

2015

SPONSORSHIP PROSPECTUS.

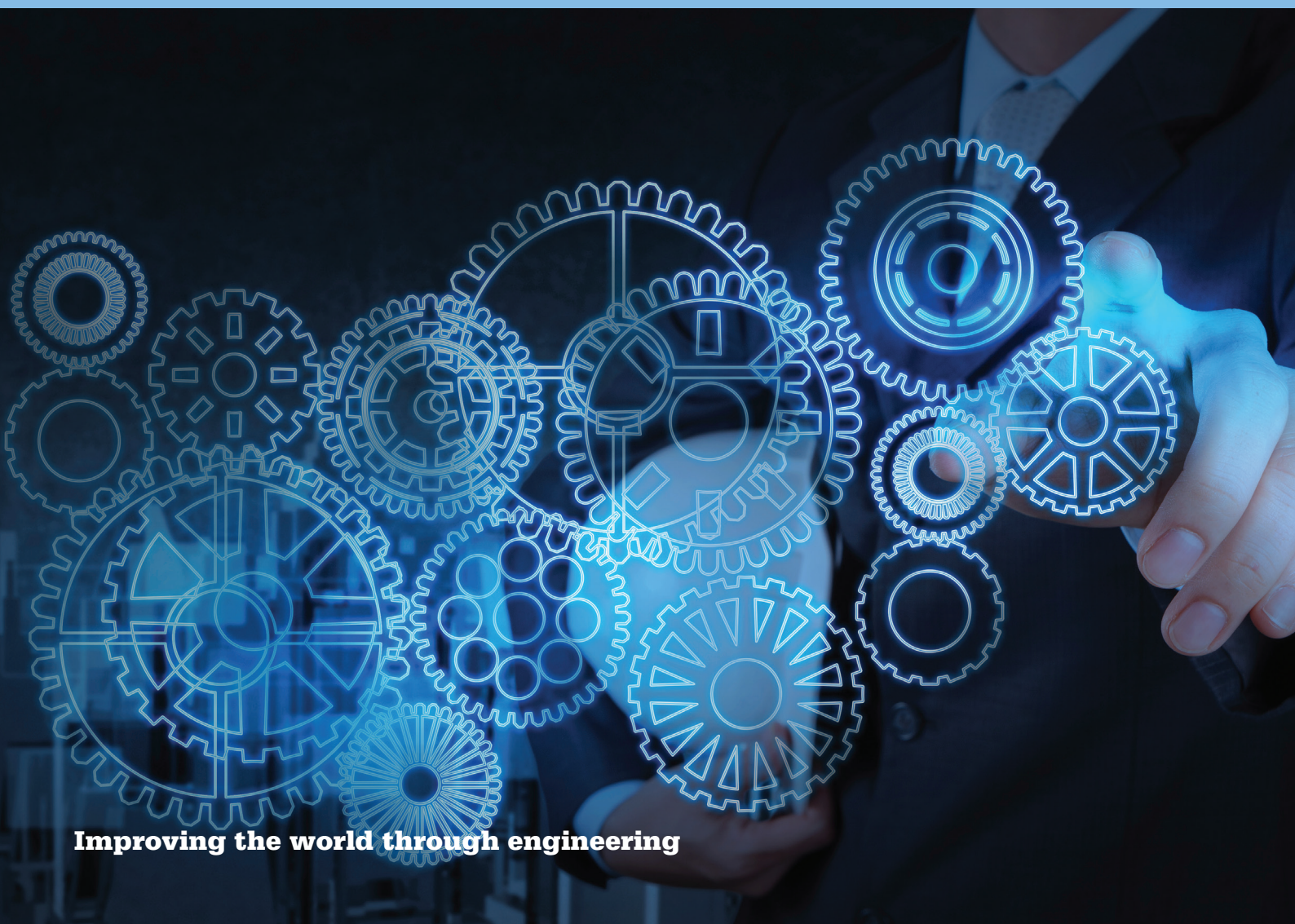
**JOIN US AT THE FOREFRONT
OF MECHANICAL ENGINEERING.**

Institution of
**MECHANICAL
ENGINEERS**

imeche.org/formulastudent

imeche.org/ondemand

imeche.org/events



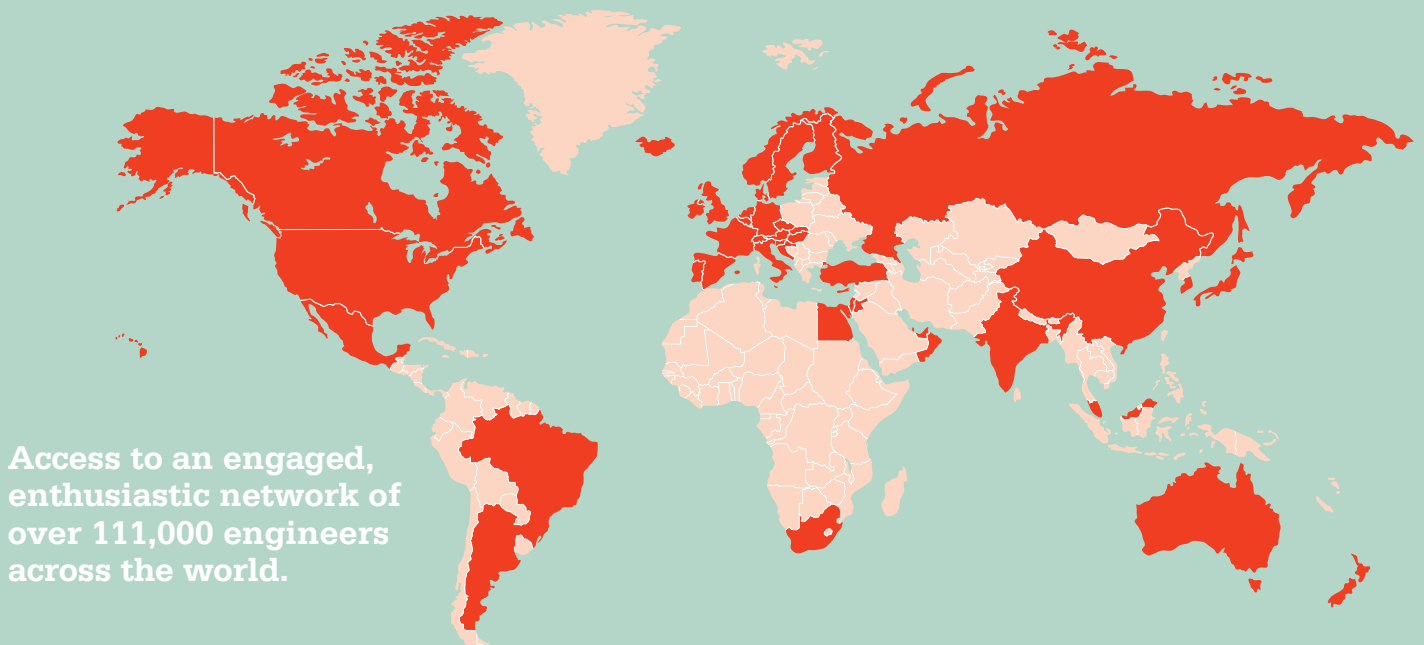
Improving the world through engineering

OVER
111,000 MEMBERS

IN
140 COUNTRIES

ARRANGING OVER
100 EVENTS ANNUALLY

HOSTING OVER
10,000 DELEGATES



Access to an engaged,
enthusiastic network of
over 111,000 engineers
across the world.

FOR FURTHER INFORMATION CONTACT OUR SPONSORSHIP TEAM
sponsorship@imeche.org +44 (0)20 7973 1249

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:



ATKINS



CH2MHILL.



HONDA
The Power of Dreams

Honeywell



Schlumberger



Studsvik



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OUR MARKET - LEADING EVENTS

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

1 TRANSPORT

2 ENVIRONMENT

3 ENERGY

4 MANUFACTURING

5 EDUCATION

Across each of our business themes we deliver:



Market-leading content and thought leadership that delivers cutting-edge intelligence to our audience



Inspirational speakers from Government, strategic leaders and senior engineers from the world's leading organisations



Over 10,000 high-quality delegates annually



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SPONSORSHIP MARKETING THROUGH IMECHE EVENTS

Whatever the format, sector or industry, IMechE events provide our sponsors and exhibitors with unrivalled opportunities to:

ENGAGE FACE TO FACE WITH YOUR TARGET MARKET OF SENIOR ENGINEERS

Extensive networking opportunities to help you forge strong long-term business relationships with leading industry players

FIRMLY ESTABLISH THOUGHT LEADERSHIP CREDENTIALS WITHIN YOUR SPECIALIST FIELD

Use high-profile sponsored speaking platforms or focused technical workshops to effectively demonstrate your skills and expertise within a chosen sector

DELIVER HIGH-PROFILE AND RELEVANT BRAND EXPOSURE

Promote your products and services as market leaders in front of our influential audiences

GENERATE NEW BUSINESS LEADS

Capture contact data from our highly qualified delegates to fuel your sales teams



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SPONSORSHIP PACKAGES AT A GLANCE

We can tailor bespoke packages to best suit your specific objectives and budget. However, as a guide, the following standard packages are available across all IMechE conferences, seminars and exhibitions.

Please contact the sponsorship team for costs and full package details for your chosen event.

	HEADLINE SPONSOR	EVENT SPONSOR	RECEPTION SPONSOR	DELEGATE BADGE SPONSOR	EXHIBITION STAND
Speaker status	Keynote speaker	Speaker			
Advisory board	Advisory board place				
Opportunity for an optional pre- or post-event workshop	✓				
A branded post-event drinks reception	✓		✓		
Full-page ad in the event handbook	✓				
Distribution of inserts in each delegate pack	✓				
Acknowledgement of sponsor status in event marketing	Pre- and post-event marketing, web, email, social media, direct and onsite marketing	Web, email, social media, direct and onsite marketing	Web, email, social media, direct and onsite marketing	Web, email, social media, direct and onsite marketing	Event brochure and prominent signage throughout the venue
A custom email to promote your sponsorship of the event	✓	✓			
Your branding on screens during the event	✓	✓	✓		
Sponsorship acknowledgment by the event chair	✓	✓	✓	✓	
Your URL and logo on the event web page	✓	✓	✓	✓	✓
Onsite exhibition with a 3m x 2m stand	✓	✓			✓
Complimentary delegate registrations	4 places	3 places	3 places	2 places	1 place
Special registration fee for clients and key contacts	✓	✓	✓	✓	✓
Discounted registration fee for additional delegates	✓	✓	✓	✓	✓
Delegate badge branding				✓	
Short speech to address banquet guests	✓		✓		

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IMECHE ON DEMAND

IMechE On Demand is the Institution's online platform for delivering cutting-edge engineering knowledge to a highly engaged audience of practising engineers from all sectors of industry.

In-depth and authoritative, the exclusive On Demand content offers the engineering profession the latest analysis and thought leadership from key industry voices from a wide range of sectors.

On Demand content is highly varied and includes IMechE lectures and keynote conference presentations in full, as well as original interviews and video features. On Demand is also the home of IMechE's sponsor-led technical engineering webinars.

As a sponsor or advertiser, IMechE On Demand offers many ways to:

- Build and position your brand in front of a measurable and targeted audience
- Demonstrate your thought leadership credentials via delivery of in-depth content and knowledge in conjunction with the leading Engineering Institute
- Generate high-volume, qualified sales leads through registrations and downloads

imeche.org/ondemand

The screenshot displays the IMechE On Demand website. At the top left is the IMechE logo with the tagline "Improving the world through engineering". A navigation menu includes "Home", "About us", "On Demand", "Events", "Knowledge", "Learning & development", "Membership & registration", "Near you", "News", and "Services". A search bar and "Your Account" link are in the top right. Below the menu, a banner states: "On Demand is the Institution's new, integrated knowledge platform. A trusted, up-to-the-minute source of technical engineering insight, wherever you are in the world, whenever you need it. [Find out more](#)".

The main content area is titled "ON DEMAND" and features a "Featured" section with a search and filter option. It displays a grid of video thumbnails:

- Formula Student 2015: Learn to Win** (Thumbnail: A group of students celebrating around a race car)
- Improving high complexity systems** (Thumbnail: A cutaway view of a car chassis)
- James Clayton Prestige Lecture** (Thumbnail: A hand holding a glowing green circuit board)
- International Vehicle Aerodynamics Conference 2014** (Thumbnail: A car in a wind tunnel)
- Downstream effects on F1 vehicles** (Thumbnail: A colorful aerodynamic flow visualization)
- The Design Challenge 2014** (Thumbnail: A group of people holding award certificates)

Navigation arrows are visible on the left and right sides of the grid. A status bar at the top right of the grid indicates "Viewing 13 to 18 of 24 results".

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IMECHE ON DEMAND: ADVERTISING AND SPONSORSHIP OPPORTUNITIES.

DISPLAY ADVERTISING

IMEchE On Demand offers unrivalled means to promote your brand and drive traffic to your websites. Connecting you to potential customers by ensuring your brand is in the right place and engaging engineers at precisely the right time – when they are online and actively viewing content related to your products and services.

WEB BANNERS:

Displayed prominently throughout the site, all of our web banner campaigns are sold on a cost per thousand impressions (CPM) model, meaning campaigns can be scaled to suit any budget and be planned and executed according to any timescale.

VIDEO SPONSORSHIP:

A unique and highly targeted way to build your brand alongside our market-leading video content. Includes:

- **Pre-roll and post-roll video ads:**
 - o Capitalise on viewer's attention as they prepare to watch a chosen video
- **Companion units:** Your brand will be prominent throughout video presentation via:
 - o In-page banner ads
 - o Text ad and logo sponsorship box

The screenshot shows the IMEchE On Demand website interface. At the top, there is a navigation bar with the IMEchE logo and the tagline 'Improving the world through engineering'. The main content area features a video player for a 'Tidal Energy lecture' by Dr. George A. Aggidis. The video player includes a progress bar and a play button. Below the video, there is a description of the lecture and a 'SHARE' button. To the right, there is a 'YOU MIGHT LIKE' section with a 'Case Study Drax Power Station' and a 'FAN 2015: INTERNATIONAL CONFERENCE ON FAN ROBS - TECHNOLOGY AND NUMERICAL METHODS' banner.

The screenshot shows the IMEchE On Demand website search results page. The page features the IMEchE logo and the tagline 'Improving the world through engineering'. The search results are displayed in a grid format, showing two video thumbnails: 'How is a Brompton bicycle engineered?' and 'Bloodhound SSC in Belfast'. The page also includes a search bar and a 'Viewing 1 to 6 of 56 results' indicator.

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IMECHE ON DEMAND: SPONSORED CONTENT.

On Demand offers unique opportunities to collaborate with IMechE in developing original content to be used to convey high-level technical ideas capable of enhancing perceptions of your brand and a means of generating targeted new business leads.

BESPOKE VIDEO PRODUCTION

Your own bespoke video is a hugely effective way to build profile and engagement via original content, produced by IMechE on behalf of your organisation. Well-produced videos are a proven means of generating high-level, informative engagement with your brand and ideas.

Being co-branded, your campaign will also benefit from the inbuilt loyalty and trust of our viewers and as an added benefit, you can also use the video within your own promotional campaigns or online video channels.

The cost of a video campaign includes full production by our experienced, specialist team as well as hosting on IMechE On Demand and a wide-ranging promotional campaign.

WEBINARS

Sponsoring an IMechE webinar is a unique opportunity to achieve:

- Wide-ranging and relevant brand exposure
- In-depth thought leadership positioning
- High-volume lead generation

Each of our webinar packages can be tailored to your specific requirements. Benefits will include:

- The chance to work with IMechE On Demand to shape the event theme and agenda
- Guaranteed promotion via IMechE's digital channels
- Use of all data captured from registered and opted-in viewers

Production of the webinar itself:

- A one-hour, live audio webcast with slides presented in a co-branded online console
- As sponsor, you will be invited to nominate representative speakers

Post-event

- Webinar will be hosted and promoted on IMechE On Demand for one year



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FORMULA STUDENT

Formula Student is the largest student motorsport contest in the world, challenging student engineers to design, build and race a single-seat racing car.

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.

We connect the world's most ambitious and talented student engineers with businesses looking for future industry leaders.

Formula Student is viewed by the engineering industry as the gold standard for engineering graduates, transitioning them from university to the workplace.

RECRUIT:

Meet the brightest and most dedicated industry-ready graduates

ENGAGE:

Make your products and services first choice for the next generation of leading engineers as they enter the workplace

SHOWCASE:

With a variety of live exhibition spaces and a comprehensive online offering, there are unlimited means for sponsors to promote their brands to the engineering community

3,000 STUDENTS

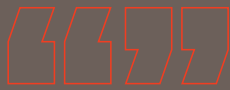
125 LEADING UNIVERSITIES

OVER 2,500 JUDGES, VOLUNTEERS AND SPECTATORS



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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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