

Exhibiting Information



In 2011 we made the decision to move PDM from its traditional home of Telford to London. After five outings in Telford, our visitor research showed that our exhibitors were seeing the same visitors time and again.

Our research also proved that over the years the influential visitor base from the south simply did not make the journey north to attend the event. The increasing influence of the Product Designer in the value chain, also indicated that London would also offer a different demographic. Aware that we would be able to offer new and different visitors to our exhibitors, the move to London was an obvious choice.

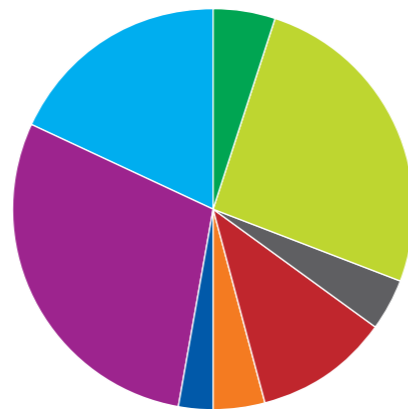
In light of the economic climate we also took the decision to change the shape of the event, creating an environment for information delivery and networking, in a manner that was cost effective and delivering a good ROI for our exhibitors.

Where did our visitors come from?

Did it work?

Over the two open days, PDM11 saw 1397* attendees come through the doors.

- Senior Management
- Production Management
- Technical Management
- R&D
- Purchasing Manager
- Design Consultant / Product Designer
- Sales & Marketing
- Other

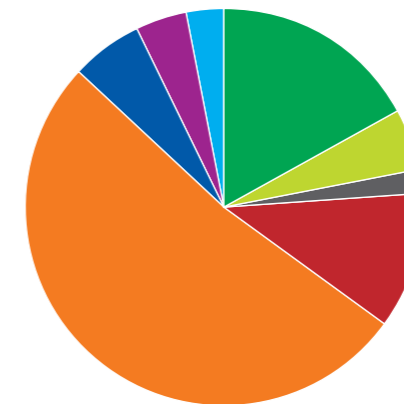


Comparison with 2010

Our senior management numbers remained the same. The attendance from the technical management remained static Attendance from the Product Design Community increased 9%

*ABC Audited

- North and North West
- Yorkshire & Humberside
- East Midlands & Midlands
- London & South East
- South West
- East Anglia
- Wales Scotland, N Ireland
- Not stated



The move to London saw a clear increase in visitors from London and the South, while our core visitors from the Midlands and East Midlands still attended.

"The quality of visitors at PDM11 has been very good. We were attracted by the London venue and we have met a lot of OEMs from the region, who came here to discuss specific projects with us."

Karl McGee, Managing Director, WCM

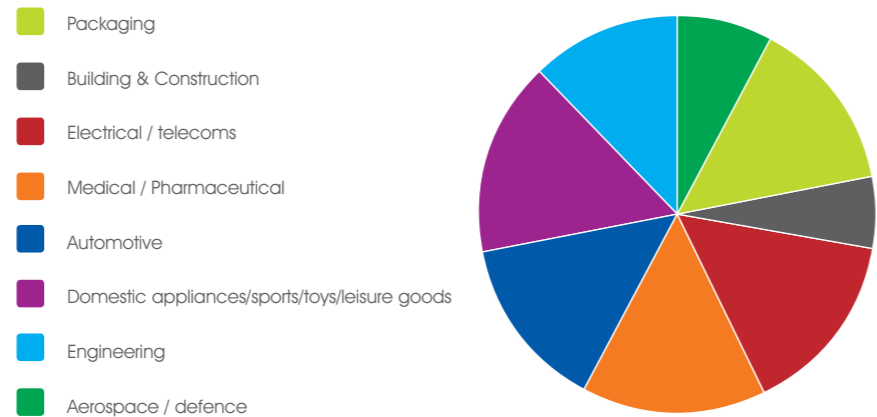
Visitor Loyalty

75% of visitors attended PDM for the first time
18% were returning visitors from 2010 and 2009

The move to London opened up a completely new market to our exhibitors



Which market sectors attended PDM 11?



The new audience indicates the shift in the market influences with an increase from OEMs and product designers seeking to invest

Company Activity		
12%	OEM without in-house moulding	Double 2010
15%	Design and Design Consultancy	3% increase on 2010
12%	Supplier/distributor of materials/additives	static with 2010

The PDM conference

The conference is now an integral part of the PDM event. It adds a 'must attend' factor to the event, and completes the information delivery and networking side of PDM. In 2011 will filled over 300 seats over two days where attendees were informed on subjects such as Design Innovation in Rotational Moulding, and Design for Manufacture.

How did we achieve this?

Crain Communications re visited our marketing strategy for 2011. We carefully selected 20 publications, 16 websites across our core and developing markets. We invested in on line and e shot activity, along with traditional advertising and mailings.

With social media playing an increasingly significant role in any marketing strategy, we increased our input and activity substantially to 'get the word out' Our Twitter following rose to 330, while our Linked in group now has 1140 members.

We also increased our investment in PR and media relations with over 100 items of media coverage being generated, 14 show previews being published, and 21 journalists attending over the two days.



What did our exhibitors say?

"The quality of visitors at PDM11 has been very good. We were attracted by the London venue and we have met a lot of OEMs from the region, who came here to discuss specific projects with us."

Karl McGee, Managing Director, WCM

"PDM11 enabled us to reach the parts of the industry we can't easily reach by other means including designers and product developers. We don't need a big stand to demonstrate the benefits of our technology, so the exhibition pod concept worked very well for us."

David Hitch, Diamond Photofoil Ltd

"We've been able to demonstrate our more innovative products and discuss ideas in depth with a lot of designers at PDM11. The show's been even better than we expected and proved an ideal platform for showing the design community how we can help them."

Vicky Bancroft, Ultrapolymers

"Over 130 contacts made in two days at PDM."

Gary Miller, IPF

"PDM 2011 was the first time that we have exhibited using the Pod type stand, in the past we have had custom stands built. We found it very convenient to have everything set up ready for us to plug in our laptops, put out our brochures and be ready to go. The organizers were very helpful whenever we needed anything prior to the show. We have already booked the Pod stand again for PDM 2012."

Holly Gregory, Operations Manager, AST-Technology GmbH

"I am pleased to say that our pre-show expectations for PDM11 were fulfilled completely, the change in venue vindicated by the opportunity to engage with the design community. We made many new contacts with designers & material specifiers, many of whom visited us with real enquiries for which we were able to demonstrate our expertise in material selection.

Matthew Norman, Marketing & Product Manager, Distrupol Ltd

Over 60% of the floor space re booked during the 2011 event ready for 2012

How to exhibit at PDM 12

The PDM pods proved to be a big hit at PDM 11.

The concept is a simple one. Book your pod, send us your graphics, gather your sales literature, pack your lap top, and you are ready to go. We will do all the work, all you need to do is turn up.



Pod level three - £2,750.00



One (1) 3.5m x 2m turn-key booth

- One (1) reception desk
- Four (4) club chairs
- Two (2) demo stands
- Three (3) company logo signs
- One (1) 37" flat panel monitor
- Two (2) 19" flat panel monitor + keyboards & mice
- Two (2) literature racks
- Internet connection



Pod level two - £2,095.00

One (1) 2m x 0.8m turn-key booth

- Four (4) club chairs
- Two (2) demo stands
- Two (2) company logo signs
- One (1) 37" flat panel monitor
- One (1) 19" flat panel monitor + keyboard & mouse
- One (1) literature rack
- Internet connection



More traditional?

If you want a shell scheme stand, we have new revamped shell scheme stands available for you.

The newly designed shell scheme gives your company the perfect platform to display your products and to meet and greet the visitors.

With the shell scheme you receive walls, grid ceiling, carpet, fascia board with company name.

Price £225 per sqm

A stand pack is also available and includes 1 x round table in black, 2 chairs in black, 1 literature rack, 2 spotlights and 1 x socket.

Price £350 extra

Please note that a media charge of £150 is applicable to your stand and pod bookings

Book your stand.

For further information on PDM 12 please visit our website at www.pdmevent.com

If you wish to discuss your participation in further detail please contact:

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We look forward to welcoming you to PDM 12