

# NMWW2012

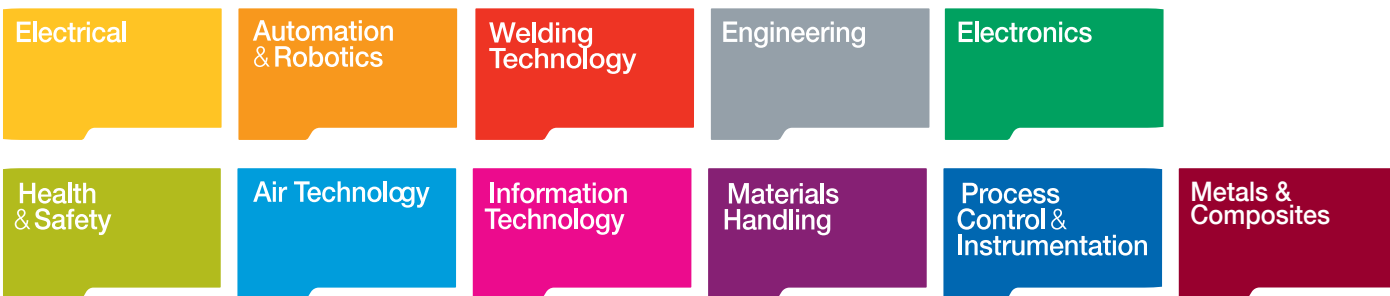
NATIONAL MANUFACTURING WEEK



8 – 11 May 2012, Sydney Showground, Sydney Olympic Park

## Exhibitor Prospectus

### PRODUCT ZONES



# NMW2012

## NATIONAL MANUFACTURING WEEK

National Manufacturing Week (NMW) is more than just an exhibition. It is a week of informative manufacturing industry events. It is the event that strengthens Australian manufacturing through technology and innovation.

### Manufacturing in New South Wales\*

Manufacturing contributed \$32.8 billion to the NSW economy in 2010, or 10 per cent of total industry value added. This figure is forecast to grow by 19 per cent by 2020, to reach \$38.9 billion. In an average year, manufacturing businesses spend more than \$6 billion on new plant, machinery and equipment.

**Space at NMW 2012 is in high demand.**

**Don't miss this unique business development opportunity!**

### FLUKE

"It's been a good show – better venue, better traffic than at Darling Harbour. We've had Ergon, Ansto and a range of other companies visit the stand – they're good customers for our industry."

Steve Hood

### ABB

"ABB see NMW as an integral part of our marketing. It is important to be at the exhibition to see existing customers as well as drive new business."

Olivier Coquerel



\* Source: Department of Industry & Investment NSW

# Why should your company exhibit at NMW 2012?

Events are part of the marketing mix. The effective part!

- Attract buyers and decision makers
- Deliver a demonstrable ROI
- Generate sales leads
- Deliver new business
- Accelerate the sales process
- Provide all-important brand experiences
- Build relationships face-to-face



## Who will visit NMW 2012?\*

Below is a table outlining the Top 5 visitor categories from visitor research undertaken at the last Sydney edition of NMW in 2010.

### Job Function Category

Director/CEO/Managing Director/General Manager/Owner	<b>21.8%</b>
Engineer/Technical Manager	<b>16.3%</b>
Sales & Marketing	<b>12.0%</b>
Apprentice/Student/Training	<b>9.4%</b>
Tradesperson/Metalworking/Electrical/Electronics	<b>7.1%</b>

### Other Categories

- CAD/CAM/Designer/IT
- Contractor/Consultant
- Technician
- Foreman/Supervisor/Leading Hand
- Logistics/Warehouse Manager
- Production/Plant/Operations/Maintenance/Factory Floor Manager
- Purchasing Manager/Specifier
- Research & Development Manager
- Safety/OH&S Manager/Consultant

### Industry Category

General Engineering/Manufacturing	<b>24.3%</b>
Machinery & Equipment	<b>10.0%</b>
Metalworking & Tooling	<b>9.0%</b>
Sheet Metal Working	<b>6.1%</b>
Maintenance	<b>4.8%</b>

### Other Industries

- Aerospace/Defence
- Automotive
- Construction
- Consulting/Contracting
- Food/Beverage/Tobacco
- Government/Education
- Importers/Exporters
- Medical
- Materials Handling & Warehousing
- Mining/Mineral Processing
- Packaging
- Petroleum/Coal/Chemicals
- Pharmaceutical
- Process Control & Instrumentation
- Research & Development
- Telecommunications/IT
- Transport/Distribution/Logistics
- Wood Products/Pulp/Plastic & Paper

### METALWORK PNEUMATICS

“NMW is an avenue for us to promote our product and generate new leads. There have been quality leads that will be followed up after the exhibition. This is our first NMW and we look forward to NMW 2011.”

**Mark Diston**

### NITTO KOHKI

“We have received over 100 genuine leads over the show, including ANSTO, Bluescope Steel and the RAAF. We are very happy with the location of the exhibition at Homebush. Nitto Khoki has been exhibiting at NMW since 1986 and look forward to further exhibitions.”

**Steve Birch**

\* Source: NMW 2010 CAB Audit

# Key Statistics from NMW 2010

- There were 9,727 total visits over four days of NMW 2010.
- 82% of surveyed visitors, who had direct authority or influence to purchasing the types of goods on display, saw something at NMW 2010 that they were likely to buy after the exhibition.
- 71% of surveyed exhibitors were “satisfied” to “very satisfied” with NMW 2010.
- 90% of surveyed exhibitors stated they “will” or “may” exhibit at NMW 2012 in Sydney.

**BOOK  
EARLY TO  
SECURE  
YOUR  
STAND**

## Find your Product Zone...

### ENGINEERING

- > Power transmission
- > Fastening
- > Gaskets & seals
- > Heating & cooling equipment
- > Motors & drives
- > Coating & finishing
- > Quality control
- > Sensors & bearings
- > International pavilions
- > Pumps

### AUTOMATION & ROBOTICS

- > Automated assembly systems
- > Bar coding & identification systems
- > Grippers and manipulators
- > Photoelectric systems
- > Safety systems
- > Test, inspection & calibration equipment
- > Computer integrated manufacturing systems
- > Vision systems, sensors & guarding equipment

### HEALTH & SAFETY

- > Fire, gas & smoke detection & protection
- > Guards & barriers
- > Signs & labels
- > Safety products & education
- > Pollution & noise control
- > Floor coverings
- > Hazardous substance handling & emergency
- > Security

### AIR TECHNOLOGY

- > Air compressors, tools, bellows & curtains
- > Blowers, circulators, connectors & filters
- > Fluids & seals
- > Heating, ventilation & air conditioning
- > Lubricators, manifolds & pipe fittings
- > Pneumatic cylinders & controls

### INFORMATION TECHNOLOGY

- > ERP, supply chain & e-procurement
- > CAD, CAM, CAE
- > IT services & support
- > Hardware, subsystems & peripherals

### PROCESS CONTROL & INSTRUMENTATION

- > Sensors & instrumentation
- > Software & data acquisition equipment
- > Pipes, hoses & fittings
- > Valves & actuators
- > Tanks & vessels
- > Transmitters & transducers
- > Temperature, pressure & flow measurement

### ELECTRONICS

- > Components & connectors
- > Microelectronics
- > Embedded systems
- > Integrated circuits
- > LED/LCD displays
- > Test, measurement & PCB technology
- > Surface mount technology

### ELECTRICAL

- > Electrical components & accessories
- > Cables, busbars & closures
- > Data & communications technology
- > Programmable logic controls
- > Lighting and lamps
- > Smart building technologies
- > Test & measurement equipment

### MATERIALS HANDLING

- > Conveyors
- > Forklifts and attachments
- > Shrink & stretch wrapping equipment
- > Barcode scanning, labelling & printing
- > Radio frequency control systems
- > Inventory & supply chain management tools & software

### WELDING TECHNOLOGY

- > Cutting & preparation
- > Education & training
- > Inspection & testing
- > Laser welding & cutting
- > MIG, stick & TIG welding machines
- > Metal forming & fabricating technology
- > Robotic welding technology

### METALS & COMPOSITES

- > Raw Materials
- > Metals
- > Resins
- > Fabrics & Fibres
- > Thermoplastics
- > Moulding Technology
- > Polyurethanes & Silicones

## Co-located with

**aus-tech**

Austech is Australia's premier advanced manufacturing and machine tool exhibition.

Part of National Manufacturing Week, Austech is the only show specifically targeted at the metalworking, machine tool and ancillary market held in Australia annually.

For further information visit [www.amtil.com.au](http://www.amtil.com.au), email [kwarren@amtil.com.au](mailto:kwarren@amtil.com.au) or call 03 9800 3666

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### About the Organiser

Reed Exhibitions is the world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business.

Every year we run over 460 events in 38 countries, bringing together over 6 million active event participants worldwide. With over 2,300 employees in 33 offices around the globe we serve 52 industries worldwide.

Our network of offices and promoters extends to 45 countries. Working closely with professional bodies, trade associations and government departments, Reed Exhibitions ensures that each and every event is targeted and relevant to industry needs.

With more market-leading events than any other organiser, nobody delivers more business contacts than Reed Exhibitions.