



POST SHOW REPORT

21-22/03/2018
Antwerp Expo

Maintenance
Pumps & Valves

OVERVIEW

- On 21 & 22 March 2018, **5,135 professionals** visited this two-day dual event at Antwerp Expo.
- More than half the visitors came for **Maintenance** and **Pumps & Valves**.
- In total, there were **135 Masterclass** participants who enjoyed hearing everything there is to know about industry 4.0, reuse of process water, corrosion, maintenance strategies, pump technologies, etc.
- The visitors could visit **347 exhibitors** with expertise in industrial maintenance, asset management, production reliability, process equipment and industrial pumps and valves.
- Each exhibitor collected approximately **39 touches**. 55% of all exhibitors even obtained **more than 30 concrete leads** thanks to the Touch & Collect smart badge system. In total, **13,712 touches** took place on the entire trade show floor.



It is the ideal meeting place to renew very many contacts and to make new one in one day.

Rafael Van Raebroekx - Sr. Group Expert Materials Technology & Inspection Systems, Borealis (visitor)



This trade show is a hot spot when it comes to know-how related to pump systems and equipment for industrial processing. The place to be for every professional in the process industry!

Serena Galeone - Marketing & Communications Coordinator, Endress+Hauser nv (exhibitor)

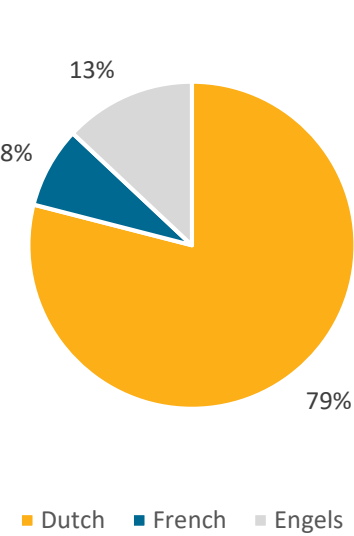


An interesting edition this year and, in particular, the Pumps & Valves and Maintenance combination was a direct hit!

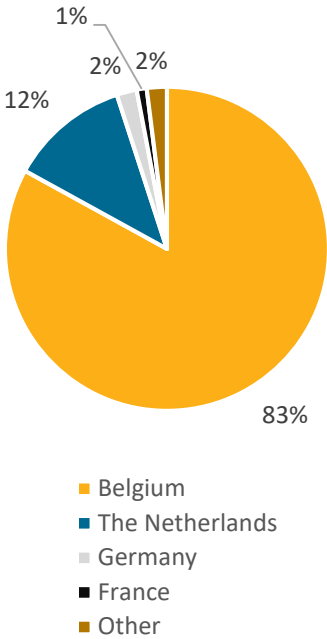
Stefan Drumont - Project Engineering Manager, INEOS Styrolution (visitor)

VISITOR FACTS

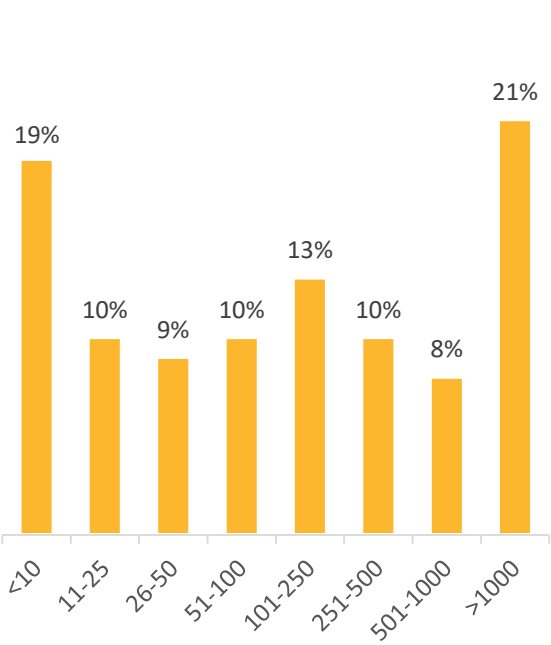
Language



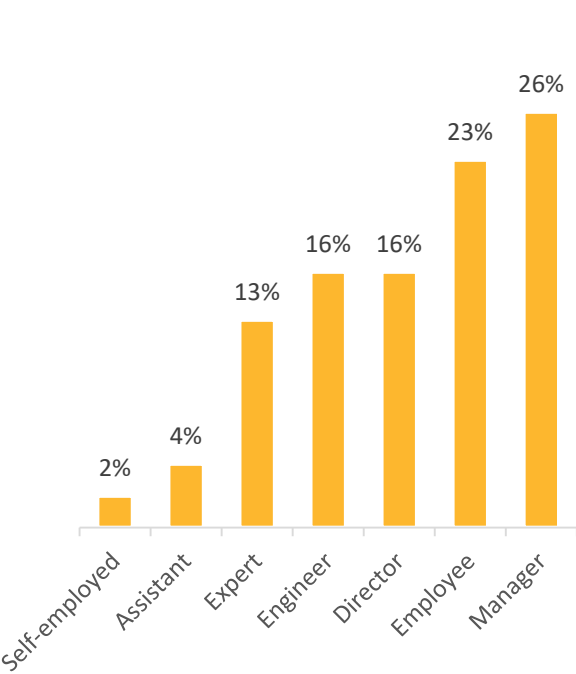
Country



Company size

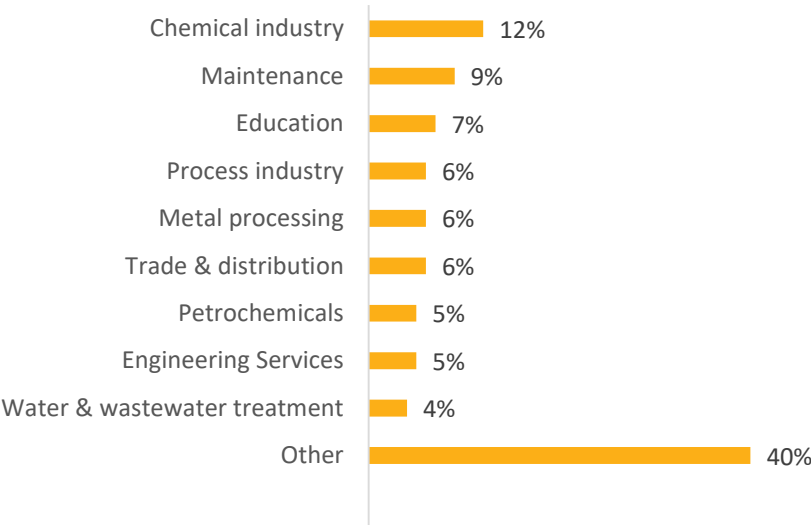


Decision level

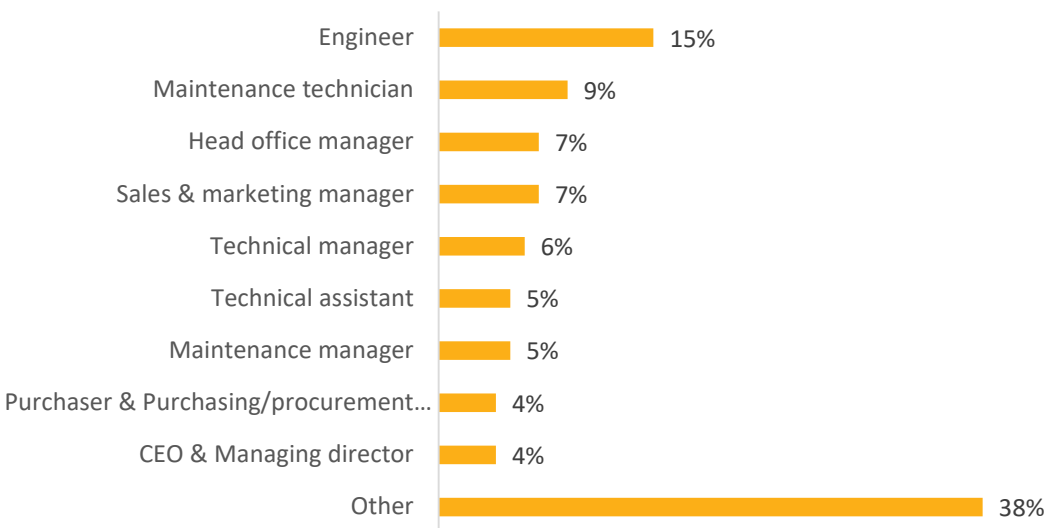


VISITOR'S PROFILE

Top 10 industries



Top 10 jobs



VISITOR'S SURVEY

- On average, visitors give Maintenance | Pumps & Valves a **score of 7,8/10**.
- Nearly 70% of visitors indicated that they will definitely **contact an exhibitor** after the trade show either to buy or to get more information.
- In the first place, 74% of visitors comes to the trade show to gather **information and discover new trends**. In the second place, we have making new contacts and/or maintaining current contacts. In other words: **networking**.
- In total, 56 visitors followed a guided tour by BEMAS at the exhibitors who were nominated to receive an award. This Digital Innovation Tour was given an average **score of 8.5/10**.



81% will probably or certainly visit the next edition of Maintenance.

83% found all required sectors and exhibitors at the trade show.

86% will probably or certainly visit the next edition of Pumps & Valves.

96% is satisfied to very satisfied about the number of exhibitors present.

97% is satisfied to very satisfied about the quality of the exhibitors.

In one day you are again up-to-date about new tendencies and equipment.

Ivo Maes - Projectleider, AVEVE Veevoeding (visitor)

Maintenance and Pump & Valves is like a box of chocolates ... a great and varied range!

Marc De Locht - Preventieadviseur, BASF (visitor)

Clearly laid out trade show where you do not get lost among a range of exhibitors that is too extensive.

Freddy Rogiers - Industrial designer, Umicore (visitor)

Very interesting trade show to get the best know-how about the Belgian market and to meet most important players in this sector.

Jean-Luc Ciocca - Purchasing Manager, Armstrong International (visitor)

Stop looking online and go to the trade show!

Frank Boelens - 1CC, BASF nv Interventiedienst (visitor)



EXHIBITORS' SURVEY

- Exhibitors give the general organisation of the Maintenance | Pumps & Valves dual trade show an **average score of 7,4/10**.
- 93% of the exhibitors is **satisfied to very satisfied about the quality of visitors**.
- The most important objectives for participating in the trade show for nearly all exhibitors is to **make contacts for sales after the trade show**. In retrospect, they have given achieving this objective an average score of 7/10.
- 73% of the exhibitors believes that **all visitor target groups are sufficiently represented**.



Varied, easily accessible and well-organised!

Christel Pothuizen - Sales & Service Benelux, Pfeiffer Vacuum Benelux (exhibitor)

Unique trade show in the processing world!

Dirk Van Bogaert - Verkoop Industrie, Deprest nv (exhibitor)

A great boost for customer acquisition!

Pieter Marchand - Managing Director, Suminvent bvba (exhibitor)

Trade show participation costs money and therefore there must be a return for the stand holder. The organisation behind the scenes is always complicated and I have experienced quite some other trade shows where the stand holder is left to his own devices. Here, on the other hand, we have a professional framework where they also pay attention to the inner man and woman. A satisfactory score because of the smart partnership and framework.

Erik Lamal – Sales Director, I.safe Mobile GmbH (exhibitor)

Excellent organisation and a good/close partnership with the Easyfairs team that is open to new ideas. Excellent preparation of our own team: we have had the promotion engine run at full tilt internally and externally. Trade show participation is much more to us than just having a stand on the floor: a stand is but one of the elements of a campaign.

Kris Ameryckx - Marketing Communications Manager, Endress+Hauser nv (exhibitor)

TRADE SHOW EXPERIENCE

Nocturne & networking

Maintenance and Pumps & Valves gives you the opportunity to network in the sector and to be inspired by examining new technology.

*Koen Teuwen - Operations Manager
Sampling, Umicore (visitor)*



Digital Innovation Tour & Awards

A fantastic opportunity to check out and discuss the latest trends with people that know the nitty-gritty.

*Matthias Van Dyck -
Maintenance and Engineering
Manager, NOF Metal Coatings
(visitor)*



Stand activities



Masterclasses



PRINT, ONLINE & SOCIAL MEDIA

Exhibitors enjoy an extensive promotion campaign around the trade show ranging from trade show websites and segmented e-mailings to invitation cards and publications in print and online media. Maintenance and Pumps & Valves are even present on social media!

- Aquarama
- Automation Magazine
- CxO magazine
- Ecotips
- Engineeringnet Magazine
- Fluids Processing
- Fokus
- Imaintain
- Industrial Automation
- KanaalZ
- Lubri Technics
- Maintenance Benelux
- Maintenance Magazine
- Maintworld
- Maritime Holland
- Offshore Wind magazine
- Petrochem
- Pomp.nl
- Pump Technics
- Utilities
- Vakblad TIM



NEXT EDITIONS



Practical information

Antwerp Expo - Hall 2 & 3
27 & 28 March 2019

Simultaneously with M+R and
Worksafe



Practical information

Antwerp Expo - Hall 1 & 4
25 & 26 March 2020

Simultaneously with Maintenance