

ADVANCED ENGINEERING



The UK's largest annual gathering of engineering supply chain professionals

2019 Post Event Report

Contact us to find out more

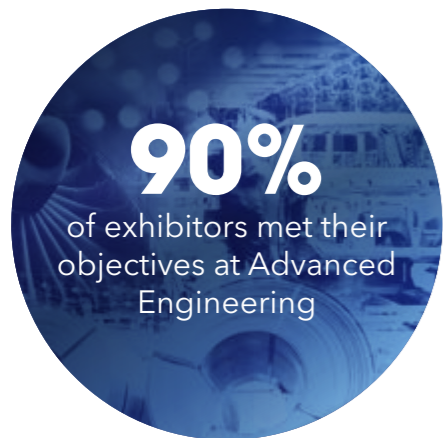
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by **EASYFAIRS**

Advanced Engineering 2019 saw a 5% increase in footfall with some 15,000 attendees over two days

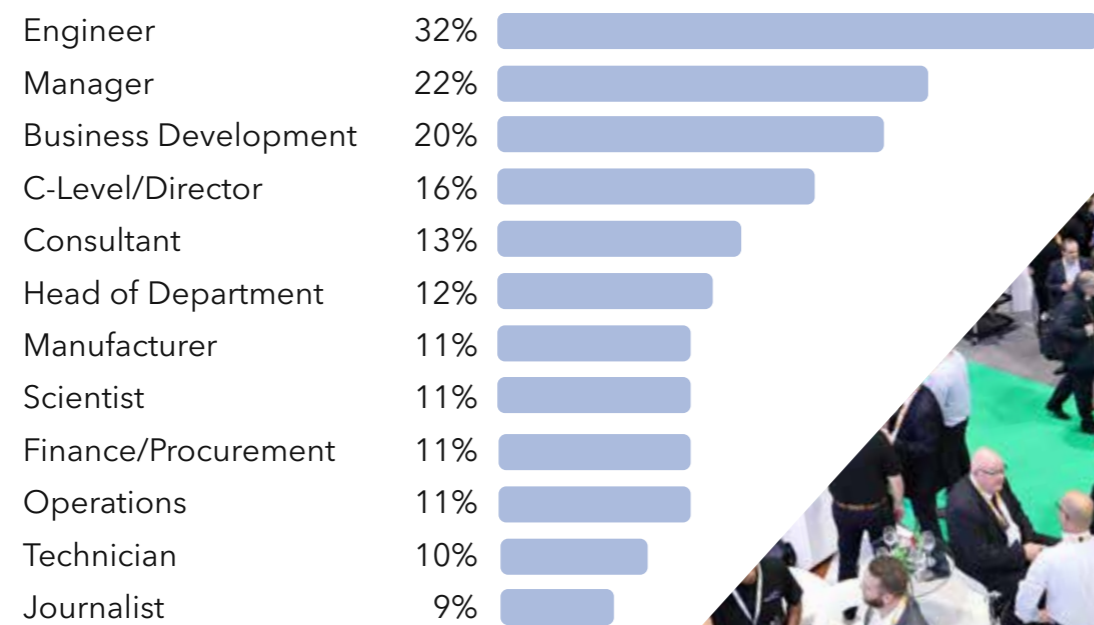
Advanced Engineering 2019 wrapped up for another year on 31 October, after welcoming over **550 exhibitors** and over **15,000 attendees**, a 5% increase on the previous year. With the introduction of a new show zone, Medical Device Engineering, Advanced Engineering showcased more cutting-edge technologies and product innovations than ever before, giving its attendees more reasons to visit the show, resulting in a larger footfall for all exhibitors.

With innovation at the core of the entire engineering industry, we re-introduced Enabling Innovation. Enabling innovation hosted 10 start-up companies showcasing their innovative products and services to the market. This gave both exhibitors and visitors, the opportunity to browse the latest innovations and take inspiration back to the office and apply to their business.

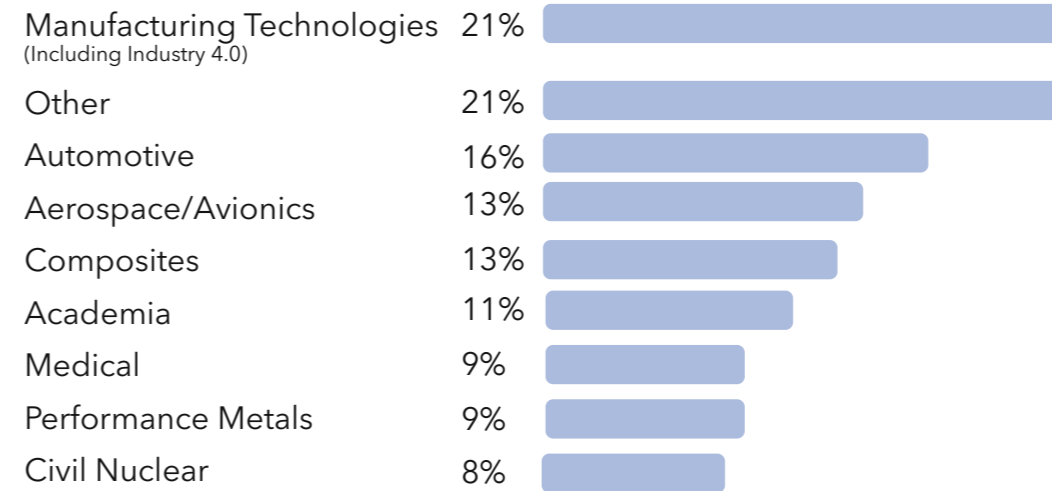


Visitor demographic

Job title breakdown



Industries in attendance



Brands attended



Visitors at Advanced Engineering 2019 included

MOD DE&S	Senior Quality Officer	Bentley Motors Ltd	Material Engineer
BAE Systems Combat Systems	Quality Assurance Engineer	Siemens	Head of Digitalisation
Airbus Defence and Space	Electronic Engineer	Lotus Cars	Metrology Supervisor
Jaguar Land Rover	Software Engineer	Mercedes Grand Prix Ltd	Head of Purchasing
Dyson	Senior Engineer	Aston Martin	Head of Inspection Engineering
Renishaw plc	Design/Development Engineer	Dyson	Senior Manufacturing Engineer
Bentley Motors	Senior Project Engineer	Babcock International	Innovation Engineer
McLaren Applied Technologies Ltd	Senior Systems Engineer	Moog Aircraft Group	Senior Engineer R&D
MoD	Aerospace Engineer	Nissan Motor Manufacturing UK Ltd	Design Engineer
Royal Air Force	Structural Engineer	Jaguar Land Rover	Senior Process Engineer
Bentley Motors Ltd	AM Engineer	BAE Systems	Senior Structures Engineer
Rolls-Royce plc	Chief Manufacturing Engineer	ZF	Design Engineer
Safran Seats	Innovation Manager	Airbus	Stress Engineer
Ford Motor Company	Systems Optimisation Supervisor	Tata Motors	Deputy Chief Engineer
Jaguar Land Rover	Research Lead Engineer	Jaguar Land Rover	CAE manager
NatWest	Business Development Director	Thyssenkrupp	Project Manager
Rolls-Royce Plc	Design Engineer	TATA Motors	Senior BIW Engineer
Samsung Electronics	Senior Engineer	Jaguar Land Rover	CAE Engineer
Airbus	Manufacturing Engineer	Nissan Motor Manufacturing UK Ltd	Senior Engineer
ABB	R&D Engineer	BOC	Applications Engineer for Additive Manufacturing Buyer
Babcock International	Group Head of Research and Partnerships	Fuji Industries UK Ltd.	Manufacturing / Engineering
MoD	Design Engineer	Procter & Gamble	Manufacturing Engineering
Bentley Motors Ltd	Cost Engineering Specialist		

Book your stand today

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Networking

Advanced Engineering prides itself on delivering the perfect networking opportunities, including visitor tours around the show floor, networking drinks and the AE Connect matchmaking service. AE Connect is the free-to-use specialist meetings programme that allows visitors and exhibitors to pre-arrange onsite meetings. 2019 saw record numbers of meetings booked and attended:

“ If you are in any way involved or interested in technology then this should be a beacon for you to attend next year, it's truly a fantastic show. ”

Steve Mason, CEO - Red Maple Technologies

£320k

worth of deals secured
from AE Connect

435

meetings attended

“ AE Connect was extremely helpful to NQA at the event. It gave us the ability to reach out to potential future clients and set up face to face sessions in advance of the event where both sides could ask questions and see if there was a fit to do business in the future. ”

Simon Newell, Business Development Manager - NQA Certification Ltd

“ This service works really well to allow me to find contacts , but also allow alternative companies to contact me. I have had very successful contacts as a result. ”

**Sam Kite, Structural Engineer,
McLaren Automotive**

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Advanced Engineering consists of 6 show zones, attracting you to a wider cross-section of visitors.



Medical Device Engineering launched in 2019, focusing on the engineering requirements of current and future medical/biomedical devices & components. Medical Device Engineering is a natural fit and gives exhibitors from across the show, the opportunity to meet thousands of Biomedical Engineers, Clinical Engineers/Scientists, Design Engineers and many more...



Aero Engineering is 100% dedicated to aero R&D, design, test, inspection, production & assembly. 2019 saw a 22% increase in visitors to the Aero Engineering zone compared to 2018. With key job titles in attendance, such as Electronic Engineers, Aerospace Engineers and senior buyers, Aero Engineering is the ideal platform to showcase your products and solutions for maximum impact.



Composites Engineering has already established itself as the UK's most important composite raw material, design, processing and applications events, with a 32% increase in visitors from 2018 to 2019. Exhibiting here enables you to meet with thousands of composites professionals looking to source new innovations and products, under one roof.



Automotive Engineering is the UK's only trade exhibition and forum dedicated to vehicle R&D, design, test, production and assembly. The UK automotive manufacturing sector continues to thrive, and a whole raft of OEMs are looking to develop and source from the supply chain. With visitors from the likes of Aston Martin, Lotus, Williams Advanced Engineering and Vauxhall, Automotive Engineering is the ideal place to meet all these and more, saving you time and money that would otherwise be spent visiting multiple sites.



Performance Metals Engineering provides the latest business opportunities and developments in design, processing & production. Focussing on development and application of advanced metals such as aluminium, titanium, and magnesium. You'll interact with buyers across metrology, R&D, raw materials, NDT & design among others.



Connected Manufacturing brings together manufacturers and suppliers of all sizes to further automate their planning, design, testing, manufacturing and logistics processes to help reduce costs and gain a more competitive advantage worldwide. 2019 saw record numbers of attendees to this zone, with professionals including CEOs, CTOs and COOs; all looking to connect with companies to propel their products into the future.

Not just an exhibition...

As well as enabling visitors to get up close and personal with your technologies, products and services, Advanced Engineering provides CPD points at 5 free-to-attend open forums.

The open forums provide attendees with insights from leading OEMs and Tier 1 manufacturers, demonstrating opportunities in the supply chain, the latest innovations and technologies and key issues including skills, regulations, sustainability, big data, light weighting materials and market forecasts.

Providing opportunities for knowledge sharing and education alongside the exhibition makes Advanced Engineering a must-attend event for visitors.

2019 welcomed speakers from:



Topics included:

-  **Medical Device Engineering:** Smart Medical Devices; Wearable Tech; 3D Printing; Cybersecurity; Manufacturing at Point of Need
-  **Connected Manufacturing:** Cutting Through the Hype of I4.0; Big Data; Data Usage; High Volume Manufacturing
-  **Aero Engineering:** Aerospace 4.0, Hybrid Propulsion Systems, Additive Manufacturing Applications
-  **Composites Engineering:** Future of the Industry; Next Generation Materials; NDE and Repair, Fire Performance
-  **Automotive Engineering:** Electrification and Hybrid, Autonomy, Lightweighting, Sustainable Manufacturing, Additive Manufacturing

MEDICAL DEVICE ENGINEERING OPEN FORUM

Marketing tools

Advanced Engineering provides extensive marketing and PR support that ensures your technologies, products and services are promoted through multiple channels, reaching over 350,000 engineering professionals. When booking a stand, you'll receive full access to our comprehensive marketing tools to stand out from your competitors, reach your ideal audience and meet your objectives to achieve maximum ROI.

Online portal



You'll have access to your own company page within the Advanced Engineering website, where you can promote your products and press releases to attract visitors before the show.

VIP invitations



Give your top clients VIP treatment by inviting them to visit you at the event as your VIP guest. This gives you a competitive edge and encourages visitors to come to your stand rather than those of your competitors.

Trackable registration links



Make use of a unique registration URL to track who has registered to see you at the show, start arranging onsite meetings and even secure deals before the event.

Social media



Connect with us on social and share your news so we can promote your products to our online community of over 20,000 professionals, giving you more exposure and pre-show awareness.

Banners



Utilise personalised banners and social designs created for you to post and promote on all social media channels as well as on your email signatures. By adding your unique link each time your banner is used, you will be able to track those all-important registrations!

Editorial



Use our dedicated PR team to promote your products and services to over 60 relevant trade press and associations, giving you exposure to over 200,000 professionals worldwide.

Who we work with

We have a wide portfolio of media and association partners ensure we're reaching the right audience for you:

Headline Partners



Supporting Associations



Headline Media Partners



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ADVANCED ENGINEERING

3 & 4 November 2021 | NEC, Birmingham



**AERO
ENGINEERING**



**AUTOMOTIVE
ENGINEERING**



**PERFORMANCE METALS
ENGINEERING**



**COMPOSITES
ENGINEERING**



**CONNECTED
MANUFACTURING**



**MEDICAL DEVICE
ENGINEERING**

Book your stand today!

Why exhibit?



Easily measurable ROI



We attract the right buyers and influencers



Highly personalised marketing campaign



Penetrate new markets with minimum risk



All-inclusive stand package price



Extensive selling opportunities

Exhibit if you are involved in any of the following

- ✓ Composites, metals, plastics & other materials - parts manufacturing
- ✓ Composites, metals, plastics & other materials - processing
- ✓ Design, prototyping & development services
- ✓ Digital design & manufacturing technology/equipment/software
- ✓ Electronic components & sub-assemblies
- ✓ Embedded systems & software
- ✓ Industrial automation & process engineering
- ✓ Industrial logistics / packaging
- ✓ Industrial, personnel & business services
- ✓ Laser process technologies
- ✓ Low carbon vehicle & energy engineering technology & services
- ✓ OEM parts, components and subsystems
- ✓ Raw materials & intermediate/ semi products
- ✓ R&D organisations
- ✓ Safety, health & environment technology/ services
- ✓ Storage solutions & systems
- ✓ Sub-contract services
- ✓ Supply chain components, assemblies, manufacturing
- ✓ Surface engineering (materials/ plant/ equipment/ technology)
- ✓ Test, measurement & inspection (technology/ equipment/ services)
- ✓ Tooling suppliers & manufacturers

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