

# IFPEX 2012

International Fluid Power Exhibition

17-19 April 2012  
NEC, Birmingham



*The perfect fit*

*In association with*

**BFPA**

Representing Hydraulic  
& Pneumatic Industries

**BFPDA**

The British Fluid Power  
Distributors Association  
(Affiliated to BFPA)

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

*“IFPEX was a show that proved to be well worth the outlay. The level of enquiries we gained for our swaging machines was strong, and the quality of the interested parties was high. All in all, a very fruitful outing for us.”*

**– Frank Kirwan,  
Hydapower Dynamics.**

*“We had such a good response from visitors to IFPEX 2010 – both in terms of quantity and quality – that our stand personnel were stretched to the limit. We will certainly be back again in 2012.”*

**– Brian Rymer, managing  
director, IMM Hydraulics (UK).**

*“IFPEX 2010 was a very worthwhile event for us. Over the duration of the three days we secured 81 good-quality leads, have opened 11 new accounts and won business as a direct result of the show.”*

**– Nigel Thomason,  
Industrial Ancillaries.**

*“We enjoyed a good level of quality enquiries, receiving almost instant-return business from a number of visitors. Our attendance secured new opportunities with a major OEM that we had been in discussions with for some time. IFPEX 2010 proved to be a very worthwhile investment for us.”*

**– Iain Stansbie, Stauff UK.**

*“It’s definitely been a very positive show for us. We’ve seen a lot of people, some of them existing customers but we’ve seen them in a much more relaxed environment and that actually helps when you next go and see them.”*

**– Sebastian Cole, Tom Parker.**



## Gear-up for Ifpex 2012

Since being successfully re-launched in 2008 after a hiatus of seven years, the International Fluid Power Exhibition and Conference (IFPEX), is now once again firmly established as a highly popular and valued bi-annual event. Now, organisers DFA Media are once again gearing up for what promises to be the show’s biggest outing yet - IFPEX 2012.

IFPEX 2012 will again be fully supported by the British Fluid Power Association (BFPA), and remains the only exhibition in the UK totally focused on hydraulics and pneumatics. As such, it should be on the must-exhibit list for fluid power system manufacturers, OEMs distributors.

IFPEX 2012 will also benefit from being staged in an even larger hall with direct access to the ever popular MACH exhibition. And once again the show will be co-located with other complementary and successful DFA Media exhibitions: Air-Tech and Drives & Controls. In addition the 2012 co-location sees the launch of the Plant & Asset Management Exhibition. This perfect synergy of these shows makes IFPEX a must-visit event for everyone involved in fluid power as well as engineering, manufacturing, construction, etc. in the wider context.

The overwhelming acclaim and high level of success of IFPEX 2008 and 2010 was testimony to the health and enthusiasm of this fascinating and vital industry sector - even during challenging economic times. Indeed, as a yardstick for the anticipated interest in these events, the total attendance figures for the DFA Media shows alone for 2010 comprised 8,624 industry professionals.

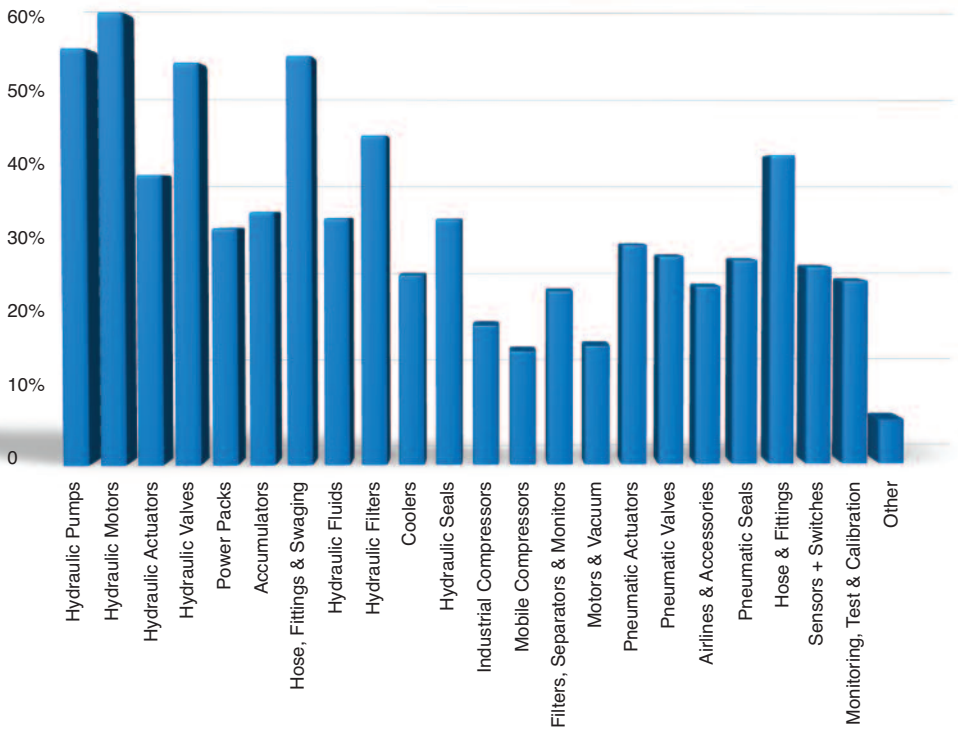
Anyone with purchasing and specifying responsibilities will recognise such an event as an ideal opportunity to learn about all that is current and cutting edge in the fluid power marketplace. IFPEX 2012 will once again offer industry a ‘one-stop shop’ covering all that is current within the fluid power/motion control industries. Don’t miss out, be a part of the UK’s largest manufacturing event!



# High quality decision makers

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

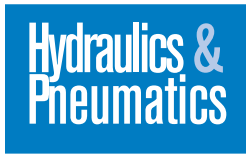
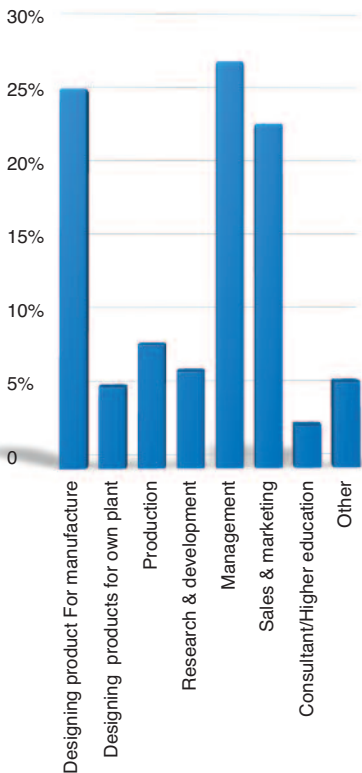
**Main Areas of Product Interest**



## A selection of Ifpex 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
- NEWAY 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

**Job Function**



Hydraulics & Pneumatics  
The official journal of IFPEX 2012

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## Co-located Events



“IFPEX gave us the ideal opportunity to introduce our new division Uniflex-Hydraulic UK ... During the exhibition, we received many useful enquiries two of which we have already converted into orders from completely new customers.”

– Oliver Bain, Abdex.

“We took orders worth in the region of £80,000 at this year’s IFPEX, so you could say we had a very good show ... We even had prospective customers who wanted to talk to us about our swaging machines at 4pm when the show was about to close. All very positive.”

– David West, Allswage.

“We were very pleased with the response we received on our stand at IFPEX 2010, and felt the popularity of the event reflected a return of confidence within our industry ... Roll on 2012.”

– Bridget Hillman, Burnett & Hillman.

“IFPEX proved to be a very positive experience for BYPY with several strong leads secured, some of which have already resulted in new business. We regard IFPEX as our industry’s flagship event and look forward to the next show in 2012.”

– Ian Teece, BYPY Hydraulics & Transmissions Ltd.

“At IFPEX 2010, high-quality visitors reacted very positively to our product portfolio; including the full established range of MP hydraulic filters, plus our two more recently launched filter product ranges. Our UK-manufactured particle counter products were also well received, as was the new-to-market ICM in-line particle monitor. We look forward to IFPEX 2012.”

– Phil Keep, MP Filtri UK.

## High profile marketing campaign

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

IFPEX 2012 will be promoted through:

- Editorial in the leading UK and European 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 via direct mail and magazine journal inserts in the months leading up to IFPEX 2012
- Press briefings to leading industry journalists and editors on the exhibition and seminars
- Personalised invitations, posters and ‘see us at’ stickers sent to all exhibiting companies – as many as you need
- Technical briefings, seminars and workshops
- VIP visits
- Bespoke E-cast promotion to potential visitors
- Dedicated IFPEX 2012 website to inform visitor and exhibitor at every stage
- Extensive website promotions on relevant UK and Overseas sites
- Cross-promotion through Air-Tech, Drives and Controls, 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 the IFPEX 2012 will touch virtually every aspect of both the manufacturing and service industries. Below are the main exhibitor product areas:

- **Hydraulics:** Industrial and mobile, including pumps and powerpacks, cylinders, valves, motors, heat exchangers and accumulators. Filter and sealing technologies. Alternatives to mineral oil.
- **Compressed air:** The continuing energy efficiency drive for industrial compressors. Lubricated and unlubricated air.
- **Pneumatics:** Valves and valve islands, linear and rotary actuators, air motors, FRLs and other treatment technology.
- **Instrumentation:** Sensors, switches and controls as applied to fluid power: Temperature, flow, pressure, liquid level, position.

### 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, blue 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, blue 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 BFPA members**

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