

2026 EXHIBITION & SPONSORSHIP OPPORTUNITIES



DoubleTree by Hilton Glasgow Central • 2 June

What is Meet the Buyer?

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

Supported by the Scottish Government and hosted by the Supplier Development Programme, this event aims to make opportunities within the public and private sector supply chain, as well as business support, more accessible to Scottish-based business and third sector organisations, helping Scotland's business base become 'tender ready'.

Are you delivering for the public sector? Meet the Buyer 2026 is the ultimate showcase for you to demonstrate your commitment to engaging with Scottish businesses, and find potential new additions for your supply chain!

This year's Meet the Buyer event will be held at the DoubleTree by Hilton Glasgow Central, on Tuesday 2 June 2026, from 10am to 3pm. It aims to attract more than 1,500 suppliers.



MEET THE BUYER In Numbers

Meet the Buyer 2025 Edinburgh

2,610

Total Registered
Suppliers

1,377

Attendees on
the day

603

Unique Scottish
SME businesses



"The exhibitors were all prepared with the email addresses/ information to enable us to make direct contact with the leads we needed."

90%

were planning to **actively pursue opportunities** with one or more of the **organisations they met**.

79%

rated the event **'Excellent' or 'Good'**.

70%

said they were **encouraged to consider bidding for more contracts** following the event.

70

Exhibition Stands on the day

Including Scottish Government, Scotland Excel, NHS NSS, APUC, bp Aberdeen Hydrogen Hub, Brakes, Edinburgh City Council, hub East Central Scotland and Balfour Beatty.

100%

of exhibitor respondents said they **met suppliers that they would be interested in working with** in the future.

94%

said that they **would recommend this event to other organisations**.

94%

said they would **participate in next year's event**.

Meet the Buyer 2024 Glasgow

3,169

People registered

1,585

Attended on the
day

689

Unique Scottish
SME businesses
attended



80+ Exhibitors

Including headline partners: Scottish Government, Scotland Excel and sponsors NHS NSS, APUC, Glasgow Caledonian University, hub South West Scotland, PODS Health and Bumblebee EV.

199

of those who attended Meet the Buyer National 2024 **gave feedback**.

97%

felt **more confident about bidding for public sector contracts** after attending the event.

85%

were **encouraged to consider bidding for more contracts** following the event.



Suppliers said:

"It taught me so much about the pathway to bid for business. Everyone I spoke to at the stalls were very friendly, and the workshops were informative. I will be acting upon what I learned, in fact, we have changed our whole business strategy around this."

84%

of attendees were planning to **actively pursue opportunities** with organisations they met.


78%

of attendees rated the event **'Excellent' or 'Good'**.


Exhibitors said:

"The event was packed and I know our stalls were busy all day. Great work from SDP."


Meet the Buyer: Exhibitor Feedback



“Found the event busy, well organised and well-run on the day.”



“Very good engagement and interesting conversations with suppliers that we would have otherwise struggled to reach.”




“A busy day, and lots of good conversations with visitors to the event.”



100%

of buyers said they met suppliers that they would be interested in working with in the future



94%

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



94%

of buyers would recommend Meet the Buyer to other organisations

MEET THE BUYER

Why should you exhibit?

- ✓ **Showcase your work and opportunities** to an estimated 1,500 suppliers, all under one roof.
- ✓ **Explore fresh ideas by engaging with a diverse mix of small businesses** and sole traders who can add value to your offering.
- ✓ **Boost your brand visibility** alongside government bodies, public sector buyers, and leading Tier 1 contractors – **helping to build a sustainable Scotland.**
- ✓ **Play your part in the Power of Procurement**, supporting the Scottish Government's National Performance Framework for a more successful Scotland.
- ✓ **Demonstrate your commitment to Community Wealth Building** by joining Scotland's flagship supplier engagement event, an activity you can reference as a community benefit.





Sponsorship Opportunities: **Headline Platinum Partner** limited to 2 organisations



- 1 x 20 minute speaking slot on an agreed topic
- Corporate branding on the Main Stage presentation holding slides
- Corporate branding on event pop-ups, positioned in premium locations in the venue
- Addition of one question of your choice to the post event survey (to be agreed with SDP)
- Inclusion of a quote in the official event press release
- Premium exhibition package located in the 'Headline Partners' zone - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 8 x exhibitor passes including catering
- Photography package
- Premium positioned corporate branding on event webpage
- Corporate logo 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 the SDP Annual Report

Investment **£8,500 + VAT**

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

A discounted public sector rate is available. Please contact us for more information.





Sponsorship Opportunities: **Event Partner** limited to 2 organisations



- Corporate branding on the Main Stage presentation holding slide
- Corporate branding on event pop-ups
- Prime positioned premium exhibition package - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 6 x exhibitor passes including catering
- Photography package
- Premium positioned corporate branding on event webpage
- Corporate logo 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 the SDP Annual Report

Investment £4,000 + VAT

To discuss your requirements and book your sponsorship, please email info@sdpscotland.co.uk. Interested parties are advised to contact the SDP team as soon as possible, as opportunities are limited.

A discounted public sector rate is available. Please contact us for more information.





Sponsorship Opportunities:

Zone Sponsor

limited to 4 zones



- Exclusive corporate branding on pop-ups for your zone
- Bring along 2 partner organisations to exhibit within your zone free of charge to them
- A 15-minute speaking slot
- 3 premium exhibition stands - 3m x 2m stands for you and your partners, including a furniture package - 2 x chairs, 1 x rectangular table, and electricity
- 4 x exhibitor and catering passes per stand
- Photography package
- Premium positioned corporate branding on event webpage
- Corporate logo 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 the SDP Annual Report

Investment £3,500 + VAT

Additional stands can be added at a rate of £700 per stand.

Potential zones include, but are not limited to: Health, Transport, Education, Construction, Business Support, Net Zero

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

A discounted public sector rate is available. Please contact us for more information.



Sponsorship Opportunities:

Area Sponsor



Networking Zone Sponsor - £1,500 + VAT:

- X 2 delegate passes with lunches
- Exclusive corporate branding in the networking zone
- Display corporate literature (to be provided by sponsor) on literature stands in area
- Corporate logo 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 the post-event report and SDP Annual Report

Registration Sponsor - Investment £1,500 + VAT:

- X 2 delegate passes with lunches
- Exclusive corporate branding in the registration zone
- Display corporate literature (to be provided by sponsor) on literature stands in area
- Corporate logo 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 the post-event report and SDP Annual Report

These opportunities are open to both buyers and suppliers.

To discuss your requirements and book your Sponsorship, please email info@sdpscotland.co.uk.



Private Sector Exhibition Packages



Premium Exhibition Package:

- Premium position
- Premium sized 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
- Photography package
- Corporate logo and link to website featured on event page
- Official independent post-event data evidence report on your supplier engagement

Investment £1,250 + VAT

This rate is available to Private Sector organisations only.

To discuss your requirements and book your exhibition stand at the private sector rate, please contact info@sdpScotland.co.uk.

Standard Exhibition Package:

- Standard sized exhibition package - 2m 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
- Corporate logo and link to website featured on event page
- Official independent post-event data evidence report on your supplier engagement

Investment £850+ VAT





Public Sector Exhibition Packages



Premium Exhibition Package:

- Premium position
- Premium sized 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
- Photography package
- Corporate logo and link to website featured on event page
- Official independent post-event data evidence report on your supplier engagement

Investment £1,100 + VAT

Standard Exhibition Package:

- Standard sized exhibition package - 2m 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
- Corporate logo and link to website featured on event page
- Official independent post-event data evidence report on your supplier engagement

Investment £700+ VAT

This rate is available to Public Sector organisations only.

To discuss your requirements and book your exhibition stand at the public sector rate, please contact info@sdpscotland.co.uk.

