

**Over 20,000 visitors.  
With real purchasing power.**

**one EVENT.**

**In 2012 be part of THE event for Manufacturing –  
MACH 2012**



**MACH  
2012**

**16 – 20 April**

NEC • Birmingham UK

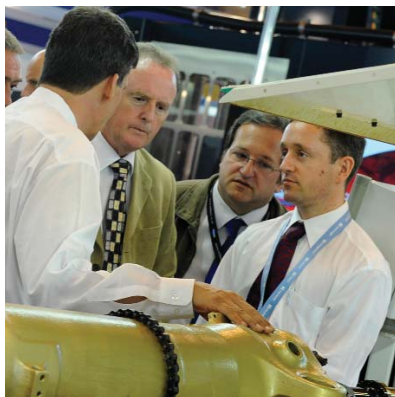
[machexhibition.com](http://machexhibition.com)

■ **AEROSPACE**  
■ **MEDICAL**  
■ **OIL AND GAS**  
■ **ENERGY**  
■ **AUTOMOTIVE**  
■ **GENERAL ENGINEERING**

# MACH - THE MANUFACTURING EVENT IN 2012

2 halls hosting  
 Over **450 exhibitors** bringing  
**330,000ft<sup>2</sup>** of displays  
 With more than **5,000 tonnes** of  
 working machinery  
 Attracting over **20,000 visitors**


**EVENT**  
**MACH 2012**





**“ Exhibiting at MACH will be the focus of our marketing plans for 2012 and we’re delighted to be able to bring our latest machines to the event. ”**

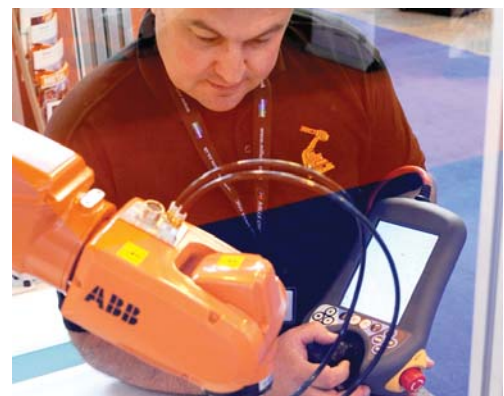
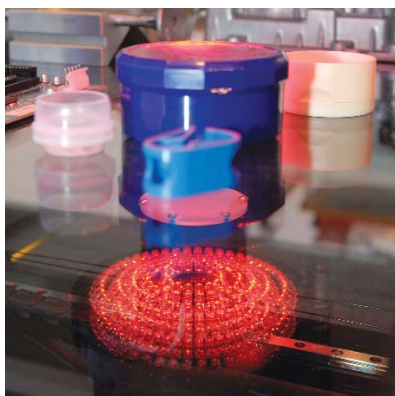
**Paul Rhodes, Managing Director, Engineering Technology Group**

**AEROSPACE**  
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# THE EVENT DESIGNED TO HELP YOU DO BUSINESS

With business in the manufacturing sector experiencing strong growth, MACH is perfectly timed in April 2012 to bring together customers and suppliers from across the engineering based manufacturing industry.

No other event attracts such a prime audience of key decision makers with real purchasing power - all looking for new products, developments, suppliers and to form new business relationships.





**“ We had over 1000 visitors to our stand at MACH 2010, including many new prospects. It’s why we’ve rebooked for 2012 with a larger stand. ”**

**Peter Dickin, Marketing Manager, Delcam plc**



# THE RIGHT PLACE, THE RIGHT TIME, THE RIGHT PEOPLE.

MACH delivers a high class audience from the key manufacturing sectors – all under one roof during one week.

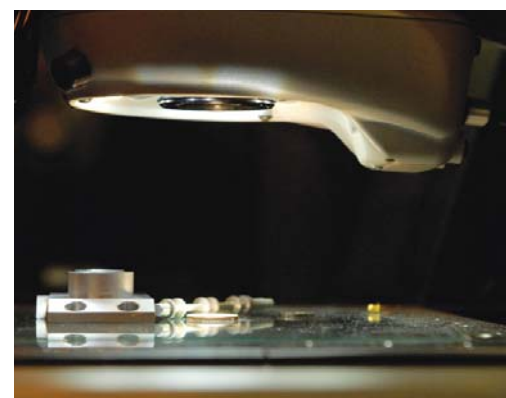
A third of our visitors are **decision makers** – senior management, directors and buyers – all looking to purchase new equipment and services. In fact 40% of our decision makers have a budget to spend of up to **£100,000** and 20% have a budget to spend of up to **£500,000**.

Another third of our visitors are designers, technicians and product specialists – all looking for new ideas to help improve their manufacturing processes.

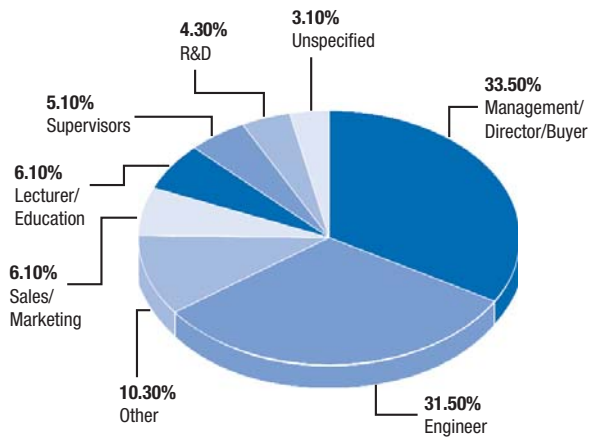
MACH 2012 is the only event with the ability to deliver this type of audience across a wide range of sectors – from aerospace to automotive, medical to energy, oil and gas to rail. You can't afford to miss out on these face to face meetings.

“ We've booked for MACH 2012 as we feel we must be at the event – the economy is improving and the manufacturing sector is making a lot of the running. ”

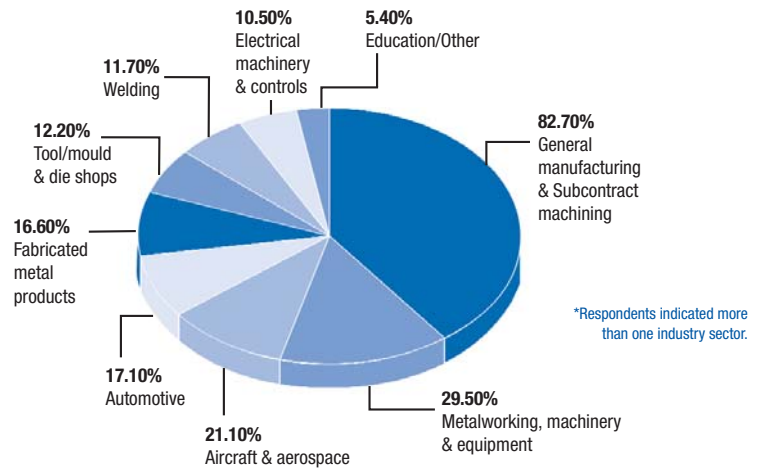
Richard Kingsbury, Managing Director, Geo Kingsbury Machine Tools Ltd



**WHO VISITED MACH 2010**



**VISITOR BACKGROUNDS AND INTERESTS**



For a full analysis of visitor demographics why not log on to our website: [www.machexhibition.com](http://www.machexhibition.com)





# MARKETING DOESN'T GET **MORE DIRECT** THAN AT EXHIBITIONS

MACH represents an unrivalled opportunity to come face to face with high quality decision makers who have real purchasing power.

MACH 2012 is supported by a dynamic marketing campaign devised to deliver the right visitor from the right sector to the event.

Blanket coverage is already guaranteed in all the leading trade press with many carrying extensive show previews across their pages.

## **We will support your company with:**

Over 1,000,000 emails to key customers and visitors

High profile, sector specific advertising campaign

More than 1,500 personally signed letters to leading industry manufacturers

Over 10,000 RSVP telephone calls to pre-registered visitors encouraging attendance

Fast Track packs distributed to pre-registered visitors

High profile visitors from government and key leading industry representatives

Enhanced social media design to extend the campaigns reach





**“ A great show with great exhibitors – some of whom I’d never have made contact with if I’d not met them at MACH. ”**

Visitor survey feedback, MACH 2010



# WITH STANDS STARTING AT ONLY £399 PER DAY, YOU CAN AFFORD TO BE AT MACH 2012.

MACH 2012 is focused on delivering for our exhibitors - from delivering an audience with real purchasing power from the right sectors through to delivering a real return on your investment.

With zones and pavilions featuring excellence in technologies including metalcutting, metalforming, automation, welding, turned parts, education and training, rapid manufacturing, lasers, abrasives, tooling and workholding – plus all the businesses that make up the manufacturing supply chain – MACH has it all.

## SPACE/SHELL RATES:

	Space	Shell
MTA members	£220 per m <sup>2</sup>	£220 per m <sup>2</sup>
Non-members	£297 per m <sup>2</sup>	£330 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 of 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 tiles and company name board, basic electrics, (240v socket and fluorescent light).

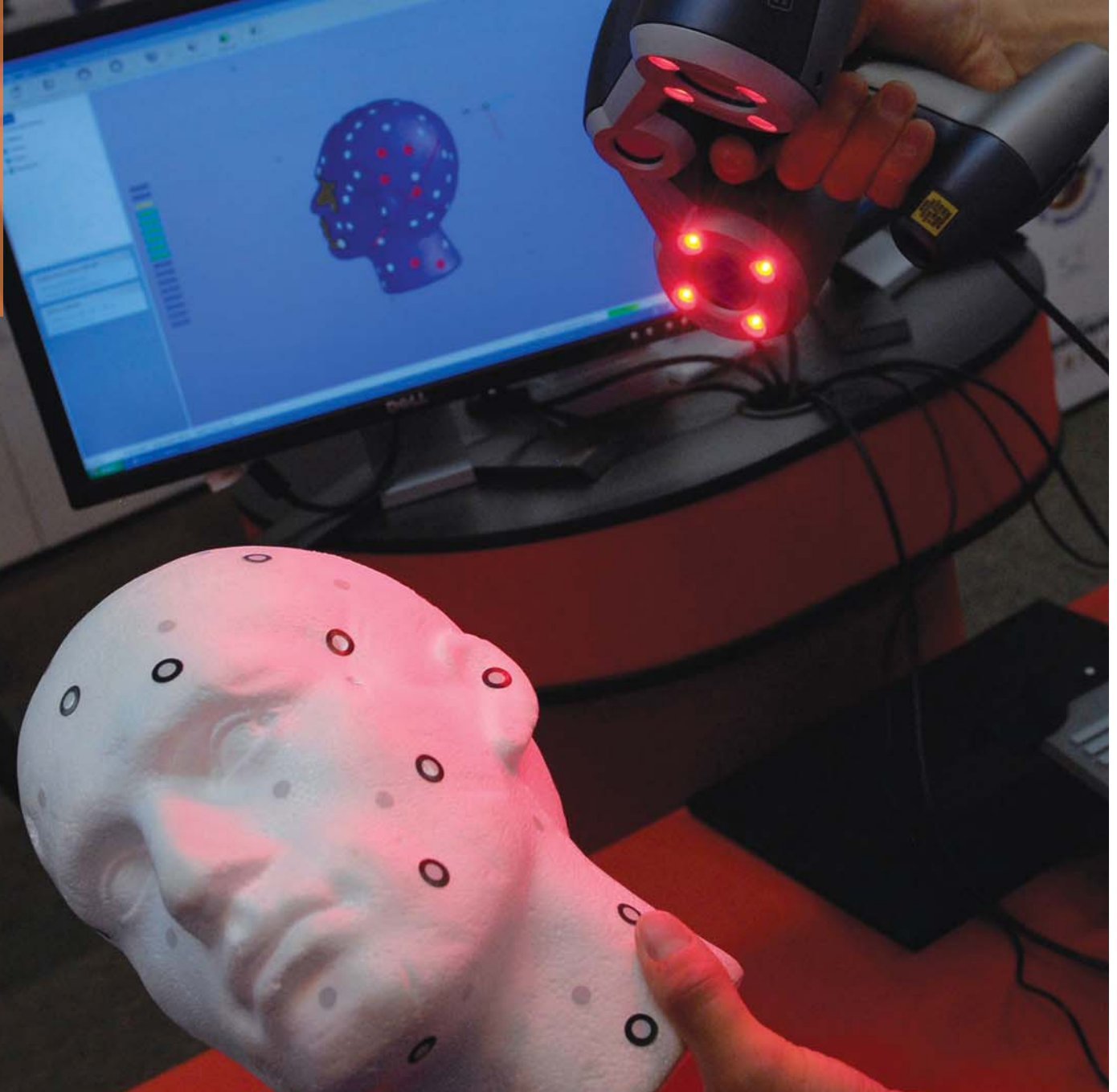
### EASY PAYMENT OPTION

In order to assist your company's cash flow, the MTA is pleased to offer the facility of spreading your payments over a period of time by standing order/direct debit. Payments will be in equal monthly installments and commence one month after receipt of signed contract and deposit payment. Final payment to be received by 09 April 2012.

The standing order/direct debit payment scheme is not available to exhibitors whose contracts are issued on or after 31 December 2011.

### TO BOOK YOUR SPACE AT MACH 2012, PLEASE CONTACT THE SALES TEAM.

- Phone: 020 7298 6401/ 6402/ 6405
- Email: mach@mta.org.uk
- Web: www.MACHexhibition.com



**“ Exhibiting at MACH delivers a clear return on investment and directly and positively affects our sales. ”**

**Paul Castle, UK & Ireland Sales Manager, Flow UK Ltd**



**The Manufacturing  
Technologies Association**  
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