

# MACH 2024 and ESC

Exhibitor Marketing Day

adfield



# Introduction

We are Adfield, a full-service agency and MTA's marketing and communications partner

- Marketing & Communications
  - Strategy development and delivery
  - Public relations
  - Branding and design
  - Content creation – advertising / PR / digital
- Digital Marketing
  - Website Design & Development
  - Search Engine Optimisation
  - Search Engine Marketing
  - Social Media Management & Advertising
  - Email Marketing
  - Multimedia – Video, Photography, Presentations
- Data Handling & Generation
  - Database building
  - Data profiling, acquisition and qualifying
  - Event RSVP management

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What are the MTA doing  
to promote MACH and ESC?

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# MACH and ESC 2024 Messaging

The overall theme for MACH is BE PART OF IT:

The UK's national event for  
**engineering and manufacturing,  
live and in action.**

- Sign off is always REGISTER NOW
- Dateline including venue/location prominent

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BE PART OF IT...

# MACH

Making UK manufacturing more  
**ADVANCED TECHNOLOGY  
FOCUSED**

Visit  
**MACH 2024**

The UK's national event  
for **engineering and  
manufacturing, live  
and in action**

**REGISTER  
NOW**

VISIT  
**MACH  
2024**

15-19 APRIL | NEC Birmingham

# Print Marketing

## Display Advertising

Advertising in printed publications is an effective way of reaching our audience. We target particular groups by advertising in specialist and trade publications.

- There are a number of advertising options in print publications that we utilise:
  - Display advertisements are big and eye-catching. They usually appear on editorial pages or in special supplements and can use imagery.
  - Advertisement features or 'Advertorials' are laid out like editorial pages but feature our content exclusively.

**BE PART OF IT...**  
**MACH**  
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FOCUSED**

**GET INVOLVED**  
REGISTER TODAY FOR YOUR FREE  
FAST-TRACK PASS

**SCAN ME**

**Visit MACH 2024 – the UK's national event for engineering and manufacturing, live and in action**

- Visit MACH 2024 to **discover** how your business can sustainably adopt new technology and techniques to **improve productivity, efficiency and reduce waste**
- Learn how to adopt new processes and techniques in the **MACH Knowledge Hubs** – from automation to additive, AI and data to sustainable manufacturing
- See a comprehensive display of **LIVE**, working machines and manufacturing systems demonstrating innovative, sustainable solutions relevant to your challenges
- Meet like minded professionals looking to **share ideas, face-to-face**, at the UK's national exhibition for engineering and manufacturing
- Meet new suppliers and build on existing relationships, **face-to-face**, at the UK's national exhibition for engineering and manufacturing

Register today visit: [machexhibition.com](http://machexhibition.com)

Organised by **MTA**  
THE MANUFACTURING TECHNOLOGIES ASSOCIATION

Sponsored by **LLOYDS BANK**

Co-located with **ENGINEERING SUPPLY CHAIN SHOW 2024**  
15-19 April 2024  
NEC Birmingham UK  
[machexhibition.com](http://machexhibition.com)

**News round-up**

**Flex UK** has invested in its offices and stockholding capacity as a direct response to the growing demand from clients who rely on Flex UK's cutting-edge machinery solutions.  
[www.tinyurl.com/mr2duyrb](http://www.tinyurl.com/mr2duyrb)

Market-leading sliding-head lathe supplier, **Star GB**, will host its annual open house event from 7-9 November 2023 at its Technology Centre in Derby. It will see the UK premiere of the new SP-23 following its worldwide debut at Hannover in September.  
[www.tinyurl.com/3e354ms2](http://www.tinyurl.com/3e354ms2)

While Engineering has increased its capabilities after it acquired the cutting-edge Bison machine, the RVD SMARTFIBRE TF 3000 CNC fiber tube laser machine.  
[www.tinyurl.com/2xyzhdhp](http://www.tinyurl.com/2xyzhdhp)

AM company **GibbsCAM**, announced the new software

**MENE ex**

The Manufacturing Engineering North one-day exhibition Vertu Motors Arena Upon Tyne on 28 November 2023 after a five-year hiatus. In a region with 100,000 SME manufacturing sites around Newcastle, MENE has been a noticeable dedicated engineering manufacturing event of its kind in the North East. MENE provides a unique opportunity for edge manufacturing to connect with local suppliers, and gain engaging conferences under one roof. MENE is a celebration of manufacturing excellence in the North East. Past exhibitors include the only exhibition in the North East.

release of GibbsCAM 2024 features a number of enhancements.  
[www.tinyurl.com/3cycydf6j](http://www.tinyurl.com/3cycydf6j)

**Sheet metal and metal software developer** has introduced a host of new and advances incorporating new Lantek v43 software.  
[www.tinyurl.com/3cycydf6j](http://www.tinyurl.com/3cycydf6j)

**EMO 2023 at the end of September in Hannover** hailed as a huge success. **Hurco and Roeders** announced the new software

**Contract Manufacturing Index (CMI)** shows the market is looking to place new subcontract manufacturing orders at the highest level since the index began in 2015. The market fell in the third quarter of 2023 than in the second quarter. The headline has stalled as companies continue to push margins in the face of continuing market uncertainty. The index improved slightly in September after two poor months. Overall the market was 63% down on the equivalent period last year.  
[www.tinyurl.com/y3wn5ssa](http://www.tinyurl.com/y3wn5ssa)

# Print Marketing Editorial Design

Now that digital advertising has been around long enough to be evaluated, it's clear that the advantages of print media are many.

Research has shown that people read more slowly when reading on paper than online. This is a big benefit of print media, because slower reading allows you to gain deeper understanding.

Unlike internet advertising that users often must click on to read, or social media advertising that comes and goes, print media advertising stays. Studies have shown that people view print advertisers as more trustworthy than those in digital formats, who seem fleeting.

The best use of print advertising isn't when it's substituted for other media, but when print is combined with other advertising media - it shows depth to the campaign.





# Media Partners

Print & Digital


# Social Media Marketing

## Digital Design

For MACH and ESC social media communications, we publish organic content on Facebook, LinkedIn, X and Instagram to promote brand awareness and what visitors can expect when they attend MACH 2024 and the Engineering Supply Chain Show.

- Organic posts five times a week (Monday-Friday) published at 10 am.
- We have been using **#MACH2024** **#ukmfg** **#mfg**, **#MACHexhibition** and **#ESCShow** on all posts to allow our followers to see updates and highlights from MACH Exhibition and Engineering Supply Chain Show.
- We'll include a registration link in every post
- Using key phrases “**be part of it**” and “**we are the national manufacturing and engineering show.**”
- Promoting exhibitor articles from the **MACH website**
- Re-tweeting / sharing exhibitor posts daily
- Re-sharing information about the annual investment allowance – usually from Direct Gov.





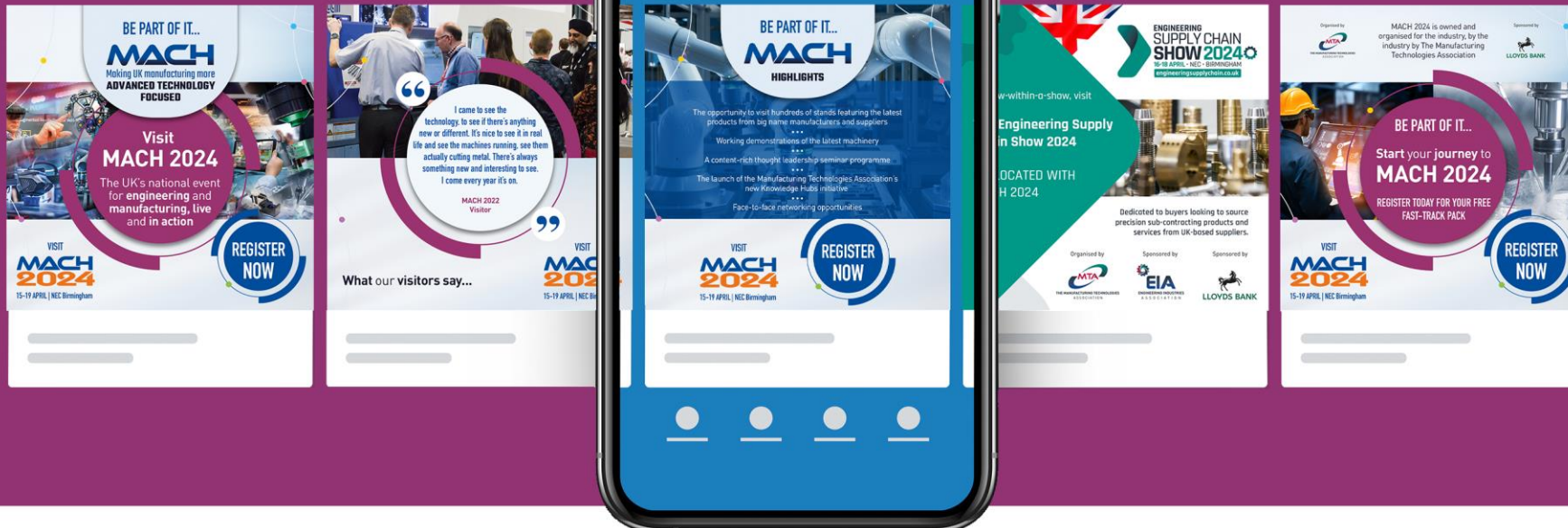
# Social Media Marketing

## Paid Campaigns

As well as organic posts, we run **Carousel Ads** and follower campaigns across LinkedIn and Facebook.

The benefits for running these types of advertisements are:

- Increased brand awareness for the show.
- Information will reach a wider audience that is tailored to specific people.
- We can track what companies have engaged with different campaigns and how many unique clicks an advert has received.



# Email Marketing

## Digital Design

Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote products, services or events etc.

- We produce monthly email campaigns to **targeted data sets**
- MACH and ESC Bulletins and general visitor registration emails are distributed **at least once a week**
- All emails include **registration links**
- Themed visitor registration emails:
  - Previously, Christmas emails have generated more visitor registrations than any other email!



# Video Marketing

## Video Production

Video marketing is the use of video to raise awareness, create engagement, and drive sales. Video is the most engaging form of content on the internet today and we're creating more and more!

- Video is the perfect way to create a personality for MACH, enabling us to connect with our viewer and earn their trust.
- We have a series of short and engaging visitor focused videos.
- These videos can be shared through social media and are a great way to increase visitor registrations.





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**MACH**  
Making UK manufacturing more  
ADVANCED TECHNOLOGY  
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Visit  
**MACH 2024**  
REGISTER TODAY FOR YOUR FREE  
FAST-TRACK PACK

**REGISTER  
NOW**

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

# Search Engine Marketing (SEM)

SEM involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through paid advertising.

- We will promote MACH through Google Ads; targeting keywords of other related exhibitions
- We utilise Search Ads (on Google & Bing), Display & Video Ads, *see images*
- The ads are updated on a monthly basis to best reach our target audience and desired campaign





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ENGINEERING  
SUPPLY CHAIN  
**SHOW 2024**  
16-18 APRIL | NEC Birmingham  
[engineering-supply-chain.co.uk](http://engineering-supply-chain.co.uk)

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SUPPLY CHAIN  
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16-18 APRIL • NEC



What can YOU do  
to promote your  
presence at MACH  
and ESC?

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A close-up photograph of a person's hand typing on a laptop keyboard. The person is wearing a dark leather watch with a silver case. The laptop is silver and sits on a light-colored wooden desk. A white pen is visible to the right of the laptop. The background is slightly blurred, showing a person's arm in a blue shirt.

## Your Unique URL

Each Exhibitor has a unique URL

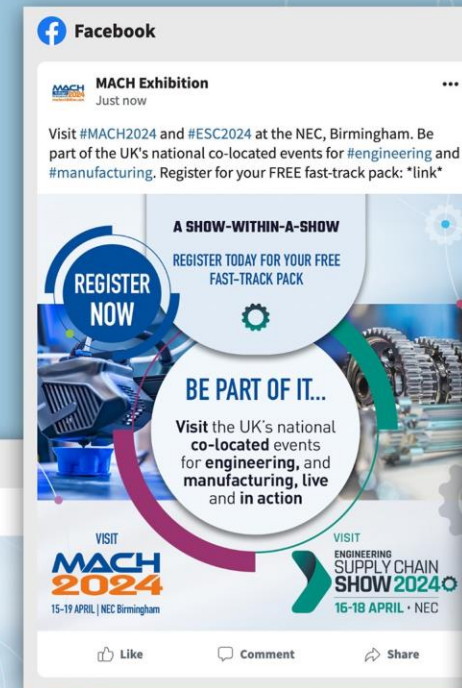
It is important that you use your unique URL when sharing MACH and ESC related content, emails, social etc

- You can track your visitors' registrations
- Your unique URL offers a more personal approach to registration
- To access it please login to the MACH and ESC exhibitor portal and you can find instructions on how to create your URL. If you need assistance creating this, we'll be happy to help!

# Social Media Marketing

## Digital Design

- Promote you are exhibiting at #MACH2024 across Facebook, Instagram, LinkedIn, and Twitter (or the platforms relevant for your business) 3 – 4 times a week.
- Run a paid video campaign alongside your organic posts, achieving this will allow you to target the audience more effectively and reach more followers.
- Provide your followers the key benefits from visiting your stand at MACH. e.g., live demonstrations
- You need to target your prospective and existing customers, this is what your competitors will be doing, therefore if you don't target your customers, you will lose them against competition.
- Use the slogan "Be part of it" in organic and paid posts.
- Use the key hashtags #MACH2024 #mfg #ukmfg





# Your Emails & E-mailers

## Both standard and marketing emails

- Add a **MACH** or **ESC** banner with a **custom registration link** into your email signature
  - *If you need assistance creating this, we can help*
- Email both your prospects and current clients and send them your registration link
- Send your **E-mailers** on a Tuesday, Wednesday or Thursday between 10am – 2pm for best results
- You should include a MACH/ESC banner within all of your email campaigns with a unique URL attached for registration
- You should be sending visitor registration emails with a unique URL attached for registration
  - *If you need help, we can create and email for you and provide a report with the results*



Proud to be exhibiting at  
**The Engineering Supply Chain Show**



**ENGINEERING SUPPLY CHAIN SHOW 2024**  
 16-18 APRIL • NEC • BIRMINGHAM  
[engineeringsupplychain.co.uk](http://engineeringsupplychain.co.uk)

Visit us on Stand No.  
**7-525**

**CO-LOCATED WITH MACH 2024 • REGISTER NOW >**

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**ADVANCED TECHNOLOGY FOCUSED**



**REGISTER NOW**

Visit us at  
**MACH 2024**  
 Stand No. 6-350

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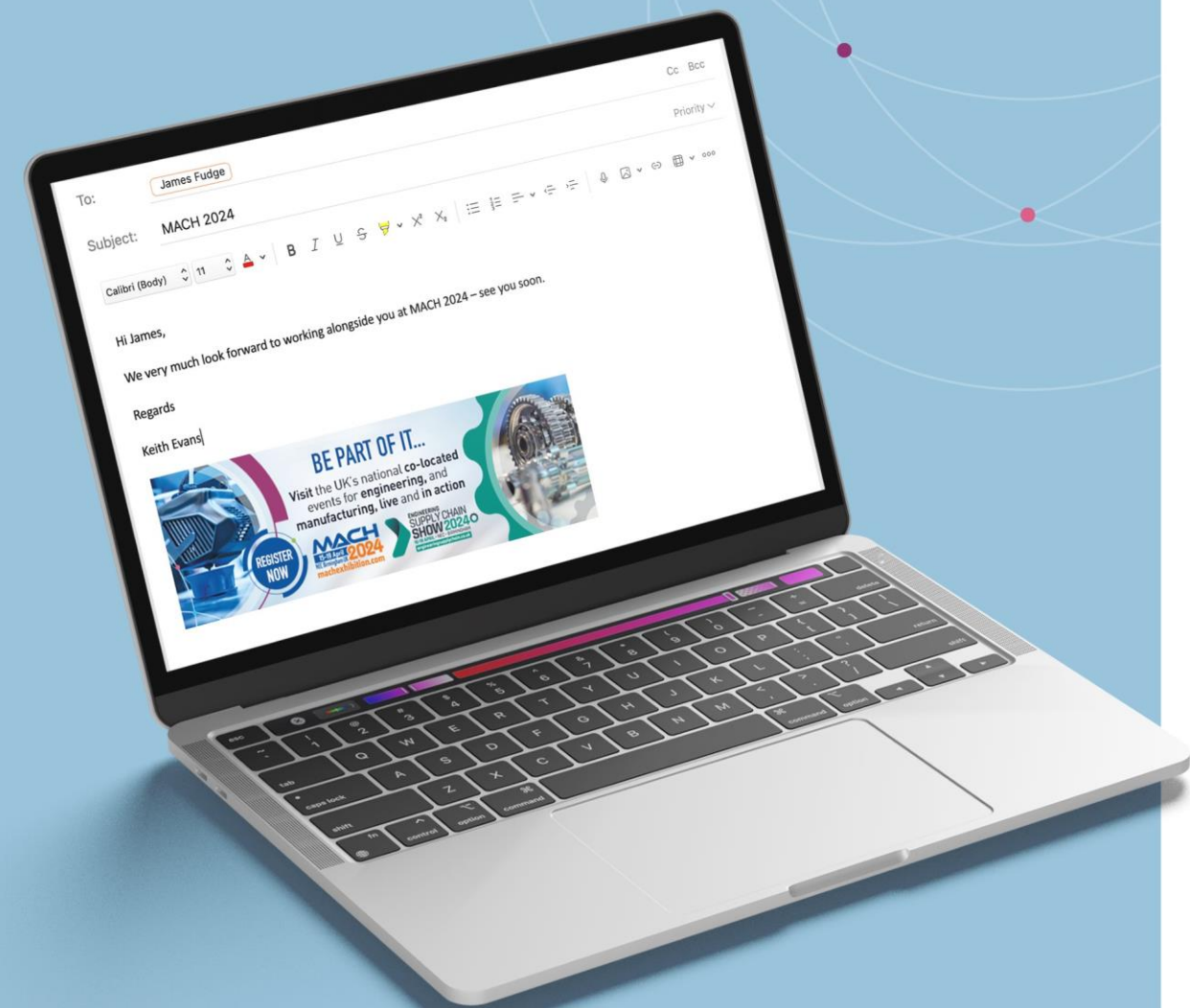
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# Your Videos

## Video Production

### Include the MACH 2024 and ESC Brand

The key elements of the MACH 2024 and ESC brands are included in the logo (date, venue, location plus correct fonts/colours) and this can be used in your video.

Use the show tagline – ‘Be Part of It’

### Remember the Output

- Web Videos (16:9)
- Social (1:1)

## Style and content

- Provide reasons why a customer or prospect should visit the event and specifically stop by your stand and visit you
- Promote what is new on your stand – equipment, machinery, processes, technology, people, techniques
- Promote your Unique Selling Points as features and how they will benefit your customer
- Where possible create new video footage – if not available re-cut existing footage or animate photos
- Animate graphics to improve interest
- Video for social creates more interest and engagement
- Don't forget to host on your website
- Repurpose and use on your stand



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# Video

Exhibitor Video





## PR & Advertising

- Write articles and blogs for your website with links to your social media channels
- Prepare press releases for trade journals and get your message to your industry
- Post press releases to the MACH and ESC portal so they can be shared with the wider community
- Invite journalists to visit your stand
- Consider saving an important newsworthy announcement for the exhibition
- Boost your brand awareness by advertising in the trade media read by your customers and competitors
- Print advertising commands greater attention than social media – so consider doing your own campaign
- Around 20 trade magazines will carry MACH and ESC advertising in the run-up to the exhibition
- Use this as it is a ready-made platform to reach your target audience!

### Press Releases

Not every business has its own Press Office or PR company so here are a few pointers when trying to get news published.

#### 1. Is it Newsworthy?

People must want to read your story, therefore know your audience and think what they would like. Remember, look for the positives.

##### Examples:

- Investment
- New Funding
- Recruitment
- New Premises
- New Business/Orders/Exports
- Acquisitions/Mergers
- Partnership/Research Collaboration
- Awards

#### 2. Selling a Story

Target the publications you think will be interested in publishing your story. Identify stories from similar businesses, if the publication has used them, chances are they will be interested in yours.

##### Tips:

Get to know the Editors – speak to them on a regular basis, get to know what they like and how they like to receive their news and when their deadlines are.

Use a Strong Headline – Sum up the story in a few words 'ABC Process Packaging set for growth after new investment'.

##### Ensure your story is:

- Well written
- Grammatically correct
- Presented properly with full contact details
- Accompanied by a picture relevant to the content

#### 3. Make Best Use of Your Own Resources

Tell as many people as you can what you have done. Don't confine yourself to the mainstream media or trade publications.

##### Examples:

- Post the story on your own website
- Actively use **Social Media** – both corporate and personal platforms, and remember to include links
- **Video** – consider accompanying your story with a short film

#### 4. What to Avoid

Overselling a Story – don't make it blatantly commercial or full of outlandish claims; if a story is good it sells itself.

Manipulate words – don't fall foul of the spam filters with too many calls to action or sales incentives.

Appearing untrustworthy or insecure.

If in any doubt about any of these then consult a specialist such as Adfield, we are here to help you.

### Email Marketing

Not every business has its own Press Office or PR company so here are a few pointers when trying to get news published.

#### 1. A personal invitation

A personalised invitation to your customers will be one of the most effective marketing tools you can use and will immediately alert them to your presence at MACH 2024. If the information comes from a trustworthy and reliable source, the more likely it is to be read.

##### What to include:

- The dates and venue details:  
**NEC • 15-19 April 2024**
- Your Stand Number
- What you will be exhibiting
- Why it is important they should attend
- Your personal registration link, so you can urge them to register ahead of the event
- Add a MACH 2024 Show banner with your registration link as part of your email signature

#### 2. Content Guidelines

Try and convey as much information as you can while keeping the content brief – long and rambling emails are rarely read fully and can have the opposite effect of turning the reader off rather than enticing them.

- Aim for a powerful headline with at least one strong **Call to Action – Join Us at MACH 2024...**
- Make the reader aware of what is happening
- Bullet points or text boxes are effective tools to highlight important message
- Include your contact details and website address – ideally with a link to the exhibition registration page
- Consider the use of images – strong visuals will attract interest
- Offer the recipient the chance to **unsubscribe** if they wish

#### 3. Submission Details

There are certain matters to consider prior to sending an email which will determine how effective your messaging is.

- Avoid a poorly constructed Subject Line – Overt sales language 'Act Now', 'Limited Offer', 'Exclusive Deal' must not be used, or your only destination will be the spam filter
- Ensure your content is correct and does not contain exaggerated claims about product or service
- Be realistic and back claims with social proof such as a testimonial or case study
- Avoid inappropriate greetings that could attract those spam filters
  - Dear [email address]
  - Dear friend
  - Greetings
  - Dear [wrong name]
  - Hello (with no name included)

#### 4. Before Submission

- A simple check before sending will avoid any unnecessary problems and stop your good work being wasted
- Double check there are no mistakes – grammatical or otherwise
- Send a test message to make sure all links are working properly and the subject line is displaying correctly
- Consider when you are sending the message – submissions on a **Tuesday, Wednesday or Thursday between 10am-2pm** often yield the best results
- Check there is a MACH 2024 Show banner attached to the email signature, complete with registration link

Remember, if you need help with any of this, we can create an email for you and provide a report with the results.

# Let's Recap

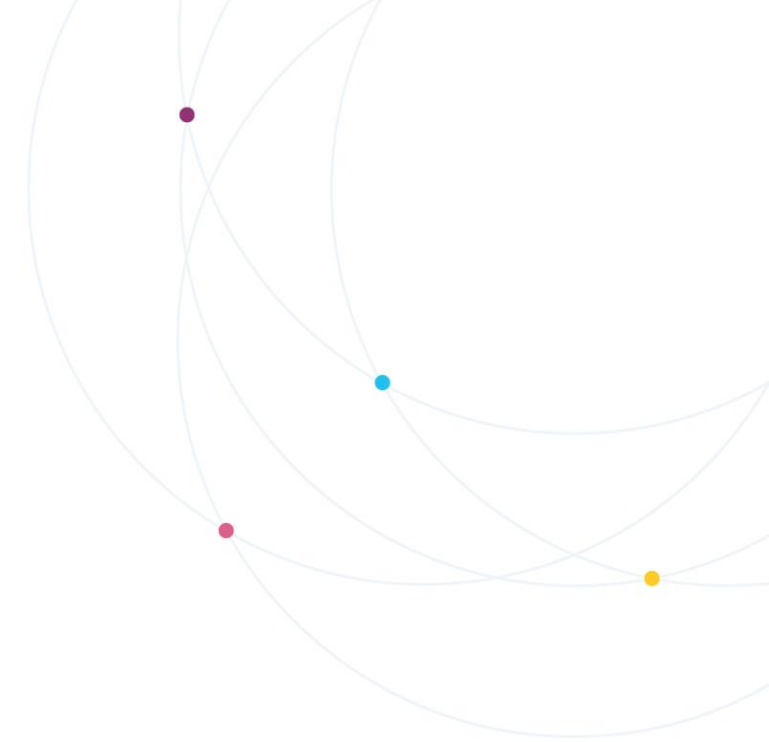
## Unified Marketing Strategy



# 1

### YOUR UNIQUE URL

- ◆ Each Exhibitor has a unique URL, it is important that you use this when sharing MACH related content, emails, social etc
- ◆ You can track your visitor registrations
- ◆ If you need help finding this we'll be happy to help, just call us



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## Unified Marketing Strategy



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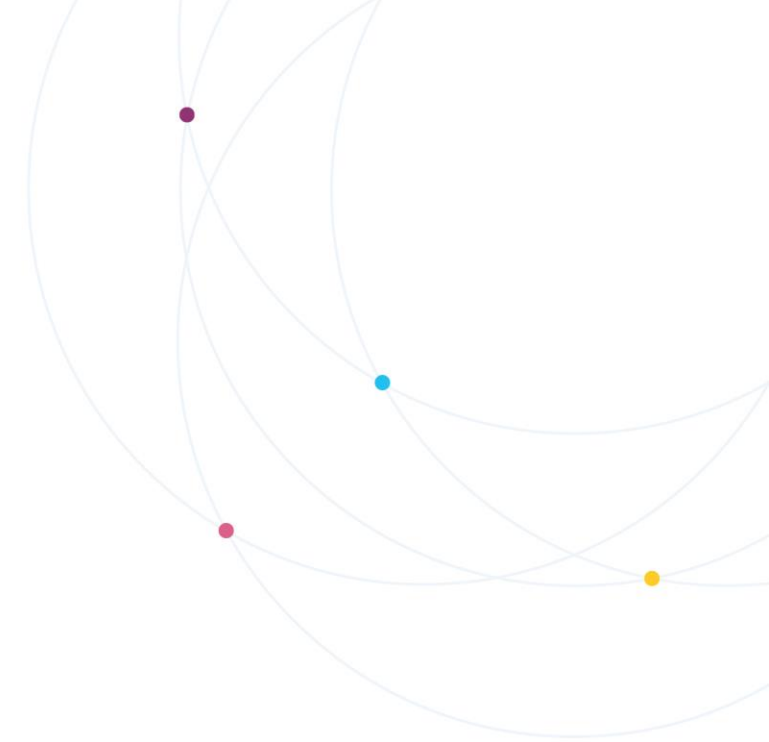
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2

### YOUR SOCIAL MEDIA

- ◆ Use your socials to post about MACH, we'll reshare it - raising your brand awareness
- ◆ Make sure you use #MACH2024
- ◆ Post your MACH articles, we'll share them
- ◆ At least 1 post a week about MACH from January
- ◆ PIN a post with your stand number, keep it pinned until last day of MACH
- ◆ Reshare MACH posts especially video - it has more engagement!
- ◆ Tag the MACH social media accounts





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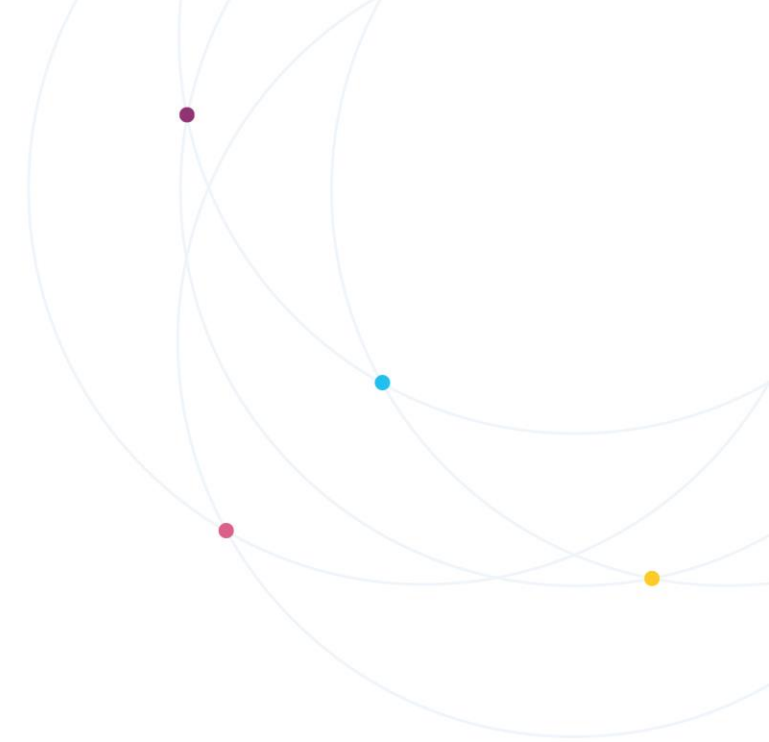
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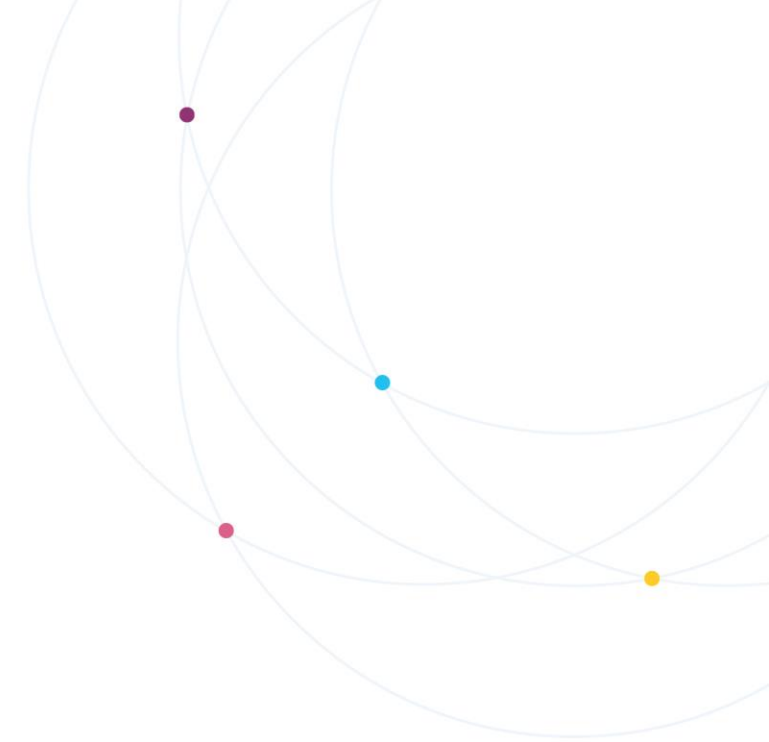
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### 5 YOUR VIDEO MARKETING

- ◆ Play MACH 2024 Press Launch Video/Teaser
- ◆ Use your phrases, keywords, and taglines to connect
- ◆ Add the MACH Logo/Branding and your Stand No. to the start/end of your videos
- ◆ We can create video for you in the style of MACH 2024



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### 6 YOUR PUBLIC RELATIONS

- ◆ Creating MACH related press release(s) for magazines.
- ◆ Post these press releases within the MACH exhibitor portal – we'll share them!

# Lead Generation

**Prepare for the event and how you will manage your pipeline.**

## **Lead Management at the Show**

- Utilise the on-site systems to help manage your sales leads and prioritise
- Have a system so you can easily identify which is a hot lead and requires immediate response through to medium term leads and the longer-term opportunities
- How will you respond to the hot leads (holding email, call next week, distribution to salesforce, telemarketing team nurture?)

## **Post-Show data management**

- Leads should be housed in a CRM system and tagged as a lead generated at MACH/ESC 2024
- Manage the contact with your data – set timeframes based on opportunity (but remember things change)
- Who is responsible for nurturing the lead to ensure maximum opportunity is gained – sales team, marketing team?
- Use the data created from the event to feed into your social media targeting
- Data generated at the event is your future database and can be used for prospecting over the next 2 years
- Data generated at the event is up to date and relevant is correctly managed

**Need any further help?  
Contact Ella Colman**

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Any Questions?

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