

**ADVANCED
ENGINEERING**

Inspiring the future
of engineering and
manufacturing

Sponsorship opportunities



Co-located with



by EASYFAIRS

Why sponsor an event?



78%

of event sponsors say that they meet their objectives.



1 in 3

businesses are spending 21% or more of their total events budget on sponsorship – meaning your competitors will be seen if you're not!

40%

of B2B companies acknowledge live events as their top source of leads.



Perception of the quality and value of your brand, product, or service is improved by



21%

after visitors experience you at a show.

97%



of B2B marketers believe that events are one of the most effective channels for driving successful business outcomes.



The events industry is projected to reach

\$2.3 billion

globally by 2026, and huge growth is predicted in the next decade.

Half of all event sponsor brands see an ROI of between

300% to 500%

with event marketing.



Event sponsorship drives brand engagement with

98%

of consumers.



Event marketing is ranked second-highest in the list of most effective marketing tactics for B2B marketers.



Advanced Engineering sponsors receive

56%

more leads on average than those who just exhibit.



Transform your market presence with Advanced Engineering sponsorship

Seize a unique opportunity to position your company as a leader in the UK's vibrant engineering and manufacturing sector. Make a significant impact at the industry's most influential gathering in 2024.

Benefit from prominent branding on marketing materials, enhanced website visibility, extensive social media promotion, exclusive branded registration, and widespread signage throughout the event. Additionally, take advantage of post-show promotional opportunities for lasting impact.

Advanced Engineering sponsorship packages are crafted to support your specific goals, whether it's increasing visibility, enhancing brand positioning, building a valuable database, or ensuring your brand is in the hands of every visitor.

Bespoke Sponsorship Packages



SHOW PARTNER



REGISTRATION SPONSOR



VIP SPONSOR – SOLD for 2024, 2025



NETWORKING AREA SPONSOR



FORUM SPONSOR



APP SPONSOR



SHOW BAG SPONSOR



SHOW LANYARD SPONSOR



CARPET TILES



Show partner premium package **£50,000**



Headline logo across the entire marketing campaign, including

- Collateral distributed to potential exhibitors and visitors by email
- Pre-show registration tickets sent directly to key industry decision-makers and buyers
- All campaign emails sent to our database of 60,000 industry contacts
- The show app
- Inclusion in PR campaign as Headline Partner, including mention in press releases, show previews and reviews
- Access to PR facility to push key news and messages to the media
- Show News sent to all pre-registrants and key visitor prospects to highlight the company as the Headline Sponsor of the show
- Your logo on the footer of the registration form and confirmation emails
- Social media promotion throughout the campaign
- Headline Sponsor logo positioning on key pages of the show website
- Access to EasyGo Plus

Onsite visibility

- Sponsorship of registration area and opportunity to have promotional literature at entrances
- Headline branding across all signage, e.g. 'You are Here' boards, pocket guide, etc
- Dedicated signage around the show promoting positioning as Headline Partner
- Associate Sponsorship of each of the 5 open forums
- Your logo on the show app
- 2 push notifications on the Show app to all attendees

Post-show promotion

- Email to all visitors sent by Advanced Engineering with a 'Headline Sponsor Message'
- Interview filmed at the show to be shared online

Data build

- Opportunity to run competitions for digital 'business card collection' via Easyfairs Smart Badge technology
- Registration data upgrade of 'opt-in on the registration form'



Registration Sponsorship **£30,000**

Every visitor and exhibitor walks through registration at least twice. This sponsorship package allows you to brand and personalise the entire registration area to promote your company to industry professionals from the beginning to the end of the event.

Pre-show promotion

- Footer banner with your logo on the registration form confirmation emails
- Logo on the 'register your interest' page during the pre-registration campaign
- Logo on the banner of the registration page
- Listed as sponsor on all marketing material related to the show where relevant, including tickets, emails, the show app and the show website
- The opportunity to nominate 100 clients for a VIP upgrade
- EasyGo Plus marketing package
- Social media promotion throughout the campaign
- Logo and stand number on signage, directional boards and registration desks (at registration only)
- Your literature was handed out at the entrance.
- Registration staff wearing t-shirts with your company branding (t-shirts provided at your cost)



Onsite visibility

- Sponsorship of registration area and opportunity to have promotional literature at entrances
- Headline branding across all signage, e.g. 'You are Here' boards, pocket guide, etc
- Dedicated signage around the show promoting positioning as Headline Partner



Networking Area Sponsorship £25,000



3 OPPORTUNITIES

1. Composites Networking Lounge
2. Aerospace & Automotive Networking Lounge
3. VIP Lounge sold for 2024-2025

Have your brand highlighted across buzzing networking and refreshment areas at the show. These spaces can be branded with your company name and logo, or you can work with us to theme them in a style that suits your branding and marketing activity. Additional sponsorship features can be offered in the networking areas, so let us know your vision, and we will make sure it becomes a reality.

Pre-show promotion

- Logo on all mentions of the networking area across the marketing campaign
- Logo on all PDF floor plans sent out to exhibitors and partners
- Company name in press releases where the networking area is mentioned
- Social media promotion throughout the campaign
- Promotion as sponsor on the Advanced Engineering website



Successful story

Santander Navigator's sponsorship of the Automotive Networking Lounge at Advanced Engineering showcases its strategy to lead international trade, enhancing its brand and positioning it as a global manufacturing industry trade platform.

Onsite visibility

- Logo on the onsite floor plan signage and show app
- Full branding of the networking area
- Logo on the general show signage where relevant
- Opportunity to distribute literature in the lounge

Enabling Innovation Zone £20,000



Successful story

Xometry's Enabling Innovation Zone sponsorship highlights its commitment to fostering innovation. By supporting this area, Xometry broadens awareness of emerging talents and aligns with key associations to nurture industry growth and development.

Pre-show visibility

- Your logo on all emails that refer to the Enabling Innovation zone
- Social media promotion throughout the campaign
- Logo on all PDF floor plans sent out to exhibitors and partners
- Company name in press releases where Enabling Innovation is mentioned
- Prominent visibility of logo on the Enabling Innovation web page
- Logo on the 'partners and sponsors' section of the website
- Logo on the show app where Enabling Innovation is promoted

Onsite visibility

- Logo on the onsite floor plan signage and show app
- Branded space on the show floor of an estimated 56 square meters.
- Logo on hanging signage above the Enabling Innovation zone
- Individual pod for sponsor
- Approximately 10 'pods' for invited and accepted SMEs, start-ups and innovators
- Advert in show app promoting Enabling Innovation with company logo
- Opportunity to speak, present or chair the Enabling Innovation pitches at the show
- Receive opt-in visitor attendee data for the Enabling Innovation zone pitches
- Inclusion in the show video

Open Forum Sponsor

Advanced Engineering hosts the most extensive free-to-attend CPD-accredited conference programme in the UK, covering the latest case studies, topics, developments and innovations in the engineering and manufacturing sector.

With over 15 hours of content per forum, sponsors can be assured they will target hundreds of sector-specific engineers. Place yourself at the forefront of your chosen industry forum with branding and data acquisition.

5 to choose from!

Main Stage

- **Headline Sponsorship** | £12,000
- **Associate Sponsorship** | £9,000

Aerospace, AMT, Automotive or Composite Forums

- **Headline Sponsorship** | £10,000
- **Associate Sponsorship** | £7,000

Headline Sponsor *

Become a headline sponsor of one of the four open forums. Includes:

- Sponsor logo on hanging **forum signs**, forum entrances, side walls, back wall, holding slides for all presentations, and all presentation marketing
 - Sponsor has the opportunity to place **flyers** on seats before presentations
 - Sponsor will be given one **speaking slot** per day in their chosen forum
 - Sponsor will receive **contact details** of all forum attendees over 2 days
 - Headline sponsor logo and company name will be visible in all **visitor emails** referring to the chosen forum
 - **Social media** promotion of sponsorship
- *Limited to one per forum



Become an associate sponsor to one of the four open forums.

Sponsorship for your chosen forum includes:

- **Pre-show branding** (email, website and social media)
- **Logo** featured on forum signage
- **Forum** attendee data
- One **speaking session** **Limited to three per forum



Why Sponsor:



THE MAIN STAGE

Prime Location:

At the epicentre of Advanced Engineering, the Main Stage is not just a platform but the heartbeat of the event. It's where cutting-edge ideas intersect with industry leaders and policy shapers.

Record-Breaking Launch:

In its debut year, 2023, the Main Stage dazzled attendees, setting a new benchmark in conference excellence.

Diverse Audience:

Engage with a broad spectrum of professionals - from innovators in tech to government policymakers.



The Lloyd Group's sponsorship of the Main Stage and Women in Manufacturing networking session highlights its commitment to diversity and industry leadership, enhancing its brand and fostering industry connections.

Your Brand on the Main Stage:

Visibility: Your brand will be front and centre at the most prestigious sessions, making a lasting impression on a high-value audience.

Alignment with Excellence: Associating your brand with the Main Stage means standing alongside industry giants and thought leaders.

Customised Branding Opportunities: From stage backdrops to session introductions, your brand will seamlessly integrate into the event's most pivotal moments.

Why Sponsor:

THE AERO & SPACE FORUM



Specialised Focus:

Dedicated to the latest advancements in aerospace, this forum is a convergence point for industry leaders, innovators, and policymakers.

Influential Discussions:

The Aero & Space Forum is a hub for groundbreaking sessions that shape the future of aviation and space exploration.

THE ADVANCED MATERIALS & TECHNOLOGIES FORUM

Innovative Launch:

Inaugurated in 2023, AMT is a melting pot of groundbreaking materials and technological advancements in engineering.

Broad Spectrum of Sectors:

Encompassing ConstructionAM, MarineAM, MedicalAM, MotorsportAM, SpaceAM, and SportAM, this forum is a nexus for diverse engineering disciplines.

Convergence of Expertise:

A unique space where various engineering sectors converge, showcasing the latest advancements and opening new doors for collaboration.



Why Sponsor:

THE AUTOMOTIVE FORUM



Central Spotlight:

The automotive sector stands out across the show floor in 2023, and the Automotive Forum is the heart of this excitement.

Wide-Ranging Coverage:

From the latest in commercial and private vehicles to the thrills of motorsport, this forum is the hub of automotive innovation.

Industry Leadership:

Engagement with leading OEMs and Tier 1 suppliers, highlighting cutting-edge developments and future trends in the automotive world

COMPOSITES FORUM



Successful story

PRF Composites' long-term sponsorship of the Composites Zone at Advanced Engineering demonstrates their dedication to the composites industry, strengthening their brand and establishing them as industry leaders in innovation and collaboration.

Cutting-Edge Platform:

The Composites Forum is where industry leaders from OEMs, Tier 1s, and top manufacturers converge to share groundbreaking developments.

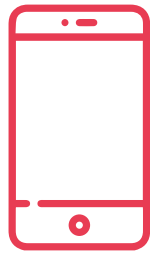
Targeted Audience:

Reach a highly focused group of professionals, decision-makers, and influencers in the composites industry.

Brand Visibility:

Gain significant exposure and position your brand as a key supporter of innovation and advancement in composites.

Other sponsorship options



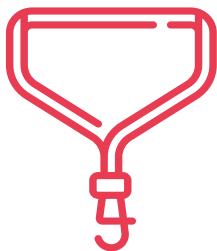
App Sponsorship **£1,000 - £12,000**

Various sponsorship levels of the show app are available, from highlighting your company to banners, flash pop-ups, notifications and more. Please contact the team for complete information.



Show Bags £10,000

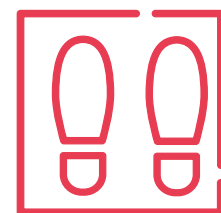
During the show, industry-specific magazines and exhibitor literature are handed out, as well as free exhibitor giveaways. By supplying your own branded show bags, you can promote your company for long after the event and will likely have your logo featured in the post-show event video and photos.



Show Lanyards £10,000

(Client provides the lanyards)

All visitors and exhibitors will be walking around the exhibition with a lanyard for their smart badge, giving a visible opportunity to promote your company logo during and after the event.



Carpet Tiles £1,000

Position branded carpet tiles on the show floor to guide traffic to your stand (limited availability) and help raise awareness of your company and products.

ADVANCED ENGINEERING

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