

# AIR-TECH

exhibition

Compressed Air – Vacuum – Generator Exhibition

17-19 April 2012  
NEC, Birmingham



*The perfect fit*

*In association with*



[www.airtech-expo.com](http://www.airtech-expo.com)

*“It’s been really good. We’ve done the right thing coming here...We are definitely doing Air-Tech again. It’s been a very positive show for us. The new generator showcase for Air-Tech 2012 also looks extremely interesting and will be an exciting addition to the exhibition.”*

**Andy Jones, Mattei UK.**

*“We attracted a lot of interest at Air-Tech 2010 and were able to recoup our investment in the show from just one of the sales leads we secured. Air-Tech also gave us the opportunity to meet face-to-face with several existing clients. We look forward to a return visit in 2012.”*

**Ken Fitzsimmonds, Filterworld.**

*“The quality of the visitors to Air-Tech 2010 and the overall interest in our latest modular pipework systems, which included our new continuously powder coated pipe launched at the show, was really excellent. We are now looking forward to Air-Tech 2012.”*

**John West, Jacob (UK).**

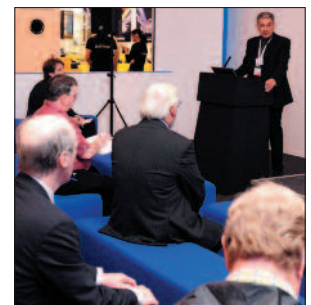


## **Air-Tech 2012 – the main event for compressed air systems and generators**

Since Air-Tech’s inaugural outing in 2006 the compressed air industry has had its very own dedicated exhibition. Now, with three highly successful bi-annual events under its belt, organisers DFA Media are busy preparing for the biggest, most feature-rich show yet. In addition to the show’s already well-established roll-call of compressors, vacuum pumps and allied equipment, the 2012 exhibition will also be dedicating a major area to combined air compressor/generators. Dual air compressor/generator equipment is gaining major traction within markets such as construction and agriculture due to its convenience and flexibility - largely alleviating the need to carry separate pieces of plant around the site. An added attraction will be the fact that the 2012 event will be staged in a bigger hall with direct access to the ever popular MACH exhibition taking place at the same time.

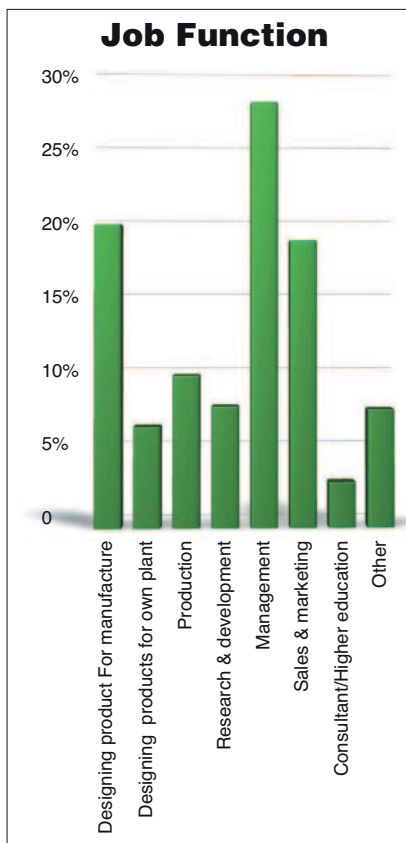
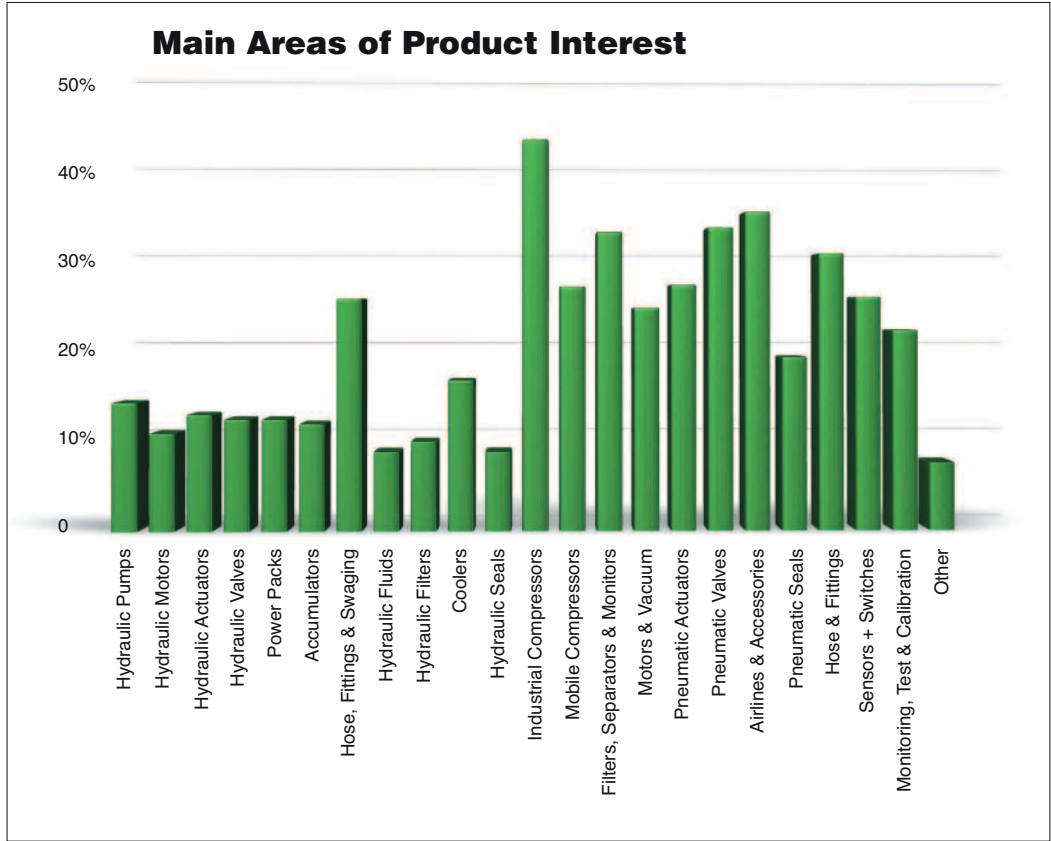
Air-Tech’s next outing will once again be held at Birmingham’s NEC (17-19 April 2012) and - as has become a well-established format over the past few years - will be co-located with other leading DFA Media events: Drives and Controls and the BFAA-supported International Fluid Power Exhibition (IFPEX). In addition the 2012 co-location sees the launch of the Plant & Asset Management Exhibition. As a yardstick for the anticipated interest in these events, the total attendance figure for the DFA Media shows alone for 2010 was 8,624 dedicated industry professionals.

Before Air-Tech was introduced, a show of this kind had been long overdue; especially considering air power is the second most widely used source of motive energy in the world, preceded only by electricity. Air power is also an enormous pan-European growth market. Whether you are selling into the industrial environment, the built environment or any one of many other specialist areas, there will be visitors at Air-Tech 2012 looking to specify your products, services and solutions. Don’t miss out on being a part of Air-Tech 2012 and the UK’s largest co-located manufacturing event!



# High quality decision makers

The previous time Air-Tech was held at the NEC, co-located with Drives and Controls and Ifpex it proved to be a huge success with 8624 delegates from over 25 countries. In 2012 with even more relevant shows alongside it has the potential for even greater success. Below is a breakdown of visitors from the most recent Air-Tech show.



**Hydraulics & Pneumatics**

**Plant & Works Engineering**

Hydraulics & Pneumatics and Plant & Works Engineering  
The official journals of Air-Tech 2012

## A selection of Air-Tech 2010 Blue Chip company visitors:

- PANDUIT EUROPE
- PARKER HANNIFIN
- WYNDEHAM GRANGE LIMITED
- BAE SYSTEMS
- GKN AEROSPACE
- R TWININGS & CO LTD
- WARNER
- BABCOCK AIRPORT LTD
- MARTIN-BAKER AIRCRAFT
- U K ATOMIC ENERGY AUTHORITY
- JAUCH QUARTZ U.K LTD
- BABCOCK INTERNATIONAL GROUP
- SOUTH WEST WATER
- GLAXOSMITHKLINE
- SPIRAX SARCO
- CARILLION CIVIL ENGINEERING
- EMERSON
- EPSON TELFORD LIMITED
- BIRMINGHAM AIRPORT
- JCB ATTACHMENTS
- CADBURY
- CORUS
- LAND ROVER
- NEWWEY AND EYRE
- SOUTH WEST WATER
- UNIVERSITY OF BIRMINGHAM
- ENER-G
- BPI RECYCLED PRODUCTS
- BRYAN DONKIN RMG GAS CONTROLS
- E.ON GAS STORAGE
- ROLLS ROYCE SUBMARINES
- ROSS CERAMICS ROLLS ROYCE
- LAFARGE AGGREGATES
- COUNTRY STYLE FOODS
- BOOTS
- E ON
- ITT WATER & WASTEWATER
- UNILEVER
- H J HEINZ CO LTD
- HSE/NII
- BAE SYSTEMS
- NISSAN MOTOR MANUFACTURING
- BALL PACKAGING EUROPE
- GLAXOSMITHKLINE (OC PLANT)
- YOKOHAMA INDUSTRIAL PRODUCTS
- CISCO
- UNITED COMPANY FOR FOUNDRIES
- AERO ENGINE CONTROLS
- LAND ROVER
- UNILEVER RESEARCH
- MULLER DAIRY UK

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## Co-located Events



*“We had a very worthwhile show, receiving a very positive response from visitors to our Bekokat and Metpoint, live demonstration unit of oil free air, and gaining many quality leads for our Flowmeters and Dewpoint meters and oil and water separators. Air-Tech was certainly a sound investment for us.”*

**Steve Riley, general manager,  
Beko Technologies.**

*“We’ve had good leads from the right customers - a lot of Blue-Chip companies have attended the show. It’s also been an ideal opportunity to show all our distributors and potential new distributors the new products that we’ve launched. It’s been really useful for us. We will be coming back in 2012.”*

**Colin Mander, managing  
director, CompAir UK.**

*“We’ve been very busy and had a very good response... We have signed for 2012 with an increased 60m<sup>2</sup> stand in order to exhibit our generator range.”*

**Graeme L. Middleton-duff,  
Hertz Kompressoren UK.**

## High profile marketing campaign

As well as joint promotion with Drives and Controls, IFPEX, Plant & Asset Management, MACH, Electrex and IP&EE, Air-Tech 2012 will benefit from a high-profile public relations, advertising and marketing campaign, which will target the best quality visitors

Air-Tech 2012 will be promoted through:

- Editorial in the leading industry journals derived from an extensive PR campaign supported by advertising
- Regular bulletins and newsletters sent to targeted individuals and previous visitors
- An extensive direct mail and email campaign targeting key industrial personnel
- Over 250,000 tickets distributed in the months leading up to Air-Tech 2012
- Press briefings to leading industry journalists and editors on the exhibition and seminars
- Technical briefings, seminars and workshops
- VIP visits
- Extensive website promotions
- Personalised invitations, posters and ‘see us at’ stickers sent to all exhibiting companies – as many as you need
- Dedicated Air-Tech 2012 website to inform visitors and exhibitors at every stage
- Cross-promotion through Drives and Controls, IFPEX, Plant & Asset Management, MACH, Electrex and IP&EE
- Exhibitor sponsorship opportunities
- Promotion via UK and overseas trade associations and sponsoring bodies
- Visitor entry free of charge
- Exhibition catalogue free of charge
- ...and much, much more

## A wide range of exhibitors

The technologies covered by Air-Tech 2012 will touch virtually every aspect of both the manufacturing and service industries. Below are the main exhibitor product areas:

Accumulators	Filters	Pumps
Actuators	Fittings	Regulators
Air delivery systems	Heat exchangers	Sensors
Air motors	Hoses	Software
Compressors	Instruments	Valves
Cooler tools	Lubricators	Generators
Cylinders	Manifolds	Vacuum
Displays & meters	Mobile Compressors	

### Cost to exhibit

#### SPACE ONLY

£250/m<sup>2</sup>

#### STANDARD SHELL SCHEME

£280/m<sup>2</sup> and includes: Wall panels, grey carpet, 2 x 120w spotlights, green fascia and nameboard, 1 x 500w power socket (incl. power)

#### SHELL SCHEME PACKAGE

£295/m<sup>2</sup> and includes: Wall panels, grey carpet, 2 x 120w spotlights, green fascia, nameboard, 1 x 500w power socket (incl. power), 4 x chairs, 1 x table and waste bin

US dollar and Euro options available

**7.5% Discount available to all BCAS members**

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