2018
SPONSORSHIP PROSPECTUS.
JOIN US AT THE FOREFRONT OF MECHANICAL ENGINEERING.

imeche.org/events

Improving the world through engineering
OVER
120,000 MEMBERS

IN
140 COUNTRIES

ARRANGING OVER
100 EVENTS ANNUALLY

HOSTING OVER
10,000 DELEGATES

FOR FURTHER INFORMATION CONTACT OUR SPONSORSHIP TEAM

Daniel Anglin
T: +44 (0)20 7973 1309
E: d_anglin@imeche.org
LEADING THE WAY, RAISING YOUR PROFILE.

The Institution of Mechanical Engineers has been at the heart of the world’s most important and dynamic industries since its formation in 1847. The Institution is relied upon by engineers and technicians to gain the professional recognition they need to enhance their personal expertise, benefiting their organisation and delivering a highly skilled workforce for the global engineering community.

Acknowledged by the UK Engineering Council as a top performer, the Institution is the fastest growing professional engineering body for registered engineers, technicians and Chartered Engineers, enjoying a thriving community of Fellows and each year continuing to welcome new members from over 140 countries.

By working with leading companies, universities and think tanks, we create and share knowledge to provide Government, businesses and the public with fresh thinking and authoritative guidance on all aspects of mechanical engineering.

PREVIOUS PARTNERS INCLUDE:

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OUR MARKET - LEADING EVENTS

The Institution organises and runs over 100 industry-leading technical and networking events each year across multiple formats including conferences, seminars, lectures, webinars, engineering challenges and dinners.

The reputation of the Institution ensures that we are able to consistently attract the world’s leading engineers to speak and share their knowledge with our audiences.

Our extensive membership network allows us to attract large audiences of industry and role-specific engineers – potential customers for you and your business.

Across each of our business themes we deliver:

1. **TRANSPORT**
   - Market-leading content and thought leadership that delivers cutting-edge intelligence to our audience

2. **ENVIRONMENT**
   - Inspirational speakers from Government, strategic leaders and senior engineers from the world’s leading organisations

3. **ENERGY**
   - Over 10,000 high-quality delegates annually

4. **MANUFACTURING**

5. **EDUCATION**

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IMECHE CHALLENGES

**DESIGN CHALLENGE**

The Design Challenge gives first and second year undergraduates a taste of the ‘real world’ of engineering by challenging them to design, create, present and run a device to a strict technical specification.

Complementing the academic curriculum, the project is used by participants towards their degree courses and attracts a host of enthusiastic, intelligent and practically-minded aspiring engineers.

**HOME AUTOMATION CHALLENGE**

The Home Automation Challenge provides a brilliant opportunity for talented apprentices to demonstrate engineering competence by improving an everyday home or garden device.

Teams are required to design and manufacture a prototype of a product to automate a task in the home or garden, with finals taking place in July at the Manufacturing Technology Centre in Coventry.

**RAILWAY CHALLENGE**

The Railway Challenge enables aspiring rail engineers to showcase their skills, knowledge and business acumen by designing and manufacturing a miniature railway locomotive in accordance with a strict set of rules and a detailed technical specification.

The locomotives are tested live at the competition final in June at Stapleford Miniature Railway in Leicestershire.

**UAS CHALLENGE**

The UAS Challenge tasks teams of students from universities all over the world to design and manufacture an unmanned aircraft system with specific mission objectives.

The year-long project, with its final ‘fly-off’ event taking place in the UK, leads the way in promoting value and cohesion within the aerospace industry.

Sponsoring one or more of the challenges presents a remarkable opportunity to showcase your brand as a leader in your field and an employer of choice.

You will support and uphold the future of aspiring engineers by enabling them to get genuine industry experience and helping them develop practical employability skills.

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**SPONSORSHIP PACKAGES AT A GLANCE**

We can tailor bespoke packages to best suit your specific objectives and budget. Please see below for a sample of the opportunities on offer, and contact the sponsorship team to discuss a tailor-made solution.

<table>
<thead>
<tr>
<th>Speaker status</th>
<th>Event sponsor</th>
<th>Reception sponsor</th>
<th>DELEGATE badge sponsor</th>
<th>Exhibition stand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote speaker</td>
<td>Speaker</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Advisory board</td>
<td>Advisory board place</td>
<td></td>
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<tr>
<td>Opportunity for an optional pre- or post-event workshop</td>
<td>✓</td>
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<tr>
<td>A branded post-event drinks reception</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Full-page ad in the event handbook</td>
<td>✓</td>
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<tr>
<td>Distribution of inserts in each delegate pack</td>
<td>✓</td>
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</tr>
<tr>
<td>Acknowledgement of sponsor status in event marketing</td>
<td>Pre- and post-event marketing, web, email, social media, direct and onsite marketing</td>
<td>Web, email, social media, direct and onsite marketing</td>
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<td>Event brochure and prominent signage throughout the venue</td>
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<tr>
<td>A custom email to promote your sponsorship of the event</td>
<td>✓</td>
<td>✓</td>
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<td>Your branding on screens during the event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sponsorship acknowledgment by the event chair</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Your URL and logo on the event web page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite exhibition with a 3m x 2m stand</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary delegate registrations</td>
<td>4 places</td>
<td>3 places</td>
<td>3 places</td>
<td>2 places</td>
</tr>
<tr>
<td>Special registration fee for clients and key contacts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Discounted registration fee for additional delegates</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Delegate badge branding</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
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<tr>
<td>Short speech to address banquet guests</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
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</tbody>
</table>

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FORMULA STUDENT

TAKE POLE POSITION AND MEET THE NEXT GENERATION OF ENGINEERS

Taking place at Silverstone, the four-day event tests teams on their design, costing and business presentation skills and their cars’ speed, acceleration, fuel efficiency, handling and endurance.

Formula Student is a year-long competition that enables students to bridge the gap from university to workplace.

As one of the world’s most established engineering competitions, Formula Student UK seeks to inspire and develop the next generation of young engineers. The competition celebrates its 20th anniversary in 2018 and will be launching its first Autonomous Vehicles event.

Teams compete against each other in a four day event in July, overseen by independent judges who assess and advise. Through participation in Formula Student, engineering students gain invaluable practical experience of a real world project and develop the essential skills that make them highly desirable for future employers across the engineering sector.

WE WILL WORK WITH YOU TO LEVERAGE YOUR INVOLVEMENT, CREATING A TAILOR-MADE PACKAGE TO COMPLEMENT YOUR OBJECTIVES ENABLING YOU TO:

- Boost talent acquisition through direct access to participating students and judges
- Build awareness of your brand and values
- Benefit from multichannel marketing over a nine month period, to an informed and engaged audience via email and social media
- Attract international applicants for your graduate recruitment – Over 250 teams from over 50 countries outside the UK have competed
- Push your STEM engagement
- Contribute to your CSR initiatives: Engage with and inspire the next generation of young engineers, including an above industry average number of female participants (13% vs 9% nationally)
- Carry out live demonstrations of products and demonstrate thought leadership to student competitors, university representatives and judges
- Develop company and brand association through an awards ceremony, judged by your company
- Have a physical presence at the event, with an exhibition space, branding and promotional material

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WHAT OUR PARTNERS SAY

The IMechE has credibility in industry, and that’s key for us; representatives from industry and from business understand that IMechE has this depth of knowledge and this depth of experience and is involved in all the latest technologies; and that in turn attracts people who we’d see as our customers.

DAREN MOTTERSHEAD
BUSINESS DEVELOPMENT DIRECTOR, MAHLE POWERTRAIN LTD

We get a lot of the key people – managers, lead engineers – from utilities, manufacturers, suppliers, consultants, academia – a pretty good cross-section.

GEOFF HORSEMAN
CHIEF TURBINE ENGINEER, SIEMENS

This allows us to connect with our customers, we see our suppliers here also, so it’s networking – it allows us to show our customers our latest technology and open up new sales opportunities. And as a sponsor we’re quite proud of course that a high percentage of the funds go to offset the costs of students who want to attend; this is the pool of talent we need to bring in to grow the industry.

TED ZIELINSKI
TECHNICAL DIRECTOR, DANA HOLDING CORPORATION

For Bosch, Formula Student provides the perfect platform to promote our strengths in engineering, technology and innovation, helping to inspire you engineers of the future.

DR. KLAUS PETER FOUQUET
PRESIDENT OF ROBERT BOSCH LTD UK

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