

**ADVANCED
ENGINEERING**

UK EXPO
METALS

4-5 November 2026, NEC Birmingham
Co-located between AE and Metals

SOUTHERN
27 Manufacturing
& Electronics

2-4 February 2027,
Farnborough International

Sponsorship Opportunities

Enquire Now

+44 (0)20 3196 4244
southern-manufacturing-electronics.com
advancedengineeringuk.com
ukmetalsexpo.com

by **EASYFAIRS**

Unlock the full power of the UK's leading manufacturing and engineering events portfolio

Southern Manufacturing & Electronics, Advanced Engineering and UK Metals Expo form the UK's most influential manufacturing and engineering events portfolio, each with its own distinct community and sector focus.

Together, they bring the UK's key buyers, specifiers, engineers and decision-makers across the manufacturing, engineering and metals supply chain into one connected, year-round ecosystem of live events, digital channels and highly engaged professionals.

As a sponsor, you do not just stand out at a single event - you align with this unique manufacturing cluster, which connects three complementary events into one strategic portfolio:



Southern Manufacturing & Electronics

The UK's benchmark event for subcontract manufacturing, electronics production, design engineering and industrial technology.

ADVANCED ENGINEERING

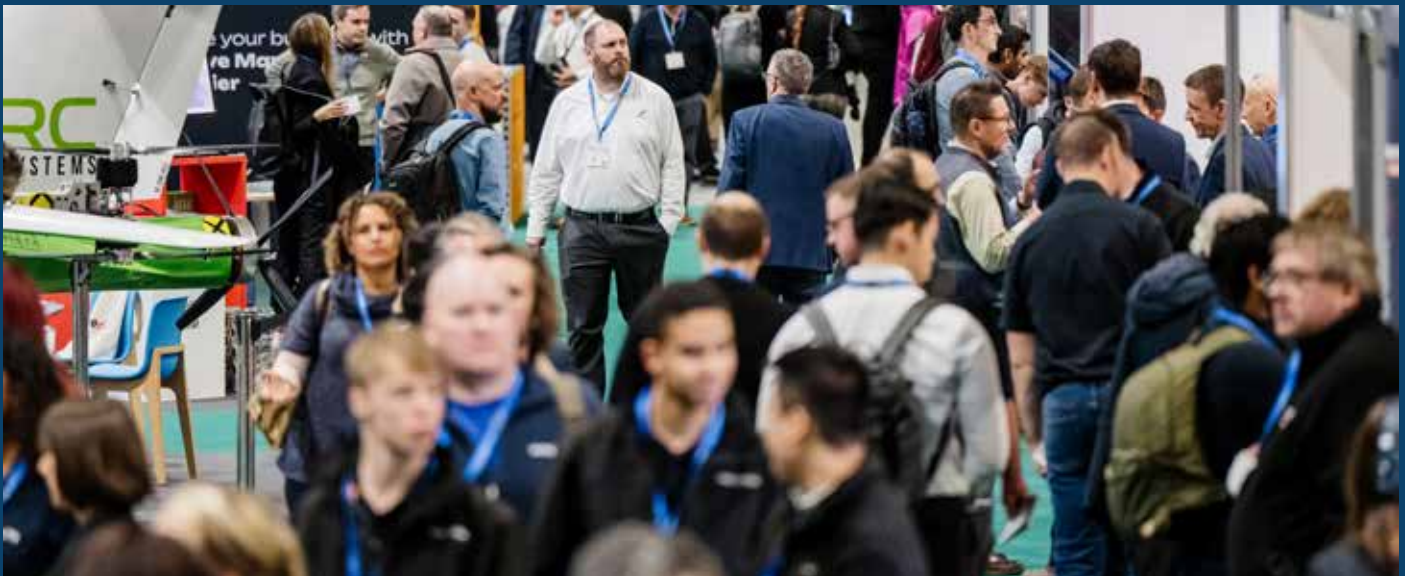
Advanced Engineering

The meeting place for high-performance engineering and advanced manufacturing, from aerospace, automotive and defence to composites, materials and Industry 4.0.



UK Metals Expo

The UK's only event to bring the entire metals supply chain together, from primary metal production, processing and fabrication to end-use sectors and recycling.



Be part of something bigger

Even when you focus on a single event, your sponsorship is amplified by:

26,000+

combined attendee community

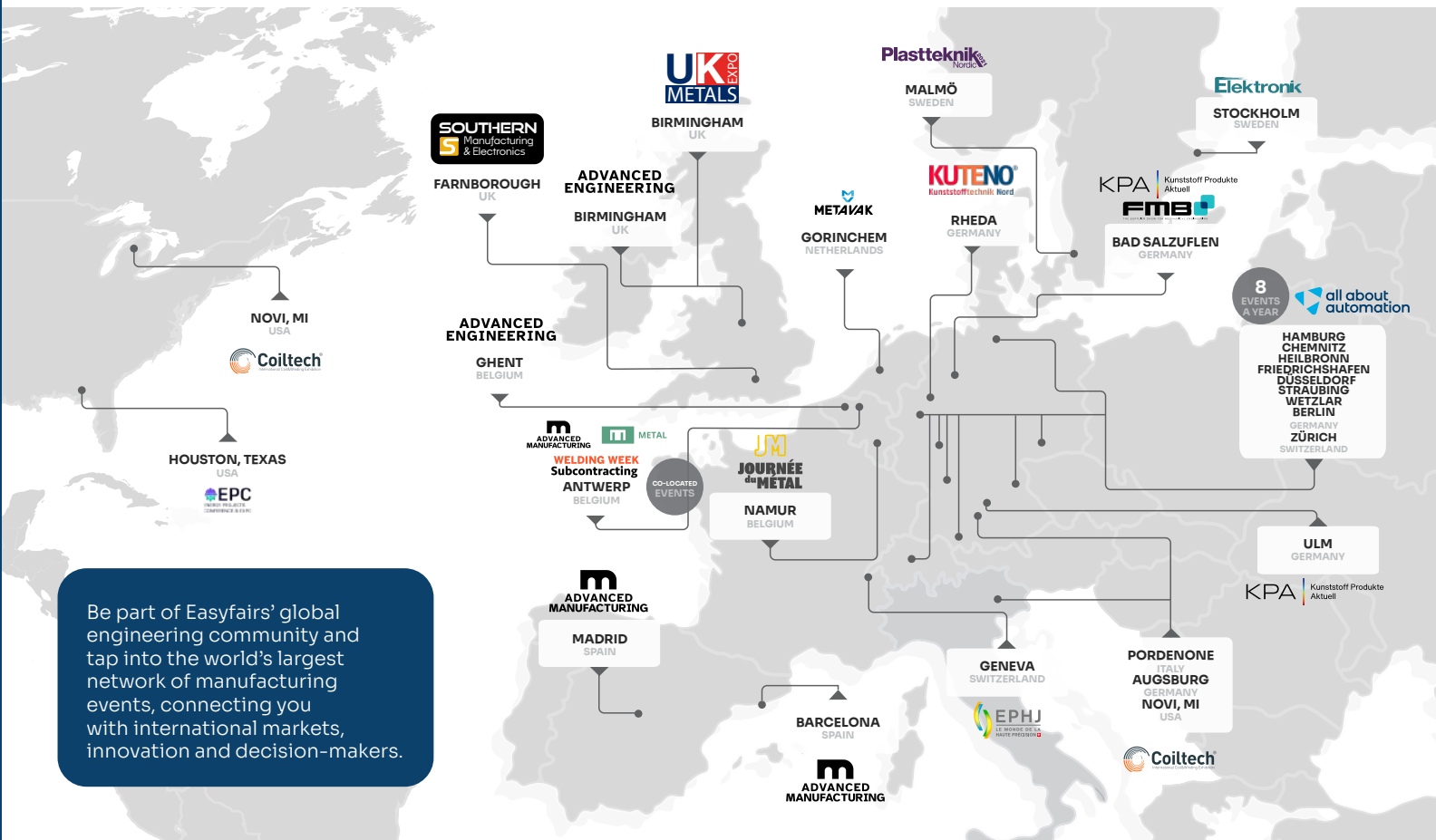
125,000+

combined email database

43,000+

combined social media following

Sponsoring one event within this strategic portfolio gives you focused impact, stronger positioning and more opportunities to connect with the people who drive UK industry.



Elevate your brand at Southern, Advanced Engineering or UK Metals Expo

Whether you are entering a new market or strengthening an established presence, sponsorship provides a powerful platform to drive high-quality leads, measurable ROI and meaningful brand visibility. Across Southern Manufacturing & Electronics, Advanced Engineering and UK Metals Expo, our cross-portfolio sponsorship opportunities are designed to deliver tangible value – amplifying your exposure, enhancing your event experience and creating the ideal environment for impactful connections and long-term partnerships.



Headline Sponsor
£20,000



VIP Sponsor
£30,000



Networking Lounge Sponsor
£25,000



Registration Sponsor
£20,000-£30,000



Headline Seminar Sponsor
£10,000



Associate Seminar Sponsor
£5,000-£7,000



Lanyard Sponsor
£10,000



App Sponsor
£10,000-£15,000



Show Bag Sponsor
£5,000-£10,000



Exhibitor Drinks Sponsor
£5,000-£10,000



Carpet Tiles
£500-£1,000



Digital Opportunities Starting at
£500



Headline Sponsor

Position your company at the forefront of the event. Become the focal point of event marketing and establish your business as a thought leader, benefiting from our extensive databases. Be the leading industry partner at Southern Manufacturing & Electronics, Advanced Engineering or UK Metals Expo, with exclusivity limited to one company per event.

**Southern Manufacturing
& Electronics**
£20,000

Advanced Engineering
£20,000

UK Metals Expo
£20,000

Benefits include:

- Prominent visibility as headline sponsor on-site and online, including event signage
- Logo featured in the footer of all marketing emails and headline-sponsor-related collateral
- Opportunity to participate in or speak within the conference programme
- 2x solus emails to third-party data, one pre-event and one post-event
- Highlighted as headline sponsor in the event app
- 2x social media posts (LinkedIn, Instagram and X post)
- On-site interview
- Logo on the footer banner of the registration form
- Inclusion in relevant press releases



Seminar Sponsorship Opportunities

Headline Sponsor £10,000–£12,000

Elevate your brand and align yourself with your industry's key issues, talking points and trending topics by becoming the exclusive sponsor for the stage of your choice as a headline sponsor. Present your brand at one of our bespoke stages and position yourself as a key thought leader in your field. You will receive:

- 2x 30-minute speaking opportunities (content to be pre-agreed with the organiser) or participate in a panel
- Branding as sponsor for the relevant stage
- Obtain data from all session attendees of the relevant stage
- Social media promotion of your presence at the show
- Branding on relevant communications
- Inclusion in all relevant press releases
- Promotion of your speaking sessions on the show app



Southern Manufacturing & Electronics

- Manufacturing Conference
- Electronics & Semiconductors Conference

Advanced Engineering

- Automation, Robotics & AI Forum
- Composites Engineering Forum
- Aerospace, Defence & Satellite Engineering Forum
- Automotive, Mobility & Electrification Forum
- Additive Manufacturing & Advanced Materials – AM2 Forum
- Electronics & Semiconductors Forum

UK Metals Expo

- The Big Issues Forum
- Innovation & Technology Forum
- Supply Chain, Trade & Policy Forum
- Sustainability & Circular Economy Forum

Associate Sponsor £5,000–£9,000

Elevate your event presence by aligning your brand with high-level content, keynote speakers and an engaged audience through stage sponsorship. You will be highlighted alongside one other content partner and share the sponsorship space.

Benefits include:

- 1x 30-minute speaking opportunity (content to be pre-agreed with the organiser) or participation in a panel
- Branding as sponsor for the relevant stage
- Access to data from all session attendees for the relevant stage
- Branding on relevant communications
- Inclusion in a press release

VIP Lounge

Put your brand at the heart of the decision-making community. Sponsor the VIP lounge and connect with VIP attendees, senior buyers and influencers from major brands in the manufacturing industry.

**Southern Manufacturing
& Electronics**
£30,000

UK Metals Expo
£30,000

Benefits include:

- Logo mentioned on all marketing emails and collateral associated with the VIP lounge
- Co-branding throughout the lounge
- Exclusive authorisation to advertise and distribute materials within the lounge
- 1x solus email send to third party data, pre or post show
- In-app advertising
- Obtain data from all attendees of VIP Lounge (3rd party opt-in)
- Highlighted as a major sponsor across the show floor and online



Advanced Engineering
SOLD until 2028

SOLD



Be the first name every attendee sees

Registration Sponsor £20,000-£30,000

Own the first impression at our events. Welcome every visitor, speaker and exhibitor at our busy registration areas and put your brand at the forefront of their event experience.

Benefits include:

- Registration area branded with your logo
- Mention of your logo on all pre-event marketing emails and collateral relating to the registration area
- Logo included on registration form header
- Logo included on the confirmation page header

Welcome Sponsor £10,000-£40,000

Own the on-site welcome. Stand out at the entrance and in key arrival areas, ensuring your brand is the first visitors notice as they step into Southern Manufacturing & Electronics, Advanced Engineering or UK Metals Expo.

Benefits include:

- Large floor graphic at the relevant entrance(s)
- Registration hosts to distribute your product samples in the designated welcome area(s)
- Branding on all relevant event signage
- Highlighted as a major event sponsor on the show floor and online



Other Opportunities

Bag Inserts:

Subject to bag sponsor
Price available on request

Exclusive Show Bag Sponsor £5,000–£10,000

Your brand will gain visibility as it accompanies visitors throughout the show and extends its presence back at the office for continued exposure.

- Sponsor-provided show bags (design to be approved by the organiser ahead of the event)
- Bag artwork featuring event logos
- Highlighted as a major sponsor on the show floor and online
- Option to enhance impact by hiring additional hosts to personally distribute your show bags to visitors



Lanyard Sponsor £10,000

- Visible to every on-site attendee
- Featured in post-event marketing materials, including videos and photographs
- Sponsor to provide lanyards
- Highlighted as a major sponsor on the show floor and online



Badge Sponsor £5,000

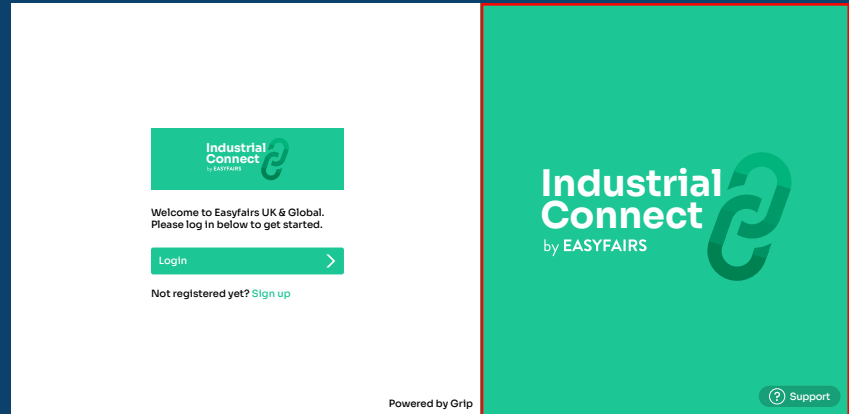
- Your brand featured on all visitor and exhibitor badges
- Smart badges used by all attendees to connect with exhibitors at their stands, ensuring visibility
- Highlighted as a major sponsor on the show floor and online
- Logo included in email communication to all visitors about the visitor badge



App Sponsorship

Branding sponsor – login page (web) £1500

- Web only
- Image sizing is 1280x1440 px
- Static image



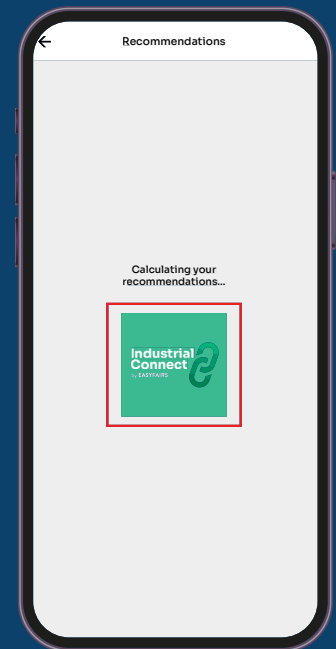
40% of total registrants and attendees were active users of the app, including 44% of VIPs from top attending brands (SME 2026)

Nearly half of all event attendees are actively using the app on the show floor, giving you a powerful opportunity to drive traffic directly to your stand or business.

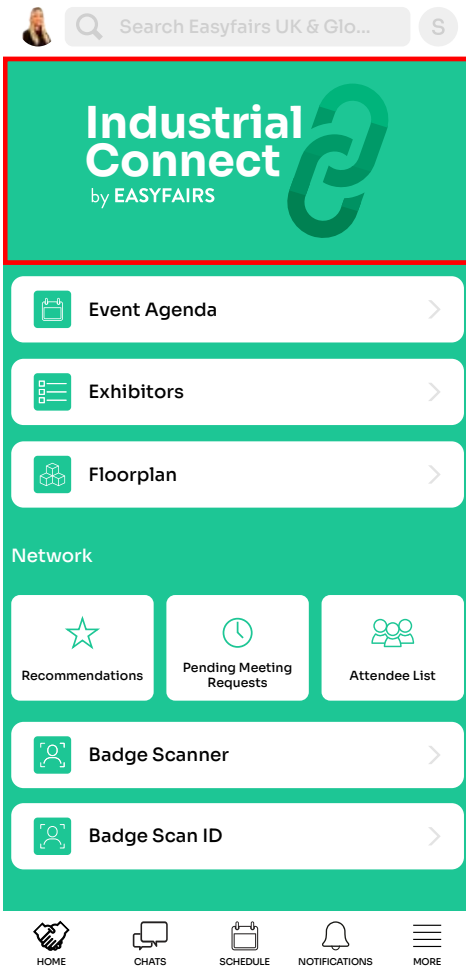
App is available to download from the moment registration opens, meaning you can get your brand in front of attendees and stay top of mind for up to 18 weeks before the event even begins.

Branding sponsor – recommendations (mobile) £2000

- Image sizing is 200x200 px
- Taken from the sponsor's exhibitor listing



App Sponsorship



Branding sponsor - home page (web) - Branding sponsor - home page (mobile) £3000

- Image sizing is 1440x600 px



Banner ads (mobile)

- Image sizing is 1440x600 px

Event agenda screen x5 - £1500

At the top of each profile list x5 - £2000

App push notifications - Limited to 2 per day - £1000

Digital Opportunities

Newsletter Sponsorship

Our series of regular newsletters for Advanced Engineering and Southern Manufacturing & Electronics offers an ideal platform for your business to reach targeted prospects through advertising and sponsored content. Each newsletter focuses on the latest innovations, technologies and solutions relevant to the engineering and manufacturing communities, ensuring your message reaches a highly engaged audience.

Advanced Engineering

Audience Size – 60k, Sent every Friday

Southern Manufacturing & Electronics (NEW – launching March 2026)

Audience Size – 6k, Sent monthly

Newsletter Ad Options

Banner £1,500

Sponsored Content £1,500

Solus Email Sponsorship

Showcase your brand with impact! Share your message directly to one of our show's 3rd party database.

Solus Email £3,000



Website Advertising

With hundreds of thousands of users and page views per year, the Southern, Advanced Engineering and UK Metals Expo websites offers unparalleled coverage for you to promote your business to our manufacturing and engineering communities.

Audiences

- Southern Manufacturing & Electronics – 501,000+
- Advanced Engineering – 543,000+
- UK Metals Expo – 638,000+
- Full-width banner £3,000 / month
- MPU £2,000 / month

Social Advertising

With a highly engaged social audience of over 43,000 manufacturing & engineering professionals, our portfolio of events delivers daily reach across key social channels. Social media promotion gives your brand a targeted, high-impact platform to showcase products and connect with the industry.

Audiences

- Southern Manufacturing & Electronics – 9,400+
- Advanced Engineering – 19,900+
- UK Metals Expo – 14,500+
- 1x social post across all platforms per event £1,500

Contact the team



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