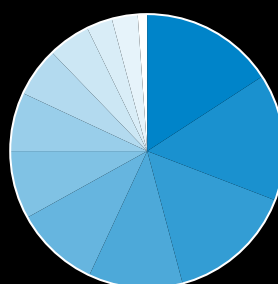


Reasons for attending:



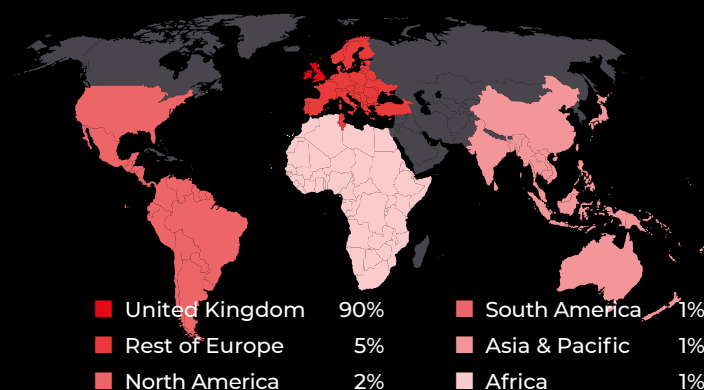
To source new products/services	87%
To keep up to date with market trends	71%
To network and meet new contacts	68%
To seek potential business partners	34%
To learn from the educational sessions	33%

Job function:



Manufacturing Operations	16%
Engineer / Technician	15%
Maintenance	15%
Senior Management/ C-Suite	11%
Product Design / R&D	10%
Supply Chain /Logistics	8%
IT & Systems	7%
Marketing / Sales	6%
Project Management / Consultants	5%
Training & HR	3%
Health & Safety	3%
Finance & Procurement	1%

Geographic breakdown of visitors:



Event App:

836

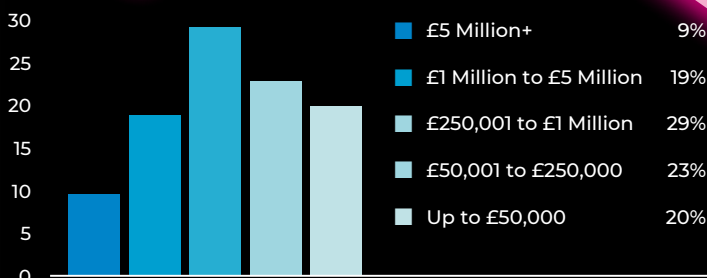
1-2-1 meetings requested

Senior buyers from the following companies took part:

- Jaguar Land Rover
- Rolls Royce
- HelloFresh
- BAE Systems
- Haleon
- Associated British Foods Plc
- AstraZeneca
- Warburtons
- Babcock International Group



Buying power:



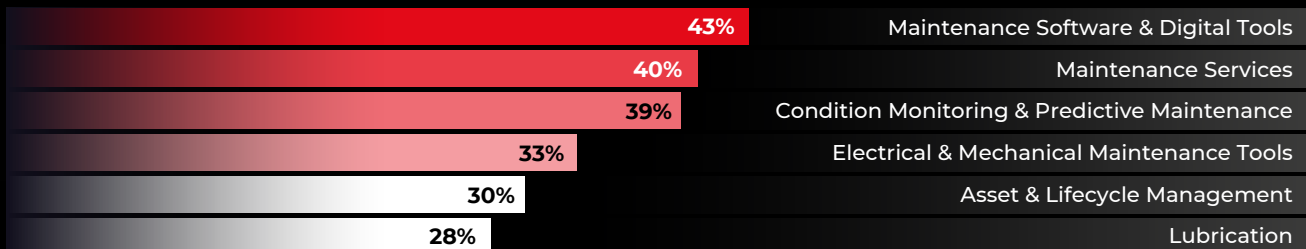
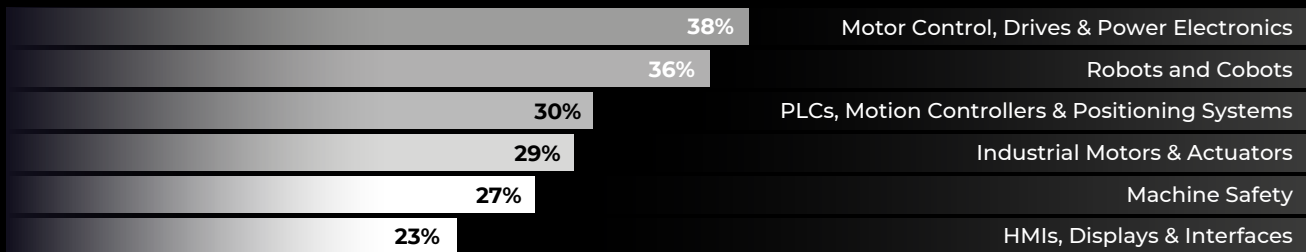
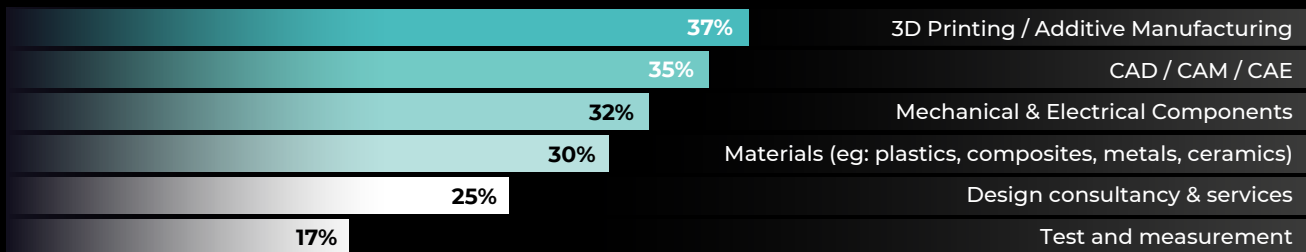
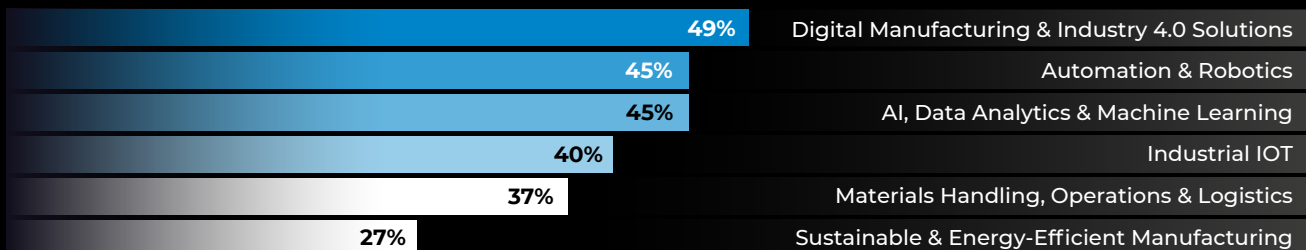
78%

of attendees had buying power or influence

57%

of attendees had active buying requirements

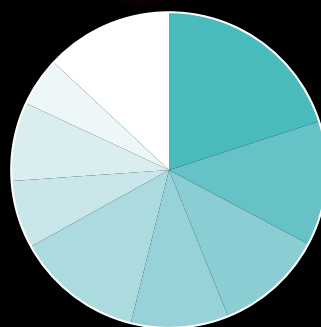
Top products & services of interest to visitors:



Sample of job titles of registered visitors:

Aircraft Technical Inspector
 Asset Management Governance Lead
 Autonomous Maintenance Lead
 CAD Process Engineer
 CI Manager
 CTO Sustainable Manufacturing
 Digital Transformation Manager
 Director Data and Architecture
 Director of Manufacturing Operations
 Electrical Maintenance Manager
 Factory Support Specialist
 Global Category Manager – Capex and MRO
 Global Manufacturing & Logistics Manager
 Global Procurement Director
 GSC Production Manager
 Head of Advanced Materials & Manufacturing
 Head of Central Quality Management
 Head of Decarbonisation
 Head of Design Engineering
 HSEQ Manager
 Industrial Automation Sector Head
 Maintenance Engineer
 Manufacturing Digital Strategy Manager
 Manufacturing Improvement Director
 Network & Security Project Engineer
 OT Security Manager
 Plant Director
 Principal Configuration Manager
 Principal Digital Strategy Analyst
 Production Systems Architect
 Prototype Manufacturing Engineer
 Reliability Director
 Senior Mechanical Design Engineer
 Senior Operational Excellence Manager
 Strategic Maintenance Manager
 Supply Chain Digital Innovation Senior Lead
 Technology Adoption Specialist
 Verification Engineer
 VP Mechanical Engineering

Company turnover:



Up to £500,000	20%
£500,001 to £2 Million	13%
£2 Million to £5 Million	11%
£5 Million to £10 Million	10%
£10 Million to £50 Million	13%
£50 Million to £100 Million	7%
£100 Million to £500 Million	8%
£500 Million to £1bn	5%
£1bn+	13%

MARKETING ACTIVITY

Email Marketing

- Total number of email campaigns sent **278**
- Total audience size (database) **237,000**
- Open rate average overall **44.2%**
- Click-through rate overall **7%**

Social Media

- Total reach (LinkedIn followers) **29,500**

Website

- Page views* **81,400**
- Unique users* **68,693**
- Most viewed page – exhibitor* **13,397**

*average per month during campaign

Print

- Copies of pocketmaps and visitor trails distributed **7,500**
- Postcard invites inserted **21,572**
- Brochures mailed **15,255**
- *The Manufacturer* (Preview Edition) printed **4,483**

GET INVOLVED

Exhibition Stands

- Smart Factory
- Maintec
- Design & Engineering
- Drives & Controls

Solution Theatres include:

- Leadership & Strategy Theatre
- Future Stage
- Digital Transformation Stage
- Maintenance Stage
- Connected Production Stage
- AI & Industrial Data Stage
- Product Innovation & Design Theatre
- Manufacturers & Engineers of the Future Theatre

- Average no of audience scanned into our theatres:

581

- Packages available to suit all budgets

CONTACT US TO FIND OUT MORE

enquiries@smartmanufacturingweek.co.uk

“ I’VE BEEN TO MORE THAN 30 TRADE SHOWS OVER THE LAST 10 YEARS – ACROSS EUROPE, ASIA, AND THE US – AND SMART MANUFACTURING WEEK IN BIRMINGHAM WAS THE BEST I’VE ATTENDED. ”

JOONAS PÜVI, CEO, INVENDOR

For a full visitor sample, email enquiries@smartmanufacturingweek.co.uk