

# MACH 2024

The UK's national event  
for **inspiring, innovating** and  
**connecting** manufacturing



BE PART OF IT...  
**MACH**  
**2024**

## REASONS TO EXHIBIT

Organised by



THE MANUFACTURING TECHNOLOGIES  
ASSOCIATION



**MACH**  
15-19 April **2024**  
NEC Birmingham UK  
[machexhibition.com](http://machexhibition.com)



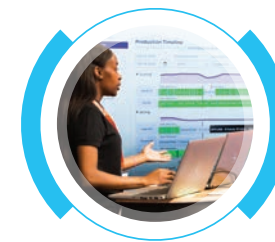


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We had a great MACH show – the best in the company’s history. It seemed as though we were busy as soon as the doors opened on the Monday – and that things didn’t quiet down until late Friday afternoon.

Tony Dale,  
CEO, Mills CNC

”



## MACH –

The UK’s national event for **inspiring, innovating** and **connecting** manufacturing

### Owned and organised by the industry, for the industry

The Manufacturing Technologies Association (MTA) is a not-for-profit organisation, serving and representing the UK’s engineering-based manufacturing sector for more than 100 years.

The MTA champions new technology and innovation and as organisers of the UK’s national event for engineering and manufacturing, MACH, is uniquely able to help businesses create value and thrive.

When we say organised by the industry, that’s what we mean. The MACH exhibition committee that steers the exhibition, and the MTA board who oversee the running of the event, are made up of individuals whose companies have developed the advanced technology, delivering the means of production into the UK’s manufacturing companies – helping them to innovate, driving up quality and standards while reducing real costs.

#### The MTA family also includes:

- **Engineering Industries Association (EIA)** – promoting trade, representing the interests and aspirations of the UK engineering manufacturing sector and promoters of the Engineering Supply Chain Show, co-located alongside the MACH exhibition at the NEC, Birmingham in 2024.
- **AM-UK** – the UK’s trade association for companies who develop, create or sell the technology, materials or services which form the AM capability chain. AM-UK aims to establish the UK as a world leader in the development and use of 3D printing and additive manufacturing technology.







# MACH 2024 –

## bringing together a like-minded community from across UK engineering and manufacturing for a live, 5-day event

An event designed to inspire and showcase production ready technology and innovation for UK businesses.

As the UK's national engineering and manufacturing show, MACH is unique in being able to attract an audience of key decision makers from across the UK, with money to spend, to see a wide range of live digital production systems, in one space, across a full working week.

With an attendance figure in excess of 26,000, MACH provides an engaged and

enthused audience with budget authority, each looking for new technology and processes to improve their day-to-day productivity and competitiveness. Exhibiting at MACH is therefore a cost effective opportunity for you to develop new business relationships, make new contacts and generate in-market enquiries – ensuring a real, measurable return on your investment.

# MACH 2024

## Reasons to exhibit at a glance







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From day one our stand was busy and the level of enquiries was very encouraging with over £2.4M of new orders placed during the show.

**Nigel Atherton**, Managing Director,  
XYZ Machine Tools

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## MACH –

### Connecting you with an audience of unrivalled quality

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 – a high percentage of visitors to MACH 2022 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, a high percentage of visitors to MACH are unique 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 –

## 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 2024.

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 2024 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:

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



“

**Tool vending is becoming ever more popular and at MACH we saw the interest in what our system can bring to customers increase dramatically. As a result of enquiries at the show we have ordered additional units, doubling what we already had on order.**

**Tony Pennington**, Managing Director,  
Ceratizit UK & Ireland

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# MACH

## 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.

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 our co-located event – the Engineering Supply Chain Show.

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.

**Pictured here:**  
Kieron Salter, CEO,  
Digital Manufacturing Centre



“

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 come to life and I applaud the MTA for the brilliant job they continue to do promoting these technologies.

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**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





Having face to face meetings with colleagues, friends, technology partners and even competitors after the challenges of the pandemic was a genuine delight. No level of marketing activity can exceed the anticipation and buzz that MACH creates in the marketplace. It was great to be back, and we are already planning for MACH 2024.

**Colin Thomson,**  
Sales Director, Dugard



**EDUCATION  
& DEVELOPMENT ZONE**

## MACH –

### Encouraging the next generation into a career in engineering and manufacturing

The MTA is committed to helping UK plc close the skills gap in the manufacturing sector and sees this challenge as crucial to future growth and competitiveness.

The Education and Development Zone at MACH provides a platform to present advanced engineering and manufacturing as a career to a future generation, attracting young talent while challenging pre-conceived ideas about the sector.

As manufacturing continues to be led by technology, and digital manufacturing has taken centre-stage, promoting the benefits of relevant apprenticeships and graduate courses to students aged 14-19 has become even more important. The Education and Development Zone showcases how rewarding and exciting the sector can be, supported by MACH exhibitors from across the event.





# MACH 2024

bringing together the UK's engineering-based manufacturing community to deliver a world-class, sustainable event

MACH connects UK manufacturing engineers, decision makers, buyers and specifiers with suppliers of new technology, equipment, services and processes – supported by some of the UK's leading trade associations.

As the UK's national show, MACH is uniquely able to bring together the engineering and manufacturing sector, uniting our many trade association partners and stakeholders under the common banner of promoting UK plc.

MACH is the showcase for companies offering products and services that can adapt more rapidly, leveraging new technologies to support UK manufacturers.



After a four-year break I think the exhibition was well supported by all customers in the engineering industry in an attempt to get back to normal. Everyone seemed keen to shake hands & get back to face-to-face dialogue. We had a great show, meeting plenty of existing customers as well as more than our fair share of new faces as well. It's down to my sales team now to convert those visitors into customers.



Chris Hellyer,  
Sales Director,  
Sodi-Tech





**Sales to the value of around £500,000 were taken at MACH, but we are confident that this amount will be at least trebled when show follow ups have been completed.**

**Tony Nolloth,**  
UK & Ireland Sales Manager,  
Citizen Machinery UK



# MACH 2024

## Talk to us to find your ideal stand

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.

New for MACH 2024 are our “Show Ready” stand packages. Ideal for stands in the 18-50m<sup>2</sup> range, Show Ready at MACH

provides an up-market stand design with everything you need – including a stand structure with full wall tension graphics, velour carpet, electrics and LED lighting. This cost effective package is not only considerably cheaper than a custom build option, it is also greener as everything is either reusable or recycled.

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

### Space/shell-scheme rates

	Space-only	Shell-scheme	Show Ready
<b>MTA members</b>	<b>£295 per m<sup>2</sup></b>	<b>£295 per m<sup>2</sup></b>	<b>£625 per m<sup>2</sup></b>
<b>Non-members</b>	<b>£395 per m<sup>2</sup></b>	<b>£425 per m<sup>2</sup></b>	<b>£725 per m<sup>2</sup></b>

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).

**SHOW READY OPTION** – If you select Show Ready, the rate includes a stand structure with full wall tension graphics, velour carpet, electrics and LED lighting.

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



# BOOK NOW

To **book** your space at **MACH 2024**,  
please contact the sales team:  
**020 7298 6400**

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

BE PART OF IT...  
**MACH**  
**2024**

MACH is owned and organised by:

**The Manufacturing  
Technologies Association**

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