



# DRIVES & CONTROLS

4-6 June 2024, NEC Birmingham

## Media Pack

#1 event for automation,  
power transmission &  
motion control



Supported by: **Drives&Controls**  
THE LEADING MAGAZINE FOR AUTOMATION, POWER TRANSMISSION AND MOTION CONTROL

Part of:  **MANUFACTURING  
+ ENGINEERING  
WEEK**

## WHAT TO EXPECT AT

# Drives & Controls 2024



Drives & Controls 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.

If you've been involved with Drives & Controls over the years, you are going to notice a big change in 2024. The event is moving date to be part of a wider series of manufacturing and engineering shows that create a one-stop-shop for the entire industry.

This will encourage conversation, business and knowledge-sharing on a scale not previously seen in the UK. Drives & Controls and its sister events Air-Tech and Fluid Power & Systems will move and become part of Manufacturing and Engineering Week, taking place on the 4th - 6th June 2024 at the NEC, Birmingham, celebrating the best in UK manufacturing and engineering excellence and innovation.



Part of


**MANUFACTURING  
+ ENGINEERING  
WEEK 2024**

## What's new for 2024?

### • Under new Management

Nineteen Group are pleased to have acquired the Drives and Controls Show and its sister events – Fluid Power & Systems and Air-Tech which fit perfectly with the rest of their rapidly growing manufacturing portfolio.

### • New dates

Drives & Controls will move to a new June date line at the NEC in Birmingham to be part of Manufacturing & Engineering Week, running alongside other leading events in the industrial sector.

### • Increased footfall from co-located events

As part of Manufacturing & Engineering Week benefit from increased visitor cross over from co-located events – Design & Engineering Expo, Smart Factory Expo and Maintec taking place at the same place and time.

### • Long term partnership

We have a long term partnership in place with DFA Media's Drives & Controls Magazine so exhibitors can take advantage of continued coverage and exposure in print and online before during and after the events.

### • Creative brand update

We have spent months speaking to the market to make sure the event reflects the needs of the industry and feedback led us to undertake a brand update to give the website and creatives a fresh new look.

### • New content programme

We will be launching new content theatres featuring the very best speakers from around the world. The FREE technical seminars will offer expert insight and practical advice on the issues that affect you the most.

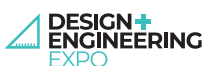
### • Advisory council

We have access to an esteemed panel of experts on the Manufacturing & Engineering Week Advisory council chaired by Stephen Phipson CBE CEO of Makeuk. These experts meet regularly to help steer the educational content.

### • Investment in marketing

A big investment in marketing has allowed for a creative brand update and a database refresh to ensure our campaigns reach the widest possible network of the right buyers and influencers. Promotional activity will also be arranged with a number of key media publications and association partners.

### Co-located with



## Why Exhibit?

Drives and Controls has been the voice of the industry since 1991 and has become the market leading event within a growing industry driven by the adoption of automation and Industry 4.0.

## HIGH QUALITY VISITORS

Access a hard to reach audience of business professionals across the worlds of drives, motion control, automation and mechanical power transmission in one place over 3 days.

## WORLD-CLASS SOLUTIONS

The technologies covered in the exhibition touch virtually every aspect of both the manufacturing and service industries. Join over 300 companies offering products and services to help those implementing an Industry 4.0 strategy.

## THOUGHT LEADERSHIP

Align yourself alongside the biggest names headlining in both the Automation and Robotics Solutions Theatre and on the keynote stage.

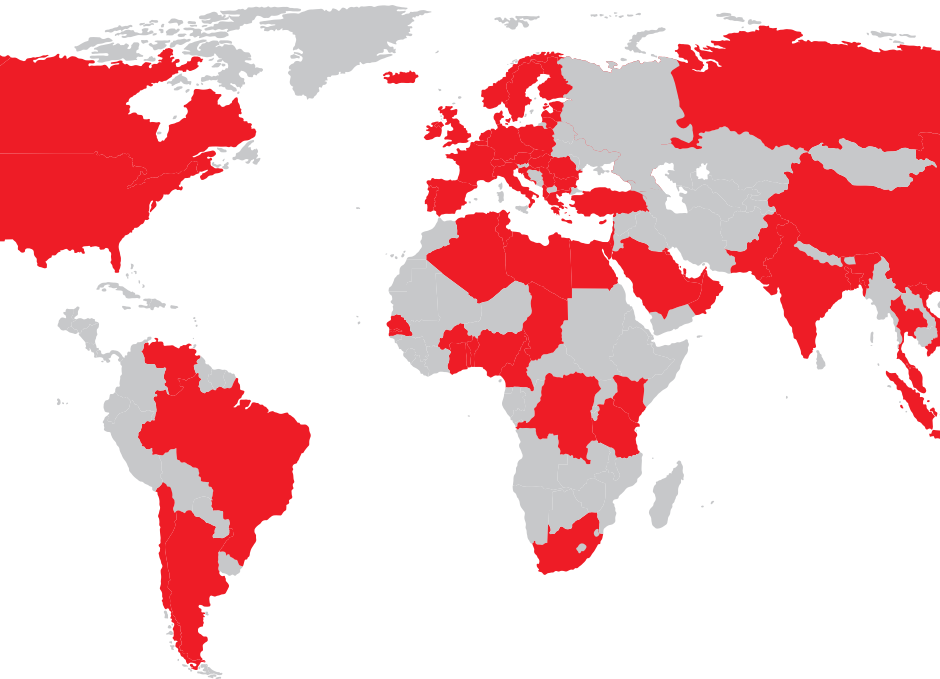
Drives & Controls is supported by the leading publication in the sector, *Drives & Controls Magazine*, attracting decision-makers with budgets and intentions to invest. The team behind the show are close to the market, and help ensure the content is on the pulse of not only UK developments, but the global automation industry as a whole.

- **Engage with real decision makers:** Meet with the people who have purchasing power or influence
- **Launch new products/solutions:** With a dedicated PR agency on hand and attendance from the major trade press, it is the perfect place to generate media coverage or launch a new Product, Service or Company.
- **Co-located events:** Additional visitor footfall from co-located shows, increasing visitor diversity and allowing for more purposeful connections.
- **Not just a 3 day show:** Benefit from a year round marketing campaign, with immediate brand awareness through our print and digital channels and via media and association partners.
- **Generate new sales leads and 'true' ROI:** Three days of pure business, with qualified sales opportunities gathered onsite using our lead capture devices.
- **Raise your profile:** Choose a sponsorship package to elevate your brand further and position your team as thought leaders.



## Who Attends?

**Attendees from over 75 Countries:**



**Visitors attend from the following sectors:**

- Automotive / Auto Components
- Banking, Insurance & Commerce
- Bricks, Pottery Glass & Cement
- Industrial Chemicals
- Construction
- Consulting, Profession & Scientific Services
- Defence/ Aerospace
- Education
- Electrical Manufacturing
- Food, Drink & Tobacco
- Gas, Water, Electricity & Nuclear
- Health Service/ Medical
- Instrument Engineering
- Mechanical Engineering
- Metal Production
- Mining & Quarrying
- Oil Production & Exploration
- Pharmaceutical Industry
- Printing, Paper & Packaging
- Public Admin/ Local Authority
- Marine Engineering
- Textiles, Clothing & Footwear
- Transport
- Warehousing & Distribution

### DRIVES & CONTROLS

#### Job Function

3D Designer	Elec/Mech CAD Technician	Motion Control Engineer
Applications Design Engineer	Electronics and Motion Control Engineer	Power Supply Design Engineer
Automation & Controls Engineer	Electronics Design Manager	Principal Design Engineer
Automation Engineer	Financial Controller	Principal Mechanical Design Engineer
CAD Designer	Global Automation & Electrical Director	Process & Automation Solutions Programme Architect
CAD Engineer	Global Senior Manager, Common Controls	Process Engineer - Automation
CE&I Design Engineer	Hardware Technician and Designer	Product Designer
Chief Automation Officer	Head of Controls	Project & Control Systems Manager
Chief Engineer	IT Director	Robotics Tech Lead
Chief Graphic Designer	Lead Control Systems Engineer	SCADA Engineer
Chief Information Officer (CIO)	Maintenance Control Engineer	Senior Automated Inspection Manager
Chief Operating officer	Maintenance Team Leader	Senior Electrical Designer
Control & Electrical Manager	Managing Director - Technology	Senior Electronics Design Engineer
Controls and Instrumentation Engineer	Mechanical Design Manager	Senior Graphic Designer
Design & Commissioning Engineer	Mechanical, Motion Control and Robotics Engineer	Test Equipment Design Engineer
Digital Validation Engineer	Mechatronics Design Engineer	Test Facility Design Engineer
Drives & Controls Engineer		



# Who Should Exhibit?

The smart era of Industry 4.0 will impact profoundly on manufacturing supply chain management and customer relationships, bringing greater collaboration and more integrated systems.

Drives & Controls presents an exceptional opportunity for visitors to enhance their comprehensive understanding of digitization through the seamless integration of a diverse range of technologies, solutions, and strategies.



## Drives & Controls Exhibitors are Suppliers of:

- |                                |                                       |                                |
|--------------------------------|---------------------------------------|--------------------------------|
| • Bearings                     | • Hydraulic Drives                    | • Numerical Control            |
| • Belts & Chains               | • Hydraulic Pumps & Motors            | • PCs & Industrial Software    |
| • Brakes, Clutches & Couplings | • Industrial Electric Drives & Motors | • PLCs & Positioning Systems   |
| • Cables                       | • Linear & Rotary Indexing            | • Pneumatic Motors & Cylinders |
| • Display & Interfaces         | • Linear Motors                       | • Power Electronics            |
| • EMC Equipment                | • Machine Safety                      | • SCADA                        |
| • Enclosures                   | • Motion Controls & Protection        | • Speed & Position Sensing     |
| • Gear Drives & Variators      | • Motor Control                       | • Variable Speed Motors        |

# Drives&Controls

THE LEADING MAGAZINE FOR AUTOMATION, POWER TRANSMISSION AND MOTION CONTROL

We are thrilled to continue our partnership with DFA Media's Drives & Controls Magazine, ensuring exhibitors can maximize their visibility and gain extensive coverage in print and online throughout the event, both prior to, during, and even after its conclusion.

## Co-located Events



Air-Tech is the UK's only dedicated exhibition for the compressed air, generators and vacuum market. Supported by the British Compressed Air Society (BCAS), it highlights current themes related to the very latest in air compression and related technology from companies from around the globe.

It is an ideal opportunity to engage with manufacturers, distributors and end users alike, and to gain impartial advice about legislation, standards and technical issues.

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



Supported by the British Fluid Power Association (BFPA), Fluid Power & Systems, is the only exhibition in the UK that is 100% focused on hydraulic and pneumatic equipment for the industrial and mobile markets, together with products that facilitate better electro-mechanic system design and application for improved process automation, control, monitoring and analytics.

See examples of how modern fluid power will be connected, smart and flexible as well as providing safe and environmentally compatible means of motion for machinery and for the factories of the future.

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



In 2024 Drives & Controls and its sister events Air-Tech and Fluid Power & Systems will take part during **Manufacturing & Engineering Week**, a festival of the industrial sector, celebrating the best in UK manufacturing & engineering excellence & innovation.

The Week brings together a series of digital and in person events that will showcase end-to-end manufacturing & engineering solutions, to encourage conversation, business, knowledge sharing & action.



For design and engineering professionals from all tiers of the supply chain looking to reduce costs, streamline & optimise future design and engineering strategy.

[designengineeringexpo.co.uk](http://designengineeringexpo.co.uk)



Showcasing the latest technologies, processes and thinking behind Industry 4.0. A carefully-curated shop window for manufacturers at all stages of their digital journey.

[smartfactoryexpo.com](http://smartfactoryexpo.com)



The UK's longest standing event dedicated to the maintenance, reliability & asset management industry, attracting major buyers from the industrial, buildings, transport & supply chain maintenance sectors.

[maintec.co.uk](http://maintec.co.uk)

## Get Involved

Create your own exhibition showcase to visualise your offering to manufacturing and engineering decision-makers, raise your profile and generate leads.

## Exhibition Packages

	PRICE P/SQM	INCLUDED FEATURES
<b>SHELL SCHEME</b>	£489 + VAT	Carpet, Spotlights, Power Socket, Nameboard & Furniture Package
<b>SPACE ONLY</b>	£439 + VAT	
<b>DATA AND MARKETING PACKAGE</b>	FOC*	<ul style="list-style-type: none"> <li>* What is included with the data and marketing package?</li> <li>• Personalised website banners</li> <li>• Social Media activity</li> <li>• Online exhibitor profile</li> <li>• Dedicated product showcase</li> <li>• PR support and press coverage</li> <li>• Showguide and event preview inclusion</li> <li>• Unlimited lead scanner apps onsite at the show</li> </ul>

## Content Packages

The content programme helps set the agenda for industry. The Automation & Robotics Solution Theatre and Keynote Stage are open to all show visitors, and are gated to capture the contact details of visitors engaging in your content.

Speak on one of our content stages and fully integrate yourself into the learning experience, providing you with a springboard to promote your industry expertise & engage with relevant audience segments.

Pricing available on Request.



### Branding Packages

Ensure that your brand is front of mind when your customers arrive, walk around and leave the venue by taking advantage of high visibility branding options. Your brand will be visible to thousands of important members of the community.

Options include exclusive sponsorship of:

- Lanyards
- Visitor bags
- Floor Tiles
- You Are Here Boards
- Showguide
- Registration Area

Prices available on request.

### Hosted Meetings Programme

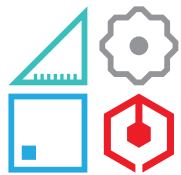
#### CONNECT+

Connect+ Live is a concierge service that pre-qualifies and matches visitors with thoughtfully selected solution providers via face-to-face meetings at our live shows. We work with Newbridge Events, an expert agency specialising in business matchmaking, to preschedule and curate meetings to match buyers needs with our exhibitors – ensuring they find the solutions to meet their requirements.

Open to a limited number of exhibitors.

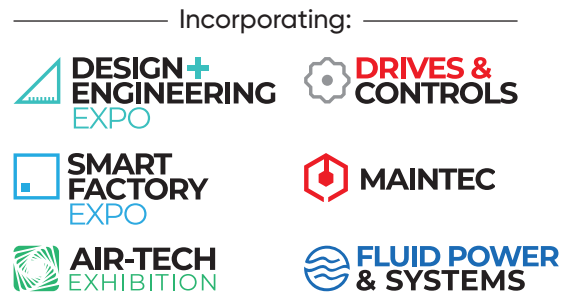
Contact us to find out more.





# MANUFACTURING + ENGINEERING WEEK 2024

NEC Birmingham



## Manufacturing & Engineering Week

There's so much more to Manufacturing & Engineering Week 2024 than just the exhibition. We provide dozens of different ways to interact – a smorgasbord of mixed-media tools to ensure your campaign is a success.

### A Carbon Neutral Event

We calculate the total emissions estimated during the running of our event and to offset this plant trees in our dedicated forest to make the event carbon neutral.

Want to be part of our 'Net Zero' Journey?

**Become our exclusive  
Sustainability Partner.**

**Contact us to find out more.**



“ We have seen business placed with us as a direct result of discussions with new customers at and after the show. ”

Fibox

“ So many great innovators, entrepreneurs, and academics. Our manufacturing and engineering future is bright! ”

Neutronic Technologies

**Get in touch for more details on the exhibition,  
sponsorship and speaking opportunities available.**

### Contact our team

✉ | Email us at [enquiries@drives-expo.com](mailto:enquiries@drives-expo.com)

☎ | Call us on +44 (0)208 947 9177

### Follow us

🌐 | Search [manufacturing-engineering-week](#)

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