



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

LEONARDO

Collins Aerospace

AIRBUS
DEFENCE & SPACE

BAE SYSTEMS

JAGUAR
LAND-ROVER

ROYAL
AIR FORCE

IBM

McLaren

Department for
International Trade

TATA

ALPINE
RACING

Honeywell

PRINCESS

CATAPULT

AIRBUS

BOEING

ASTON MARTIN

QinetiQ

ROCKWELL
AUTOMATION

MEGGITT




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

-  Product Design & Engineering
-  Composites Engineering
-  Machines & Precision Tools
-  Materials Innovations
-  Additive Manufacturing



2 in 5 visitors actively look for

-  Advanced Metals
-  Digitalisation & Automation
-  Test and Quality Control
-  Surface Treatment & Finishing



1 in 5 visitors actively look for

-  Electrification & Sustainable Fuel
-  Electronics Engineering



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.

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

Marketing Tools

1. Company Online Profile

Increase lead generation and brand visibility with **153,000+** annual website visitors.

2. Innovation & Sustainability Gallery

Gain **3x more** recognition by demonstrating a commitment to innovation and sustainability.

3. Social Media Engagement

Leverage **16,000+** social media followers to extend your online reach.

4. Personalised Invitations

Plan **on-site meetings** and deepen connections with clients and prospects.

5. Connect with new prospects

Maximise your marketing efforts with ready-to-use promotional creatives.

Post-show analysis

- Score 80+ leads and impactful onsite meetings.
- Assess the efficiency of lead generation and personal client meetings.
- Actively follow up with leads to transform them into a year's worth of business opportunities.
- Book next year's exhibit onsite to ensure prime locations and ROI.

6. PR Team Collaboration

Leverage **649k contacts** for widespread coverage and industry recognition

7. Email Reach

Reach **400,000+** industry professionals and 80+ media partner's network.

8. Show App Experience

Access app buyer-supplier matching service to **pre-arrange 1-1 meetings**.

9. Event Signage

As a premium exhibitor or sponsor, gain prominent visibility, attracting a **consistent flow of visitors** to your stand.

10. Smart Badge Technology

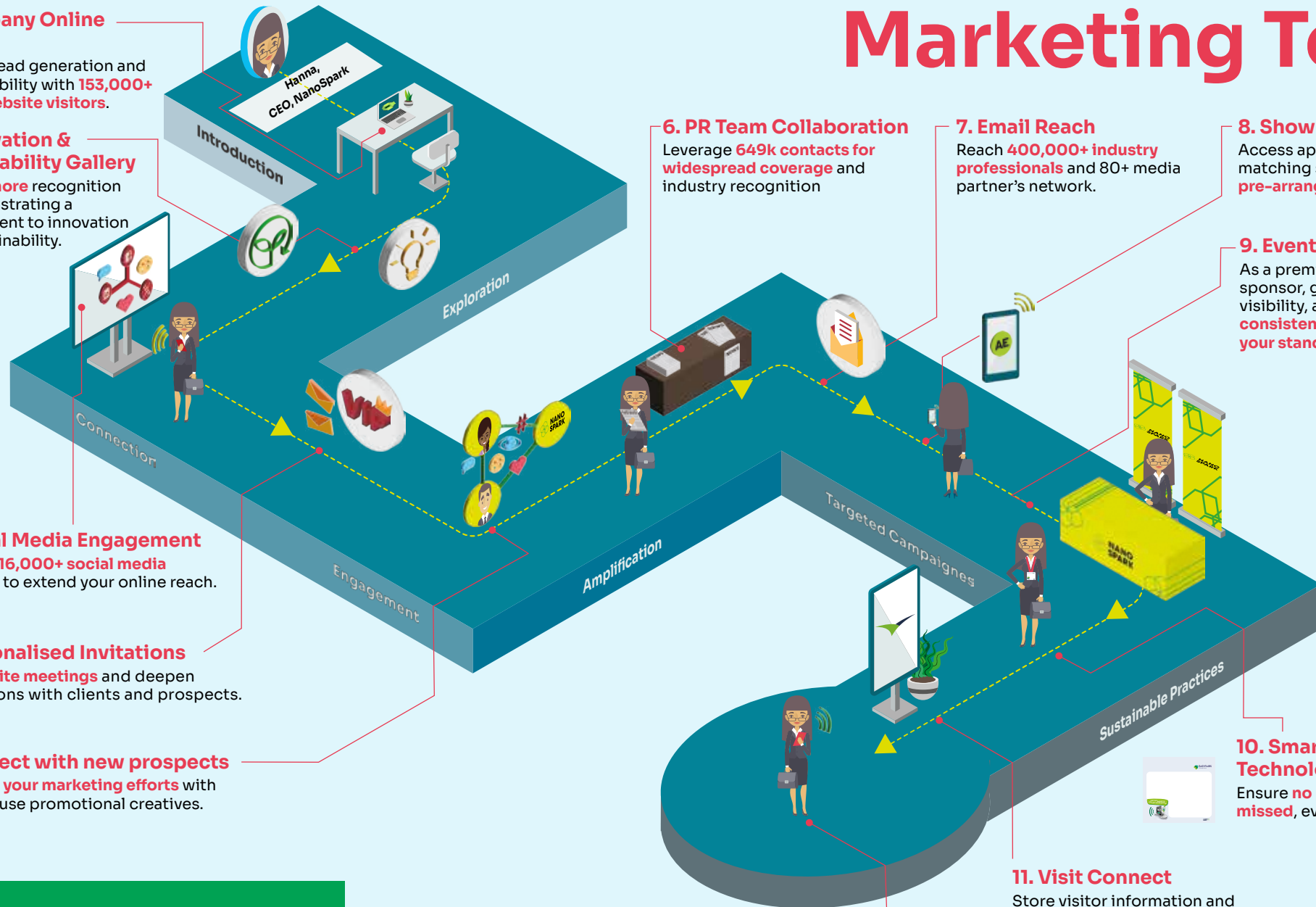
Ensure **no potential leads are missed**, even in busy periods.

11. Visit Connect

Store visitor information and **access data in real-time**, enabling personalised follow-ups.

12. Mobile Technology

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



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](#)