

ADVANCED ENGINEERING

1 & 2 November 2023 | NEC, Birmingham

The UK's largest annual
gathering for engineering and
manufacturing professionals



**AERO
ENGINEERING**



**COMPOSITES
ENGINEERING**



**AUTOMOTIVE
ENGINEERING**



**ADVANCED
METALS**



**CONNECTED
MANUFACTURING**



**SPACE & SATELLITE
ENGINEERING**



**PRODUCT TESTING
& QUALITY CONTROL**

2022 Post Event Report

CONTACT US TO FIND OUT MORE

T: +44(0)203 196 4300 | E: aeuk@easyfairs.com

W: advancedengineeringuk.com

Co-located with

LAB | Innovations

by **EASYFAIRS**

85% of exhibitors plan to return for 2023

Advanced Engineering 2022 wrapped up on 3 November after an overwhelmingly successful year. This year's event showcased more innovation across a wider range of sectors than ever before, with a fantastic quality of attending visitors.

For the first time, Meet the Buyer schemes were run by both ADS and SMMT, seeing hundreds of meetings take place between key buyers and leading suppliers.

The Enabling Innovation zone returned once again for 2022, highlighting the newest and most innovative products from 10 start-up companies and giving them the opportunity to bring their developments to market. Enabling Innovation is a source of inspiration for exhibitors and visitors alike and shows products that may otherwise not be seen in their initial development stage.

409

EXHIBITORS
IN 2022

96%

OF EXHIBITORS
RECOMMEND THE EVENT

85%

OF EXHIBITORS PLAN TO
RETURN FOR 2023

BRANDS IN ATTENDANCE



SIEMENS

THALES

WILLIAMS | ADVANCED
ENGINEERING

CATERPILLAR

3M



IBM

AIRBUS

NHS

Transport
for London

Collins
Aerospace

LEONARDO

ALPINE
F1 TEAM

Red Bull
ADVANCED
TECHNOLOGIES

UBRacing

Ford

GE Healthcare

MOOG

METTIS
AEROSPACE

NOKIA

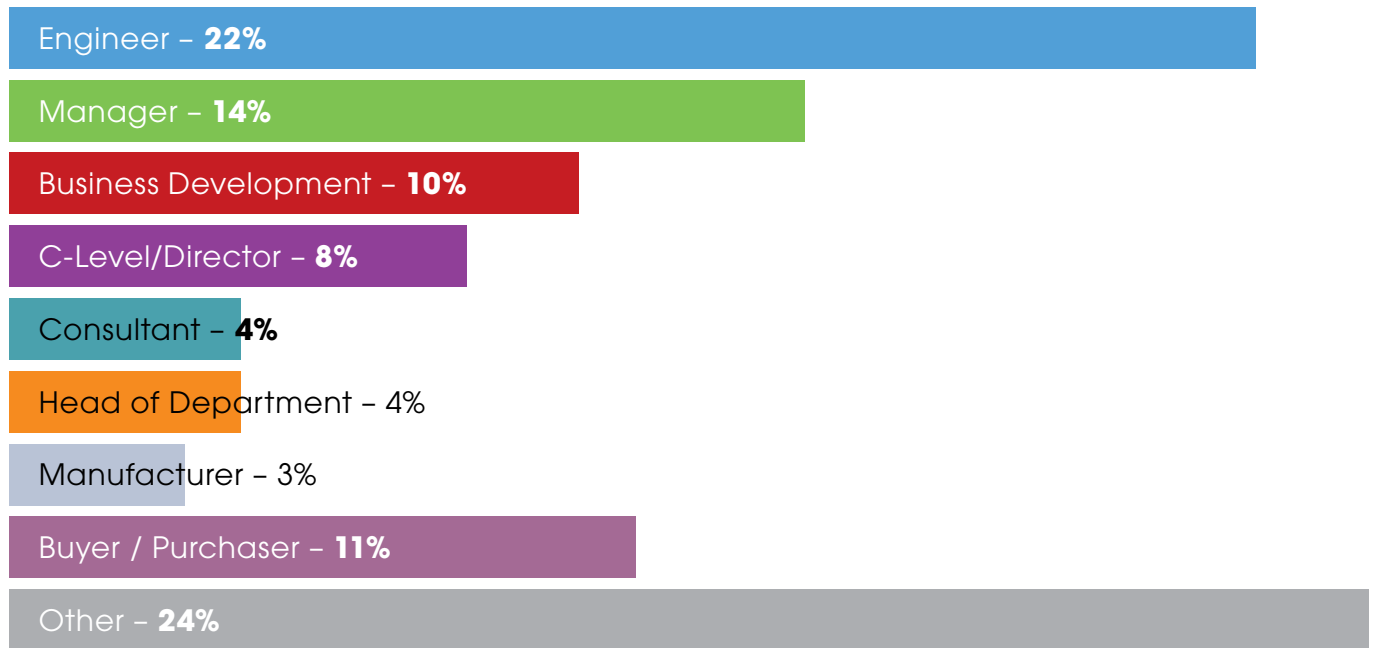
QINETIQ

2

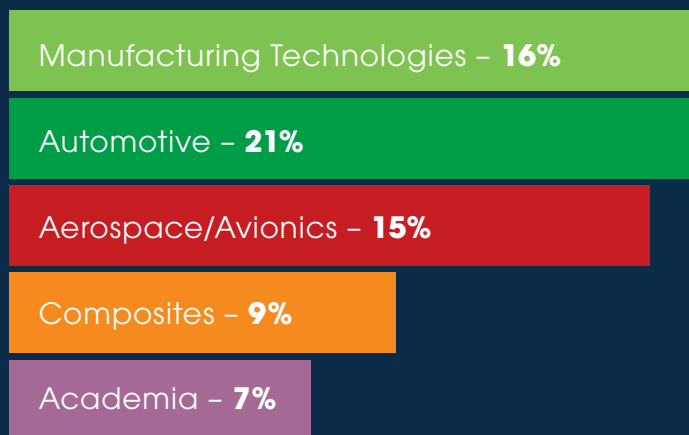
EXPLORE THE EVENT

+44(0)203 196 4300 | advancedengineeringuk.com

Visitor demographic breakdown



Key industries



8,895
TOTAL ATTENDEES

27%
INCREASE
ON 2021

Networking

Advanced Engineering prides itself on being the meeting place for the entire engineering and manufacturing industry. This includes networking drinks, lounges and relaxation and coffee areas, and the AE Connect meetings service. This free-to-use meeting programme was available as part of the Advanced Engineering show app, allows visitors and exhibitors alike to pre-arrange face-to-face meetings at the event. The Connect service also allowed for meetings between Advanced Engineering and Lab Innovations visitors, further broadening lead-generation and business opportunities.

For the first time in 2022, Advanced Engineering ran Meet the Buyer schemes with ADS and SMMT, which matched buyers from leading aerospace and automotive manufacturers with suppliers and partners from the wider industry. This integration was a huge success with 125 meetings arranged by ADS and 139 arranged by the SMMT.



Out of the five shows we have exhibited at this year this was by far the best. With varied talks and a great layout there was more foot traffic and a far more diverse range of enquiries. Great show — Testia is all booked for next year already.

Jeremy Cowle, Business Development and UK Sales Manager, Testia,
An Airbus Company

264

MEET THE BUYER
MEETINGS ARRANGED

3000

APP DOWNLOADS

732

MESSAGES
SENT

4

EXPLORE THE EVENT

+44(0)203 196 4300 | advancedengineeringuk.com



HEAR ABOUT THE FUTURE OF THE MANUFACTURING AND ENGINEERING INDUSTRY

Advanced Engineering is not just an exhibition – the event provides CPD points at 4 free-to-attend open forums located within the Aerospace, Composite, Automotive and Connected Manufacturing zones.

Providing insights from leading OEMs, Tier 1 manufacturers and associations, the open forum conference programmes highlight the latest innovations and technologies, discuss key issues, demonstrate opportunities in the supply chain and give an overview of the principal topics at present in the industry.

Providing opportunities for knowledge sharing and education alongside the chance to get up close and personal with your technologies and products makes Advanced Engineering a must-attend event for visitors.

Topics included



AERO ENGINEERING

Sustainable Aviation, Automated Productions of Aero Components, Electric vertical Take-off



SPACE & SATELLITE ENGINEERING

Challenges in Commercial Space, Service Stations of the Future, Advanced Space Materials



COMPOSITES ENGINEERING

Demystifying Digital for Composites, Making Composites Sustainable, Automation of Composite Production



AUTOMOTIVE ENGINEERING

Additive Manufacturing in Automotive, Designing More Sustainable Vehicles, Advanced Battery Technology



CONNECTED MANUFACTURING

Bridging from the Physical World to the Digital World, A Roadmap to Connected Manufacturing, The Benefits of Simulation



The show has been really good, very busy on the first day, we've had pretty much constant footfall the entire time. It's been good having something from the robotics side, as its new — people are stopping to have a look and then we can interact with them. We've had lots of new leads which is really important.

Chris Brook, Business Sector Manager at MIRKA

NEW for 2023

THE NEW PRODUCT CATEGORIES WILL BE:

In 2023, Advanced Engineering will provide even more opportunities for networking and new business with OEMs and all tiers of the supply chain. Hundreds of top brands attend year on year from all sectors, looking to build relationships and do business with suppliers.

With a brand new floor plan layout and enhanced content offering for attendees planned for 2023, visitors will attend from a wider-than-ever range of industries looking for solutions. Sectors of key focus include aerospace, automotive, composites, space, digital engineering, marine, defence, security, rail, sports and leisure equipment and many more.

The launch of the new floor plan sees the removal of the show zones. The composites zone will remain, along with the Aerospace and Automotive forums and associated networking areas, ensuring visitors from these key industries retain their identity at the show. 2023 will also see the introduction of the new Advanced Engineering Main Stage, with speakers highlighting innovations and achievements across the full range of engineering and manufacturing sectors.

With exhibitors now being categorised according to the solutions they offer, visitors will be able to easily discover the right suppliers for their needs.

- **PRODUCT DESIGN & ENGINEERING**
- **COMPOSITES ENGINEERING**
- **ADVANCED METALS**
- **DIGITAL ENGINEERING & AUTOMATION**
- **MATERIAL INNOVATIONS**
- **MACHINES & PRECISION TOOLS**
- **ADDITIVE MANUFACTURING**
- **ELECTRIFICATION & SUSTAINABLE FUEL TECHNOLOGY**
- **SURFACE TREATMENT & FINISHING**
- **TEST & QUALITY CONTROL**

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.

Access and update your own company page within the Advanced Engineering website, where you can promote your products and press releases to attract visitors before the show.

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.

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 the stands of your competitors.

Use our dedicated PR team to promote your products and services to over 80 relevant trade press and associations, giving you exposure to over 200,000 professionals worldwide.

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!

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.

Get involved

Book your stand early to benefit from a choice of the best locations, prices to suit your budget and maximum exposure from the marketing package.

Enquire to exhibit today for Advanced Engineering 2023, taking place 1 & 2 November.



CONTACT A MEMBER OF THE TEAM TO SECURE YOUR STAND

ALEIYA LONSDALE

Head of Event

T: **+44 203 196 4375**

E: Aleiya.Lonsdale@easyfairs.com

ALI FARR

Head of Sales

T: **+44 203 196 4244**

E: Ali.Farr@easyfairs.com

CHARLIE TAYLOR

Marketing Manager

T: **+44 203 196 4363**

E: Charlotte.Taylor@easyfairs.com