



MANUFACTURING MANAGEMENT SHOW



9-11 June 2020
The NEC, Birmingham, Hall 2

 @MMShow2020

www.mmshow.co.uk

MEDIA PACK 2020



**“ Quality agenda
attracting quality
visitors ”**

Sanderson ERP Software



**MANUFACTURING
MANAGEMENT
SHOW**

Why Choose the Manufacturing Management Show?

The Manufacturing Management Show brings together a focussed audience of over 1000 senior manufacturing leaders across three days. These high-level attendees will join the established audiences of Subcon and The Engineer Expo, providing you with a live platform to engage with a total of over 5000 qualified manufacturing professionals.

Use the power of this live event platform to interact with customers and stakeholders from across the industry, launch new solutions, build partnerships and generate significant brand awareness at the highest level.

Reasons for Attending

80% To source new products and technologies

81% To attend the conference & workshops

67% To network with existing suppliers

48% To find solutions to current production challenges

Purchase interest

Information Technology / ERP Software	65%
Machine tools, servicing, accessories	57%
Control and automation	50%
Training	49%
Health & Safety	46%
Materials Handling / Logistics	45%
Robots and automation equipment	43%
Plant & Equipment	40%
Machine monitoring products	27%
Hydraulics and pneumatics	25%
Maintenance & Asset Management	22%
Metrology, inspection equipment	19%
Swarf handling, recycling	19%
Surface finishing equipment and consumables	15%



“ The outstanding feature was the high quality of the visitor base ... including many normally extremely ‘hard to reach’, management level individuals ”

Clarity Visual Management



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Visitor Experience

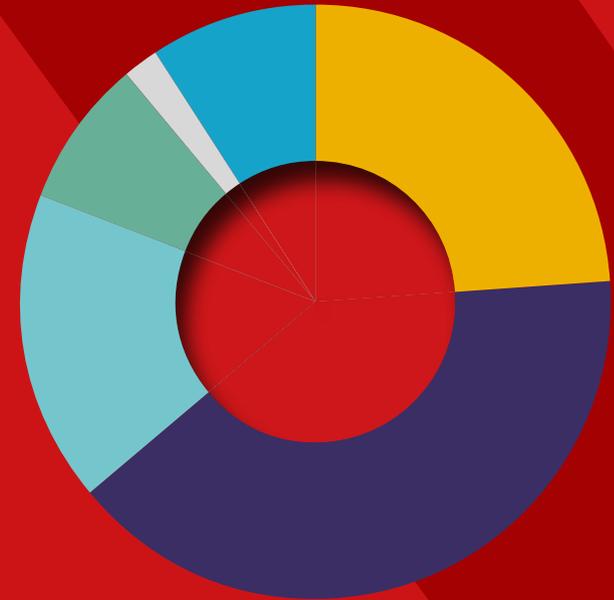
The Manufacturing Management Show is visited by a high-quality audience with budget responsibility. They attend MMS to make informed purchasing decisions and gain the latest insights to help them in boosting productivity and profitability.

Co-location with Subcon and The Engineer Expo in 2020 extends exhibitor reach across the entire breadth of the UK supply chain.

Our free to attend conference and workshop streams on the show floor provide best practice learning and inspiration across wide ranging subjects including lean, 6-Sigma, health & safety, ERP systems, visual management tools, continuous improvement and MRO optimisation.

Position

- 24%** Owner/Director
- 40%** Manager
- 17%** Head of Department
- 8%** Engineer
- 2%** Consultant
- 9%** Other



85% of visitors rated their experience of MMS as good to excellent

79% of visitors would recommend the event to a colleague

80% attend looking for new products or services

67% attend to network with industry colleagues and suppliers



How to Exhibit



The Manufacturing Management Show places your company in a dynamic, positive environment, enabling you to develop new business contacts, grow your brand and meet face-to-face with the UK's manufacturing leaders.

MMS provides exhibitors with a range of options to meet all budgets and requirements. Space only and shell scheme stands are available as well as additional sponsorship opportunities for those companies wanting to maximise their impact at the show and take part in pre- and post- show marketing programmes.

Stands are available to book now!

SPACE ONLY

Early Bird Rate: Valid until 31/01/2020 £475Per m2
Standard Rate: Valid from 01/02/2020 £505Per m2

SHELL SCHEME

Early Bird Rate: Valid until 31/01/2020 £505Per m2
Standard Rate: Valid from 01/02/2020 £545Per m2

MODPAK – shell scheme plus lighting, power and furniture

Early Bird Rate: Valid until 31/01/2020 £545Per m2
Standard Rate: Valid from 01/02/2020 £575Per m2

Sponsorship Opportunities

Exhibiting at MMS is the most effective way of boosting your company's exposure to the UK's manufacturing leaders. Once you have booked your stand there are many options available to help you make an impact on this hard-to-reach, decision making audience.

Conference sponsorship



£20,000

Sponsored workshop session

including pre-registration and on-the-day scanning data



£1,950 per session

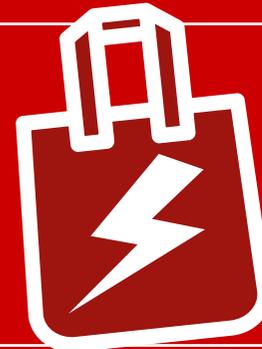
Lanyard sponsorship



£5,000

HEADLINE sponsorship

£25,000



Delegate bag sponsorship

£5,000

Badge sponsorship

£5,000



To discuss your exhibition and sponsorship requirements for MMS contact: simon.bonell@markallengroup.com Tel: 01322 221144

Marketing Opportunities



Exhibiting at MMS is the most effective way of maximising your organisations exposure to the UK's manufacturing leaders. Booking a stand space is just the beginning of the journey. As an exhibitor at MMS you will benefit from an extensive and vibrant marketing campaign to over 30,000 manufacturing professionals.

For further details contact the marketing team:
eventsteam@markallengroup.com
Tel: **01322 221144**

Pre-show exhibitor promotion

Once you book your stand you become a partner of MMS.

Our event marketing team will be in touch to arrange:

- Your branding displayed on the MMS website
- Your presence at the show announced through our far-reaching social media channels
- Your news included in our weekly pre-show e-newsletters
- A portfolio of media assets for you to promote your presence at the show
- Dedicated and customised html email template created for you to distribute to your database
- Opportunity to be featured in Manufacturing Management magazine's show preview

At-show promotion

- Regular mentions of your show activities through @MMShow2020 #MMS Twitter feed
- Opportunity to be interviewed for MMS highlights video
- Listing in the Show Guide given to all visitors and exhibitors
- Additional marketing activities available including floor tiles, carrier bags, lanyards, show guide advertising and more....

Post-show promotion

After the show, you will continue to benefit from being an exhibitor at MMS

- Continued brand presence on the MMS website
- Your show experience shared through print and digital media
- Opportunity to feature in Manufacturing Management magazine's show review



“ The show delivered exactly the kind of people we wanted to talk to ”

123 Insight



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Key Contacts

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MARK ALLEN GROUP

Mark Allen Group (MAG) is a dynamic media company which delivers high-quality content through market-leading journals, magazines, books, events, exhibitions and websites.



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MA Exhibitions (MAX) is an award-winning business organising market-leading, large scale events, serving a broad and ever-expanding range of industries and sectors across four continents.



MA BUSINESS
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MA Business (MAB) is a specialist publisher of expert content for professionals working in manufacturing, engineering and communications markets through a portfolio of magazines, conferences and exhibitions.

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