

DRIVES AND CONTROLS EXHIBITION & CONFERENCE 2012



The perfect fit

17-19 April 2012 NEC, Birmingham
www.drives-expo.com

“We were overwhelmed by the response we had at the 2010 Drives and Controls Exhibition. The excellent quality and sheer number of leads were outstanding, far exceeding our highest expectations. Decision makers from Blue-Chip companies were at the show in force, making the event an invaluable and unique business opportunity. In comparison with other similar events around the world the Drives and Controls Exhibition is at the very top. We look forward to 2012.”

John Wilkins, Rittal Marketing Services Manager

“We’re really, really pleased with the show. In terms of the number and quality of leads, its been up with SPS/IPC/Drives and Hannover for us. People have been coming with real projects, and looking for solutions and we’ve had some very strong leads.”

Mark Crocker, Marketing Director, Baldor Electric

“The most positive effect we’ve had in 30 years of exhibiting.”

Bob Halls, System Control Solutions

Welcome to Drives 2012

Following on from the show’s success in 2010, the 2012 event will bring together key suppliers of state-of-the-art equipment representing the multi-tasking culture of today’s design engineer covering critical areas such as energy efficiency, machine safety, drives, motion control and automation plus much more, all under one roof.

Drives & Controls 2012 will be a unique face-to-face opportunity for today’s engineering professionals to learn about new strategies, constantly evolving technologies, the latest products and services that fit their business needs to allow them to maintain optimum performance levels during competitive times.

Drives & Controls 2012 will also offer visitors a FREE truly independent comprehensive and focused seminar programme with speakers representing some of industry’s most pre-eminent organisations – another reason for engineers to make the time to attend this important event.

Once again the show will be co-located with other complementary and successful DFA Media exhibitions: Air-Tech and Ifpex. In addition the 2012 co-location sees the launch of Plant & Asset Management Exhibition. The combined shows will create the biggest event for the UK manufacturing and engineering sector in 2012, with an anticipated attendance of well over 40,000 visitors.

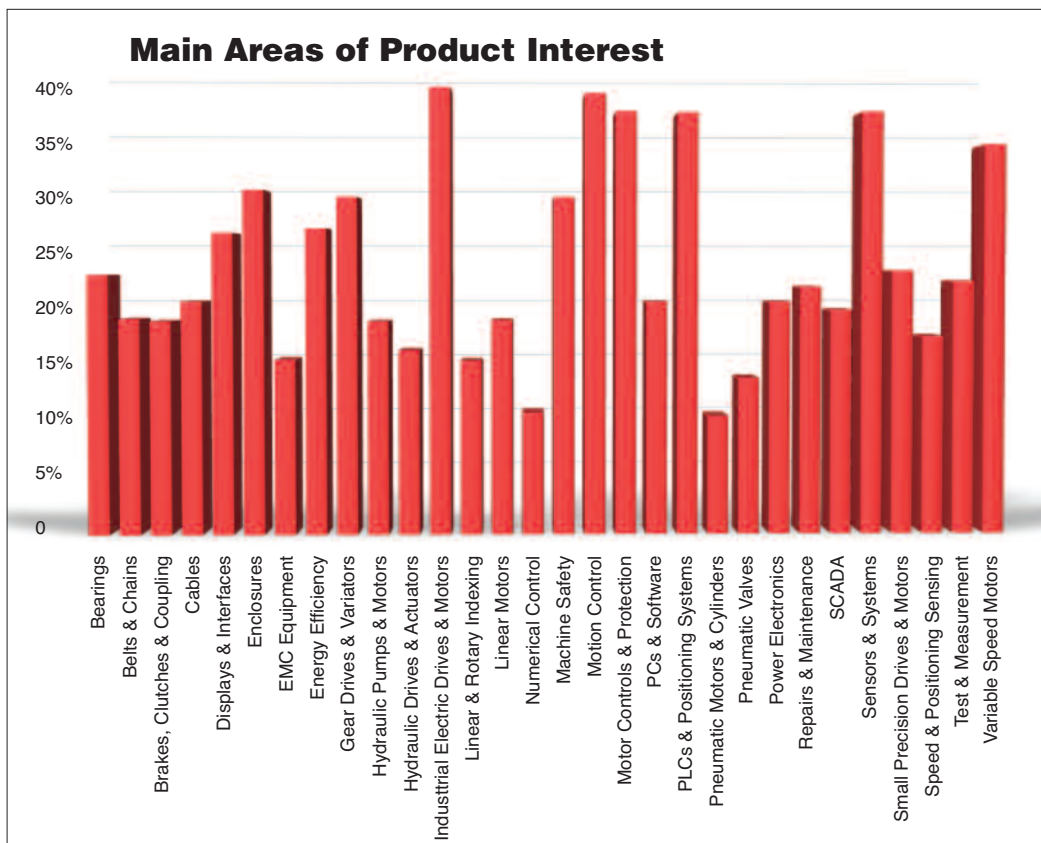
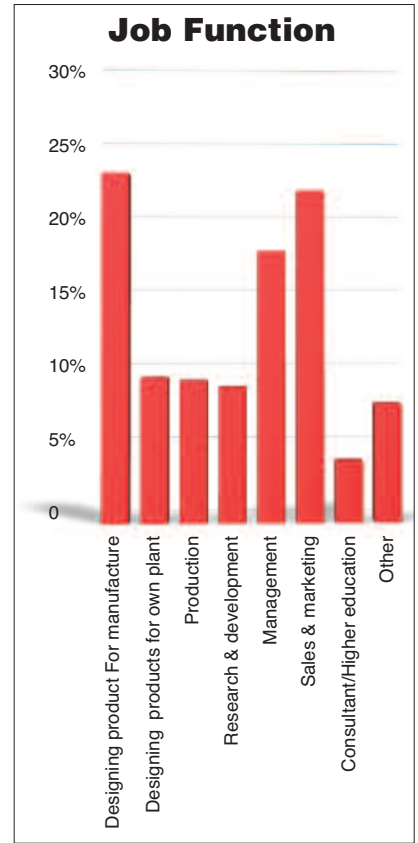
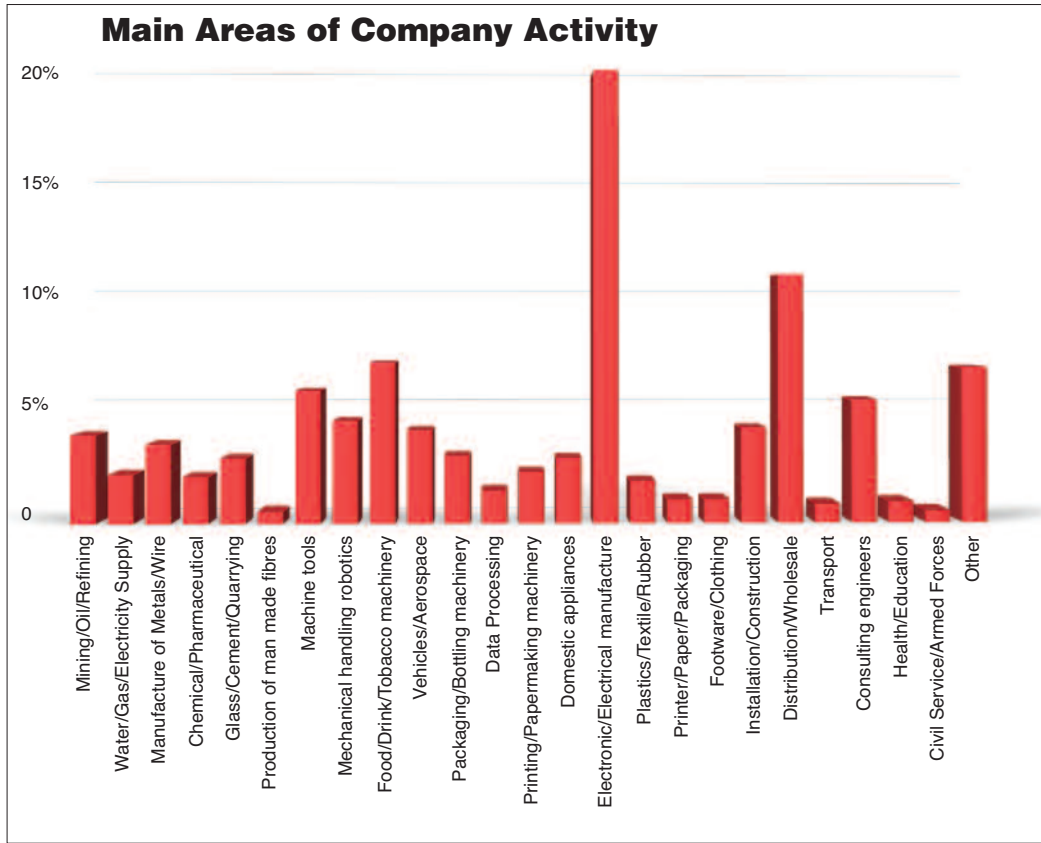
Don’t miss out. Become part of the UK’s largest and most successful manufacturing event now!

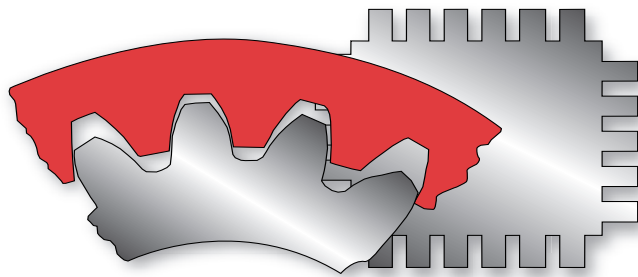
A selection of Drives & Controls 2010 Blue Chip company visitors:

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

High quality decision makers

The previous time Drives and Controls was held at the NEC, co-located with Air-Tech 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 Drives and Controls show





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Co-located Events



“we’ve been very impressed, we had set a target for the number of enquiries we wanted from the show and had exceeded it by the end of the second day, we look forward to 2012.”

Simon Goodwin, General Manager,
B&R Automation

“Drives & Controls 2010 was a successful exhibition for us, which resulted in many new and existing customers making the effort to turn out to look at the latest technologies steute had to offer in the field of explosion protection and Wireless Automation. Looking forward to 2012.”

Steven Hill, General Manager,
steute UK & Ireland

“The quality of UK based leads was up, Drives & Controls is a serious business show rather than a ‘jolly.’”

Geoff Spear, Lenze

“Drives & Controls is a worthwhile show and an event we expect to continue to support.”

David Harris, Red Lion

“Drives & Controls 2010 surprised us once again with a fantastic quality of visitors. We had 65 quality enquiries over the three days, with the majority coming from new potential clients. We have already secured orders on the back of the show. The resounding consensus is that we can not wait for the next show in 2012.”

Carl Krajewski,
HMK Technical Services Ltd

High profile marketing campaign

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

Drives and Controls 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 Drives and Controls 2012
- Press briefings to leading industry journalists and editors on the exhibition and seminars
- Technical briefings, seminars and workshops
- VIP visits
- Personalised invitations, posters and ‘see us at’ stickers sent to all exhibiting companies – as many as you need
- Website promotion
- Cross-promotion through Air-Tech, IFPEX, Plant & Asset Management, MACH, Electrex and IP&EE
- Exhibitor sponsorship opportunities
- Promotion via other 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 the Drives and Controls Exhibition touch virtually every aspect of both the manufacturing and service industries.

Below are the main exhibitor product areas:

AC & DC Controllers	HMI's	Programmable Controllers
Actuators	Hydraulics & Pneumatics	Repair & Maintenance
Bearings	Industrial PCs	Sensors – Motion, Speed, Machine Vision, Process & Load
Belts, Chains & Pulleys	Integral Drive-Motors	Software & SCADA
Brakes & Clutches	Inverters	Switched Reluctance Drives
Contactors & Switchgear	Linear & Rotary Stages	Tachos, Encoders & Resolvers
Couplings	Machine Safety	Variable Speed Motors
Displays & Meters	Motion Controls	Variators
Drives	Motor Protection	
Electric Motors	Motor Starters	
Enclosures	Power Semiconductors	
Gear & Gearboxes	Power Supplies & Relays	

Cost to exhibit

SPACE ONLY

£250/m²

STANDARD SHELL SCHEME

£280/m² and includes: Wall panels, grey carpet, 2 x 120w spotlights, red fascia and nameboard, 1 x 500w power socket (incl. power)

SHELL SCHEME PACKAGE

£295/m² and includes: Wall panels, grey carpet, 2 x 120w spotlights, red fascia, nameboard, 1 x 500w power socket (incl. power), 4 x chairs, 1 x table and waste bin

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