

# 2024 EXHIBITION & SPONSORSHIP OPPORTUNITIES

Hampden Park • 5 June

#MEETTHEBUYER2024



MEET THE BUYER

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Supplier  
Development  
Programme



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

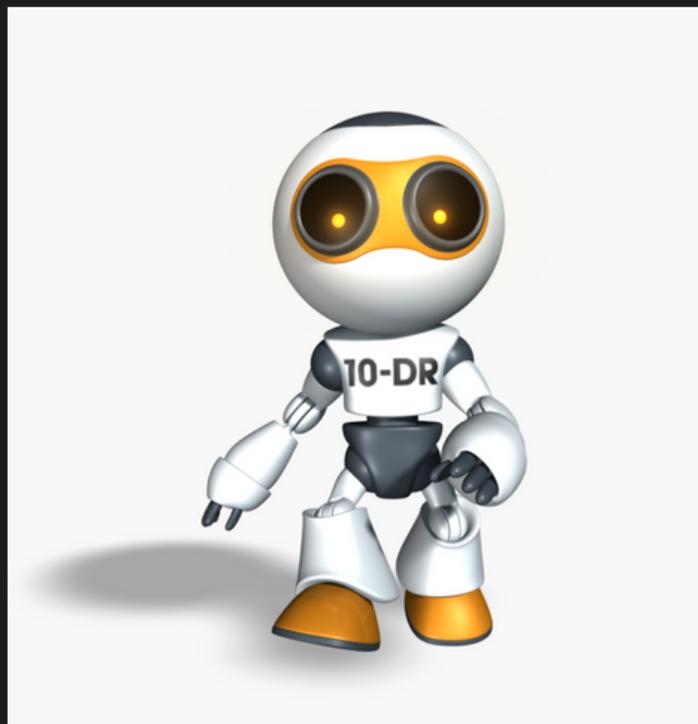
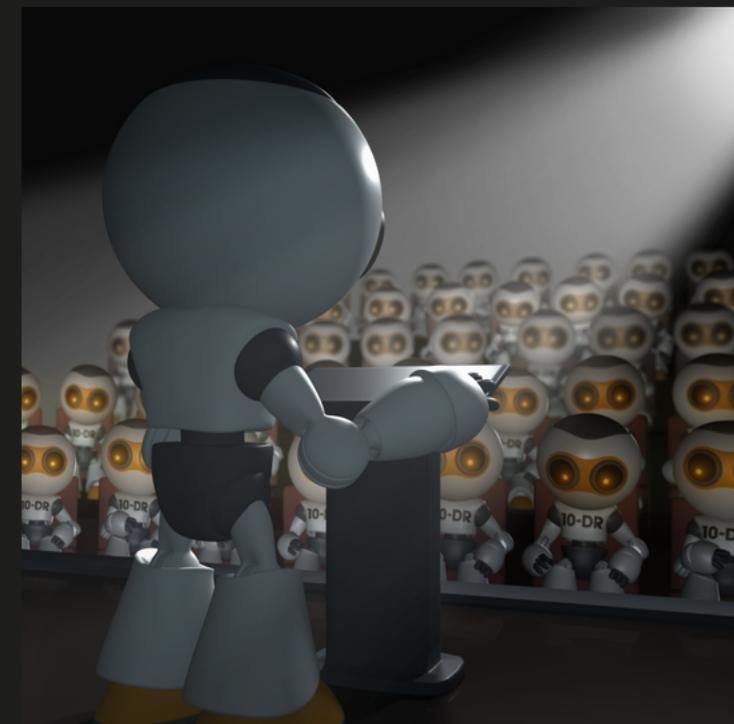
# What is Meet the Buyer?

Meet the Buyer is THE procurement event of the year in Scotland, where potential suppliers (a.k.a. businesses) can talk with buying teams from a range of public sector organisations, business support agencies and even private sector contractors that want to expand their supply chains, to deliver contracts on behalf of the public sector.

Supported and partnered by the Scottish Government, the Supplier Development Programme works with a number of partners to help promote contract opportunities and projects arising from public sector spend, and to help Scottish businesses get tender ready.

**Are you delivering for the public sector? Meet the Buyer 2024 is the ultimate showcase for you to demonstrate your commitment to engage with Scottish businesses, and to find new suppliers for your supply chain!**

This year's Meet the Buyer event will be held at Hampden Park, Glasgow, on Wednesday, 5 June 2024 from 10am to 4pm. It aims to attract more than 1500 attendees. Focusing on public sector buyers, as well as key Tier 1 contractors in Scotland, this free event offers businesses a unique opportunity to meet buyers and decision makers from across the Public and Private sector. Meet the Buyer helps suppliers raise their profile as a business, and prepare for upcoming contract opportunities.



# MEET THE BUYER

## In Numbers

### Meet the Buyer 2023

2,657

Total Registered Suppliers

1,396

Attendees on the day

626

Attendees from unique Scottish SME businesses



"Thank you. This was a really useful event that exceeded my expectations. It was great to have an opportunity to talk to so many procurement teams under one roof. I was also able to do some useful networking with other delegates."

85%

of businesses were more likely to bid for contracts after attending Meet the Buyer

89%

rated the event 'Excellent' or 'Good' in terms of representation of buyers

77%

said the event increased their awareness of opportunities in the supply chain

58

**Exhibition Stands on the day**  
Including headline partners: Scottish Government, Scotland Excel, UK Department for Transport, Elcom and SDP

97%

of buyers said they would recommend Meet the Buyer to other public and private sector organisations

94%

of buyers said they would participate in Meet the Buyer events again in the future

**Exhibitors said:**  
"A very good experience overall, great to have something like this again after covid."

### Meet the Buyer 2022



1,248

Total Registered Suppliers

728

Attendees Virtually



"Being my first time attending any event of this nature I was unsure what to expect. Spent the whole day on the event. I found it extremely informative, and I was completely immersed in the event."

44

Virtual Exhibition Stands

32

Public Sector Buyers

457

Live Exhibition Meetings

✓ 83%

of businesses were more likely to bid for public sector contracts after attending Meet the Buyer 2022

87%

rated the overall event experience Excellent or Good

96%

rated usability of the virtual portal Excellent or Good

89%

said the event demonstrated Open & Transparent Procurement

# Meet the Buyer: Exhibitor Feedback

“It was an excellent experience, we spoke to so many people and made a lot of great connections.”

“There was a really great mix of suppliers in attendance.”

“Thoroughly enjoyed the buzz of being at a face to face Meet the Buyer Event again. Thank you.”

**94%**

of buyers would participate in Meet the Buyer again in the future



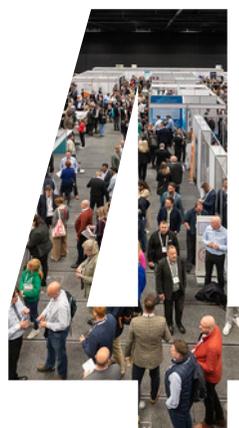
**97%**

of buyers would recommend Meet the Buyer to other buyers

# MEET THE BUYER

## Why should you exhibit?

- ✓ Contribute to pillars of **Community Wealth Building**, by supporting the progressive procurement of goods and services.
- ✓ Invite **innovation into your supply chain**, by engaging with small businesses and sole traders across all 32 Scottish local authorities.
- ✓ Establish your brand alongside public sector buyers, to build the sustainable Scotland of the future: **Let's Do Net Zero!**
- ✓ Drive high quality and fair work across the labour market within delivery of your awarded contracts, to show that **Fair Work First** is a priority.
- ✓ Add to the **Power of Procurement**, by supporting the public sector's flagship supplier engagement event as a **Community Benefit** for Scotland.





# Sponsorship Opportunities: Headline Platinum Partner



- 1 x 20 minute AM speaking slot on an agreed topic
- Corporate branding on the Keynote Arena presentation holding slides
- Corporate branding on 2 pop-ups to be positioned in a premium location in the venue
- Addition of one question of your choice to the post event survey
- Prime positioned premium exhibition package - double 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 6 x exhibitor passes including catering
- Premium positioned corporate branding on event webpage
- Corporate logo, 50-word corporate profile and direct link to your homepage to be carried on event webpage
- Inclusion in pre and post event newsletters, mailers, social media, press and PR
- Official independent post-event data evidence report on your supplier engagement
- Acknowledgement of sponsorship in 2023/2024 SDP Annual Report

## Investment £10,000 + VAT

To discuss your requirements and book your Headline Platinum Sponsorship, please email [info@sdpscotland.co.uk](mailto:info@sdpscotland.co.uk). Interested parties are advised to contact the SDP team as soon as possible, as opportunities are limited.





# Sponsorship Opportunities: Gold Partner



- 1 x 10 minute speaking slot on an agreed topic
- Corporate branding on 2 pop-ups to be stationed at cash catering and exhibitor catering
- Prime positioned premium exhibition package - double 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 6 x exhibitor passes including catering
- Premium positioned corporate branding on event webpage
- Corporate logo, 50-word corporate profile and direct link to your homepage to be carried on event webpage
- Inclusion in pre and post event newsletters, mailers, social media, press and PR
- Acknowledgement of sponsorship in 2023/2024 SDP Annual Report

**Investment £6,000 + VAT**

**To discuss your requirements and book your Gold Sponsorship, please email [info@sdpscotland.co.uk](mailto:info@sdpscotland.co.uk). Interested parties are advised to contact the SDP team as soon as possible, as opportunities are limited.**





# Sponsorship Opportunities: Silver Partner



- One corporate pop up to be placed in a networking zone
- Corporate flyers (provided by you) to be placed in networking zone
- Prime positioned premium exhibition package - double 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 6 x exhibitor passes including catering
- Premium positioned corporate branding on event webpage
- Corporate logo, 50-word corporate profile and direct link to your homepage to be carried on event webpage
- Inclusion in pre and post event newsletters, mailers, social media, press and PR
- Acknowledgement of sponsorship in 2023/2024 SDP Annual Report

**Investment £3,000 + VAT**

**To discuss your requirements and book your Silver Sponsorship, please email [info@sdpscotland.co.uk](mailto:info@sdpscotland.co.uk). Interested parties are advised to contact the SDP team as soon as possible, as opportunities are limited.**





# Sponsorship Opportunities: Zone Sponsor

limited to 4 organisation zones



## Option 1:

- Bring along 1 partner organisation to exhibit within your zone free of charge to them
- A 10-minute speaking slot
- Premium exhibition - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table, and electricity
- 4 x catering passes
- Exclusive corporate branding in your Zone
- Corporate logo, 50-word corporate profile and direct link to your homepage to be carried on event webpage
- Inclusion in pre and post event marketing, including Newsletters, Press Releases, Social Media, Mailers, etc
- Acknowledgement of sponsorship in post event report and annual report

**Investment £3,500 + VAT**

## Option 2:

- Bring along up to 5 of your partner organisations to exhibit within your zone, free of charge to them
- A 10-minute speaking slot
- Premium exhibition - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table, and electricity
- 4 x catering passes
- Exclusive corporate branding in your Zone
- Corporate logo, 50-word corporate profile and direct link to your homepage to be carried on event webpage
- Inclusion in pre and post event marketing, including Newsletters, Press Releases, Social Media, Mailers, etc
- Acknowledgement of sponsorship in post event report and annual report

**Investment £7,500 + VAT**

**Remaining zones include: Construction, Health, Transport.**

**To discuss your requirements and book your Zone Sponsorship, please email [info@sdpscotland.co.uk](mailto:info@sdpscotland.co.uk). Interested parties are advised to contact the SDP team as soon as possible, as opportunities are limited.**



# Sponsorship Opportunities: Area Sponsor



## Registration Sponsor - Investment £3,000 + VAT:

- X2 delegate passes with lunches
- Exclusive corporate branding in the registration area (with an estimated footfall of 1,500 suppliers and over 200 exhibitors/buyers)
- Displaying corporate literature (to be provided by sponsor) on literature stands
- Corporate logo, 50-word corporate profile and direct link to your homepage to be carried on event webpage
- Inclusion in pre and post event marketing, including Newsletters, Press Releases, Social Media, Mailers, etc
- Acknowledgement of sponsorship in post event report and annual report

## Cash Catering Sponsor - Investment £2,000 + VAT:

- X2 delegate passes with lunches
- Exclusive corporate branding in the cash catering zone
- Displaying corporate literature (to be provided by sponsor) on literature stands
- Corporate logo, 50-word corporate profile and direct link to your homepage to be carried on event webpage
- Inclusion in pre and post event marketing, including Newsletters, Press Releases, Social Media, Mailers, etc
- Acknowledgement of sponsorship in post event report and annual report

**To discuss your requirements and book your Sponsorship, please email [info@sdpscotland.co.uk](mailto:info@sdpscotland.co.uk).**



# Exhibition Packages



## Premium Exhibition Package:

- Premium exhibition package - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 4 x 'All Zone Access' exhibitor passes including catering
- Official independent post-event data evidence report on your supplier engagement

**Investment £1,125 + VAT**

## Public Sector Rate

A discounted early bird rate is available to public sector organisations. Please contact SDP for more information. This rate is only available until 16 February 2024. Public sector organisations will still be able to book after 16 February at the full rate.

**To discuss your requirements and book your exhibition requirements, please email [info@sdpscotland.co.uk](mailto:info@sdpscotland.co.uk).**

## Standard Exhibition Package:

- Standard exhibition package - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table (electricity available at an additional fee)
- 2 x 'All Zone Access' exhibitor passes including catering
- Official independent post-event data evidence report on your supplier engagement

**Investment £825 + VAT**



# Digital Event Programme Advert



**Do you want to promote your business' goods or services in our digital event programme? Or maybe you have an upcoming project you would like to promote?**

Take a full page ad in our digital event programme, with live URL linking directly to your website, to promote your business to an estimated 1,500 suppliers and over 200 buyers from the public and private sector.

**Investment £225 + VAT**

**To discuss your requirements and book your exhibition requirements, please email [info@sdpscotland.co.uk](mailto:info@sdpscotland.co.uk).**

