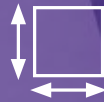




**9,200** Trade Professionals



**500** Brands Showcased



**3 Halls** at the NEC



**Exhibition**<sup>2020</sup>

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



**Elements**<sup>2020</sup>

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

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

[www.Wexhibition.co.uk](http://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

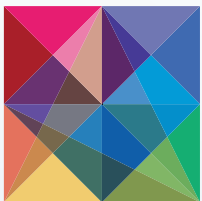




AS THE ONLY SHOW IN THE UK FOR THE WOODWORKING SECTOR, THE W EXHIBITION AND ELEMENTS BRING TOGETHER LEADING BRANDS WITHIN THE INDUSTRY TO EXHIBIT ACROSS 23,000 SQM AT THE NEC, BIRMINGHAM. WE ATTRACT OVER 9,000 BUYERS AND DISTRIBUTORS FROM THE UK AND OVERSEAS.



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.



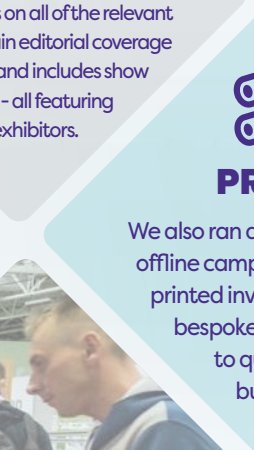
### WEBSITE

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

**Nickie West – Managing Director**

**+44(0)207 886 4852**

**[nickie.west@montex.co.uk](mailto:nickie.west@montex.co.uk)**

[www.Wexhibition.co.uk](http://www.Wexhibition.co.uk)



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



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