

ADVANCED ENGINEERING

The UK's **LEADING** annual **gathering** of OEMs and engineering and manufacturing supply chain professionals



**AERO
ENGINEERING**



**COMPOSITES
ENGINEERING**



**AUTOMOTIVE
ENGINEERING**



**ADVANCED
METALS**



**CONNECTED
MANUFACTURING**



**SPACE & SATELLITE
ENGINEERING**



**PRODUCT TESTING
& QUALITY CONTROL**

2021 Post Event Report

CONTACT US TO FIND OUT MORE

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aadvancedengineeringuk.com

Colocated with

LAB
Innovations

by **EASYFAIRS**

75% of exhibitors plan to return for 2022

Advanced Engineering 2021 wrapped up on 4 November after an overwhelmingly successful year. With the introduction of the new Space & Satellite Engineering zone and co-location with Lab Innovations, this year's event showcased 360+ exhibitor's innovations across a wider range of sectors than ever before.

The Enabling Innovation zone returned once again for 2021, highlighting the newest and most innovative products from start-ups. The bespoke matchmaking service, AE Connect, saw 466 meetings pre-arranged for the show.

83%

**OF EXHIBITORS
SAID THEY WOULD
RECOMMEND THE EVENT**

75%

**OF EXHIBITORS
PLAN TO RETURN
FOR 2022**

BRANDS ATTENDED



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Visitor demographic breakdown

Advanced Engineering has a wide range of attendees, from Engineers to Directors. A breakdown of 2021 visitors can be seen below. In 2021 there was a 5% increase in C-Suite visitors compared to the 2019 event.

Engineer - **20%**

Manager - **15%**

Business Development - **13%**

C-Level / Director - **11%**

Head of Department - **4%**

Consultant - **4%**

Manufacturer - **3%**

Other - **30%**

Key industries in attendance

Manufacturing Technologies - **21%**

Automotive - **13%**

Aerospace/Avionics - **12%**

Composites - **11%**

Academia - **8%**

Performance Metals - **2%**

Medical - **2%**

Other - **31%**

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Networking

Advanced Engineering prides itself on being the meeting place for the entire engineering and manufacturing industry. This includes networking drinks, lounges and coffee areas, and the AE Connect matchmaking service. This free-to-use specialist meeting programme allows visitors and exhibitors alike to pre-arrange face-to-face meetings at the event. This year the Connect service also allowed exhibitors to book meetings with visitors from both Advanced Engineering and Lab Innovations, further broadening lead-generation and business opportunities.



70%
**OF EXHIBITORS
ENGAGED**

466
**MEETINGS
CONFIRMED
PRE-EVENT**



We've had a brilliant show, it's been busy and it's great to get back to a live event. We've had some really good quality interest whilst we've been here and we've already booked for next year!

Lisa Bingley, Operations Director
MIRA Technology Institute



This is one of our favourite shows that we do. We had our concerns due to COVID and thought the footfall might be affected but we've been absolutely run off our feet!

Rebecca Wilmot, Business, Product and Marketing Manager
Permabond Engineering Adhesives Ltd

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Show zones



AERO ENGINEERING



SPACE & SATELLITE ENGINEERING

Aerospace Engineering is the UK's only event 100% dedicated to aerospace design, test, inspection, production and assembly. Addressing structures, propulsion and systems, it brings together global OEMs and top tier manufacturers to source from all levels of the engineering supply chain. Aero Engineering encompasses the Space & Satellite Engineering zone, introduced in 2021 and supported by ADS, the UK Space Agency and the Satellite Applications Catapult. The addition of the Space zone offers exhibitors from other zones the chance to look at expanding into this rapidly growing sector.



COMPOSITES ENGINEERING

The advances provided by composite materials within automotive, aerospace, marine, rail, construction, energy and oil and gas are revolutionising businesses and benefiting millions. The Composites Engineering show zone and dedicated forum, organised in partnership with Composites UK, has already established itself as one of the world's most important composite raw material, design, processing and applications events and offers a wide range of exhibitors the chance to meet decision makers from across different manufacturing sectors.



AUTOMOTIVE ENGINEERING

Automotive Engineering is the UK's only trade exhibition and forum dedicated to vehicle R & D, design, test, production, and assembly. Volume and niche car production remains vital to the UK economy. In step with this trend Automotive Engineering, supported by SMMT, continues its growth as the UK's dedicated event for manufacturers and the automotive industry supply chain.



ADVANCED METALS

The Advanced Metals zone at Advanced Engineering provides the perfect opening to identify the latest business opportunities, and developments in design, processing and production, and to meet key figures at the heart of the industry. Advanced Metals supported by ALFED, the Cast Metals Federation, the Confederation of British Metalforming and more, Advanced Metals is the place for sourcing new processing technologies and materials for advanced manufacturing applications using aluminium, titanium, magnesium, and more high performance metals and alloys.



CONNECTED MANUFACTURING

Connected Manufacturing brings together manufacturers and suppliers of all sizes to further automate their planning design, test, manufacturing and logistics processes - reducing costs and gaining more competitive advantage worldwide. It is all things Industry 4.0 in one place.

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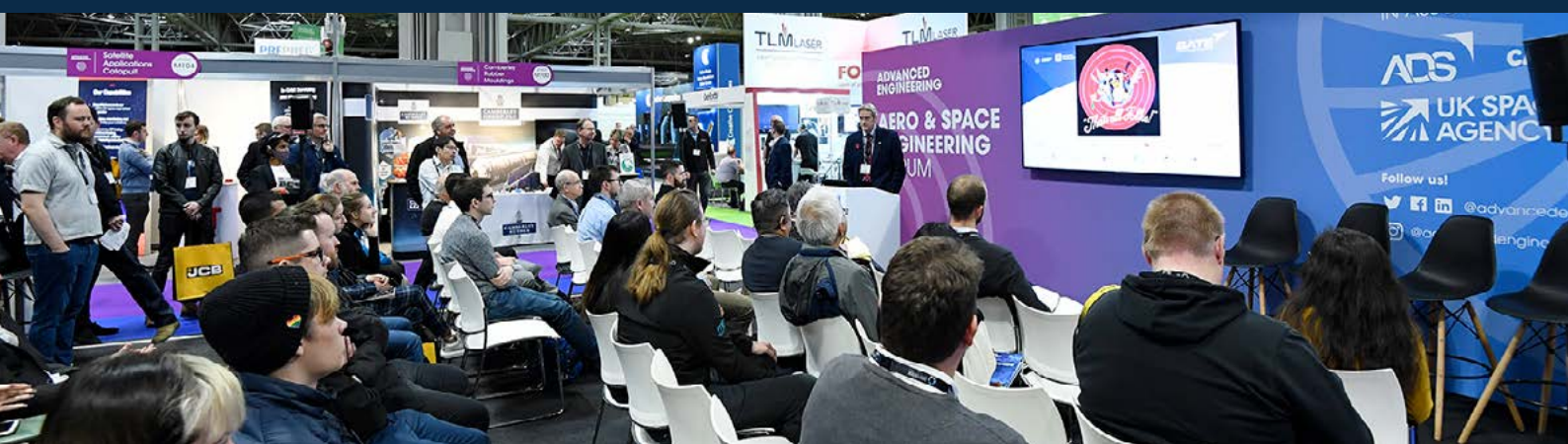
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The future of the manufacturing and engineering industry

Advanced Engineering is not just an exhibition - the event provides CPD education at 4 free-to-attend forums located within the Aerospace, Composite, Automotive and Connected Manufacturing zones. Additional content on medical device engineering is also available.

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.

The 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 – Decarbonising Aviation, Speed Records to e-Flying, Making Hydrogen Aviation Possible

SPACE AND SATELLITE ENGINEERING – In-Orbit Manufacture, Scaling Up New Space, Space Based Solar Power

COMPOSITES ENGINEERING – The Future of the Composites Industry, The UK Composites Sector in Numbers, Future of 3D Printing in the Composites Sector

AUTOMOTIVE ENGINEERING – Affordable, High Volume Composites for Automotive, Cost Effective Lightweighting in Mass Production, Opportunities for Electrification in Automotive

CONNECTED MANUFACTURING – What makes an OEM Interested in the Aviation Systems, The Importance of Manufacturing to the UK Economy, Smart Planning in a Changeable World

Sessions were led by speakers from companies including

Ford Motor Co., Rolls-Royce, Airbus UK, Ministry of Defence, BAE Systems, D-Orbit, HVM Catapult, JLR, Alpine F1 Team, HP, Prodrive and more

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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.



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.



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.



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.



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.

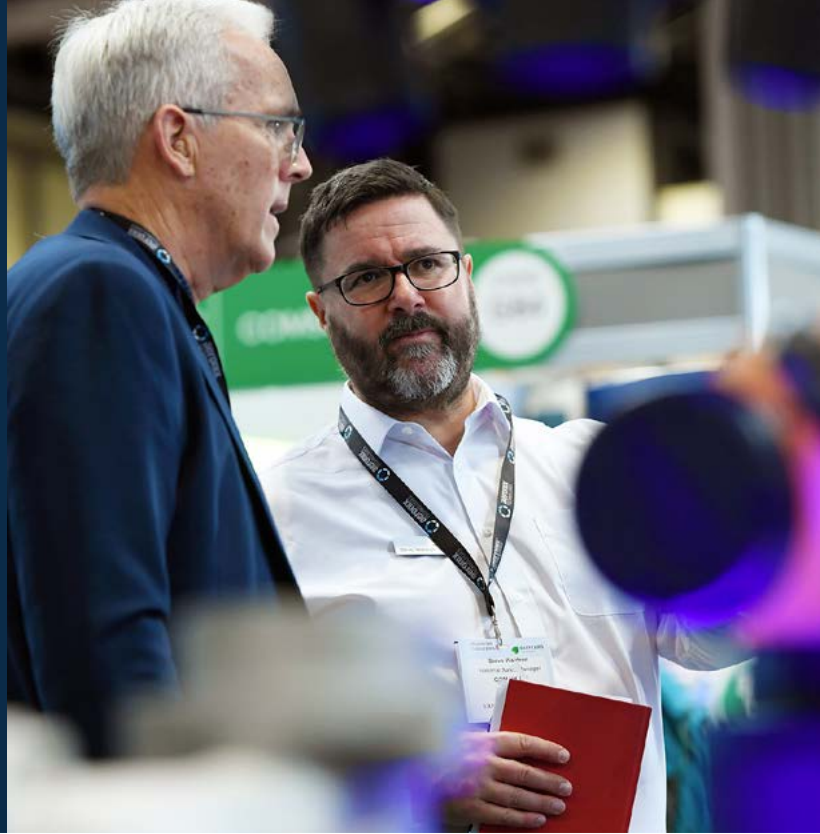
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Book now

Enquire to exhibit for Advanced Engineering 2022, taking place 2 & 3 November. Show zones on the floor consist of Aero Engineering, Composites Engineering, Automotive Engineering, Advanced Metals, Connected Manufacturing and Product Testing & Quality Control.

Contact a member of the team today to secure your stand for 2022.



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The best opportunity to see customers and network, boost your supply chain and grow partnerships, see customers to get projects off the ground and maintain existing clients.

Adrian Mawdsley, UK Sales, Trident Foams

Our supporters

