



Promoting
innovation
in mobile
industrial
equipment
design



introduction



a fresh approach

Industrial equipment OEMs are facing huge challenges and new opportunities in the mobile equipment sector juggling improvements to their existing ranges with developing new products to cope with tomorrow's demands.

Social responsibility issues have also impacted on the OEM who now must consider both the ecological impact of a product across its lifecycle and in operation having a big impact on the design and procurement process.

In addition, the safety and comfort of the driver or operator has had a profoundly positive effect on the ergonomics of industrial equipment, resulting in products whose design DNA is close to its automotive cousin.

Decreasing product lifecycles and their development times places immense pressure on companies supply chains.

Using the right suppliers and technology to remain competitive – as well as them being able to supply on time – will only become more important for the industrial equipment OEM.

Reach component buyers

Mobile Equipment Design & Components Expo 2008 and its sister publication, *Mobile Equipment Design & Components* provide component suppliers with the platforms to influence the spectrum of the world's leading industrial equipment OEM design engineers and component buyers.



With no aftermarket or end user content, *MEDC Expo 2008* and *MEDC* focus solely on the supply needs and issues affecting more than 6,000 OEMs – volume buyers of components – worldwide.

www.mobile-equipment.net

exhibition

a unique event



15th – 16th October 2008

Hall 3, Palexpo

Geneva, Switzerland

MEDC Expo 2008 will create an environment for business and the exchange of ideas between component suppliers and OEMs.

A mix of exhibition and seminar content will create a dynamic forum making MEDC Expo 2008 the must attend event in for the OEM community where visitors will:

- Identify new technologies
- Source new suppliers
- Gain valuable creative stimuli to drive future development
- Hear the latest thinking on future consumer trends and market opportunities
- Exchange ideas and network with design engineers from a wide spectrum of OEMs

In addition to the range of commercial exhibits, MEDC Expo 2008 will contain seminar sessions designed to educate, inform and stimulate design engineers. Topics will include a mix of technical, design and keynote addresses.

Who will visit?

OEM profile:

- Warehouse handling
- Port handling
- Agriculture
- Construction

- Grounds maintenance and Leisure
- Quarrying and earth moving
- Cleaning, hygiene and waste disposal
- Airports
- Military and emergency vehicles
- Personal mobility

Visitor profile:

- Design Engineer
- Engineering Director
- Production Director/Manager
- Buyer/Purchaser
- Managing Director/CEO
- Marketing Director
- Supply Chain Director
- Project Director

Who should exhibit?

If you supply any of the following, you must be at MEDC Expo 2008:

- Engines
- Gears and gearboxes
- Batteries and fuel cells
- Hydraulics
- Drives and motors
- Controls and instrumentation
- Wheels, tyres and brakes
- Interior trim and components
- Exterior panels and components
- Axles and steering
- Chassis and sub-frames
- Rotational moulding
- Injection moulding
- Lubricants
- Paints and coatings
- Specialist steels
- Graphics
- Electronic components
- Seats
- Design systems and software
- Outsourced manufacture and machining
- Logistics and supply chain



meet and influence the world's leading design engineers and component buyers in one place, at one time



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exhibition



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Visitor promotion

Visitor promotion for *MEDC Expo 2008* will include:

- Extensive advertising and PR in our sister publication, *MEDC* – the largest international electronic circulation publication for our industry
- Continual email campaigns to our database of over 10,000 contacts within more than 6,000 OEMs worldwide
- Ticket mailings, inserts and PR in relevant domestic and trade press
- Links to trade associations

How to exhibit

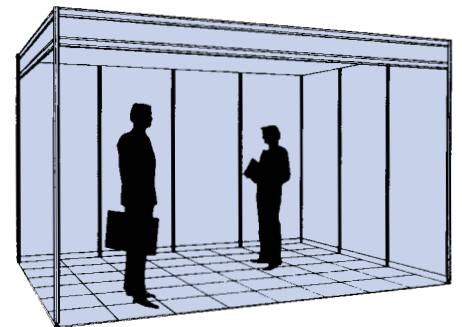
To reserve your stand at *MEDC Expo 2008*, study the floor plan on the next page and complete the separate fax back form. Stands will be sold on a first-come first-served basis.

Stand costs

Space only £255 per sq m
Shell scheme £285 per sq m

Shell scheme includes:

- Walling
- Fascia name board
- Carpet
- Electrics pack
(one spotlight and socket per 9 sq m)
- Furniture pack
(meeting table and three chairs)



The venue

Geneva is a truly international business destination and synonymous with great design – home to the world's finest watch manufacturers and the Geneva Motor Show, used by many leading car manufacturers to unveil their latest designs and concepts to the world.

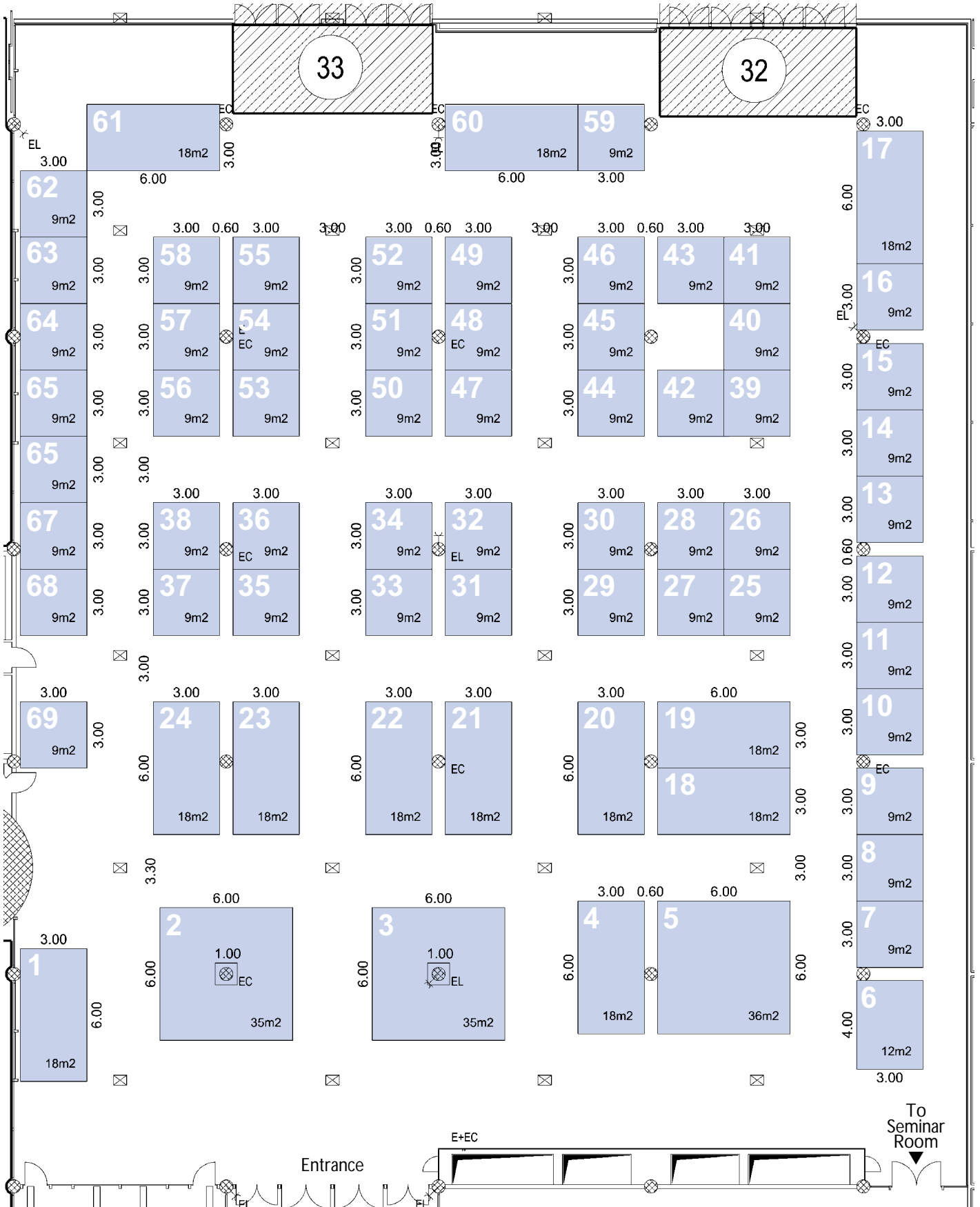
- Palexpo (pictured above) is only 5 minutes walk from Geneva airport
- Geneva is served by more than 100 direct flights daily – with journey times from most European countries of no more than 2 hours
- Direct access to Europe's north-south motorway system
- Minutes from Geneva's main station connecting to TGV, Eurostar & Cisalpino, providing fast, direct access to Paris, London and Milan.

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exhibition

Stand costs

Shell scheme: £285 per sq m
Space only: £255 per sq m



magazine



a new publication



MEDC is the only electronic magazine circulated to the international community of industrial equipment OEMs.

Published bi-monthly, it provides component suppliers with a regular editorial and advertising platform to promote their technologies to the spectrum of mobile industrial equipment OEMs.

MEDC is emailed to over 10,000 contacts.

Interactive magazines are rapidly emerging as the preferred method of delivery for internationally circulated technology and academic publications, as they offer the reader and advertiser many benefits over traditional media:

- Keep up to date with news and product launches with absolutely no delay compared to lengthy international despatch times for print media.
- Highly IT/technology literate reader and advertiser groups value the ease of use and portability electronic media offers.
- Each issue is automatically archived, providing ongoing access to the MEDC library of articles and advertisements.
- Every page can be individually printed, saved or emailed to colleagues in pdf format.
- All component supplier advertisements feature direct web and email links.
- Electronic media enables advertisers to reach readers more cost-effectively and will offer greater transparency on what OEMs read and respond to.

- Circulations grow as internal pass-on readership will be greater than print media.
- Electronic magazines are greener – no paper, no airmail.

Reader profile

- Design Engineer
- Engineering Director
- Production Director/Manager
- Buyer/Purchaser
- Managing Director/CEO
- Marketing Director
- Supply Chain Director

Editorial focus

Every issue of MEDC contains a vibrant mix of commercial and technical content including:

- New technologies and components
- Market trends
- OEM and component supplier interviews
- Regional focuses
- Component case studies
- OEM case studies



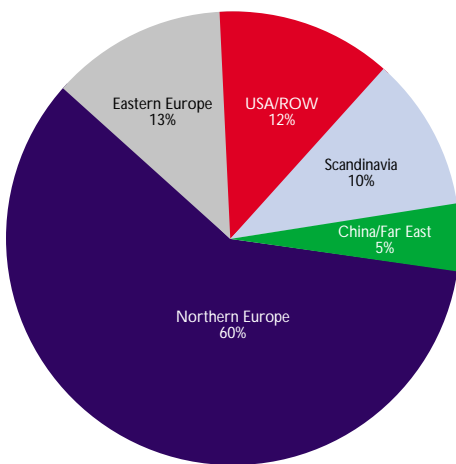
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a new publication

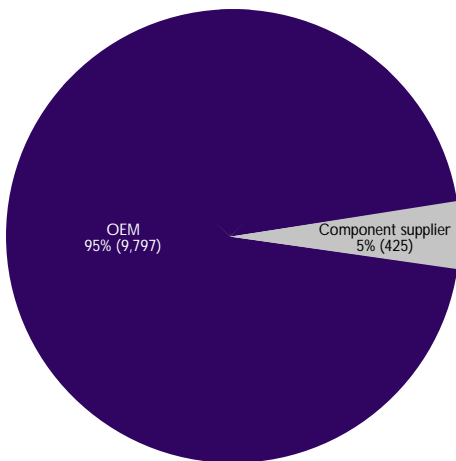
Circulation data

MEDC is circulated to 10,222 contacts.

Regional Breakdown:



Reader Breakdown by organisation:



2007/8 Editorial schedule

November 2007

Technology Report: • Controls and Instrumentation • Wheels, Tyres and Brakes • Batteries and Fuel Cells

Regional Focus: China and Far East

January 2008

Technology Report: • Engines • Interior Trim and Cabs • Axles and Steering

Regional Focus: Germany

March 2008

Technology Report: • Gears and Gearboxes • Lubricants • Design – Systems, Software and Consultants

Regional Focus: Italy

May 2008

Technology Report: • Drives and Motors • Chassis and Subframes • Attachments and accessories

Regional Focus: Scandinavia

July 2008

Technology Report: • Hydraulics • Moulding – Rotational and Injection • Paints and coatings

Regional Focus: USA

September 2008

Special Issue: Preview and on-site issue for MEDC Expo 2008, October, Geneva

November 2008

Technology Report: • Exterior panels and components • Controls and Instrumentation • Batteries and Fuel Cells

Regional Focus: France and Benelux



Advertising rates

Size	1 insertion	3 insertions	5+ insertions
Full page	£1500	£1275	£1080
Half page	£800	£680	£575

Cover Package (one per issue) £2500

Comprises: • Cover application image • Back cover • DPS advertorial feature • Solus sponsorship of issue carrier email



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Quartz Publishing & Exhibitions is a leading industrial publisher and exhibition organiser in the storage handling, bulk handling and cleaning & maintenance sectors with an in depth knowledge of the industrial OEM markets and sectors.



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