



SILVERSTONE  
TECHNOLOGY  
CLUSTER

## ADVANCED ENGINEERING



Supported by





# ABOUT THE ADVANCED ENGINEERING SHOW

The Advanced Engineering Show is the largest engineering show in the UK and delivers the perfect platform for making new connections and sourcing new solutions, ideas and suppliers.

The AES features:

- **400+** leading suppliers
- **9,819+** engineering professionals
- **200+** industry-leading speakers

In 2025, buyers and procurement teams, decision-makers, R&D, and directors from leading OEMs, Tier 1 and Tier 2 companies will flock to the NEC in Birmingham, eager to engage with the latest technologies, witness machinery in action, and connect with the visionaries behind groundbreaking solutions.

Advanced Engineering 2025 is where the industry comes to learn, connect and do business – a year's worth in just two days!

[View the 2024 AES Post Show Report Here](#)



**ADVANCED  
ENGINEERING**  
29 & 30 October 2025  
NEC Birmingham, UK







Since 2018, the STC has hosted the Advanced Engineering Show VIP Lounge, introducing the STC Innovation Zone in 2019, and an exclusive Show Dinner in 2021.

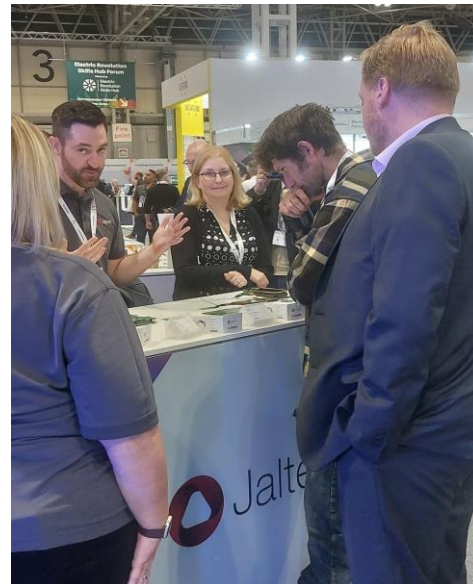
The VIP Lounge at the show has become a real focal point and one of the key features of the show. Over 2,000 guests visit the Lounge across both days of the show.

The STC Innovation Zone is where 18 STC members have the ability and platform to showcase their latest innovations. With the exhibition pods situated around the VIP Lounge, each offers a fantastic opportunity to have a presence right at the heart of the show.

In addition, our exhibitors have the option to present at one of the show's forums, providing an excellent opportunity to raise awareness for your business.

On the 1<sup>st</sup> evening of the show, the STC hosts an exclusive STC member dinner in a nearby venue, offering the opportunity for valuable, yet relaxed networking.

Joining the STC activities at Advanced Engineering offers you an unrivalled opportunity to make the most of this fantastic show.



## 2024 Partners:



## 2024 Exhibitors:

**"It's been a great opportunity to explore potential collaborations with complementary businesses and share some of the innovative solutions at Hofer Powertrain. Discussing how these innovations can be applied not just within automotive but in other sectors has opened up exciting possibilities for the future."**

Steve King, Chief Engineer – Hofer Powertrain

**"The pod, along with the opportunity to present, enabled us to better engage with a wider audience and fully explain the depth of our technical capability."**

Gordon Gunn, Commercial Director - Sylatech



Join the STC either as a partner or a pod exhibitor:

## VIP Lounge Partner includes:

- Acknowledgement as partner with branding featured on all event communications before, during and post-event
- Full Exhibition Pod Package (see beside)
- Video footage played in the VIP Lounge throughout the day
- Prominent branding featured on the AES VIP Lounge
- Inclusion on table toppers in VIP Lounge
- Inclusion in the AES App as exhibitor
- Social media coverage as event partner
- Literature on display in the VIP Lounge
- Speaking slot in the STC sessions
- Up to three places at the STC Dinner

Pricing	STC Member Rate	Non-member Rate
VIP Lounge Partner (x2)	£5,500	£9,000
Lounge & Dinner Partner (x1)	£7,000	£12,500

Please note all prices are ex-VAT

## Exhibition Pod Package includes:

- Dedicated space with branded pod, power point and 2 stools.
- Your logo on the overhead banner
- Opportunity to present at the show
- The Easyfairs pre-show marketing package, which includes:
  - Online presence on show website
  - MyEasyfairs account – Access to the MyEasyfairs portal.
  - Access to the Show app
  - Presence in the AES Enewsletter
- VIP tickets for your customers and contacts
- Two free places at our STC dinner on Wednesday 29th October
- Complimentary car parking passes
- Refreshments in the VIP Lounge including lunch on both days
- Visitor data capture on your stand
- Dedicated marketing webinar to help you make the most of the show
- Pre-event and on-site support from the STC team
- Opportunity to have your video played on the screen in the Lounge

Pricing	STC Member Rate	Non-member Rate
Pod Exhibitor (x16)	£3,000	N/A

ONLY 6 LEFT

## Dinner Partner includes:

- Acknowledgement as dinner partner with branding featured on all event communications before, during and post-event
- Social media coverage as dinner partner
- Opportunity to do a brief welcome at the dinner
- Display banners at dinner
- 5 places at dinner

Pricing	STC Member Rate	Non-member Rate
Dinner Partner (x1)	£2,500	£5,000

**"This was first trade show we'd exhibited at and we're so glad we went with the Innovation Zone, particularly because of the positioning and its cost-effectiveness. The support from the STC team was exactly what we needed, with lots of networking and introductions in a casual yet professional way.**

**"We've seen some direct leads as a result of being there and had some even before the show began because we were on the exhibitors' list."**  
Sam Hudson, Managing Director – BAMD Composites





**For further enquiries, please contact us:**

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In 2024, the STC won the award for "Best Marketing Campaign" for the second time in three years, showcasing the effectiveness of the marketing efforts surrounding the show.

