

metalmadrid '21

17 & 18 NOV. 2021
FERIA DE MADRID



Part of

 **manufacturing**
madrid

by EASYFAIRS

TWO DAYS OF NEW BUSINESS

The power source for the industrial transformation



You own the power of innovating, creating and boost changes with your new technologies, materials, components and machineries. The industrial transformation power is yours, and we have for you the perfect place to show it.

Take part in MetalMadrid, Composites Spain and Robomática 2021 and turn your power into real business.

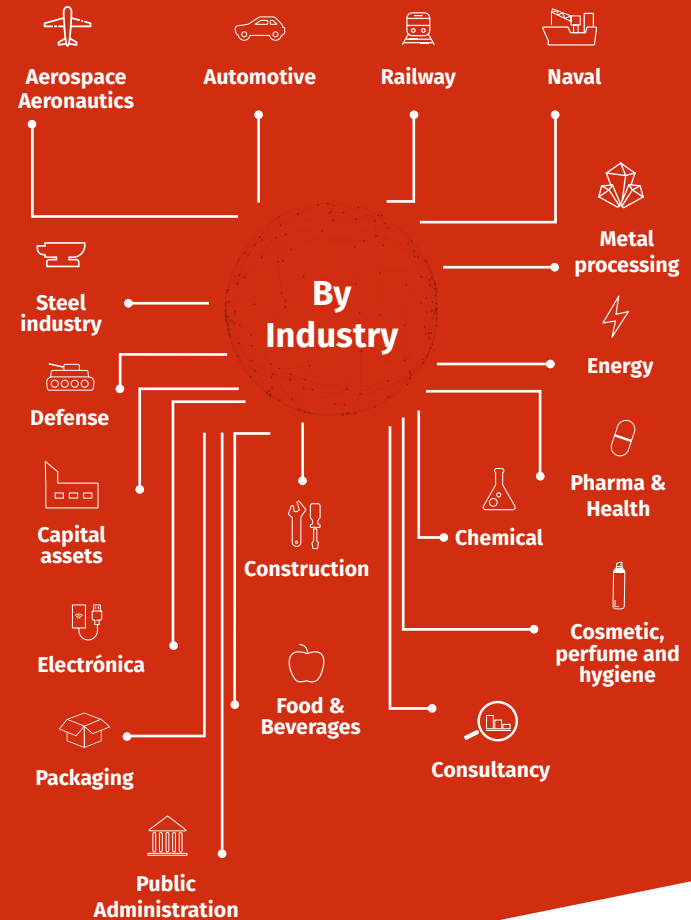
What awaits you in 2021!



> Exhibition key industry sectors

Aerospace supply chain components | Automotive components | Renewable energy components | Machine-tools and components | Machinery and cutting/ forming tools | Metals and alloys | Welding: equipment and components | Metals: machinery, processing/ subcontracting | Surface treatment | Industrial lubricants | Moulding Compounds | Composites machinery and processing | Composites: raw materials | Plastics Processing and Fabrication | Additive manufacturing and 3D printing | Automation and robotic | Personal protection equipment | Inspection, quality and testing | Metrology | Connected Manufacturing: big data, cloud, IoT and cybersecurity | Design/Modelling/Prototyping (CAD) Software | Software | Nuclear engineering | Industrial services | Logistics services | Association, Technology Transfer organisation

> Visitor profile



> By function:

- CEO / General Manager
- R&D Manager
- Production Manager
- Maintenance Manager
- Engineer
- Purchase Manager
- Procurement Manager
- Operation Manager
- Quality Manager
- CAE Specialist
- Supply Chain Manager
- Financial Manager

GAIN AN UNPRECEDENTED LEVEL OF ACCESS TO IMPORTANT DECISION MAKERS

Select your stand

Stand 9 sqm Stand 18 sqm Stand 36 sqm

WHY EXHIBIT?

Cost savings: "The average cost per visitor is 45% lower at a trade fair than at a direct sale".*

Meet with the main decision-makers of the industrial sector.

Time saving: Get high volume of leads in only two days. Moreover, approximately 54% of potential clients contacted at fairs do not require further visits to close a sale.

+58.000 commercial interactions happened in MetalMadrid

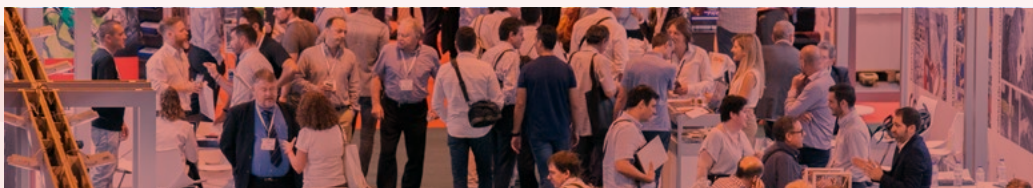
Opportunities: 80% of companies consider that fairs are the only opportunity to discuss problems and new trends with other professionals in the sector.**

400 exhibitors have already confirmed their participation

"Word-of-mouth": 71% of visitors share the information they get at fairs with 1 to 6 people when they return to their companies.*

+15.000 professional attended MetalMadrid

Source: AFE - Asociación Española de Ferias | *Based on a report from the Center for Exhibition Industry Research | ** Based on a report from the Simmons Market Research Bureau.



80%

of our exhibitors book again their participation for next edition

9/10

exhibitors would recommend participating

SECURE YOUR STAND FOR 2021 TODAY

Boost your visibility



Become a Sponsor or an Event Partner



Book one of our visibility packs



Contact us for ad-hoc visibility proposals

Maximise your online & onsite presence



EasyGo boosts your reach, exposure and ROI every time you participate at an Easyfairs event. Your EasyGo package allows you to manage your entire event promotion and participation.

GOVISIBILITY **GOLEADS** **GOPLUS** **GO PREMIUM** NEW

Benefits & advantages

My Easyfairs access

Display your company profile online

Display your products/services online

Distribute digitally your literature at the event*

Invite your customers & prospects

Get contacted by visitors

Turn your stand visitors into highly qualified leads!



All visitors will receive a 'Smart Badge', which can be used to touch the badge reader on your stand to receive information about your company.

You will then be sent the details of the visitors who have scanned the reader!

The best way to do business keeping social distance

> Keep an eye on our growing figures for the last 3 years

7.025
Visitors

2017

9.007
Visitors

2018

12.000
Visitors

2019

2021



"We could hardly create such an exceptional occasion to meet and greet current and prospective clients. MetalMadrid provides the perfect environment to do so."

Joaquín Cárdenas

Marketing Manager at VITALOX INDUSTRIAL

"Great opportunity to gain customer loyalty and build new contact networks. The large number of professionals attending this year really encourage us to rebook for 2019."

Iris Rubio

Marketing Department at HIFI FILTER

HIGHLIGHTED VISITORS OF OUR LAST EDITION



BOOK NOW

93%

of visitors stated that MetalMadrid is important to their business

"A brilliant show to find new products and increase your network"

Héctor Casado Álvarez, Product Developer at Indra

GET IN TOUCH!



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