

## EXHIBITOR CASE STUDY

**Boneham & Turner has exhibited at the Advanced Engineering Show for a number of years. Here is a run down of why they find it valuable.**

### **Why did Boneham & Turner first decide to exhibit at Advanced Engineering, and what were your original goals?**

Boneham & Turner first chose to exhibit at Advanced Engineering with a clear vision in mind: to reconnect with the UK's manufacturing and engineering communities and position ourselves at the forefront of innovation in precision engineering.

As a company with a proud heritage dating back over 100 years, we saw Advanced Engineering as a platform that aligned with both our traditional values and our forward-thinking approach. Our original goals were threefold - raise brand awareness, engage directly with key decision-makers, and showcase our innovative range of precision components and tooling solutions.

### **What have been the most valuable outcomes of exhibiting for your business?**

The exposure and connections we've gained from exhibiting at Advanced Engineering have been invaluable. We've forged new relationships with OEMs, subcontractors, and industry innovators across multiple sectors including composites, motorsport and aerospace.

Importantly, Advanced Engineering has become a vital part of our marketing and sales strategy, helping us generate qualified leads that have directly converted into long-term partnerships. The face-to-face engagement also gives us immediate feedback on our products and services from existing customers, something you simply can't replicate online.

### **Can you share a success story that came directly from your participation?**

One of the most significant success stories to come out of our participation in Advanced Engineering has been the development of our collaboration with a tier-one automotive and aerospace manufacturer. What began as early conversations at the show quickly evolved into a strategic partnership, combining our respective strengths in precision engineering and advanced tooling. This collaboration has directly opened doors to new opportunities within the aerospace sector.

**More information:** [www.boneham.co.uk](http://www.boneham.co.uk)



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