



The Institution of
Engineering and Technology

Engineering Live

Sponsorship and exhibition
opportunities at the IET's events

Our tailored solutions will support you in achieving your aims

Lead Generation | Brand Awareness | Thought Leadership | New Product Launch | Geo Launch

Talk to our team: sponsorship@theiet.org

Partner with us and be
part of something amazing

theiet.org/live



Who are the IET?



We inspire, inform and influence the global engineering community to engineer a better world.

As a diverse home across engineering and technology, we share knowledge that helps make better sense of the world to solve the challenges that matter. It's why we are uniquely placed to champion engineering.

Our event delegates are drawn from over 150,000 international members, as well as many non-members working across the breadth of engineering and technology.

We also work with over 500 corporate, enterprise and academic partners who make up the thriving engineering and technology community we have today.

Our recent sponsors include:



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About our events

Our events bring together the cream of the engineering and technology community and a highly engaged audience who are keen to do business as well as network, learn and collaborate. The high-level technical content, thought leadership and professional solutions in our event programmes attract key decision makers active in your industry.

Our strong events portfolio that has been built up over many years provides our sponsors with the opportunity to promote their brand, gain important business leads and position themselves as thought leaders.

You should be able to find a conference that is relevant to your business, giving you an invaluable platform to engage and influence our professional engineering community, through sponsoring and exhibiting at our range of seminars, conferences, dinners and awards.





How can we help you?

We have helped many organisations within the engineering and technology sector to build their audience in alignment with their key marketing objectives.

We offer our sponsors and exhibitors tailored promotional opportunities and you will be working closely with an account manager to build a solution that best delivers on your outcomes.

"Will sponsor again no matter what."

Waterfall Security Solutions, Nuclear Engineering 2022 sponsor

Our tailored solutions will help you to achieve your aims in:

- **Lead Generation**
- **Brand Awareness**
- **Thought Leadership**
- **New Product Launch**
- **New Geo Launch**



Lead Generation

Do you want to receive tangible business leads from people who are looking for solution providers?

Our membership is comprised of some of the industry's key decision makers, with over 48% of our members holding a purchasing budget of over £20k. Our events also attract many non-members who are highly influential in their sector.

By partnering with us through our Lead Generation package we can ensure you will meet key decision makers and generate the leads you need to develop business opportunities. This could include attendance at a VIP dinner at the event.

We will be able to get you direct access to the most important delegates at our events and will be able to work with you on more digital ways to get leads direct into your inbox.

"We attend to meet colleagues and clients face to face, and to show the latest technology and the latest developments in our portfolio. And finally, to have the social interaction – to meet people, develop new relationships and business opportunities."

Andre Veselinski, sales manager, SEL Inc DPSP 2022 sponsor



Awareness and Branding

Do you want to increase the visibility of your organisation and your services and solutions?

If your company provides a solution for the engineering and technology sectors, then partnering with our events will bring you further brand recognition.

We'll showcase your brand throughout the event, putting your company name in front of thousands of IET members as well as key strategic individuals at the event and in the promotion of the event beforehand.

You will also have the opportunity to deliver presentations at our conferences that align with your objectives and product roadmaps.

"I was really happy with the event. Fantastic content, happy with promotional activity delivered, really high level of speakers this year. And senior people in the room."

Gantner, Nuclear Engineering 2022 sponsor



Thought Leadership

Do you want your organisation to be seen as a thought leader in the engineering and technology sectors?

This package will create a solution for you that provides opportunities to be included in roundtables with key influencers and thought leaders.

You'll also have access to valuable knowledge and insight from industry speakers to inspire the development of your business.

And you will have the opportunity to deliver presentations at our conferences that best match your organisation's target market.

"It gives us an ideal platform to talk to and learn from the experts, and also pass on our knowledge with our products and our proficiency in testing onto the experts - that interaction is a fundamental part of our values."

**David Brazier, Country Head, OMICRON Electronics,
DPSP 2022 headline sponsor**



New Product Launch

Are you going to market with a new product?

Whether you're looking to raise the profile of your brand, introduce prospective customers to a solution they might not yet know about, or simply to strengthen your position within the marketplace, this package is an excellent addition to your marketing plan.

There will be opportunities to promote your new product at relevant exhibitions through a stand and a presentation.

Your brand will be promoted widely both before and during the event with plenty of opportunities in pre-event marketing and on-site advertising to showcase your company's logo.

If you have a product or solution to take to engineers and those working in technology, then this is the package for you.

"Only people who know this very compact industry attend this event, and it's very valuable to see them every time and educate them about our products, but also to see what others are doing and developing, and to see the most recent developments."

Sertac Seckiner, technical design information specialist, ABB,
DPSP 2022 sponsor



Geo Launch

Are you looking to break into a new territory or want to increase your market share in one?

With this solution we will partner with you on key events taking place in territories where you want a greater presence

We will work closely with you to understand your marketing strategy and ensure that we choose the right event for you.

You will have several opportunities to increase your presence and marketing data by utilising our webinar service as well as the opportunity to increase brand recognition via the sponsorship of social events.

Your organisation brand will be shown and become synonymous throughout the event stages.

"It was our first time at the event and we really enjoyed it. Would like to get involved more with the IET."

Wood plc, Nuclear Engineering 2022 sponsor



Packages and prices

Before the event

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Logo on marketing emails	Included		✓	✓	✓	✓
Logo on conference app and online platform (where used for online or hybrid events)	Included		✓	✓	✓	✓
Logo and short company profile on event website	Included		✓		✓	✓
Recognition on delegate information email	Included		✓	✓	✓	✓

At the event

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Keynote presentation on Day 1, in a plenary session to be delivered to the full conference audience	Add-on to a minimum of exhibition space: £6,000		✓	✓		
Keynote presentation in a plenary session to be delivered to the full conference audience	Add-on to a minimum of exhibition space: £4,000		✓	✓		
Speaker in the main conference programme (non-plenary)	Add-on to a minimum of exhibition space: £2,000		✓	✓	✓	✓
Sponsor-led interactive workshop (90-minute session)	£4000 (basic price); £6000 (tailored to customer requirements)	✓		✓		
Demo/ showcase on exhibition floor (up to 15 minutes)	£2,500	✓	✓	✓	✓	✓
Exhibition space (3m x 2m)	£3,750	✓	✓		✓	✓
VIP roundtable within the agenda: speakers provided by the sponsor, and you select the attendees from the conference delegates	£5,000	✓		✓		
VIP roundtable within the agenda (closed doors event): speakers provided by the sponsor, and you select the attendees from the conference delegates	£10,000	✓		✓	✓	✓

At the event

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Provide a roundtable host	£2,000	✓		✓		
Panel discussion host in a plenary session	Add-on to a minimum of exhibition space: £4,000		✓	✓		
Panellist in a plenary session	Add-on to a minimum of exhibition space: £3,000		✓	✓		
Panel discussion host in a non-plenary conference session	Add-on to a minimum of exhibition space: £3,000		✓	✓		
Panelist in a non-plenary conference session	Add-on to a minimum of exhibition space: £2,000		✓	✓		
Host a breakfast briefing	£5,000	✓	✓	✓	✓	✓
Competition/ award sponsor	£5,000	✓	✓	✓		
Technical theme sponsor of the call for papers. Includes input into the selection of talks and a session chair slot	£7,000	✓	✓	✓		

At the event

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Site visit sponsor	£5,000					
Lost lecture (session with site visit)	Price on application					
Poster display area sponsor: your branding added to the boards and the room	£10,000 (in person and virtual)		✓	✓		
Conference dinner sponsor	From £10,000, depending on the size of the event	✓	✓		✓	✓
Drinks reception host, including a 5-minute welcome speech	From £10,000, depending on the size of the event		✓		✓	✓
VIP dinner for 10 (private event)	£12,000	✓	✓		✓	✓
VIP dinner for 20 (private event)	£18,000	✓	✓		✓	✓
Sponsored dinner (private event; sponsor to arrange the invitations)	£8,000 for up to 20 people					

At the event

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Refreshment station sponsor	£3,000		✓			
Lanyard sponsor (sponsor to provide the lanyards)	£5,000-£10,000 depending on size of conference		✓		✓	✓
Stationery sponsor	£5,000		✓		✓	✓
Complimentary and/or reduced fee delegate pass(es)	Will be discussed as part of your package	✓	✓	✓	✓	✓
VIP invites from the IET's contacts (we invite them on your behalf, but they will need to register)	Included	✓			✓	✓
Logo on the welcome screen and thank you slides	Included		✓	✓	✓	✓
Digital collateral	Included where there the online event platform and/or App is used	✓	✓	✓	✓	✓
Banner display: electronic signage, or free standing banner (sponsor to provide) if the venue cannot provide e-signage	£1,500		✓			

At the event

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Leaderboard banner on the online platform or event website	£2,000		✓			
Promotional video played during the conference programme	£5,000		✓		✓	✓
Registration area sponsor: electronic signage, or free standing banner (sponsor to provide) if the venue cannot provide e-signage	£5,000		✓			
Sponsorship of online networking forum	Price on application		✓	✓		
Speaker green room access	Price on application	✓			✓	✓

After the event

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Opted in delegate data sent after the event	Included	✓				
Priority access to delegate data	£3,000	✓				
Your testimonial and logo will be used in promotions for subsequent event	Included		✓		✓	✓

Other items

	Price	Lead Generation	Brand Awareness	Thought Leadership	New Product Launch	Geo Launch
Webinar: IET will provide the online platform, logistical support and 2x marketing emails	£8,000	✓	✓	✓	✓	✓
Market research poll or survey sent on your behalf to the conference delegates	£5,000	✓		✓	✓	✓
Sponsored advert in E&T magazine	£1,000 - £4,000		✓			
Solus email sent to relevant contacts from the IET's database (via the E&T Connect platform)	£3,200		✓	✓	✓	✓

Get in touch

We have a team of experienced professionals who understand marketing campaigns and events management as well as a long history of working directly with engineers and technicians.

We would be delighted to have an initial discussion about your requirements so that we can develop a tailored solution for you.

You can contact us via the following methods:

E: sponsorship@theiet.org

Or you can take a look at our website by going to


theiet.org/live

Taking a sustainable approach to events

Climate change is a significant long-term challenge for our planet. The responsibility to drastically reduce our impact on the climate falls on all areas, industries and sections of society. Finding a solution, is, without doubt, the most difficult and important engineering challenges of our time, one which the IET is determined to lead.

In our approach to events, we make sure that we put this leadership on sustainability into practice. We have looked for innovative ways to maintain branding and promotional opportunities whilst reducing waste. We have drastically reduced the number of printed materials and banner stands at our events. Instead we are using digital signage and screens at our venues, QR codes, and offer branding opportunities on our online event platforms and apps.

We encourage our sponsors, exhibitors and partners to also take a more sustainable approach in attending our events.

 Partner with us
and be part of
something amazing

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