



9,200 Trade Professionals



500 Brands Showcased



3 Halls at the NEC



Exhibition²⁰²⁰

Joinery & Furniture Manufacturing Show
27-30 September. NEC, Birmingham



Elements²⁰²⁰

For Furniture & Joinery Suppliers
27-30 September. NEC, Birmingham

**BE PART OF THE
LEADING EVENT FOR
THE WOODWORKING
SECTOR**

www.Wexhibition.co.uk

 [@W_Exhibition](https://twitter.com/W_Exhibition)

 [@Elements_Expo](https://twitter.com/Elements_Expo)

WHAT DID OUR 2018 EXHIBITORS THINK?

Phil Dalton, Group Operations Manager, Decorative Panels Group:

“Not only do we get to see some excellent new machinery coming to market but The W Exhibition is a great opportunity for us to network with our customers, suppliers and fellow industry professionals”

Luke Thomson, Managing Director, Intelligent Fixings:

“The W Exhibition has been completely off the scale for us. We’re a very new fixings company and had originally decided to make 10 million components but we’re now looking at producing between 50 to 80 million because of the interest we’ve had at this show. It’s been unbelievable”

Matthew Glanfield, Technical Team Manager, Blum UK:

“There’s been a real buzz surrounding the show and the volume of visitors has been very satisfying”



Ferwood UK
@FerwoodGroupUK

Following

We've had a very successful @W_Exhibition. We've already re-booked our stand for 2020 and next time our stand is set to be even bigger. We can't wait! #ferwood #usedmachinery #Wexhibition #W18



JJ Smith Woodworking
@JJSWoodworking

Following

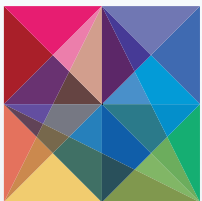
We had a brilliant time at W18! We're already looking forward to 2020! #Woodworking #Joinery #Machines #W18 #Innovation



AS THE ONLY SHOW IN THE UK FOR THE WOODWORKING SECTOR, THE W EXHIBITION AND ELEMENTS BRING TOGETHER LEADING BRANDS WITHIN THE INDUSTRY TO EXHIBIT ACROSS 23,000 SQM AT THE NEC, BIRMINGHAM. WE ATTRACT OVER 9,000 BUYERS AND DISTRIBUTORS FROM THE UK AND OVERSEAS.



MACHINERY, CNC AND TOOLING, SOFTWARE, TRANSPORT, FINANCE, STORAGE



DECORS AND SURFACES, FINISHING SOLUTIONS, COMPONENTS, HINGES AND BRACKETS, TIMBER AND WOOD, EDGE BANDING PRODUCTS



**VISITOR SPEND: 79% OF VISITORS
HAVE PURCHASING AUTHORITY**

**POWER TOOLS VENEERS & DECORS
TIMBER, BOARD & MATERIALS MOULDINGS
WOOD COATINGS & SURFACE TREATMENTS
ADHESIVES CROSS CUTTING
COMPONENTS & ACCESSORIES
HAND TOOLS JOINERY HARDWARE
MANUFACTURING EQUIPMENT EDGE BANDING
CNC & DESIGN SOFTWARE FIXTURES & FITTINGS
WOODWORKING MACHINERY
MACHINE SERVICING & ENGINEERING DECORS & SURFACES
SPRAYING & COATING DUST EXTRACTION EQUIPMENT**

HOW WE DELIVER YOUR AUDIENCE



EMAIL

We promote the event and exhibitors to our buyer database of 30k contacts.



PRESS

Supported by an advertising campaign, our PR strategy focuses on all of the relevant trade press to gain editorial coverage for the event and includes show previews - all featuring our exhibitors.



SOCIAL MEDIA

With over 4,000 followers across Twitter, Facebook and Instagram - we heavily promote the products that will be at the show.



WEBSITE

Our website includes a dedicated listing for each exhibitor and benefits from almost 200k page views for each campaign.



PRINT

We also ran a comprehensive offline campaign; including printed invitations and a bespoke VIP mailing to qualified buyers.



WHO VISITS THE W EXHIBITION AND ELEMENTS?





OVER **9,200** DECISION MAKERS/ BUYERS VISIT THE SHOW



500 BRANDS AND MORE EXHIBIT OVER **4 DAYS**



NETWORK AND DO BUSINESS WITH KEY BUYERS



SHOWCASE **INNOVATIVE NEW PRODUCTS**



SUPPORT **YOUNG TALENT** ACROSS THE INDUSTRY



DO A YEAR'S WORTH OF BUSINESS IN **4 DAYS**



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For information on exhibiting or sponsoring the exhibition, contact

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