



The Metalforming Machinery
Makers Association

MACH 2024

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



Sheetmetal

Metal Forming

Fabrication

BE PART OF IT...

MACH
2024

REASONS TO EXHIBIT IN THE
MMMA METALWORKING VILLAGE AT MACH 2024



Organised by



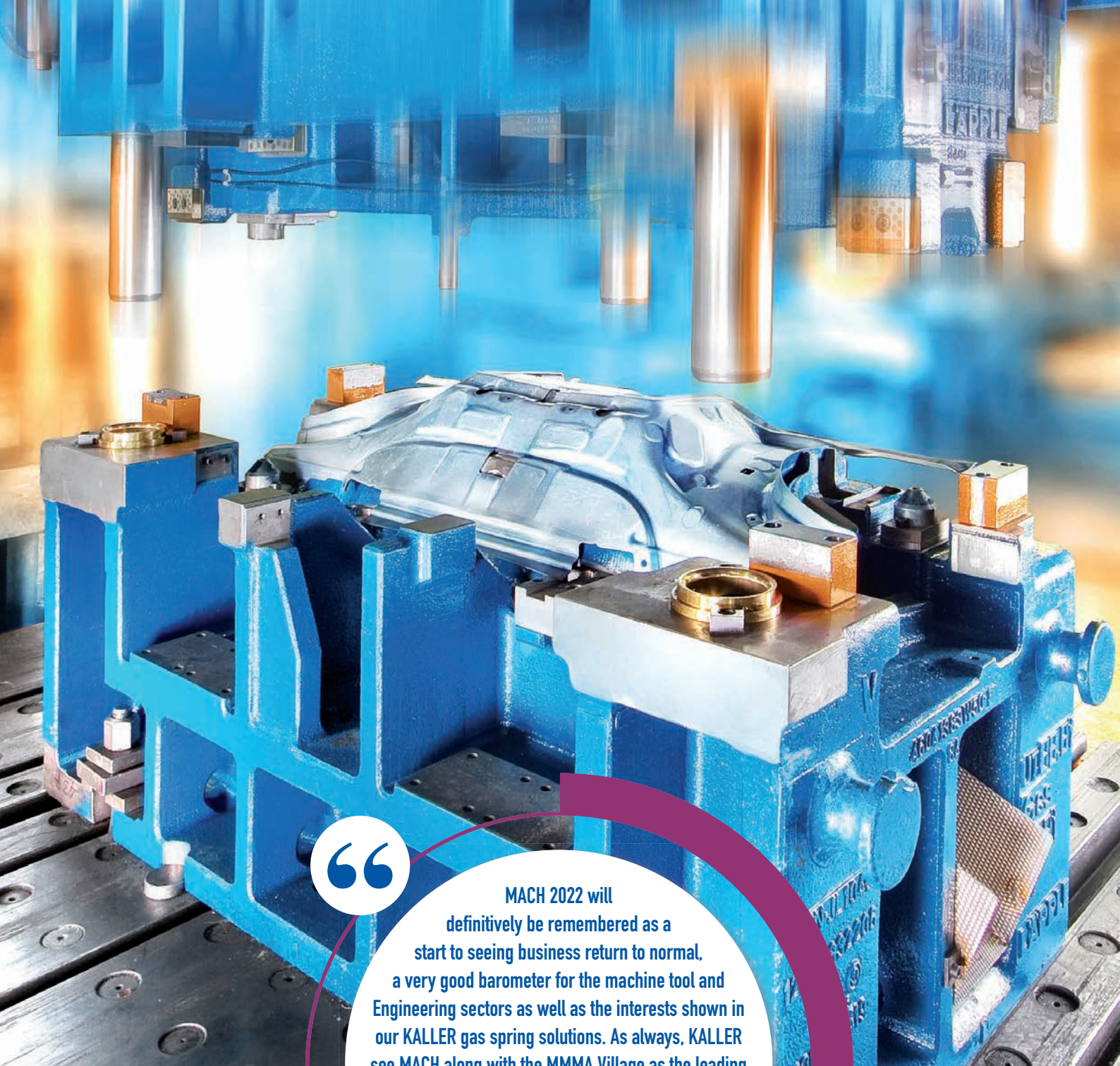
THE MANUFACTURING TECHNOLOGIES
ASSOCIATION

MMMA
Metalworking
Village

See us in Hall 6



MACH
15-19 April **2024**
NEC Birmingham UK
machexhibition.com

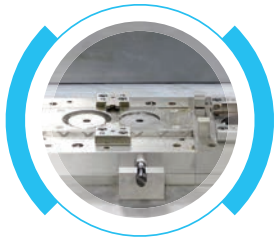


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MACH 2022 will definitely be remembered as a start to seeing business return to normal, a very good barometer for the machine tool and Engineering sectors as well as the interests shown in our KALLER gas spring solutions. As always, KALLER see MACH along with the MMMA Village as the leading trade show for innovation in Engineering and networking with our potential and existing customers. KALLER are looking forward to the next MACH exhibition in 2024.

Mark Duncan,
Sales Manager, Kaller UK

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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.

Supporting the MTA to showcase all aspects of engineering based manufacturing, the MMA Metalworking Village provides a focal point for visitors and exhibitors involved in sheet metal forming and manufacturing.

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.
- **AMUK** – the UK's trade association for companies who develop, create or sell the technology, materials or services which form the AM capability chain. AMUK 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.

The MMMA Metalworking Village is at the heart of MACH. Organised to allow MMMA members to exhibit alongside like-minded companies, the Zone is located in Hall 6 and provides a destination for an engaged and enthused audience, with budget authority. Visitors to the Zone will find a wealth of new technology and processes to improve their day-to-day productivity and competitiveness in sheet metal forming and manufacturing.

MACH 2024

Reasons to exhibit at a glance





The Metalforming Machinery
Makers Association



Welcome to the MACH 2024 Metalworking Village

A **dedicated, focused zone** within the **MACH Exhibition**, showcasing the best in **sheet metal forming**, promoted and hosted by the **MMMA**

Showcasing new technology, products and services from multiple MMMA member companies with live working demonstrations and expert advice available across the Zone.

The MMMA Metalworking Village has become a destination for MACH visitors looking to source the latest products and services in sheet metal forming and manufacturing. With a dedicated entrance to the village in Hall 6, The MMMA Metalworking Village is one of the largest Zones at MACH, attracting a wide range of visitors from across UK manufacturing – with budget authority to specify and spend.

With almost two-thirds of MMMA member companies reserving space, the Zone will see live demonstrations and

product displays covering a wide range of members products – including sheet metal forming and fabrication, quick die change and SMED lean production methods plus magnetic clamping and tool monitoring used in sheet metal forming.

Stands are available to MMMA members within the Metalworking Village at MACH, offering a cost effective way for you to develop new business relationships, make new contacts and generate in-market enquiries – ensuring a real, measurable return on your investment.

MMMA
Metalworking
Village

See us in Hall 6



MACH
2024 The Metalforming
Machinery Makers
Association





The MMMA Metalworking Village covers **650 square metres**, one of the largest focused Zones at MACH.

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Bruderer had a very good MACH 2022. We felt the MMMA Metalworking Village was a great success, being clearly marked and with high foot-fall. We received over 100 enquires and met lots of old and new faces. It was a welcome relief to have face to face meetings again, discussing future opportunities and sharing positive stories. Bruderer will return to MACH 2024 – it's the best place to exhibit our latest products and technical capabilities. MACH is the national show and absolutely paramount for the UK manufacturing sector!

Adrian Haller,
Chairman of The Metalforming Machinery
Makers Association and
Managing Director of Bruderer UK

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Monday at MACH can be a quieter day but in 2022 it was the best day we have experienced since we began participating at MACH back in 1998! Mid-week is always busy and MACH 2022 did not disappoint – we gained a lot of new prospects and business opportunities as well as meeting with many existing customers.

We look forward to MACH 2024!

Russell Harthill, Managing Director,
Worcester Presses

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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 –

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.



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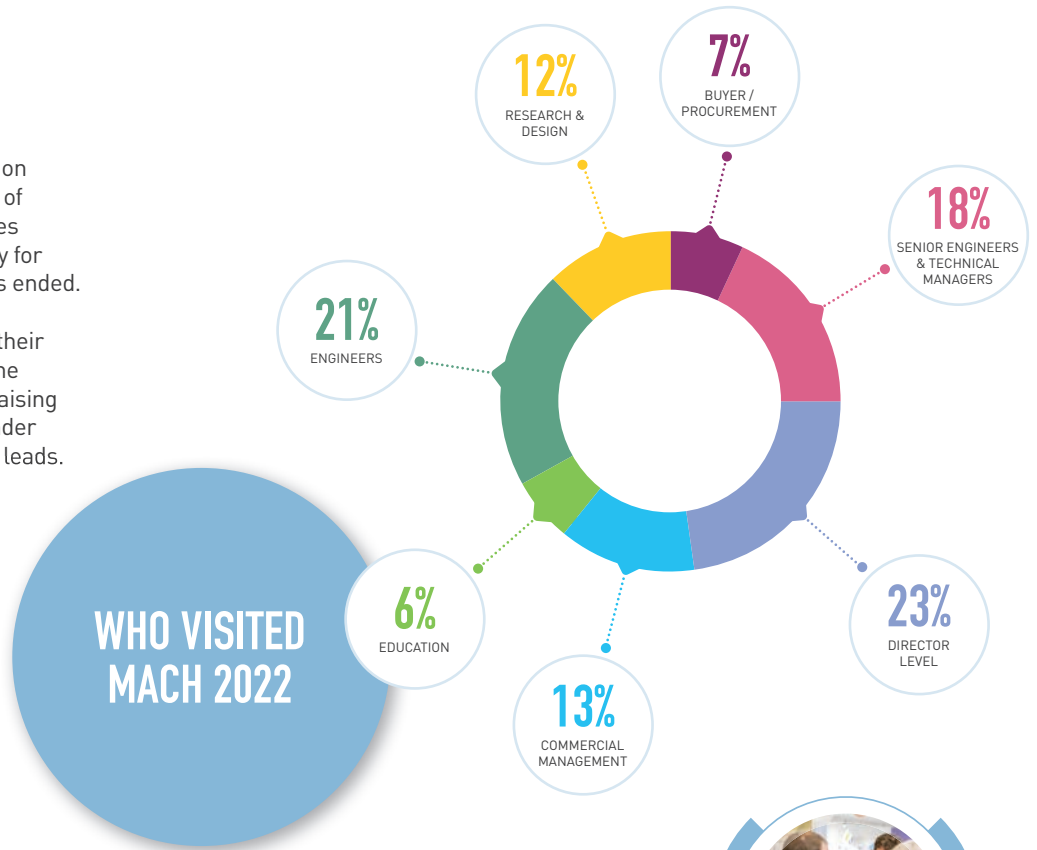
We found MACH to be an excellent platform to promote our products and services. The show gave us an opportunity to meet existing customers – putting a face to a name – as well as meeting potential new customers. We’ve gained some great new contacts for suppliers as well and now look forward to forming new relationships with them all.

Ruth Harper,
Operations Director,
Midland Power Press Services

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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 2022 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.



VISITOR BACKGROUNDS AND INTERESTS



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



**VIRTUAL REALITY
ZONE**
Immerse yourself in technology

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It was great to be back at the NEC for a MACH show and to interact directly with our customer base. The importance of face to face contact early in the sales cycle cannot be over emphasised.

Mark Ridgway, CEO,
Group Rhodes

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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



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MACH 2022 was a well attended exhibition to use as a platform to launch our latest technology and services. We had a tremendous response to our new products we were exhibiting which will keep us busy in the months to come.

Jonathan Labrum,
Managing Director,
Cotswold Machinery Sales Ltd

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Schuler had a successful MACH 2022 – the high number of visitors was a strong reflection on the importance of the metal forming industry with significant interest in our digital solutions and service products. The MMMA village offered a clearly demarked area for its members, which was significant in allowing visitors to the exhibition to easily identify the area to visit. Schuler will be exhibiting again at MACH 2024 as this is the national show for the metal forming and manufacturing sector.

Phil Leath-Dawson,
Managing Director,
Schuler Presses UK Ltd

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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.





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It was great to be back at MACH as part of the MMMA Metalworking Village. After a four-year absence it was inspiring to see the talent, range and capacity for innovation that exists within UK manufacturing. Decade enjoyed presenting the new 180 Series Prototype Process Control Monitor with Touch Screen. Gaining valuable feedback from customers, whilst discussing the benefits that production recording offers to improve productivity and energy efficiency.

Robert Nash, Managing Director,
Decade Monitoring Systems

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Press-Form Machinery
felt MACH 2022 was a huge success.
There was a great crowd of people across
all five days, with interest in our entire product
range from new and existing customers.
The exhibition was the perfect opportunity for
Press-Form to introduce our new agency
Zani Presse and also showcase some new
equipment from Haeger and Virtek.

Andrew Meachen,
Managing Director,
Press-Form Machinery

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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 18-50m² 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 MMMA team today to find out more about the Metalworking Village and request the latest floorplan

Space/shell-scheme rates

	Space-only	Shell-scheme	Show Ready
MMMA Member	CALL MMMA FOR MEMBER PRICE		
Non-members	£395 per m ²	£425 per m ²	£725 per m ²

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 Bill Neal or Jas Rai:

Bill Neal

M: 07725 277 590

E: billneal@mma.org.uk

Jas Rai

M: 07788 576 351

E: jasrai@mma.org.uk



MACH is owned and organised by:

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