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
REASONS TO EXHIBIT

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.

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.
All statistics are drawn from data recorded at MACH 2018

I think the MACH exhibition is vitally important to the UK’s manufacturing sector, providing a platform for us to showcase our products and services. It’s a great opportunity to meet customers and prospects and is key to the sales process. Every year it’s been more exciting and every year I’ve met more people. I think it’s a great place to work, it’s a great place to trade, and it’s a great place to see people.

Steve Finn, Managing Director, DMG Mori
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.

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 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.

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

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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%
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.

**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

**WHAT EXHIBITORS SAID THEY ACHIEVED AT MACH 2018**

- 95% of exhibitors generated leads
- 80% of exhibitors raised their profile
- 77% of exhibitors improved their relationships with their customers
- 51% of exhibitors received tenders / quotation requests
- 49% of exhibitors received specification requests
- 38% of exhibitors launched new products
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
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.

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
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**

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<th>SPACE-ONLY</th>
<th>SHELL-SCHEME</th>
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<tr>
<td>MTA members</td>
<td>£260 per m²</td>
<td>£260 per m²</td>
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<tr>
<td>Non-members</td>
<td>£350 per m²</td>
<td>£380 per m²</td>
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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.
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.

Mike Dinsdale, Managing Director, Guhring Limited

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.

A NOT-FOR-PROFIT ORGANISATION
TO **BOOK** YOUR SPACE AT MACH 2020,
PLEASE CONTACT THE SALES TEAM:
020 7298 6400

MACH is owned and organised by:

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Be part of it...

Join in the conversation
@MACHexhibition
#MACH2020