

# MACH 2020



## THE EVENT FOR INSPIRING, INNOVATING AND **CONNECTING** MANUFACTURING

Where manufacturing engineers, decision makers, buyers and specifiers go to discover new technology, adopt new processes and purchase new equipment and services.

## Be **part** of it...

Reasons to exhibit



The Manufacturing Technologies  
Association

**MACH**  
20-24 April **2020**  
NEC Birmingham UK  
[machexhibition.com](http://machexhibition.com)



**TAKING PLACE FROM  
20-24 APRIL 2020, MACH WILL  
BE THE EVENT TO CONNECT  
THE WORLD OF MANUFACTURING  
TECHNOLOGIES AND BE THE  
DESTINATION OF CHOICE FOR  
COMPANIES LOOKING TO ADOPT  
AND INVEST IN THE DIGITAL  
REVOLUTION.**

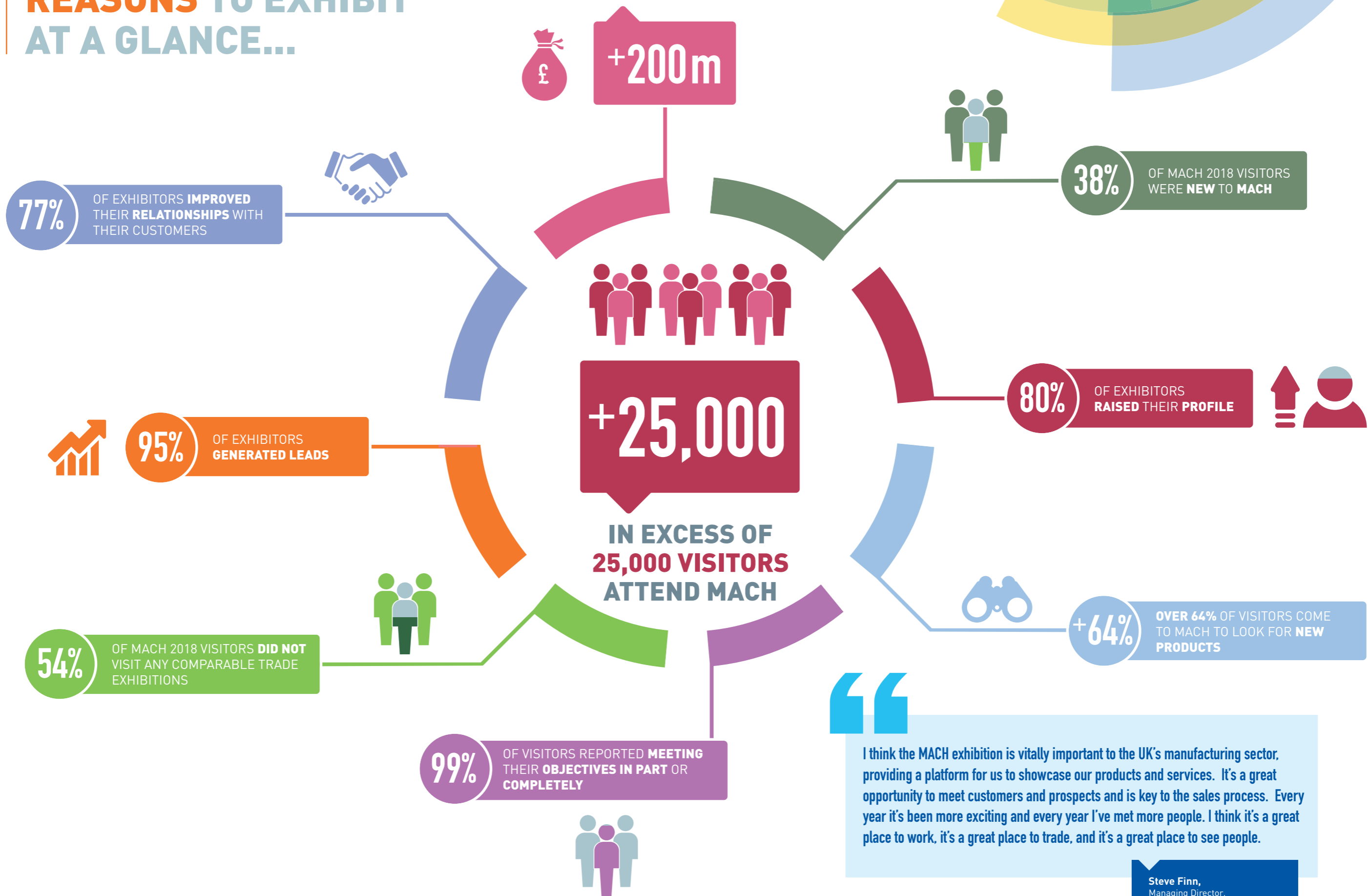
MACH is a fantastic event for both exhibitors and visitors. Showcasing live, digital production systems in one space, under one roof, hundreds of millions of pounds worth of business is discussed, secured and completed at the event.

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.

# REASONS TO EXHIBIT AT A GLANCE...

EXHIBITORS REPORTED OVER **£200,000,000** OF BUSINESS ATTRIBUTABLE TO MACH 2018



All statistics are drawn from data recorded at MACH 2018

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



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!

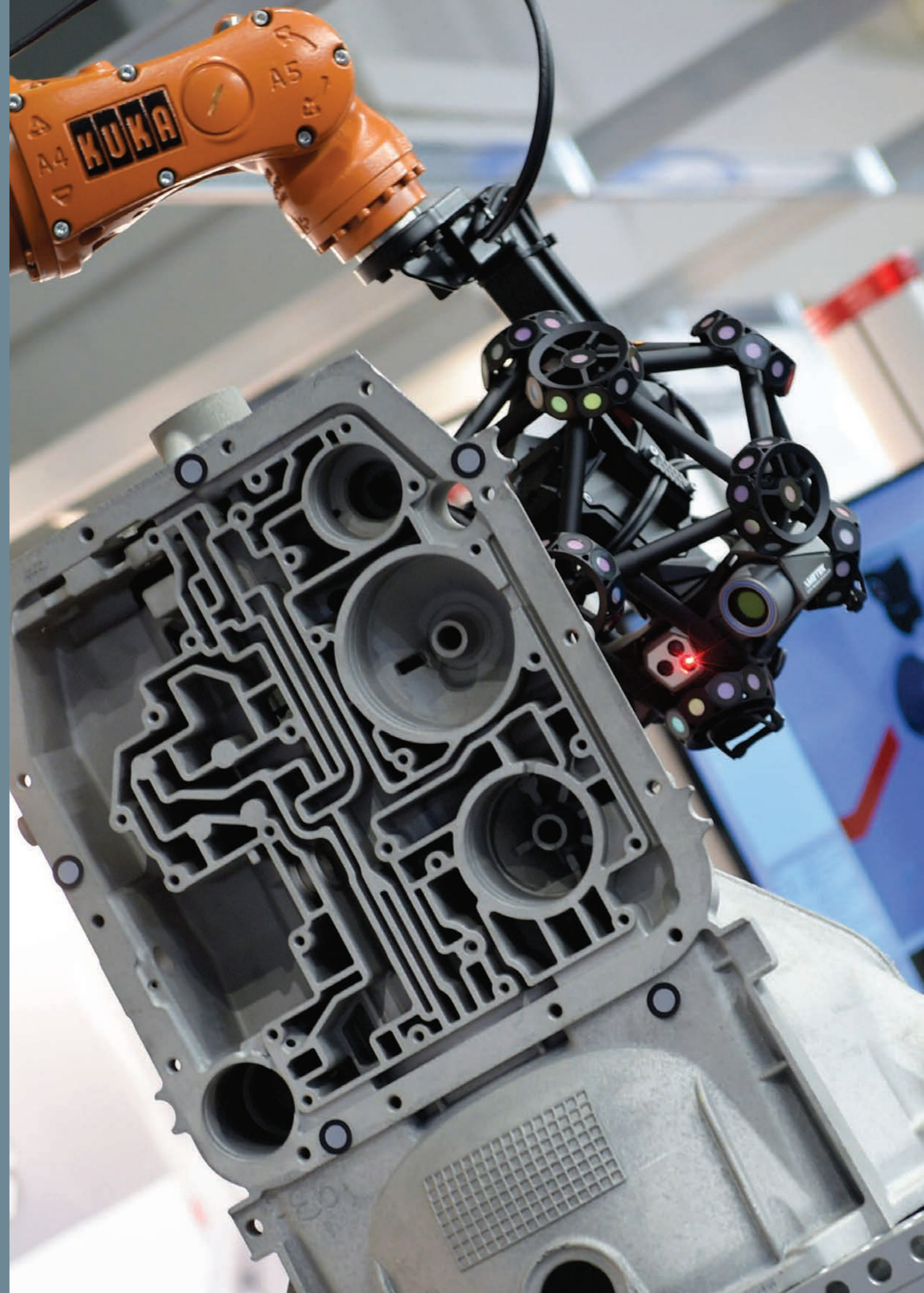
**Martin Elliott,**  
Managing Director,  
Delapena Group

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.

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



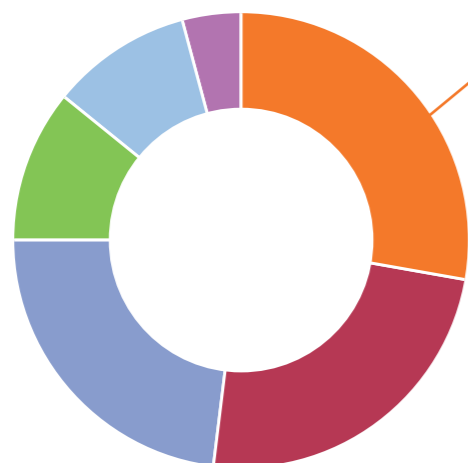
We have had some really great names come on to the stand – some really big engineering brands coming to find out what we can do for them with Additive Manufacturing.

**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.



## WHO VISITED MACH 2018

- Engineering **28%**
- Director Level **24%**
- Commercial Management **23%**
- Research, Design & Development **11%**
- Other **10%**
- Education **4%**

## VISITOR BACKGROUNDS AND INTEREST

- Metal Working Machinery & Equipment **17%**
- Other/Not Specified **15%**
- Aircraft/Aerospace/Defence **11%**
- Subcontract Manufacturing **11%**
- Automotive/Autosport **9%**
- Services & Ancillary Equipment **9%**
- General Manufacturing **6%**
- Welding and Fabrication **6%**
- Tool, Mould & Die Manufacture **5%**
- Additive Manufacturing **3%**
- Electrical Machinery & Controls (includes NC/CNC) **3%**
- Power Generation Oil & Gas **3%**
- Medical & Instruments **2%**





## MACH – THE EVENT THAT DELIVERS FOR ITS EXHIBITORS



In terms of contacts and leads generated at an exhibition, MACH is the biggest – and we see that continuing to be the case in 2020.

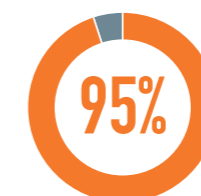
**Dan Stephenson,**  
Sales Manager,  
Pryor Marking

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.

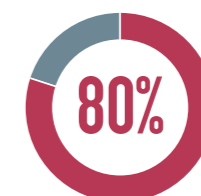
MACH is not just a five-day exhibition but rather creates a large pipeline of high-quality leads and opportunities that will keep your sales team busy for a very long time after the show has ended.

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.

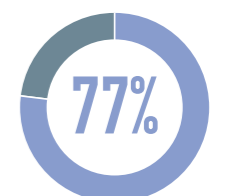
### WHAT EXHIBITORS SAID THEY ACHIEVED AT MACH 2018



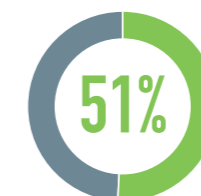
OF EXHIBITORS GENERATED LEADS



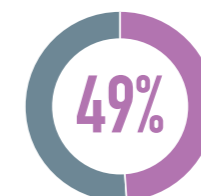
OF EXHIBITORS RAISED THEIR PROFILE



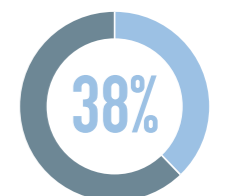
OF EXHIBITORS IMPROVED THEIR RELATIONSHIPS WITH THEIR CUSTOMERS



OF EXHIBITORS RECEIVED TENDERS / QUOTATION REQUESTS



OF EXHIBITORS RECEIVED SPECIFICATION REQUESTS



OF EXHIBITORS LAUNCHED NEW PRODUCTS

## COMPREHENSIVE MARKETING SUPPORT THAT DELIVERS MORE FOR YOUR COMPANY



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

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 2020.

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 2020 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





## CHAMPIONING MANUFACTURING TECHNOLOGIES THROUGH ENGAGEMENT AND NETWORKING

“

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,  
UK CEO,  
Siemens

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.

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 2020



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	£260 per m <sup>2</sup>	£260 per m <sup>2</sup>
Non-members	£350 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-SCHEME 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



MACH provides a great opportunity for us to showcase all we do to support British manufacturing through our tooling solutions and workholding product. It's the ONE big exhibition that is held in the UK – MACH is our exhibition.

Mike Dinsdale,  
Managing Director,  
Guhring Limited

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.

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.



The Manufacturing Technologies  
Association

**A NOT-FOR-PROFIT  
ORGANISATION**



Be **part** of it...

TO **BOOK** YOUR SPACE AT MACH 2020,  
PLEASE CONTACT THE SALES TEAM:  
**020 7298 6400**

MACH is owned and organised by:

**The Manufacturing  
Technologies Association**  
62 Bayswater Road  
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Join in the conversation  
@MACHexhibition  
#MACH2020



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