



FLUID POWER & SYSTEMS

4-6 June 2024, NEC Birmingham

Media Pack

The sole UK event
powering fluid
innovation



Supported by:

Hydraulics & Pneumatics

Drives & Controls
THE LEADING MACHINERY NETWORK, POWER MANAGEMENT AND MOTION CONTROL

Part of:



**MANUFACTURING
+ ENGINEERING
WEEK**

WHAT TO EXPECT AT

Fluid Power & Systems



Fluid Power & Systems, is the sole UK exhibition for hydraulic and pneumatic equipment, integrated systems engineering, and components. It showcases innovative products for improved system design, automation, and control. Discover modern fluid powers limitless potential for safer, eco-friendly motion.

If you've been involved with Fluid Power & Systems 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. Fluid Power & Systems and its sister events Air-Tech and Drives & Controls 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



What's new for 2024?

• Under new Management

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

• New dates

Fluid Power & Systems 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 and Hydraulics & Pneumatics magazines who will provide exhibitors with continued coverage and exposure before during and after the event.

• 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?

Fluid Power & Systems is the UK's sole exhibition for hydraulic and pneumatic equipment, integrated systems engineering, and components.

HIGH QUALITY VISITORS

Gain exclusive access to a highly sought-after audience of business professionals operating in the industrial and mobile markets of hydraulic and pneumatic equipment, all in one convenient location over the course of three 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

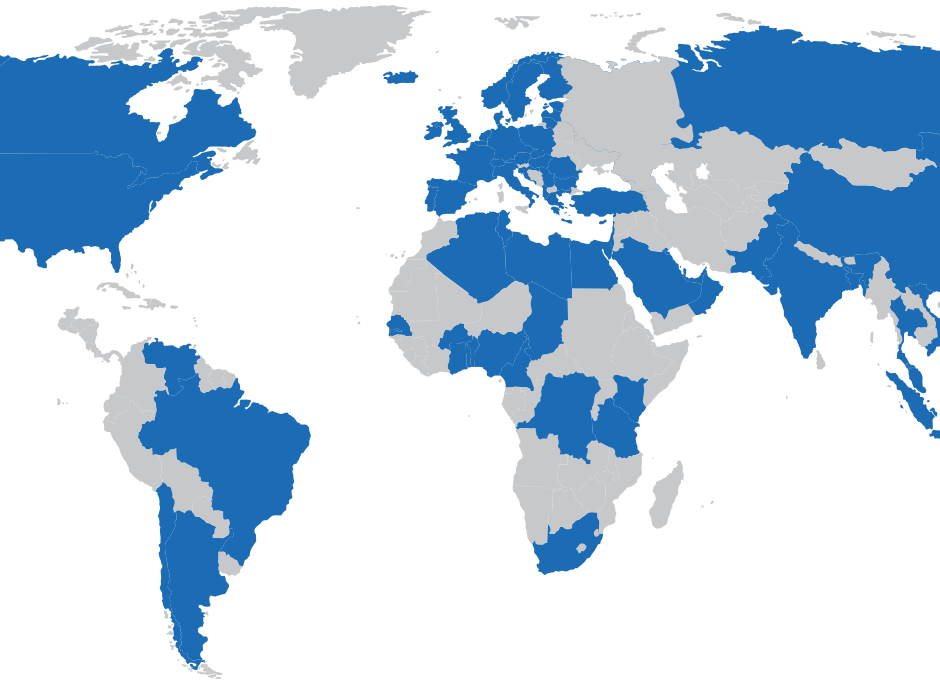
Elevate your brand by sharing the stage with industry giants headlining the Automation and Robotics Solutions Theatre and keynote stage.

Exhibit at Fluid Power & Systems 2024 to attract decision-makers with budgets and intentions to invest. The team ensures content is on the pulse of UK and global automation. Reach a broad audience, showcase your brand, and demonstrate your commitment to sustainable motion and innovative solutions.

- **Engage with real decision makers:** Meet with the people who have purchasing power or influence
- **Generate new sales leads and 'true' ROI:** Three days of pure business, with qualified sales opportunities gathered onsite using our lead capture devices.
- **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.
- **Raise your profile:** Choose a sponsorship package to elevate your brand further and position your team as thought leaders.
- **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.

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

FLUID POWER & SYSTEMS

Job Function

- Application Development Engineer
- Assembly Engineer
- Chief Mechanical Engineer
- CNC Service Engineer
- Continuous Improvement Engineer
- Corrosion Engineer
- Fleet Manager
- Fluid Connections Technical Manager
- Fluid Power Director

- Fluid Power Operations Director
- Fluid Power Senior Manager
- Lead Design Engineer - Hydraulics
- Manager Hydraulic Products
- Mechanical / Hydraulics Engineer
- Mechanical Design Engineer
- Parts Director
- Plant Manager
- Plastic Valves and Controls Specialist

- Pneumatics Application Engineer
- Quality Manager
- R&D Manager
- Supply Chain Manager
- Technical Manager UK
- Tooling Design Engineer
- Tube Manipulation Manager
- VP Operations
- Works Manager



Who Should Exhibit?

Fluid Power & Systems offers a remarkable opportunity by seamlessly integrating a wide array of technologies, solutions, and strategies, thereby enhancing visitors' comprehensive grasp of digitisation.



Fluid Power & Systems is for suppliers of:

- Hydraulics: industrial and mobile, including pumps and power packs, cylinders, valves, motors, heat exchangers, and accumulators. Filters and sealing technologies.
- Pneumatics: valve and valve islands, linear and rotary actuators, air motors, FRLs and other treatment technologies.
- Systems: Electro-hydraulic & pneumatic systems design; CAN bus technology; process automation; monitoring & control; modelling & simulation.
- Instrumentation: Sensors, switches and controls as applied to fluid power: Temperature, flow, pressure, liquid level, position.

“As you walk around the show you will 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.”

British Fluid Power Association



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



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.

It 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.

www.drives-expo.com



In 2024 Fluid Power & Systems and its sister events Air-Tech and Drives & Controls 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



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



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

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

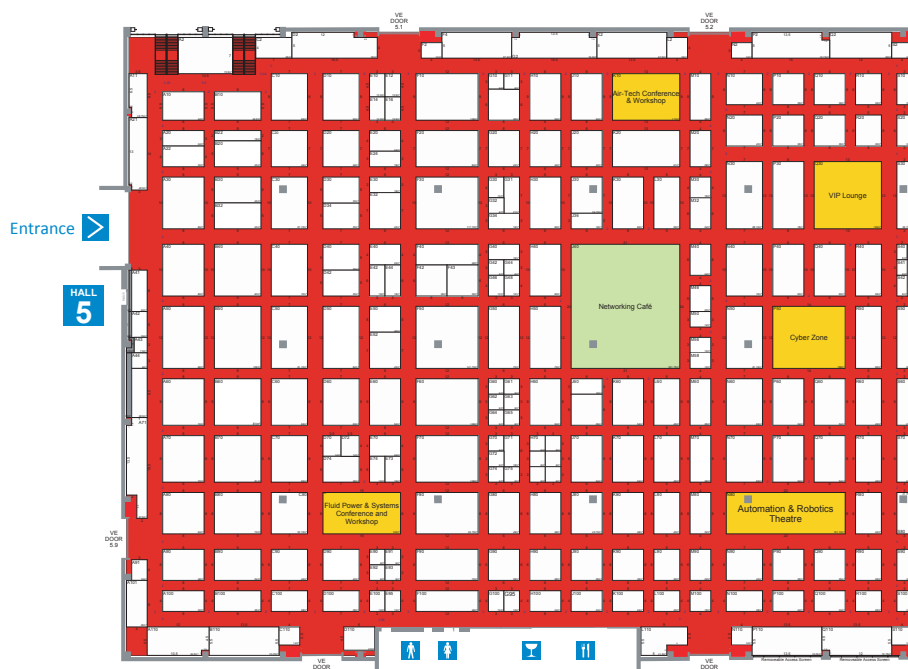
	PRICE P/SQM	INCLUDED FEATURES
SHELL SCHEME	£489 + VAT	Carpet, Spotlights, Power Socket, Nameboard & Furniture Package
SPACE ONLY	£439 + VAT	
DATA AND MARKETING PACKAGE	FOC*	<ul style="list-style-type: none"> * What is included with the data and marketing package? • Personalised website banners • Social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

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.

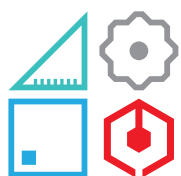
Hosted Meetings Programme

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.

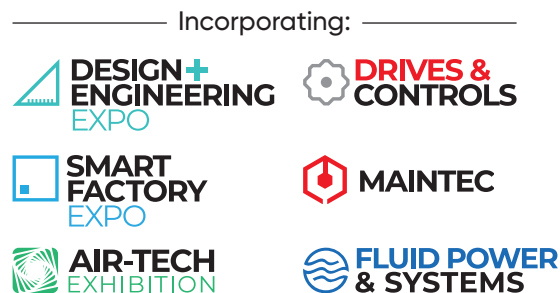
Open to a limited number of exhibitors.

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.



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

Contact our team

Email us at enquiries@fluidpowersystems-expo.com

Call us on +44 (0)208 947 9177

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In association with:

