

REASONS TO EXHIBIT



**MACH 2022**

**THE UK'S NATIONAL  
EVENT FOR INSPIRING,  
INNOVATING AND  
CONNECTING  
MANUFACTURING**



The Manufacturing Technologies  
Association

Sponsored by



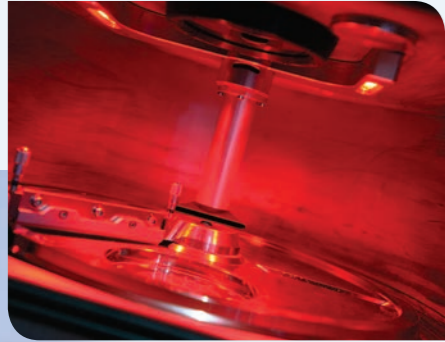
**LLOYDS BANK**

**MACH**  
4-8 April **2022**  
NEC Birmingham UK  
[machexhibition.com](http://machexhibition.com)

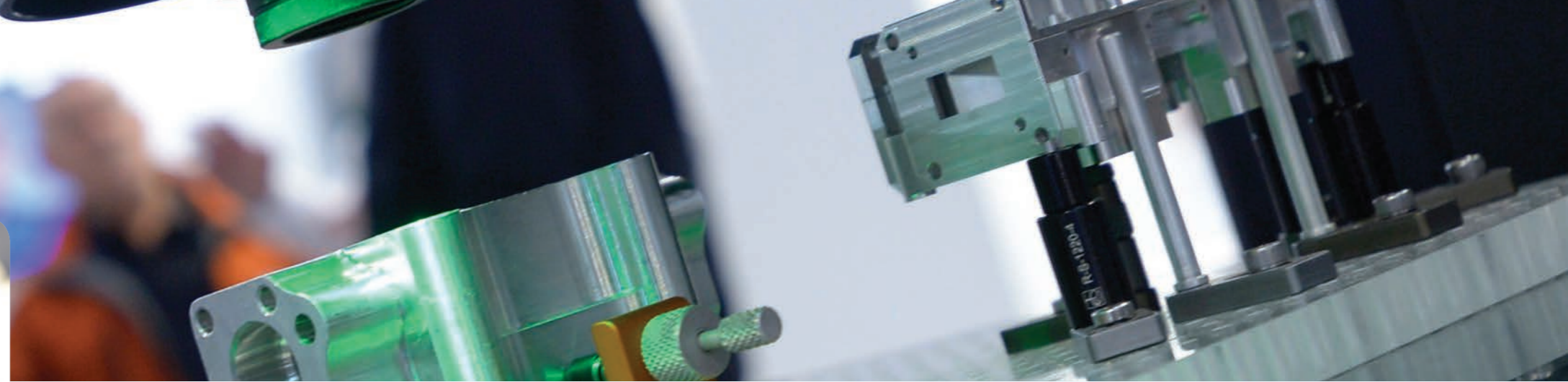


We showcased our new barfeed range and robot range at MACH and it proved to be extraordinarily successful. The sales leads we picked up were very good. We've seen the benefits of exhibiting at MACH and continue to do so long after the event has taken place.

**Martyn Page,**  
Managing Director,  
Hydrafeed Limited



## WHERE KEY MANUFACTURING BUYERS, ENGINEERS AND MANUFACTURERS GO TO FIND, SPECIFY AND PURCHASE NEW EQUIPMENT



The unprecedented events of 2020 meant that MACH could not take place then. The move to April 2022 – as the national, and world, economy looks to get back to firing on all cylinders – will provide a great opportunity for businesses looking to return to growth.

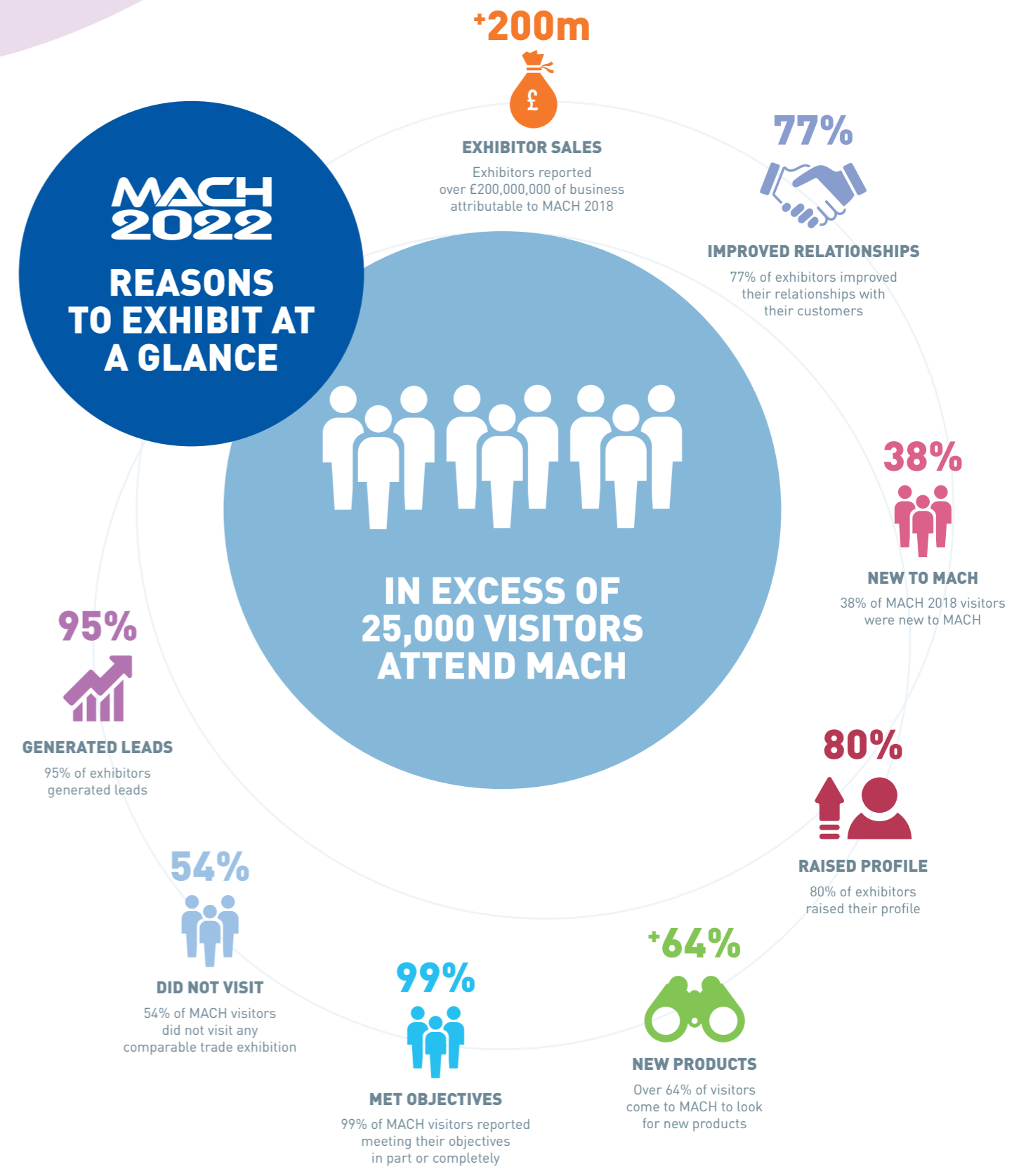
# MACH IS A FANTASTIC EVENT FOR BOTH EXHIBITORS AND VISITORS



Showcasing live, digital production systems in one space, under one roof, hundreds of millions of pounds worth of business is discussed, secured and completed at the event.

Attracting 25,000 visitors and in excess of 600 exhibitors, MACH is the platform to connect UK manufacturing engineers, decision makers, buyers and specifiers with suppliers of new technology, equipment, services and processes.

MACH is owned and organised by The Manufacturing Technologies Association, the voice for the manufacturing technologies industry, committed to driving innovation, creating value and helping UK manufacturing to thrive.





## THE UK'S LARGEST SHOWCASE FOR NEW TECHNOLOGY, INNOVATION AND ADVANCED ENGINEERING

MACH is the platform to exhibit your latest products, services and leading-edge developments to an audience of key decision makers attracted from across the UK's manufacturing sectors.



**“**  
We've been attending MACH for over 20 years and I believe the show gets better and better. We don't normally expect to sell machines straight from the stand but we managed to sell four of the five machines being exhibited at MACH 2018. Incredible!  
**”**

**Martin Elliott,**  
Managing Director,  
Delapena Group

Whatever your role in manufacturing, there is a space for you at MACH that will place your products and services, technologies and ideas in front of an engaged audience with real buying power.

Focused zones and pavilions ensure visitors can navigate around the event and easily locate the key technology they are seeking – delivering a business audience direct to your stand.

Uniquely, MACH attracts over 25,000 visitors to experience the latest developments in advanced engineering and manufacturing technologies – in operation, in one space, under one roof.

# CONNECTING YOU WITH AN AUDIENCE OF UNRIVALLED QUALITY



We have had some really great names come on to the stand – some really big engineering brands coming to find out what we can do for them with Additive Manufacturing.

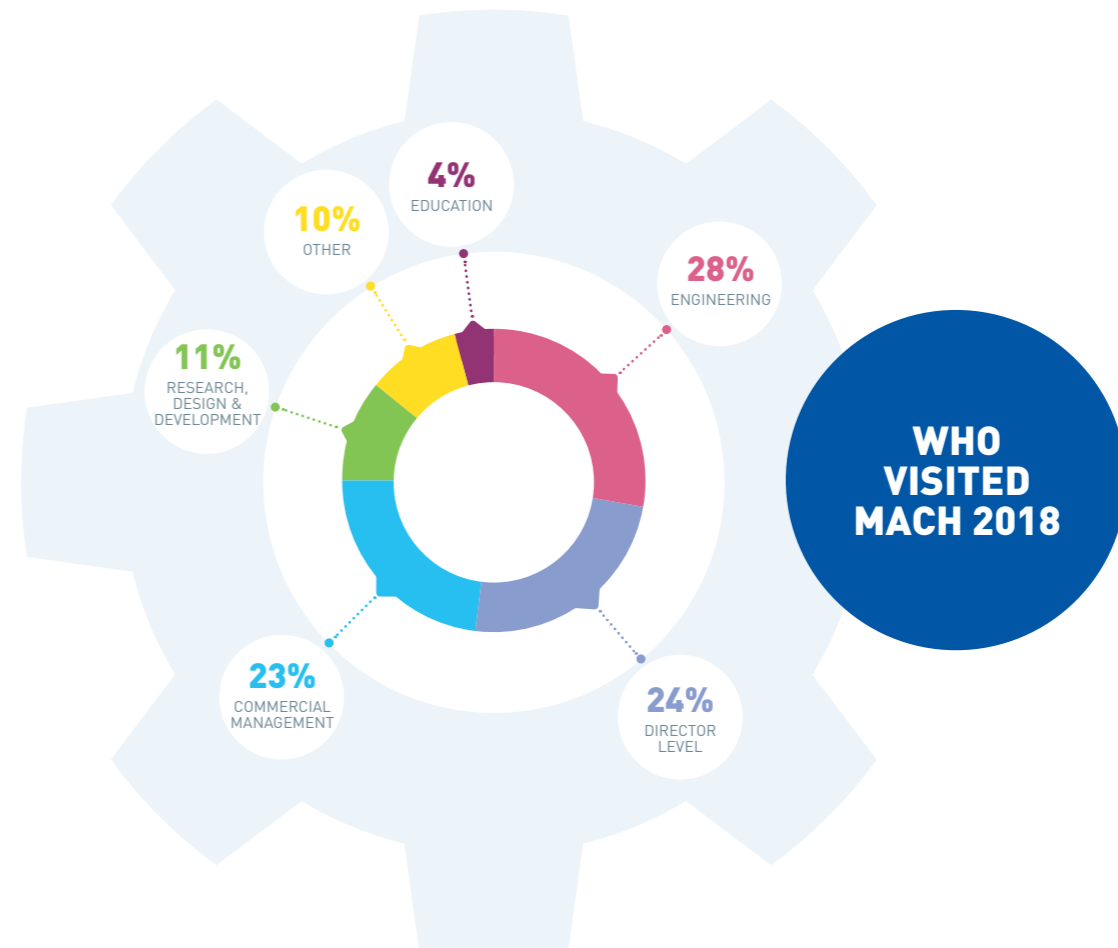
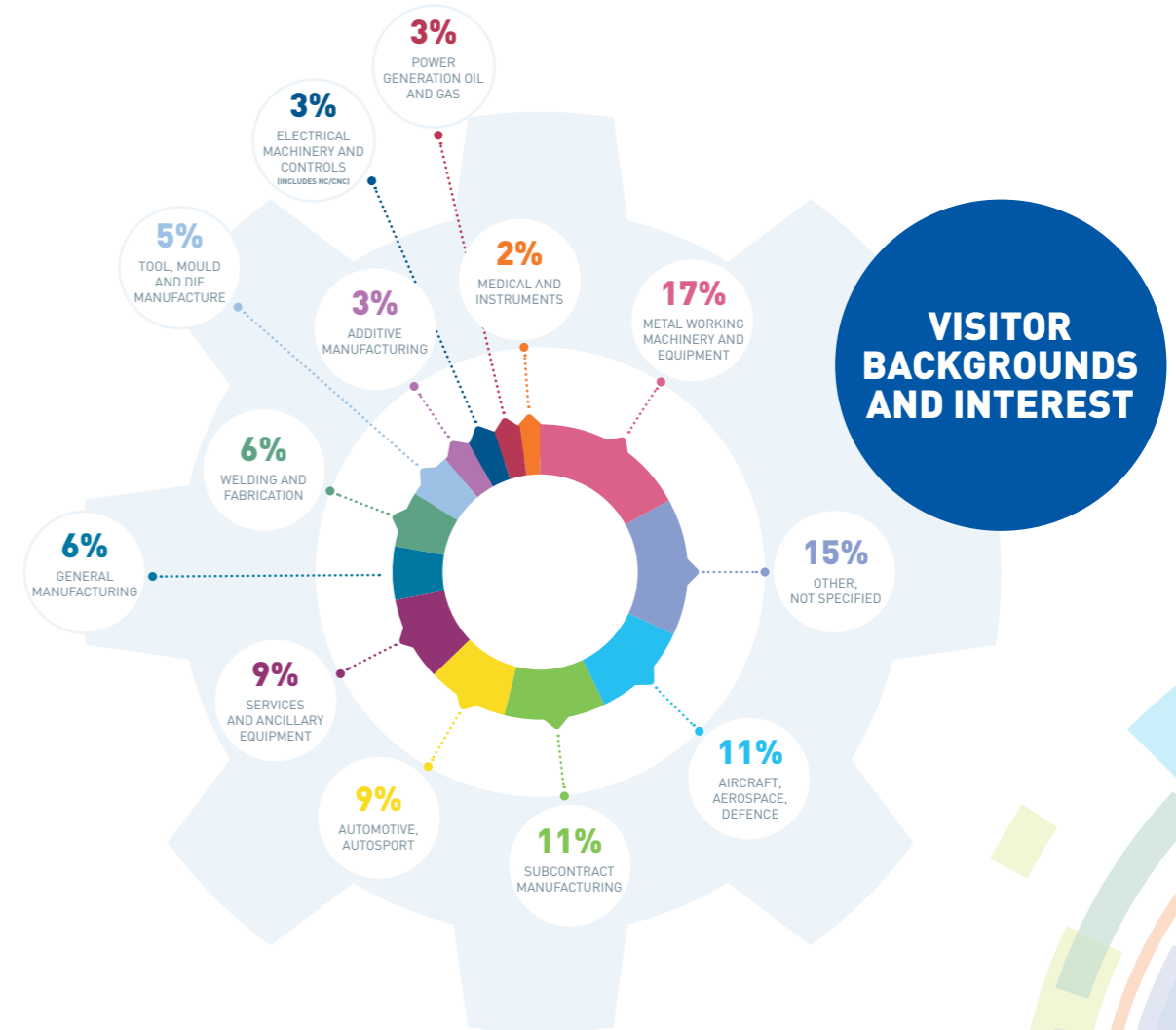
**Justin Cunningham,**  
Marketing Manager –  
North East EMEA, Stratasys



MACH connects the world of manufacturing technologies, bringing together buyers and sellers and providing a wealth of networking and learning opportunities.

MACH continues to attract new visitors by providing relevant, innovative and topical content covering all aspects of advanced engineering and manufacturing – over 38% of visitors to MACH 2018 were new to the show and 99% of visitors reported meeting their visit objectives in part or completely.

Drawn from across all sectors of UK manufacturing, more often than not visitors are unique to MACH and report not visiting any comparable trade show. It's this ability to attract large numbers of high quality visitors that ensures MACH continues to drive innovation, create value and help your business thrive.





# MACH – THE EVENT THAT DELIVERS FOR ITS EXHIBITORS

Exhibitions remain the number one means of getting your products and services the attention they deserve in front of potential customers – and with the largest number of high-quality visitors, MACH delivers for its exhibitors.

MACH is not just a four-day exhibition but rather creates a large pipeline of high-quality leads and opportunities that will keep your sales team busy for a very long time after the show has ended.

MACH 2018 exhibitors report that their expectations were exceeded and the show was a resounding success, raising their company profile, creating tender opportunities and in-market sales leads.

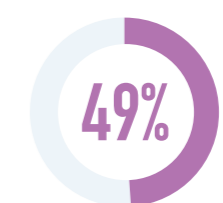
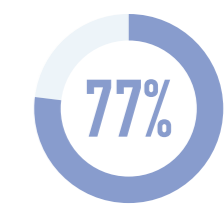
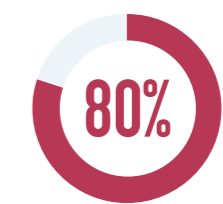
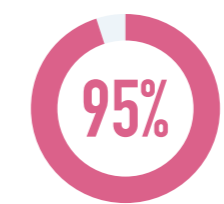


In terms of contacts and leads generated at an exhibition, MACH is the biggest – and we see that continuing to be the case in 2022.

**Dan Stephenson,**  
Sales Manager,  
Pryor Marking



## WHAT EXHIBITORS SAID THEY ACHIEVED AT MACH 2018



## COMPREHENSIVE MARKETING SUPPORT THAT DELIVERS MORE FOR YOUR COMPANY

The marketing and communications strategy for MACH is both comprehensive and extensive and ensures the right visitors from the right sectors attend the event, promoting UK manufacturing to a global audience.

From wall-to-wall editorial coverage in the leading trade and technical publications to a comprehensive advertising campaign, MACH will be the focal point for activity in 2022.

Backed by a creative and engaging social media campaign plus a dedicated telemarketing team who engage directly with visitors to ensure they achieve the most from their visit, no other event invests so heavily in show promotion to ensure the right audience is delivered directly to your stand.

The comprehensive promotion of MACH 2022 will give your company multiple opportunities to announce your involvement, promote your products and services, and raise the profile of your brand.

### Your company is supported with:

- High-profile advertising campaign targeting all key sectors
- Over 380,000 page views on the MACH website in the run-up to the event
- Fast-Track welcome packs sent to all pre-registered visitors
- Previews in over 20 leading trade publications
- Over 15,000 RSVP telephone calls to pre-registered visitors to encourage attendance
- Over 1,000,000 emails sent to key target groups
- An engaging and far-reaching social media campaign designed to extend the influence of the show and offering multiple opportunities to engage
- A vibrant and informative seminar programme delivered by leading industry experts
- Senior government visitors and key leading industry representatives



“

We've received some very high-level enquiries and the quality is the highest we've known – we're very pleased.

Tom Bouchier,  
Managing Director,  
Fanuc UK

”



## CHAMPIONING MANUFACTURING TECHNOLOGIES THROUGH ENGAGEMENT AND NETWORKING

Taking a stand at MACH goes beyond exhibiting your products and services. It is a unique opportunity to be part of the UK's largest manufacturing event, showcasing UK PLC on a global scale, driving innovation and helping UK business to thrive.



“

**It has been brilliant to be part of the UK's largest manufacturing event – MACH. My focus is to challenge how we apply modern digital technologies to help drive the next industrial revolution here in the UK. At MACH the technology comes to life and I applaud the MTA for the brilliant job they continue to do promoting these technologies.**

**Juergen Maier,**  
Chair of the Digital Catapult, Co-Chair of the national Made Smarter manufacturing programme and a Board Member of the Northern Powerhouse Partnership

”

An engaging and thought-provoking seminar programme explores the issues of the day facing UK manufacturing, and attracts top economists, well-known entrepreneurs, and thought leaders to spark inspiring and insightful discussion.

Top manufacturing companies see MACH as an opportunity to challenge the supply chain to innovate and automate, hosting networking events and engaging with exhibitors as part of the UK Supply Chain Zone.

MACH presents exhibitors with a wealth of opportunities to expand their company's influence while learning about the latest techniques, connecting with new prospects and developing new business relationships.



# TALK TO US TO FIND YOUR IDEAL STAND AT MACH 2022



Like every company, we go to MACH to sell machines or equipment and cement existing or form new relationships. The quality of visitors is very good – they are often looking to learn about how our technology could improve their competitiveness and their manufacturing ability in the UK – providing them an advantage in the global playing field. We've seen a positive growth in our results from MACH over the last few years.

Edward James,  
Managing Director,  
Citizen Machinery



Exhibiting at MACH provides exhibitors with a real return on their investment by delivering an engaged audience with real purchasing power.

There are multiple options for exhibiting at MACH; from space-only stands where companies rent the floor space and build their own stand through to shell-scheme stands where a package includes everything required to exhibit – carpet, stand walls, basic electrics, lights and name board are included in the rental price.

Focused zones and pavilions help visitors navigate the event and find the technology and services they are seeking – delivering a quality audience to your stand.

Call the MACH sales team today to find out more and request a floor plan or visit the MACH website at [www.machexhibition.com](http://www.machexhibition.com)

## Space/shell-scheme rates

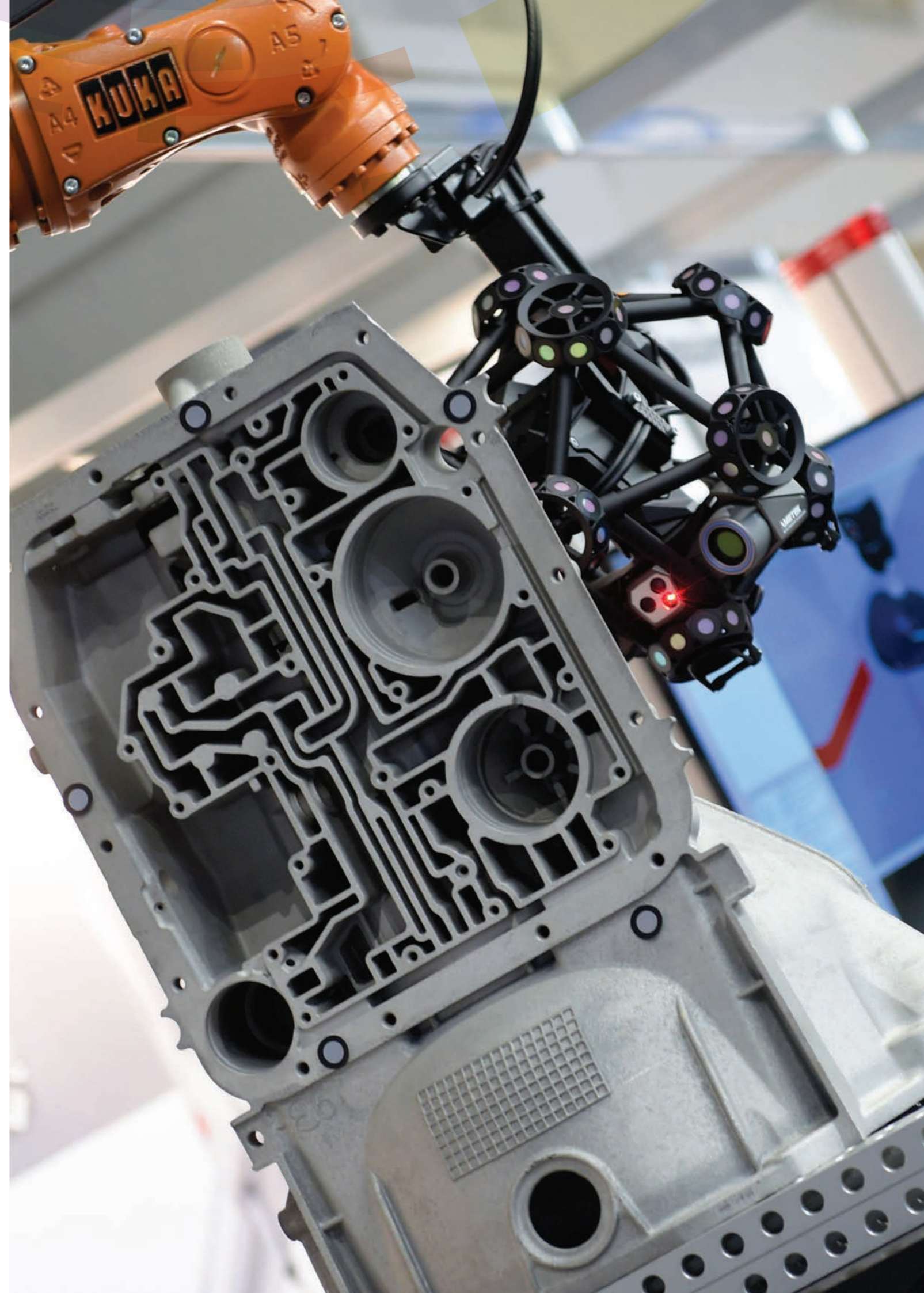
	Space-only	Shell-scheme
MTA members	£275 per m <sup>2</sup>	£275 per m <sup>2</sup>
Non-members	£365 per m <sup>2</sup>	£395 per m <sup>2</sup>
Package Rate	£380 per m <sup>2</sup>	£380 per m <sup>2</sup>

The above rates exclude VAT at the ruling rate.

**SPACE-ONLY OPTION** – If you select space-only, the rate includes the first lift on and off for your exhibits. Please note that this applies to exhibits only and not stand construction and/or materials.

**SHELL-SHEME OPTION** – If you select shell-scheme, the rate includes shell-scheme, fascia, ceiling grid, carpet, company name board and basic electrics (240v socket and fluorescent light).

It also includes a full listing on our website, basic entry into our show guide and on-site catalogue.





## **MACH – ORGANISED BY THE INDUSTRY, FOR THE INDUSTRY**

The Manufacturing Technologies Association (MTA) has an unrivalled perspective on UK manufacturing strengths and challenges. Serving and representing the UK’s engineering-based manufacturing sector for more than 100 years, the MTA champions new technology and innovation, and through its organisation of MACH is uniquely placed to create value and help business thrive.



**We have been exhibiting at MACH for over 40 years and it’s our most important exhibition. This is because developing relationships with new and existing customers is vital to the success of a business and at MACH, the people who visit are often key decision makers.**

**Robert Johnson,**  
Managing Director,  
Craftsman Tools



The advanced technology developed and applied by the sector delivers the means of production into the UK’s manufacturing companies, helping them innovate and improve, driving up quality and standards while reducing real costs. The MTA’s members’ products and services feed into a wide range of technology-driven industries, both in the UK and abroad. Engineering-based manufacturing is a British strength, and we are justifiably proud of our members’ achievements.

MACH is also an opportunity to present advanced engineering and manufacturing as a career to a future generation, attracting young talent while challenging pre-conceived ideas about the sector. The Education and Development Zone at MACH engages with students aged 14-19 and promotes the benefits of apprenticeship and graduate courses while showcasing how exciting and rewarding the sector can be.



REASONS TO EXHIBIT



**BOOK NOW**

**TO BOOK YOUR SPACE AT MACH 2022,  
PLEASE CONTACT THE SALES TEAM:**

**020 7298 6400**

MACH is owned and organised by:

**The Manufacturing  
Technologies Association**

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



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