

Annual Conference Sponsorship Opportunities



Engineering Enterprise in Times of Change

Thursday 26th and Friday 27th April 2012 | Europa Hotel, Belfast



As the representative body for all engineers on the island, Engineers Ireland is synonymous with engineering and we represent 23,000 members of this community ranging from engineering students to industry leaders. We wish to offer every engineering company and all engineers the opportunity to promote both themselves and our profession in the current economic climate. Now, as never before, there is a need for engineers and the engineering profession to assume its leadership role. The problems we have need to be solved and we would ask you for your input in seeking to influence government policy. With Engineers Ireland, you and many other engineering companies can use this opportunity to collectively and effectively articulate our concerns and develop the ideas and solutions required.

The Engineers Ireland Annual Conference will take place in Belfast on Thursday, 26th April and Friday, 27th April, 2012.

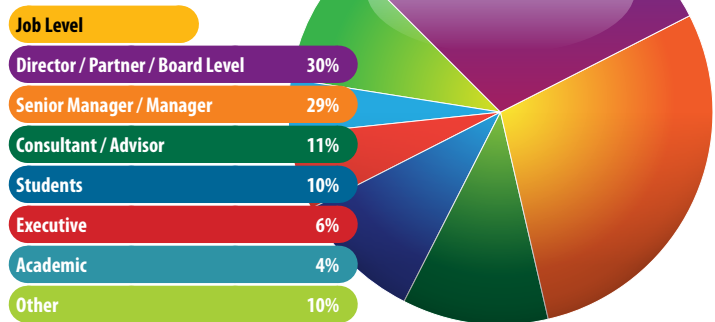
Entitled *Engineering Enterprise in Times of Change*, the focus of the 2012 conference is on the role engineers will play in the drive to create new jobs and indigenous enterprise, as well as their importance in attracting foreign direct investment onto the island.

The 2012 conference, as always, will play host to hundreds of engineers and business leaders from the island of Ireland working in industry and the public sector. The location of the conference in Belfast reflects our all-island membership and also the important role the city has played in the engineering profession with companies such as Harland and Wolff, present since the 19th century and now a leading player in marine engineering in the 21st century.

At a time when the economic outlook promises both uncertainty and opportunity, this year's conference provides a vital forum for industry leaders from the engineering community and beyond. An unmissable networking occasion, the conference will give engineers a platform to do what they do best – confront challenges with pragmatism and urgency, and devise innovative solutions with effectiveness and diligence.

I look forward to meeting you in Belfast.

John Power
Chartered Engineer
Director General



Demographics of attendees

Who should attend?

- ▶ Senior management executives and decision makers from engineering companies in all key sectors of Irish industry;
- ▶ engineers from the energy and environmental division;
- ▶ engineers from the mechanical and manufacturing division;
- ▶ engineers from the Heritage society;
- ▶ marine engineers; and,
- ▶ engineers from all disciplines.

Exhibition Opportunities

Engineers Ireland provides sponsors with great opportunities to raise their profile with policy-makers and industry leaders. Do not miss out on this unique opportunity to be part of this keynote event and ensure that you are able to generate new business in the future years. This occasion is guaranteed to set you apart from your competitors and will show your organisation to be a major player in sustainable economic development.

How can you benefit?

- ▶ Raise the profile of your brand/services;
- ▶ display product innovation to an engineering audience;
- ▶ demonstrate the unique features of your product and service range;
- ▶ generate new leads with solution buyers; and,
- ▶ network with decision makers in all key sectors of Irish industry and the public sector.

Exhibition and sponsorship packages

Platinum sponsorship

- ▶ Corporate branding featured over three issues of *The Engineers Journal*, our flagship publication with a circulation of over 20,000 made up of our members, Government, local authority offices and journalists;
- ▶ two-page news feature about your company printed in *The Engineers Journal* in the run-up to the conference;
- ▶ two-page news feature about your company printed in a special supplement in *The Engineers Journal* after the conference;
- ▶ one-page of free editorial and branding in the conference programme;
- ▶ corporate branding and a link to your company website from our dedicated conference website;
- ▶ updates on Facebook and Twitter;
- ▶ 3m x 2m exhibition space on Thursday, 26th and Friday, 27th April;
- ▶ your company logo featured prominently on all marketing material produced for the conference;
- ▶ your company logo represented on the stage backdrop and on all other conference signage;
- ▶ four complimentary passes to Titanic Belfast; and,
- ▶ 10 complimentary passes to the conference including a table for 10 at the conference dinner.

Platinum sponsorship fee: £12,500 (€14,500) - Limited to nine sponsors

Gold sponsorship

- ▶ Corporate branding featured over two issues of *The Engineers Journal*;
- ▶ one half-page of free editorial and branding in the conference programme;
- ▶ corporate branding and a link to your company website from our dedicated conference website;
- ▶ updates on Facebook and Twitter;
- ▶ half-page news feature about your company printed in a special supplement in *The Engineers Journal* after the conference;
- ▶ 3m x 2m exhibition space on Thursday, 26th April and Friday, 27th April;
- ▶ your company logo featured prominently on all marketing material produced for the conference;
- ▶ two complimentary passes to Titanic Belfast;
- ▶ four complimentary passes to the annual conference; and,
- ▶ four tickets to the conference dinner

Gold sponsorship fee: £4,000 (€4,500)

Conference Tour

Thursday, 26th April, 4pm – 6pm

Visit to the birthplace of the Titanic

Titanic Belfast, a world-class visitor attraction is rising above Titanic's slipway to become a truly spectacular addition to the Belfast skyline. Inside this iconic building, visitors will relive the entire Titanic story. From her birth in Belfast, and that fateful maiden voyage, to her discovery on the seabed, Titanic Belfast will deliver the only completely authentic Titanic experience in the world.

To secure your involvement in the Engineers Ireland Annual Conference 2012, please contact:

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Outline Conference Programme

Thursday, 26th April
Confirmed speakers include:



PJ RUDDEN Chartered Engineer,
Engineers Ireland President



Dr. Stephen MYERS
Director of Accelerators,
and Technology, CERN



Liam NELLIS
Chief Executive Officer,
InterTradelreland



John BARRY Chartered Engineer,
Managing Director
Bord Gáis Networks



Bob HANNA Chartered Engineer,
Chief Technical Adviser,
Dept of Communications,
Energy and Natural Resources

Friday, 27th April



Offshore Energy 2050
hosted by the Northern region
Chair: Peter QUINN Chartered Engineer



**Manufacturing - a leading
light in Irish engineering**
hosted by Mechanical and
Manufacturing division
Chair: Declan LYONS



Engineering Enterprise in Times of Change

Emblems of Change

Belfast is a city that, uniquely on the island of Ireland, prospered on the wheels of the industrial revolution.

From the linen mills of the 19th century, to the shipbuilding and aeronautics of the 20th century, right through to the green energy revolution of the present day: precision engineering has been at the heart of this success story and an impressive roll call of innovators and inventors have driven it forward.

Emblems of Change takes symbols from these great periods of success and reimagines them in holistic form – layered and interconnected – seamlessly linking past, present and future.

The design has echoes of an orrery, a clockwork mechanism and modern abstract design, symbolising change as the single constant in the drive for achievement.

In the 21st century, new engineering skills and capacity will be required and the ability of the city to respond must come once again to the fore. Emblems of Change remind us that we create the narrative of success out of many single acts and the compelling story of a city's transformation must have the engineering profession at its heart.



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