

BITA



BITA'S DESIGN4SAFETY AWARDS AT IMHX 2016

"BITA is a substantial and dynamic trade association and is the voice of the industry in matters technical and legislative at the highest levels in Europe and internationally."

James Clark, Secretary-General



There is now less than a year to go to IMHX 2016, the essential intralogistics event for supply chain professionals, which is taking place from 13-16 September at the NEC Birmingham - and as co-owner of the event BITA will once again be playing its part.

The last IMHX took place in 2013 and

market research, brand awareness and product demonstrations. And with approaching 20,000 logistics professionals gathering together in one place, the networking opportunities speak for themselves.

Sponsored by Investec, IMHX 2016 will reflect every aspect of 21st century

All IMHX exhibitors can enter in six different categories encompassing the whole materials handling industry:

- Industrial Vehicles
- Automation
- Goods-in/Goods-out
- Racking & Storage
- Technology
- Warehouse infrastructure

To find out more about the awards visit www.design4safety.com - and see you at IMHX in September.

BITA Membership Numbers

73 forklift truck manufacturers, suppliers, service providers and media operating in the UK.

BITA Events in 2016

IMHX 2016, 13-16 September at the NEC Birmingham

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BITA is the voice of the industry in matters technical and legislative at the highest levels in Europe and internationally. It enjoys a close working relationship with bodies such as the UK Health and Safety Executive, the European Committee for Standardization (CEN) and the International Standards Organisation (ISO).

BITA ARE ORGANISING THE DESIGN4SAFETY AWARDS, WHICH GIVE EXHIBITORS OPPORTUNITY TO HIGHLIGHT THE SAFETY BENEFITS OF THEIR PRODUCTS AND SERVICES

attracted 19,500 visitors and over 400 exhibitors across four halls at Birmingham's NEC. This fifth event was the biggest ever - but the coming sixth IMHX is forecast to be even bigger.

This is despite the number of communication channels multiplying on an almost daily basis. Skype enables face-to-face virtual meetings and power points can be viewed on screen via GoToMeeting. But there is still no substitute for genuine face-to-face interaction.

As the biggest UK materials handling show, taking place across 32,000 square metres of floor space, the equivalent of four Wembley football pitches, IMHX allows companies to achieve multiple sales and marketing objectives at once: direct sales, database-building, corporate hospitality,

intralogistics. This includes a dedicated Supply Chain IT Village showcasing the latest logistics and supply chain technology, a speaker programme featuring topical and prestigious speakers from across the industry, right through to racking and the latest forklift trucks and materials handling solutions.

At IMHX 2016 BITA will once again be organising the Design4Safety awards, which give all exhibitors the opportunity to highlight the crucial safety benefits of their products and services.

Entering the Awards can bring publicity, recognition and profile. Promotional activity before and during the show will support exhibitors' marketing efforts and provides a great way to help attract customers and visitors to an exhibitor's stand.

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