



ASSOCIATION
OF OLD CROWS

Electronic Warfare Europe

13-15 May 2019

Stockholmsmässan, Sweden



Post-show report

Headline Partner



Event Partner



Intelligence Workshop Hosted by



Gold Sponsors



Silver Sponsor





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Event attendance

AOC Electronic Warfare Europe 2019 was the largest edition to date, attracting an audience of exactly 2,603 participants, from the military, government, public sector, academia and industry.

| Metric | 2019 | vs. 2018 |
|-------------------------------|-------|----------|
| Unique EWE attendees | 1,203 | +49.8% |
| Military/VIP audience | 22.2% | +1.7% |
| Government audience | 13.4% | +5.9% |
| Crossover attendees from ITEC | 823 | N/A |
| Crossover attendees from UDT | 577 | N/A |



Year-on-year rise
in attendees



Unique nations
represented



Of attendees plan to return to AOC EW
Europe in Liverpool, UK next year



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2019 exhibitors



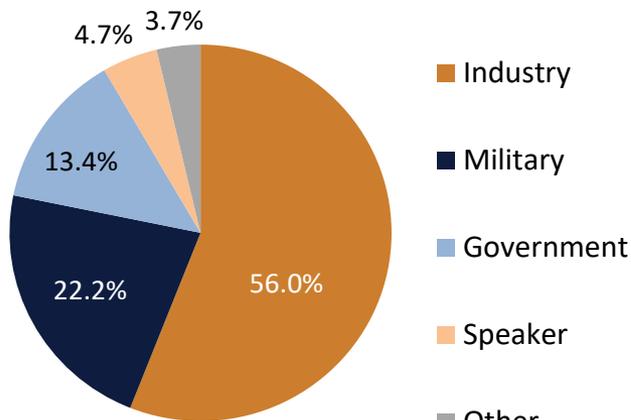
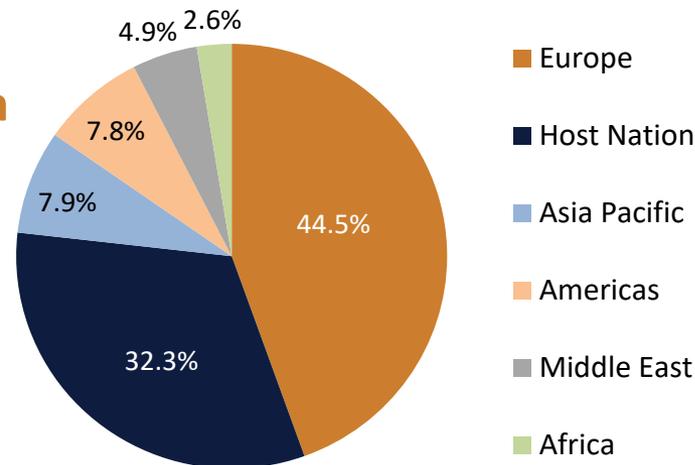


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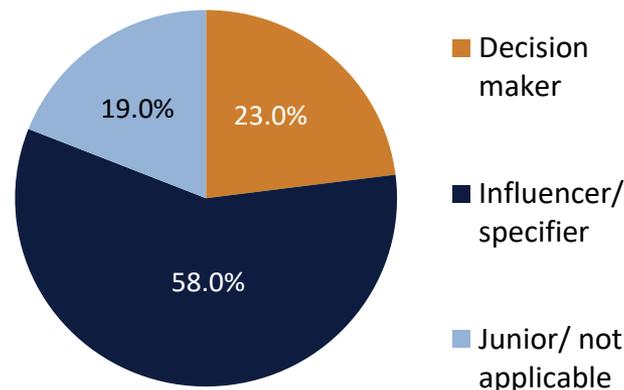
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Audience profiles

Regional breakdown



Demographic/sector



Purchasing responsibility

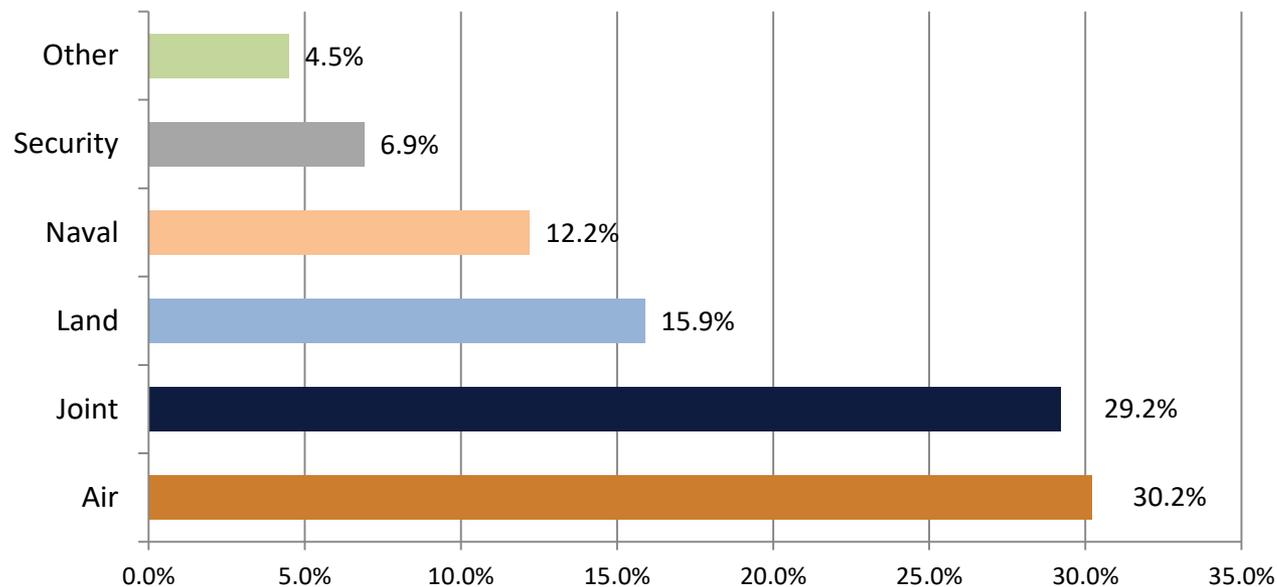


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Audience profiles

Primary sector focus





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Survey results

The satisfaction survey was completed by 279 participants, more than double the 2018 response rate. Key findings indicated significant improvements in visitor and exhibitor satisfaction.

| Metric | 2019 | vs. 2018 |
|-----------------------------|------|----------|
| Exhibitor satisfaction (/5) | 4.28 | +14.1% |
| Visitor satisfaction (/5) | 4.14 | +3.3% |
| Importance of event (/5) | 4.07 | +13.1% |
| Likelihood of return (/5) | 4.06 | +6.6% |
| Predicted ROI (/5) | 3.47 | +20.5% |
| Exhibitors spoken to | 9.26 | +0.2% |



Of exhibitors said the event was an ideal platform to meet with key prospects



Reported that their return on investment met or exceeded expectations

45
companies

Have already re-booked for next year



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Survey headlines

- Over 98% of participants were satisfied with their experience at EWE 2019, with 39% “very satisfied”
- 95% of visitors and 100% of exhibitors ranked visiting EWE as an important annual activity for their business
- 95% of exhibitors say EWE is an ideal platform to meet with key prospects
- 88% of exhibitors met new prospects who are “likely to become clients” in the future
- More than 90% of exhibitors reported that their return on investment met or exceeded expectations



More than 98% of visitors were satisfied with their experience at AOC Electronic Warfare Europe 2019, with 40% “very satisfied”



Participant feedback

Event partner

- “Another great event. Leonardo DRS was privileged to be the Event Partner and host a tremendous networking event. The growth of this annual event has been astounding and certainly adds value to investment in attending and/or exhibiting!”

Exhibitors

- “EW Europe has always been one of TMD's key events as this is purely EW orientated and focused on one of our key market sectors.”
- “EW Europe is the key event for networking with potential customers and discussing the technology trends in the market.”
- “All the EW community members participate in the conference, thus it serves as an effective measure for potential collaborations.”
- “Brilliant co-location! Gave us many new visitors and contacts.”

Visitors

- “It really gives you the opportunity for excellent networking! Met people I have worked with but haven't seen or spoken to in years and also a lot of new interesting contacts to follow up on.”
- “A very interesting and informative experience! It was good to hear the EW domain is getting the attention it desperately needs.”
- “I have attended every AOC Europe and many other similar but inferior conferences. This was the best yet.”



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Speakers

More than 50 speakers contributed to the event, with many outstanding, world-leading contributions. Some examples included:

Air Marshal (RAF Retd) Philip Sturley

CB MBE BSc FRAeS CCMI,
Conference Chairman - Consultant

Brigadier Fredrik Bergman

Head of the Test & Evaluation Division
Defence Materiel Administration (FMV)

Magnus Bäckström

Head of Business Unit EW
Saab

Colonel Alan Blackwell

Director, ABAL Insight Ltd
Former British Army

John Falk

Lic Eng., Head of Department, Radio EW Systems
Swedish Defence Research Agency - FOI

Professor David Stupples

Professor of Electronic and Radio Systems,
University of London & AOC

Commander Malte von Spreckelsen

Chief Policy Section
NATO Joint Electronic Warfare Core Staff

Captain Lars-Åke Siggelin

Electronic Warfare Officer
Swedish Air Force/ Gripen OT&E

Sergeant Anthony Smith

Radio Reconnaissance Team Leader
Y Sqn 30 CDO IX GP RM – Royal Marines

Staff Sergeant Maurice Erickson

Electronic Warfare Non-Commissioned Officer
2nd Cavalry Regiment, US Army

Muddy Watters

President
Association of Old Crows

Dr Paul Brittan

Chief Scientific Officer
L3 Technology

Presentation
slides >>

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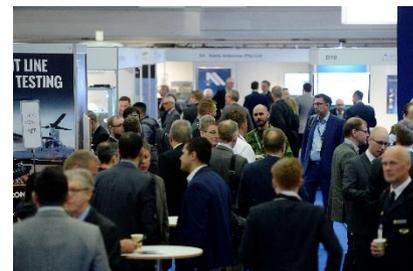
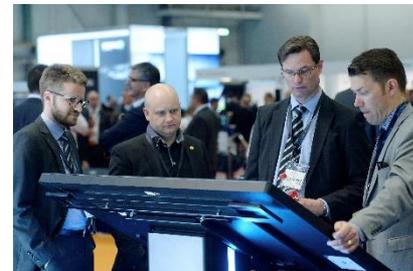
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Photo gallery



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Electronic Warfare Europe

16-18 June 2020

Exhibition Centre Liverpool, UK



See you in Liverpool in June 2020

Complex Electromagnetic Warfare and the Multi Domain Battle