

ANNUAL DINNER

Thursday 17 November 2016

The Dorchester Hotel, Park Lane, London

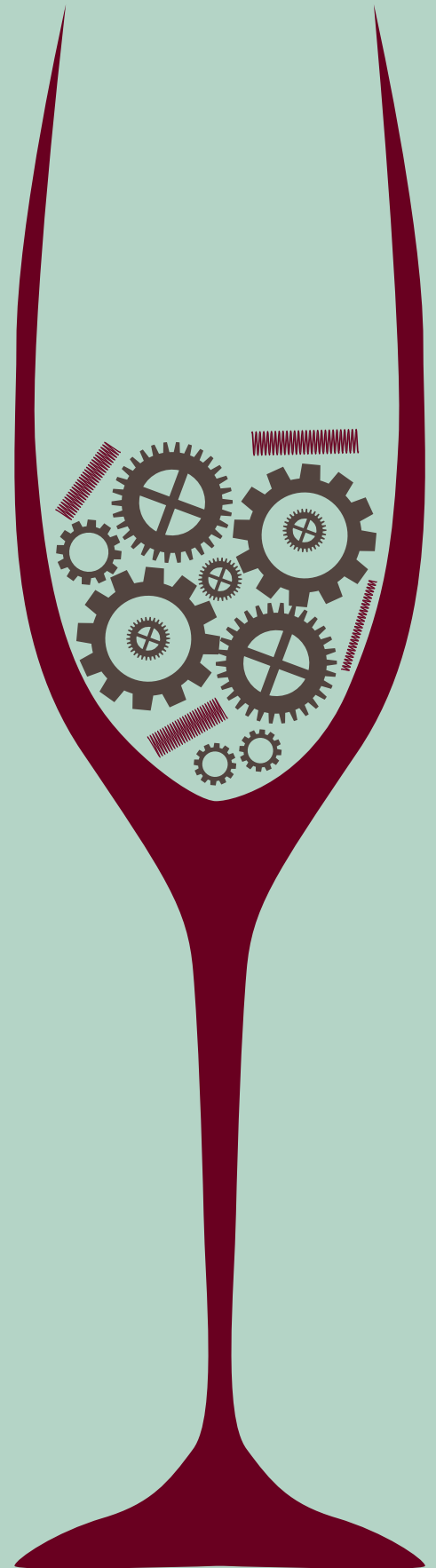
Hosted by

Dara O'Briain

SPONSORSHIP PROSPECTUS

Celebrate leading mechanical engineering companies' achievements alongside top business figures at the Institution's most prestigious networking event of the year.

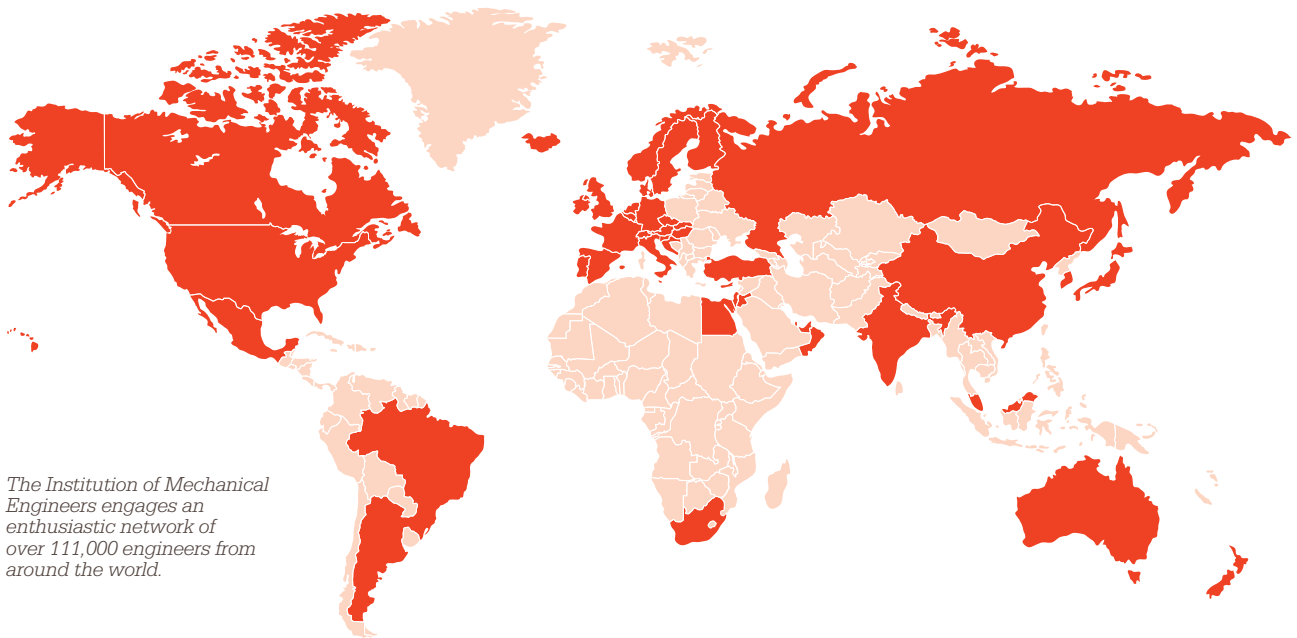
Improving the world through engineering



JOIN US AT
**THE MOST PRESTIGIOUS EVENT IN THE
MECHANICAL ENGINEERING CALENDAR**

ATTENDED BY OVER
400 TOP BUSINESS FIGURES
FROM
25 MECHANICAL ENGINEERING SECTORS

PROVIDING
**MULTIPLE SPONSORSHIP AND
UNRIVALLED NETWORKING
OPPORTUNITIES WITH C-LEVEL
ATTENDEES**



*The Institution of Mechanical
Engineers engages an
enthusiastic network of
over 111,000 engineers from
around the world.*

CONTACT OUR SPONSORSHIP TEAM

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LEADING THE WAY, RAISING YOUR PROFILE

The Institution of Mechanical Engineers is the fastest growing professional engineering institution in the UK with over 111,000 members. We truly believe we can improve the world through engineering.

This year's Annual Dinner will be bigger than ever, building on the outstanding success of 2015. Entertain clients, network with new contacts and reward your staff in the luxury of the world famous The Dorchester Hotel this November.

Sponsor this year's Annual Dinner and place your organisation in a unique position to promote your brand, products and services whilst raising the profile of your company within the international Mechanical Engineering community.



PAST ATTENDEES INCLUDE:



PREMIUM SPONSORSHIP OPTIONS.

Our sponsorship packages aim to enhance your company's profile with key industry players through branding and marketing opportunities. Details of our premium packages are below.

PLATINUM SPONSORSHIP PACKAGE

£15,000+VAT

As Platinum Sponsor, your organisation will be clearly positioned as a leading supporter of the IMechE Annual Dinner 2016:

Pre-publicity

- Sponsor logo/association on all IMechE Annual Dinner marketing material leading up to the IMechE Annual Dinner 2016
- Branding to be more prominent (minimum 50% larger) when used alongside other sponsor logos
- Logo and sponsor profile on the Institution's Annual Dinner webpage with link to sponsor website
- Sponsor association on all press releases relating to IMechE Annual Dinner 2016 released by IMechE

The event

- Sponsor branding throughout the venue including stage backdrop
- Sponsor branding incorporated into all printed materials, including tickets and programme (subject to print deadlines)
- Branding to be more prominent (minimum 50% larger) than gold sponsor
- Mention and thank you by dinner host
- **President's Reception**
 - Exclusive access and networking opportunities at prestigious invitation-only reception
 - Your company branding displayed prominently around the reception and logo on reception invitations
- **Two sponsored dinner tables**
 - 10 guest places per table, includes dinner wine and 2 bottles of champagne per table
 - Located in premium positions with visible branding
 - Value £4,200
- **Sponsor's room**
 - A private area to entertain your guests – for either private networking or business meetings

Other benefits

- May use IMechE Annual Dinner 2016 branding on own marketing material (subject to guidelines and approval, until 31 December 2016)

Inclusive of the following option

After-Dinner speaker sponsor

Package includes billing as sponsor of the after-dinner speaker. Providing high-profile brand exposure and adding value to guests' enjoyment of their evening:

- You will be acknowledged as sponsor of the After-Dinner Speaker in all pre-event promotion
- Sponsorship highlighted during speaker introduction by master of ceremonies
- Logo and branding to appear exclusively on AV display stage backdrop during afterdinner speech

GOLD SPONSORSHIP PACKAGES

£10,000+VAT

All gold-level packages include the following benefits:

Pre-publicity

- Sponsor logo/association on marketing material leading up to the IMechE Annual Dinner 2016
- Logo and sponsor profile on the Institution's Annual Dinner webpage with link to sponsor website

The event

- Sponsor branding throughout the venue including including logo on backdrop
- Sponsor logo incorporated into all printed materials, including tickets and programme (subject to print deadlines)
- **One sponsored dinner table**
 - 10 guest places, includes wine and two bottles of champagne
 - Located in premium position with visible branding
 - Value £2,100

WITH THE OPPORTUNITY TO CHOOSE ONE OF THE FOLLOWING PACKAGES

CASINO SPONSOR

Package includes exclusive sponsorship of the popular and prestigious post-dinner casino.

- Joint branding (casino/sponsor) throughout the casino area
- Joint branded (casino/sponsor) paper currency to be exchanged for casino chips (casino will deal in 'fun' money only)
- Mention and thank you by host

PRIZE DRAW SPONSOR

Package includes sole sponsorship of a prize draw to take place during the dinner.

A fantastic way to generate new business contact data while enhancing your brand through adding to guests' enjoyment of the evening.

- Joint branded entry cards as part of all guest place settings
- Guests encouraged by host to complete their contact details and enter prize draw (prize to be supplied by sponsor)
- Opportunity for sponsor to supply branded pens alongside entry cards (pens supplied at sponsor's own cost)
- Sponsor representative to draw winner from stage after dinner
- Post-draw entry data to be passed to sponsor by IMechE post-event

DRINKS RECEPTION SPONSOR

Sponsorship of the champagne reception is an exclusive opportunity to enhance your brand through its association with our first-class hospitality:

- Sponsor branding at the entrance to the pre-dinner drinks reception
- Sponsor branding and opportunity to display promotional material throughout the drinks reception venue
- Acknowledgement and thank you by host

PHOTOWALL SPONSOR

A great way to add to the glamour of the evening by sponsoring a photowall, allowing guests to have a professional photograph taken and providing a permanent memento of their evening. This package includes opportunity for data collection and post-event follow-up activity:

- Sponsor co-branded photowall will be prominently placed within venue to allow attendees to share group photos of the evening celebrations
- Images will be uploaded to an online gallery presented with sponsor branding
- Photographs will be accessed in return for business card collection – a great lead-generation opportunity
- Post-event, all participants will be emailed link to online photo gallery

VISION AWARDS SPONSOR

The Vision Awards underpin IMechE's vision, to improve the world through engineering, by inspiring, preparing and supporting tomorrow's engineers to respond to society's challenges. The Vision Awards ceremony is an integral part of the Annual Dinner, where the outstanding achievements of this year's Visionaries are publicly recognised. Sponsorship includes:

- Billing as sponsor of the Vision Awards ceremony on all marketing material leading up to the IMechE Annual Dinner
- Sponsor branding on stage during the Vision Awards ceremony
- Opportunity for a company representative to present a key award category

SILVER SPONSORSHIP

£6,000+VAT

Pre-publicity

- Sponsor logo/association on all IMechE Annual Dinner marketing material leading up to the IMechE Annual Dinner 2016
- Logo and sponsor profile on the Institution's Annual Dinner webpage with link to sponsor website

The event

- Sponsor branding throughout the venue including stage backdrop
- Sponsor logo incorporated into all printed materials, including tickets and programme (subject to print deadlines)
- **One sponsored dinner table**
 - 10 guest places, includes dinner wine and 2 bottles of champagne
 - Located in premium position with visible branding
 - Value £2,100

THE OPPORTUNITIES THAT ARE AVAILABLE AT THIS EVENT ARE VARIED AND WE WOULD WELCOME THE OPPORTUNITY TO CREATE A BESPOKE PACKAGE TO BETTER SUIT YOUR NEEDS **PLEASE CONTACT THE SPONSORSHIP TEAM FOR FURTHER DETAILS**

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