

Sponsorship opportunities



Introduction

The Institution of Structural Engineers focusses exclusively on the structural engineering profession. Whether you are targeting students, graduates, early careers or senior grades, the Institution has the world's largest membership dedicated to the art and science of structural engineering.

With over 29,500 members working in 105 countries around the world, by marketing with us you can reach your target demographic through a variety of channels.

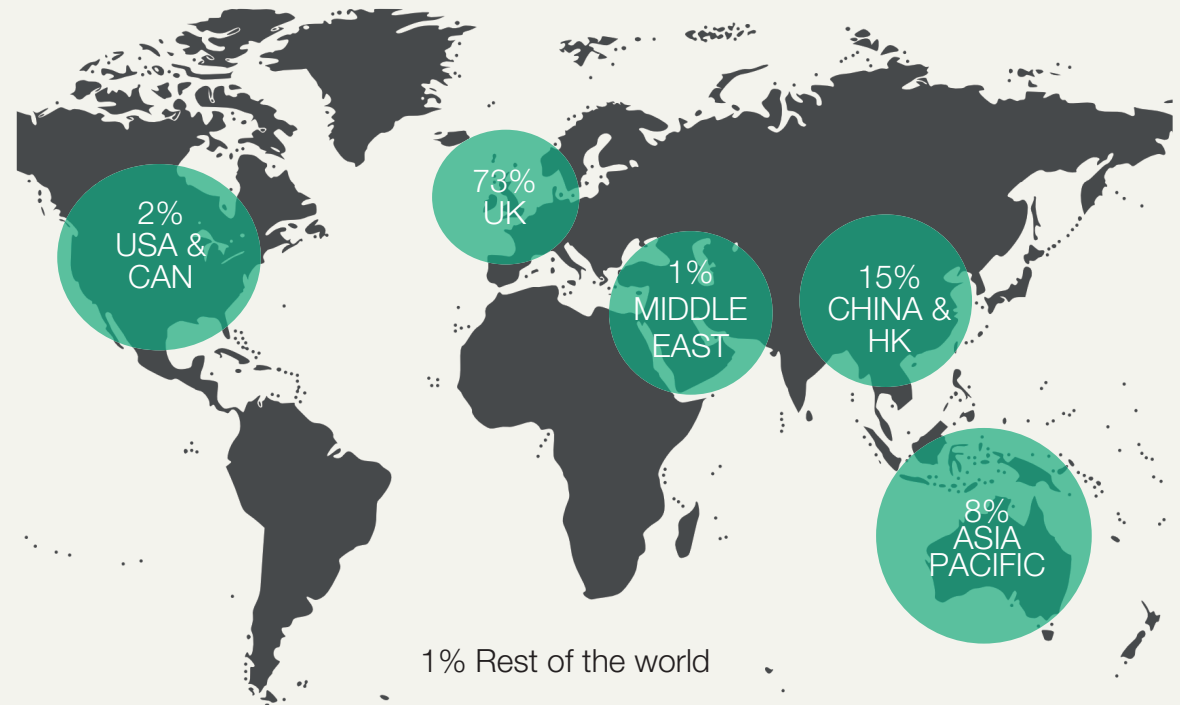
Members qualify by passing rigorous interviews and/or examinations that test structural engineering competence in design.

In addition to publishing *The Structural Engineer* every month, the Institution generates a huge amount of other content for members and the general public. The content is delivered in a variety of ways; from our flagship internationally renowned Structural Awards through to our full programme of events.

Sponsoring with the Institution offers you a way to allow your brand to reach a unique audience.

Key facts

29,500+ Members worldwide
105+ Countries



Average age **42**

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Our members represent some of the most influential engineering practices



IStructE influence

Get your message in front of tens of thousands of influential engineers

3,874,426 page views in 2018

2,613,763 of them unique

00:03:20

avg. session duration

406,605

website users annually



50,000+

social media followers



1,700,000+

social media impressions



Spread awareness of your services direct to your target audiences

Institution events, workshops, and lectures are attended by thousands of industry professionals from companies of all sizes.

With a variety of sponsorship opportunities available to you, we can work with you to find the perfect event aligned with your target audience.



Digital design and computation conference

Showcasing the latest tools and techniques in computational design, digital workflows and digital manufacturing through expert presentations and workshop sessions. Practical guidance will help attendees disseminate the processes and techniques in their organisation and achieve buy-in across a team. Presentations will explore the benefits and challenges of managing computational design teams.

The conference will be attended mostly by those in senior management positions and is a unique opportunity to engage with them in an exclusive environment.

28 March 2019

01

Senior Managers, Directors, Architects, Contractors

The conference is expected to attract practitioners and those who are interested in leveraging technology to improve their efficiency and creativity.

02

Network opportunities

The full day agenda has ample opportunity for sponsors to network with delegates. The sponsors' exhibition area will be strategically located to ensure maximum footfall.

03

Your brand in front of thousands

Sponsorship recognition is important to the Institution. Your brand will be visible to delegates continuously during the event, and remain visible post event via our extensive web coverage.

Sponsorships

The sponsor's logo will appear on all pre and post conference promotion and publicity.

The sponsor's logo will appear on the conference presentation template throughout the day.

The sponsors will be thanked by the Chair for their support.

A limited number of sponsors will be able to construct small stands in the break out areas and can place one item of literature in the delegate pack.

Two tickets for the conference - providing a great opportunity to network directly with structural engineers and those involved in Computational Design.

The conference will benefit from filming throughout. This will be hosted on the Institution's website shortly after the live event. Sponsors will be clearly credited.

New in 2019

Young Engineers Conference

The fourth annual Young Engineers conference is designed and developed by young engineers for young engineers. It provides a platform for discussion of key topics. Keynote presentations inspire and motivate young members about their role and the future in structural engineering.

The conference aims to promote and support the transition from student/graduate roles to professional membership, to develop professional, technical and soft skills, provide a wider knowledge network, and to improve understanding of the industry and the opportunities presented by it.

11 July 2019

01

Opinion formers/ leaders of the future

The conference offers sponsors the opportunity to be seen as forward thinking supporters of the structural engineering profession.

02

Over 5,000 event webpage visits

The Young Engineers Conference is one of the Institution's most popular and it is highly regarded. Every year the conference attracts thousands of webpage visitors.

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Young Engineers Conference

Institution HQ, London | 11 July 2019

Small Practitioners Conference

This popular event specifically address the often unique concerns of members operating in small practices or sole trader environments. Delegates will benefit from a series of presentations on key topics. Previous topics have included PII, CDM, recruitment, planning for retirement, employment law, pensions and tax and business risk.

One of the only dedicated small practitioner events for structural engineers in the UK, it is an opportunity to engage face to face with your target demographic.

18 September 2019

01

Small business owners

Support small businesses and become a brand they can rely on. Small practitioners tend to embrace new technology or services more quickly than large organisations.

02

Rated 'very good' or 'excellent' by 88% of last year's attendees

Attendees are surveyed in post-event communications to continuously improve our conferences.

03

Livestreamed internationally

This conference is also livestreamed worldwide. Encouraging engineers from outside of London and internationally to register and attend.

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Small Practitioners Conference

International conference Iconic global structures: What can we learn?

The first joint international conference organised by The Institution of Structural Engineers and the Structural Engineering Institute (SEI) of ASCE.

In depth case studies will explore differing international design and construction challenges and how we can find globally connected solutions.

A diverse delegate list is expected including structural engineers, architects and construction professionals interested in learning about the considerations of large-scale international construction projects.

29-30 September 2019 - Radisson Blu Hotel, Deira Creek, Dubai, UAE

Sponsorships

Supporters of the conference

The supporter's logo will appear on all pre and post conference promotion and publicity. This includes the conference presentation template.

50 word company summary on conference webpage.

The supporters will be thanked by the Chair for their support.

Sponsors of the conference

All of the above and a designated space in the breakout area to exhibit directly to delegates. Plus, the insertion of a piece of literature into delegate bags.

Other sponsorship opportunities:

Exclusive sponsorship of the delegate bag

Exclusive sponsorship of lanyards

Exclusive sponsorship of the evening reception

01

Partner with the Institution and the ASCE SEI

SEI is one of the largest structural engineering institutions with 30,000 members, 78% of whom are US based.

02

International audience of senior engineers

Engage with an international audience of mid to senior level engineers from some of the world's biggest engineering and consultancy organisations.

03

Bespoke sponsorship packages

With support and sponsorship packages for budgets of all sizes, your brand can have a presence starting from £500.



Structural Awards 2019

The Structural Awards are a world-renowned showcase for structural engineering excellence.

Structural engineers work on a huge variety of projects, from breath-taking landmark structures to small heritage commissions. The aim of The Structural Awards is to recognise excellence wherever it has been achieved. With around 100 projects submitted every year, The Structural Awards are a thoroughly diverse, multi-national, world-class industry competition.

Winners and commended projects will be announced at a prestigious black-tie event in November 2019.

15 November 2019

Sponsorships

Sponsor one of our 13 award categories:

- Tall or Slender Structures
- Long Span Structures
- Vehicle Bridges
- Pedestrian Bridges
- Small Projects (under £3M)
- Structures in Extreme Conditions
- Structural Transformation
- Structural Heritage
- Construction Innovation
- Structural Artistry (building structures)
- Structural Artistry (non-building structures)
- Sustainability
- Supreme Award for Structural Engineering Excellence

The sponsor's logo will appear on all advertisements, promotions and across The Structural Awards website.

10 tickets to the pre-dinner champagne reception and an exclusive table, in a prominent position, during the Structural Awards' dinner and ceremony. A representative will be invited to present the award to the winning project.

Full page advertisement in the Awards section of *The Structural Engineer* opposite the category winner.

Other sponsorship opportunities:

Exclusive sponsorship of centre pieces.
Exclusive sponsorship of the drinks reception - includes a table for ten at the dinner.

01

Your brand in front of hundreds of thousands

The 2018 Structural Awards attracted over 170,000 page views and was featured across a variety of industry publications and media outlets.

02

Over 400 guests in attendance on the night

The black-tie reception and dinner attracts hundreds of professionals - affording plenty of networking opportunity throughout the evening.

03

World-renowned structural award ceremony

With hundreds of entries from across the globe, The Structural Awards attracts the very best projects and firms.

Essential Knowledge Series

The Institution of Structural Engineers' Essential Knowledge Series comprises of 19 Essential Knowledge Texts. Written and designed with Students and Graduates in mind, each text provides an introduction to a core aspect of structural engineering; from 'designing a meaningful structure' through to 'stress and strain' and 'dynamics'. The series is also extensively promoted to university lecturers (many of whom use the series in their teaching). The series has been painstakingly authored and rigorously peer-reviewed by eminent structural engineering professionals. Student members of the Institution can access the texts free of charge, while a low price point encourages wide access.

www.istructe.org/essential-knowledge

01

Downloaded internationally in over 50 countries

The series launched in 2016 and has built steadily to become a highly regarded resource.

02

Support the continuous education of members

Essential Knowledge Texts are highly relevant to a variety of membership grades from students to chartered members.

03

Long shelf life of publications

The texts are authored by well known and respected influencers from both the academia and industry. A focus on fundamental aspects, prolongs their applicability and relevance.

Support

Supporting an individual Essential Knowledge Text lasts for two years.

Supporter's logo will be published on the text's front cover, underneath the words 'Production supported by:'.

Complete Essential knowledge series:

1. Introduction Part 1 - Structure is Everywhere!
2. Introduction Part 2 - Designing a Meaningful Structure
3. Historical development of structural form
4. Historical development of structural theories and methods of analysis – context of modern computer analysis
5. Lesson from failures – **supported by Griffiths & Armour Professionals Risks**
6. Introduction to structural materials
7. Traditional structural materials
8. New structural materials
9. Stress and strain – **supported by Sika Limited**
10. Structural form: Introduction to behaviour, selection and analysis
11. Introduction to triangulated structures
12. Flexure and flexural structures
13. Behaviour of beams and two-dimensional frames – **supported by S-Frame**
14. Principles for computer analysis of structures – **supported by S-Frame**
15. Approximate analysis of skeletal structures – **supported by WSP**
16. Stability
17. Dynamics
18. Ground engineering: Part 1 - Principles
19. Ground engineering: Part 2 - Practical design

Sponsorships

Industry workshops

An industry workshop is an exclusive opportunity for organisations like yours to showcase themselves to an audience of structural engineers over a period of up to 15 months. The Institution will host your event at our Bastwick Street venue in Central London.

You can discuss the major topics/challenges facing the industry and demonstrate how your organisation is positioned to overcome them. Whether themed for educational purposes or commercial, the workshop provides a great opportunity to reach and influence your target audience. Naturally, you will be able to invite your key contacts as appropriate, while we simultaneously market your event to the Institution's membership.

This popular opportunity has proved a success for previous sponsors and has led to many returning.

The Institution will work closely with you to ensure the greatest possible return on your investment. The standard promotional package (covering the three months prior to the event) will include:

A 250 word description of the event (plus image) featured on the Institution's website.

A posting to the IStructE LinkedIn 'promotion' board. Please note this should come from the event representative's account and will not be posted from the IStructE account.

3x event listings (one listing per month) in our members' e-newsletter sent to over 52,000 engineering professionals.

3x event listings (one listing per month) in the 'At the back' section of the Institution's flagship publication, *The Structural Engineer*.

An insert in the UK and Ireland copies of *The Structural Engineer*. The insert will be designed and produced by the Institution and will advertise the content of the event and the speaker/s. Your logo and a 50 word company description will be prominently displayed.

01

Advertise to more than 18,000 structural engineers

The Institution has over 18,000 non student members based in the United Kingdom at a variety of grades.

02

Three months of advertising

Your workshop will be displayed on the Institution's website, listed in three issues of *The Structural Engineer* along with an insert into a single issue, and listed in three e-newsletters.

03

High quality post event promotional content

On request, the Institution can also offer you filming and editing services for your workshop. The approved recording can appear on our website for a further 12 months.

Technical Lecture Series

The Technical Lecture Series is a well established chain of evening lectures that are free to attend by members and non members. They are hosted monthly and provide a unique opportunity for delegates to stay up to date on industry developments, hear case studies, and contribute to the discussion around key topics.

The key themes for 2019 are resilience, data/AI and fire engineering. We invite expert speakers to present their technical presentations. The series is currently sponsored by Trimble with other sponsorship opportunities available.

Sponsorships

The sponsor's logo will appear on all pre and post lecture promotion and publicity.

The sponsor's logo will appear on the lecture presentation template throughout the day.

Sponsors will be able to construct small stands in the breakout areas.

The conference will benefit from filming throughout. This will be hosted on the Institution's website shortly after the live event. Sponsors will be clearly credited at the beginning and end of each video.

01

Average 170+ registrations for each lecture

With an impressive number of registrants at every lecture you will reach more than 900 delegates throughout the year.

02

Year round advertising

The 11 lectures in this series are some of the Institution's most popular events. Ensuring broad coverage for your brand and access to a diverse audience.

03

Viral friendly content

The lectures focus on the most pertinent industry topics. When hosted on YouTube, these lectures can attract more than 5,000 views.

Livestreamed internationally

47-58 Bastwick St. is a conference and meeting space in the heart of London, offering state of the art facilities and attention to our users' requirements. Located in Islington, a short walk from Barbican, Shoreditch and the bustling Silicon Roundabout/Old Street area, we offer bright, modern event spaces in one of the capital's most vibrant boroughs.

Whether it's a training event, a conference, symposium or workshop, our auditorium and meeting rooms are easily arranged to suit your needs, providing you with a tailored solution at a great price.



The Belgrave Suite is located on the ground floor and has direct access into the Auditorium.



The Auditorium is a 104 seat tiered room and has modern AV facilities.



The Bastwick Suite is located on the first floor and is our most flexible meeting space.

Other ways to advertise

Whether it's lead generation or brand awareness (or both) that you're after, we have advertising and sponsorship opportunities to help you with your promotional campaigns.

The Structural Engineer magazine's multimedia portfolio enables advertisers to engage this key audience in print and online; offering plenty of profile raising and lead generation opportunities. The portfolio includes:

- *The Structural Engineer* in print
- *The Structural Engineer* website
- *The Structural Engineer* job board
- *The Structural Engineer* e-newsletter
- *The Structural Engineer* inserts
- Solus eshots
- Sponsored CPD modules
- Other creative print/digital executions

17,000+

Print circulation

28,000+

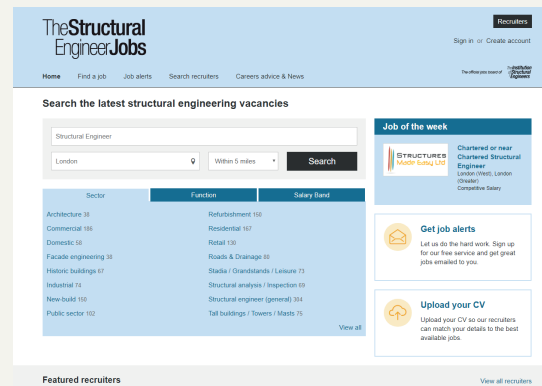
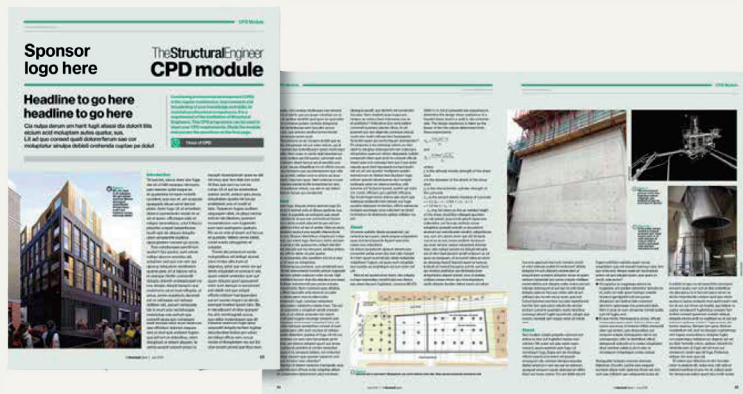
Pass on readership

50,000

Mailing list recipients

49,000

Relevant jobseekers



Find out more: www.istructe.org/thestructuralengineer/advertise

CPD discount

Continued Professional Development ensures that structural engineers and fellow professionals remain competent in their profession. When you support the Institution by advertising or sponsoring activities, your organisation is entitled to a year long discount of 10% on Institution CPD training courses for all your employees.

With your unique discount code your colleagues can sign up for any of our technical and professional development courses. Terms and conditions apply.

View our professional development programme: www.istructe.org/cpd-courses

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