

Resource & Waste Management Expo

16-17 September 2026 | NEC Birmingham

Your guide to showcasing equipment on the UK's biggest stage for resource and waste management.



RWM
RESOURCE & WASTE
MANAGEMENT EXPO



Bring your equipment **to life** at **RWM**

The Live Demonstration Area is one of the most anticipated features of both RWM and ESS Expo, giving visitors the opportunity to see cutting-edge waste and recycling machinery operating live in a real-world environment.

With thousands of operators, contractors, processors and procurement decision-makers attending RWM, demonstrating your equipment live offers a powerful way to showcase performance, prove capability and stand out from the competition.

13k+

RWM Attendees

80%

Hold Buying Power

25%

YoY Growth
at ESS Expo



Why demonstrate **live**?

Showcase your machinery in-action

Demonstrate exactly how your equipment performs by showing it live on-site. Process powerfully. Impress instantly.

Engage with high-value buyers

Connect with local authorities, waste operators, recycling processors and industry leaders actively looking for new equipment and solutions.

Position your brand as an industry leader

Be recognised as one of the manufacturers driving innovation in the resource and waste management sector.

Create a memorable experience

Live machinery demonstrations attract crowds and create some of the most talked-about moments at RWM. Put your equipment centre stage.



Types of machinery suitable for demonstration

The Live Demonstration Area is designed to showcase machinery and equipment used across the waste, recycling and resource management sector. We welcome applications from manufacturers and suppliers looking to demonstrate how their technology performs in real working conditions. Examples of suitable machinery include:



Waste Processing
Equipment



Recycling &
Recovery Systems



Material Handling
Equipment



Fire Safety
Equipment

These examples are not exhaustive, and we encourage applications from any company demonstrating machinery that supports resource efficiency, waste processing or recycling innovation.

Top tips for applications

1.

Clearly explain the machinery you want to display

Tell us exactly what equipment you will bring and what it does. The clearer the description, the easier it is for our team to understand the value of your demonstration.

2.

Show what visitors will see in action

Explain how the machinery will operate live at the show. Will you be processing materials? Demonstrating a specific capability? The more engaging the demonstration, the greater the impact.

Top tips for applications

3.

Highlight what makes your equipment unique

What sets your machinery apart from others in the market? Innovation, efficiency, automation, sustainability or performance are all important factors.

4.

Think about the benefit to the RWM audience

Think about what waste and recycling professionals will gain from seeing your machinery live - whether that's improved efficiency, better material recovery or cost savings.

Application Timeline



10 MAR

CALL FOR DEMOS
IS OPEN

10 APR

CALL FOR DEMOS
IS CLOSED

30 APR

CALL FOR DEMOS
APPLICANTS NOTIFIED

16-17 SEPT

TIME TO SHINE.

Got a question about your application?

We're happy to answer! Send us an email on:

sales@rwmexhibition.com

