

# Fatigue 2021

## 29-31 March 2021

### Online & On-demand



## About the Conference

The Fatigue 2021 conference will bring the international fatigue and durability community together to share knowledge and understand the challenges in using sophisticated engineering simulation and modelling tools to complement sound test programmes and develop reliable and cost effective products for modern usage.

As engineering modelling and simulation tools become ever more powerful and sophisticated there still remains the challenge of correlating the virtual world with both idealised laboratory testing and the wide, and potentially unexpected, range of service conditions experienced by machines and structures. These challenges are compounded by the advent of new materials, new ways of manufacturing components, new applications and new test and measurement techniques.

We will seek to explore not only the latest developments in engineering modelling and simulation, advances in test and measurement techniques, innovations in manufacturing, and developments in materials science, but also the complex interrelations between all these topics that give rise to improvements in fatigue performance, durability and structural integrity.

The 3 day conference builds on the long established philosophy of the Engineering Integrity Society to provide a forum for practising engineers and researchers to exchange ideas and experiences in all aspects of structural integrity. As well as giving practitioners an opportunity to keep up-to-date in the latest developments in durability of materials and structural analysis techniques, the conference will provide an excellent forum for researchers to promote their work and enhance its transfer to, and impact on, industrial applications.

## Conference Topics

- Additive Manufacturing
- Composites
- Continuum Scale Modelling
- Crack Propagation
- Design & Assessment
- Experimental Methods
- Manufacturing
- Microstructure Scale Modelling
- Thermomechanical Fatigue
- Variable & Random Loading
- Welds

## Online & On-demand Sponsorship

Conference sponsorship is a highly effective way to build relationships and communicate your marketing messages. As the conference is now online and on-demand, sponsorship provides additional new possibilities to extend your reach, both within the UK and internationally, beyond those who would normally attend the conference in person.

We have worked hard to provide you with a unique offering to maximise your potential to interact with delegates and presenters in an online environment.

Our purpose-built portal is browser based, ensuring that delegates have easy access to the conference. Each exhibitor will have their own dedicated space and you can provide detailed content including company profile, product news, pdfs, videos and links to your website and social media pages.



In addition, you can engage in both private and public live chats with delegates. We understand that exhibitors like to have as many opportunities as possible to interact with attendees and we have therefore devised some further ways for you to maximise your prospects.

A 'spatial chat' room is available where visitors can interact directly with exhibitors through video chat conversations that recreate real-life social interactions. Exhibitors will be able to mingle with delegates and join group conversations which may lead to useful discussions about products or services you provide.

There will also be the chance to deliver a 5 minute presentation as part of the main conference programme where you can pre-record a presentation highlighting your company's activities, products and services.

## Sponsorship Summary

- Continued promotion of your company logo on all conference literature, website and on the home page of our conference portal.
- Entry in the exhibitor guide emailed to all conference attendees in advance
- Your own branded page on the conference event platform including logo, company profile, product and services information & contact information
- Option to add additional resources including pdfs and videos
- Live public and private chats via your page throughout the conference
- Opportunity to organise a competition to attract visitors to your zone
- Interact with delegates through the conference 'spatial chat' room
- 5 minute promotional presentation direct to delegates as part of the conference programme
- The conference portal will be available to delegates for 6 months allowing for continued access and promotion
- 2 free conference passes