

# Instrumentation, Analysis & Testing Exhibition



## THE SILVERSTONE WING, SILVERSTONE RACE TRACK Tuesday 31 March 2020, 10.00-16.00

The 2020 exhibition will be held on Tuesday 31 March at Silverstone in the Silverstone Wing which is the prestigious exhibition and conference centre, the same location as previous successful exhibitions.

The facility is located in the heart of the Silverstone Race Track and is an ideal venue for the exhibition. The International Media Centre, located in the Silverstone Wing, has a 550 sq m exhibition area with adjoining rooms in which the seminars will be held. There is also an adjacent cafeteria where lunches will be available to purchase. This makes the exhibition a self contained event with all the visitor facilities located within or next to the exhibition hall.

The facility provides a spacious exhibition area with ample 13A power outlets to support the table top exhibition stands.

To view details of the Silverstone facility go to [www.silverstone.co.uk](http://www.silverstone.co.uk) where details of the Silverstone Wing can be viewed. The Silverstone Wing also houses the racing car pits and garages underneath the exhibition hall and there is sometimes action on the race track which can be viewed from the gallery adjacent to the exhibition hall.

The EIS exhibition continues to grow each year and to support this there will be seminars held throughout the day. The theme for the 2020 event will be *The Journey from IC to EVs: Challenges, Pitfalls & Opportunities*.

Entrance to the exhibition and seminars is free to visitors. A number of complimentary lunch vouchers are also provided to exhibition visitors on a first-come, first-served basis which they can put towards the purchase of a lunch in the adjacent cafeteria. These lunch vouchers are provided to visitors as a benefit.

Complimentary refreshments are also provided throughout the day to exhibitors and visitors.

The exhibitors have the opportunity to show and discuss their products, services etc. to engineers from the automotive, aerospace, rail, power generation, off-highway, material handling, motorsport and general research industries. Exhibitors view the exhibition as an excellent way of meeting engineers who are active in their particular fields, and visitors see the exhibition as an ideal opportunity to view the latest technological developments in a friendly, intimate, atmosphere with seminars held throughout the day covering topics of general engineering interest. One comment we regularly receive from exhibitors is that the visitors who attend the exhibition are all engineers, or are people allied to engineering, who have a specific interest in the products and services being exhibited.

The exhibition is advertised widely across the UK and is co-sponsored by a number of engineering institutions and societies, including the IMechE & BSSM.

Exhibition spaces are limited so if you are planning to exhibit in 2020 it is recommended that you reserve an exhibition space as early as possible. In 2019 all tables were sold well in advance.

The EIS website [www.e-i-s.org.uk](http://www.e-i-s.org.uk) will be kept up-to-date with the names of exhibiting companies and details of technical presentations.

An exhibition space comprises:

- Space 3m long x 1.5m wide
- Table 1.6m long x 0.8m wide
- 13A power supply
- Complimentary WiFi.

Each table reservation includes one complimentary breakfast, buffet lunch and refreshments throughout the day. Additional breakfasts and buffet lunches are available to be purchased separately, with details of these on the exhibitor booking form. The cost for additional lunches is set by Silverstone and you may prefer to purchase sandwiches and hot food from the adjacent media cafe. This is a considerably cheaper option.

Please note that there is a two-table limit per company.

Attached, along with the booking form, is a plan of the exhibition area showing the location of the exhibition tables. Please note that tables 66&67 and 68&69 must be booked as double tables. If you have a preference for the location of your exhibition table please identify your first, second and third choice location on the booking form. We will do our best to accommodate your choices but table location preferences cannot be guaranteed as they are assigned as the orders are received.

Please note that exhibitors are required to have their own public liability insurance for the sum of £10M. If you do not currently have insurance for this amount it may be worth considering a two day extension to your policy for the amount of £10M. Please sign the booking form to confirm that this insurance will be in place.

John Yates  
Chairman, EIS