



# ADVANCED ENGINEERING

30 & 31 October 2024

Inspiring the future  
of engineering and  
manufacturing

**Contact us to book your stand**












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Co-located with

**LAB**  
Innovations

by EASYFAIRS

# Product categories

-  Additive Manufacturing
-  Machines & Precision Tools
-  Advanced Metals
-  Materials Innovations
-  Composites Engineering
-  Product Design & Engineering
-  Digitalisation & Automation
-  Surface Treatment & Finishing
-  Electrification & Sustainable Fuel
-  Test and Quality Control
-  Electronics Engineering

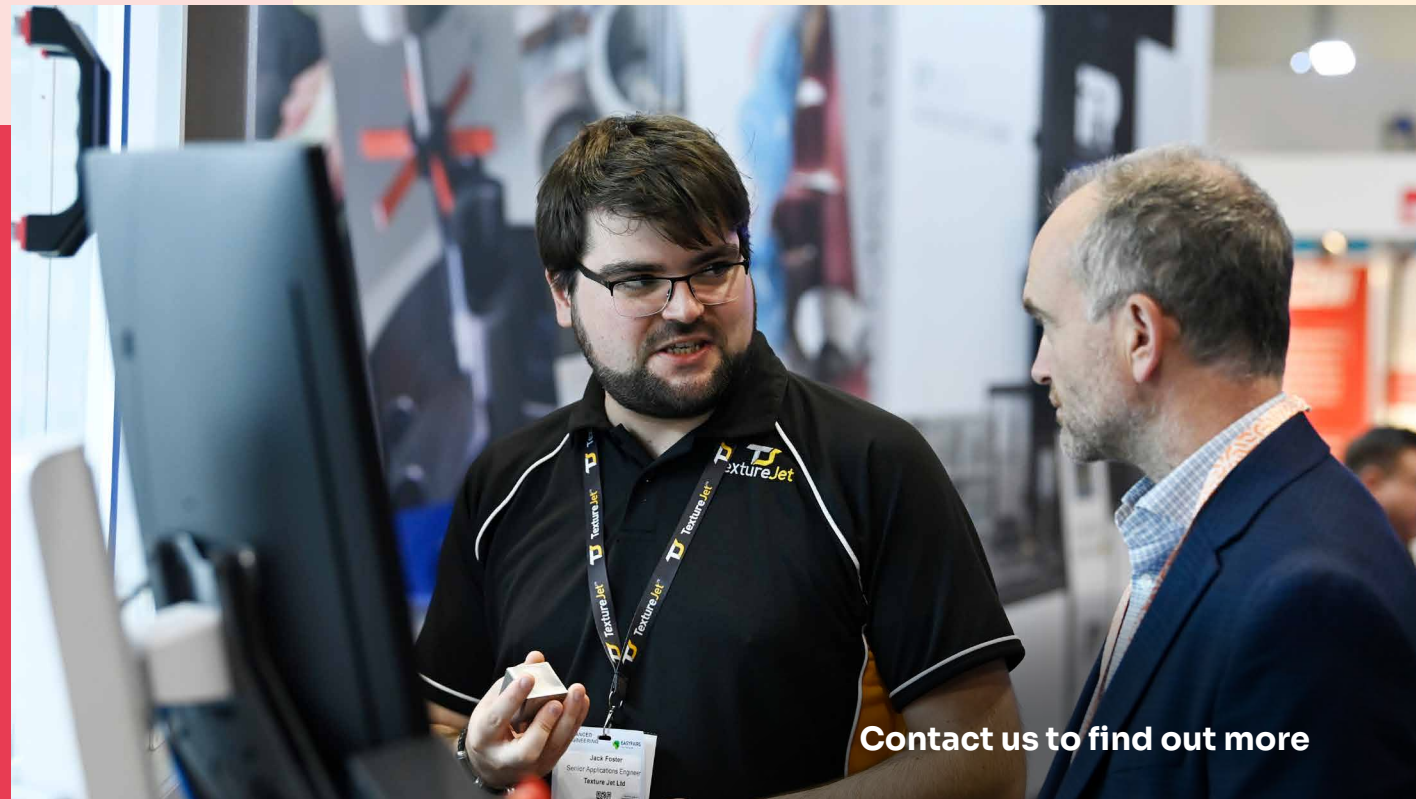
# Visitor categories

-  Aerospace
-  Automotive & Motor-sports
-  Civil & Construction
-  Defence & Security
-  Energy
-  Marine
-  Medical
-  Rail
-  Space & Satellite
-  Sports & Leisure



We have an agenda and a list of companies we want to see depending on the equipment we want to buy for the next 5 years. For us, it is about having a one-stop shop where you can spend one or two days finding the supplier you need. It is all about networking and finding contacts for the future.

Roy Higginbotham, Procurement Contract Specialist, **Leonardo Helicopters**



Contact us to find out more

# Advanced Engineering is the UK's leading annual event for the entire engineering and manufacturing supply chain.

The event brings together thousands of attendees from all sectors, making it the perfect platform for doing business across all tiers, industries and areas.

The visitors primary objective at Advanced Engineering is to build relationships via networking, meeting new suppliers and catching up with their current suppliers.

**8,943**

attendees

**76%**

are decision-makers or have purchasing power

**85%**

of visitors attend to meet suppliers

## Key brands that attended



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**400+**  
exhibitors

81% of exhibitors recommend the event

81% of exhibitors plan to return next year

## Top 10 Engineers that attended

-  Industrial and Manufacturing Engineer
-  Design Engineer
-  Project Engineer
-  Electrical/Electronics Engineer
-  Process Engineer
-  Automotive Engineer
-  Application Engineer
-  Aeronautic Engineer
-  Quality & Safety Engineer
-  Software Engineer

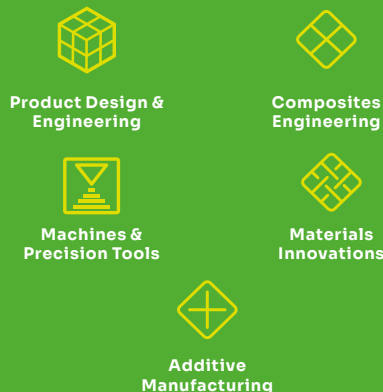
# We facilitate collaboration

Advanced Engineering brings together the entire engineering community. Advanced Engineering is the hub for the engineering and manufacturing community. As an exhibitor, you will reach a wide variety and quality of attendees from all sectors and tiers of the supply chain.

## Meet some of 2023 exhibitors



**3 in 5 visitors actively look for**



**2 in 5 visitors actively look for**



**1 in 5 visitors actively look for**





# We showcase the future

Advanced Engineering provides a platform for the supply chain to showcase materials and to launch their latest products and innovations. There are multiple ways Advanced Engineering highlights the newest cutting-edge developments in the industry.

## The Sustainability Trail



The future is green! The Sustainability Gallery & Trail highlights exhibitors with eco-friendly products, services, and solutions helping the industry move towards Net-Zero. As an exhibitor, you can apply and stand out your company among 400+ exhibitors, gaining additional visibility through dedicated emails, the show app, floorplan, and more.

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## The Innovation Trail



The Innovation Gallery & Trail allows you to highlight your most innovative products, services, and solutions before and during the event. Feature your company out of 400+ exhibitors and receive enhanced exposure through dedicated emails, the show app, floorplan, and other channels.

## Sponsorship opportunities

Benefit from mass branding and visibility, including crucial branding on marketing collateral, website, social media, and signage. Our sponsorship packages accommodate various budgets and support your needs, ensuring exposure to a captive audience eager to learn about your products and services.

## Thank you to our 2023 strategic partners:



# Advanced Engineering uses the latest developments



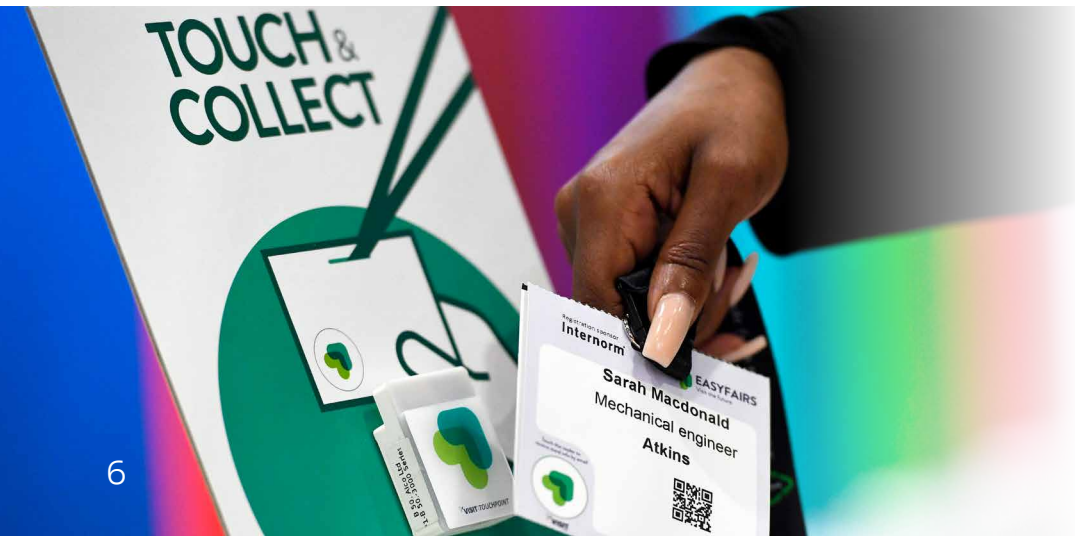
## Smart badge reader

Each exhibitor stand has a smart badge reader which acts as a virtual shopping bag for visitors, allowing them to collect information about exhibitors digitally. It also gives exhibitors access to details of visitors who are interested in their company, products and services.



## Visit Connect

This is a visitor scanning app that allows you to capture details of visitors you are speaking to and make notes on your conversation in real time. This offers exhibitors a fantastic way to qualify their leads as they come in, and personalise follow-up effectively.



**23,045**

Total leads via smart badge reader

**32,997**

Total leads including visit connect

Contact us to find out more

# Marketing Tools

## 2. Innovation & Sustainability Gallery

NanoSpark recently launched a revolutionary, composite-based lightweight material. Hanna sees this as an opportunity to demonstrate their commitment to innovation and sustainability, aiming for **3x more visibility**.

## 3. Social Media Engagement

Discovering success stories, testimonials, and interviews on Advanced Engineering's platforms, Hanna plans to leverage their **16,000+ social media followers** to extend NanoSpark's reach.

## 4. Personalised Invitations

Hanna uses the personal invitation service and VIP invites for top clients, strategically planning on-site meetings. With over 2,000 clients, she aims to **deepen connections with clients and prospects**.

## 6. PR Team Collaboration

Hanna collaborates with Advanced Engineering's PR team, leveraging their **649k contacts for widespread coverage and industry recognition**.

## 5. Connect with new prospects

Hanna uses customised artwork to expand her reach, enhancing NanoSpark's presence and **fostering personal connections within the Advanced Engineering community**.

## 12. Mobile Technology

NanoSpark effectively uses **SMS alerts to welcome clients**, enhancing their sense of value and fostering a positive brand image.

## 1. Company Online Profile

Hanna, CEO of NanoSpark, discovers Advanced Engineering's website. **With over 153,000 annual users, it offers significant lead generation potential** for her automotive solutions.

## 8. Show App Experience

Hanna enhances NanoSpark's profile on the event app, using **pre-arranged meeting systems and messaging to connect with attendees before and during the event**.

## 7. Email Reach

NanoSpark reinforces its industry status, utilising tailored emails to **reach over 400,000 industry professionals and an 80+ media partner network**.

## 9. Event Signage

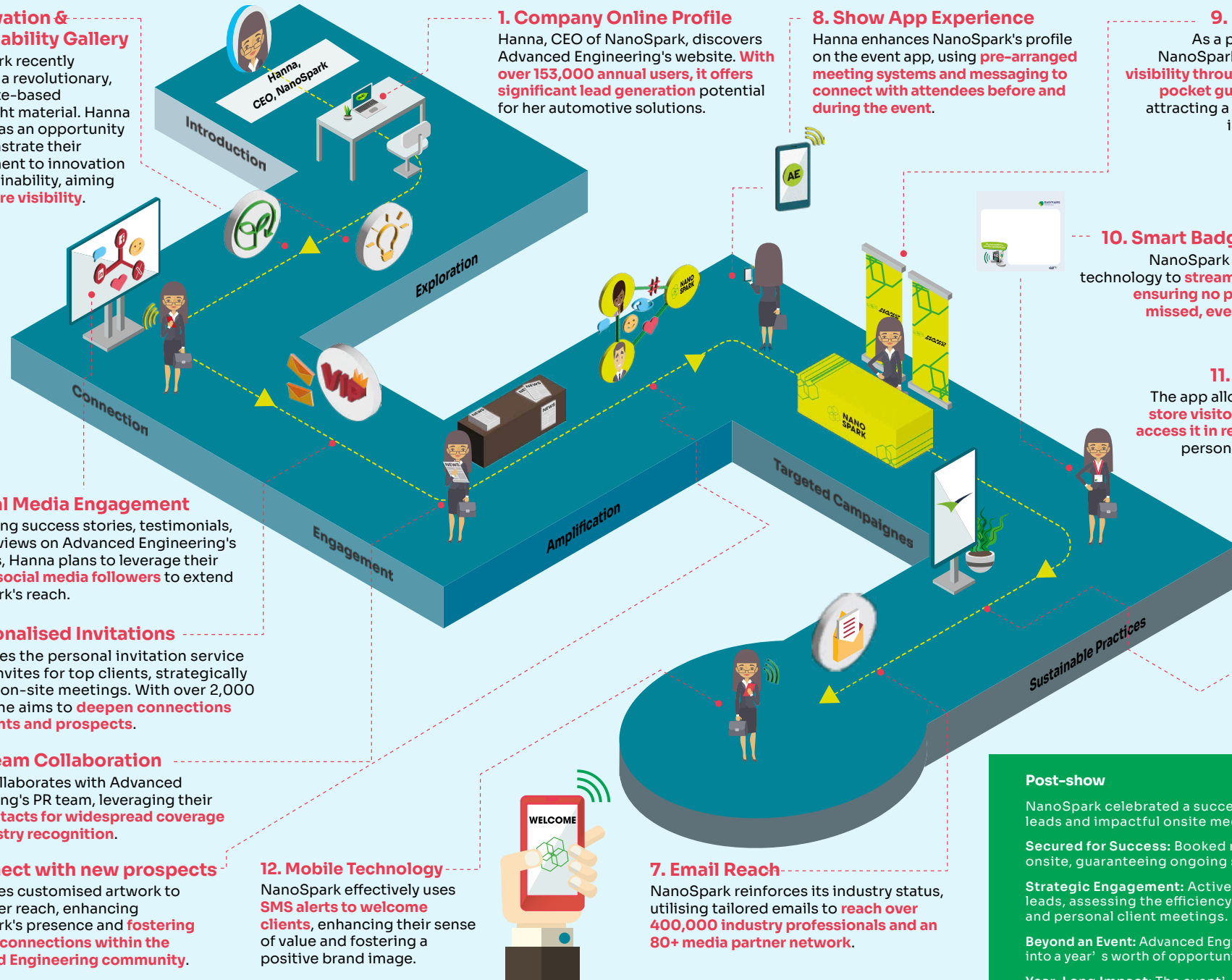
As a premium exhibitor, NanoSpark gains **prominent visibility through event signage, pocket guides, and the app**, attracting a consistent flow of interested visitors.

## 10. Smart Badge Technology

NanoSpark uses smart badge technology to **streamline interactions, ensuring no potential leads are missed, even in busy periods**.

## 11. Visit Connect

The app allows NanoSpark to **store visitor information and access it in real-time**, enabling personalised follow-ups.



## Post-show

NanoSpark celebrated a successful event with 90+ leads and impactful onsite meetings.

**Secured for Success:** Booked next year's exhibit onsite, guaranteeing ongoing success.

**Strategic Engagement:** Actively following up with leads, assessing the efficiency of lead generation and personal client meetings.

**Beyond an Event:** Advanced Engineering transformed into a year's worth of opportunities in just a few days.

**Year-Long Impact:** The event's influence shapes NanoSpark's direction for the entire year ahead.

# Stand Options

When it comes to such an investment like exhibiting it's important to get it right, so at Advanced Engineering we want to make sure you get the best package to meet your budget and objectives. Advanced Engineering gives you an all-in package, whether you're space only or shell-scheme build.



## Exclusively for Association Members

Associations play a crucial role in supporting and guiding companies, and by partnering with Advanced Engineering, members gain a powerful platform to showcase their solutions to a vast audience. As valued association members, enjoy an automatic 10% discount, making participation even more rewarding.

## Supporting associations



## Shell scheme

By selecting a shell scheme stand you will have everything you need ready when you arrive. Your shell scheme stand will include:

- Stand build
- Name board
- Carpet
- Spotlights
- 500w power point
- Entry in show app
- Unlimited exhibitor admission tickets

## EasyGo package

What's included in your GO PLUS marketing package?

- Display your company profile online with a description, product, news and jobs
- Personally invite customers and prospects with bespoke invitations and e-invites
- Promote your products through paper-free smart badge technology
- Get sent details of visitors who touched your reader with their smart badge
- Capture and qualify leads effectively with Visit Connect
- Receive real-time SMS alerts when your guests check in
- Display your logo on the exhibitor list



Contact us to find out more