

2024 EXHIBITION & SPONSORSHIP OPPORTUNITIES

The Music Hall, Aberdeen
11 September 2024

MEET THE BUYER
NORTH



Scottish Government
Riaghaltas na h-Alba
gov.scot



Aberdeenshire
COUNCIL



SCOTLAND
EXCEL

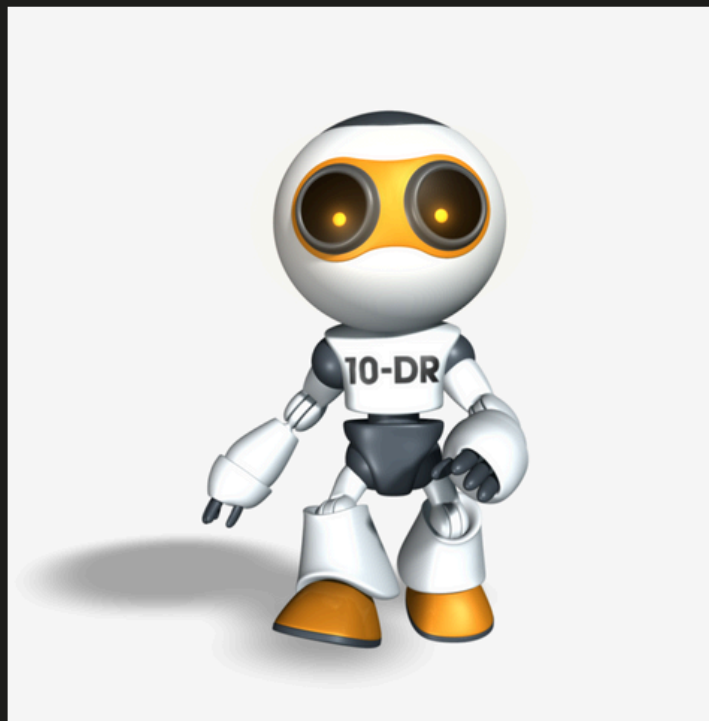
What is Meet the Buyer North?

Meet the Buyer North is focused on highlighting contract opportunities in the North of Scotland. The event helps businesses connect with buying teams from a range of public and private sector organisations, as well as main contractors working on projects across the region.

This event is partnered by the Scottish Government and Scotland Excel, and delivered by the Supplier Development Programme, to promote contract opportunities arising from public sector spend, helping Scottish business get 'tender ready' and enhance economic growth.

Are you delivering for the public sector? Meet the Buyer North 2024 is the ultimate place for you to engage with Scottish businesses, and to find new links in your supply chain!

This year's Meet the Buyer North event will be held at The Music Hall, Aberdeen, from 10am to 3.30pm, and it aims to attract more than 400 attendees. It's the most effective way to expand your supply chain, raise the profile of your business, and prepare for upcoming contract opportunities.



MEET THE BUYER NORTH: IN NUMBERS

Supplier Development Programme

Meet the Buyer North 2023

842

Total Registered Suppliers

380

Attendees on the day

194

Attendees from unique Scottish SME businesses



"The event was well organised and well laid out for navigating the companies exhibiting; lots of information offered and lots of good open conversations. Clear concise presentations delivered."

96%

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

91%

rated the event 'Excellent' or 'Good'.

86%

of businesses said they were more likely to bid for contracts after attending.

32

Exhibition Stands on the day, including headline partners Scottish Government and the Commercial and Procurement Shared Services.

92%

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

92%

of buyers said they would participate in Meet the Buyer North in the future.

Exhibitors said: "Really well organised, in a central location accessible by public transport and very close to the train station. Extremely well attended by suppliers."

<https://www.sdpScotland.co.uk/>

Supplier Development Programme

Meet the Buyer North 2022

672

Total Registered Suppliers

345

Attendees on the day

238

Attendees from unique Scottish SME businesses



"Super event, met some of our clients and some new potential ones. Busier than expected, and I believe I will gain a couple of good opportunities following this event."

89%

of Scottish SMEs asked said the representation of public sector buyers was satisfactory.

87%

of Scottish SME respondents said that they were more likely to bid for public sector contracts after the event.

81%

of Scottish SMEs asked said the event helped show public sector procurement is open and transparent.

23

Exhibition Stands on the day, including Scottish Government, Scotland Excel, APUC, Crown Commercial Service, Moray, Aberdeen City, Aberdeenshire and Highland Councils, Robertson FM, Ogilvie Construction and Mitie.

100%

of buyers said they would participate in Meet the Buyer North in the future.

100%


of buyers felt Meet the Buyer North helped SMEs talk to buyers who commission contracts.

96%


of buyers felt Meet the Buyer North helped show public sector procurement is open and transparent.

<https://www.sdpScotland.co.uk/>


Meet the Buyer North: Exhibitor Feedback



“Good venue; well organised event; worthwhile interactions.”



“Really well organised, in a central location – accessible by public transport & very close to train station. The event was extremely well attended by suppliers.”



“Great chance to speak to SMEs, better understand the barriers they face when bidding for public sector contracts.”



92%

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



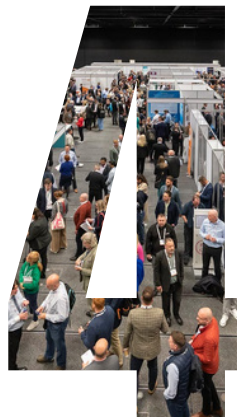
92%

of buyers would **recommend Meet the Buyer** to other buyers

MEET THE BUYER NORTH

Why should you exhibit?

- ✓ Engage with local businesses and identify new suppliers that 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 the region.
- ✓ Promote your business and **gain brand exposure** alongside public sector buyers.
- ✓ 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.





Sponsorship Opportunities: Headline Platinum Partner



- 30 minute speaking slot on an agreed topic
- Corporate branding on the Keynote Arena presentation slides
- Corporate branding on 2 pop-ups positioned in a prime venue location
- Prime positioned premium exhibition package - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table with electricity
- 6 x exhibitor passes including catering
- Premium positioned corporate branding on SDP 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 2024/2025 SDP Annual Report

Investment £3,000 + 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.





Sponsorship Opportunities:

Gold Partner



- 15 minute speaking slot on an agreed topic
- Corporate branding on a pop-up to be stationed at cash catering and networking zone
- Prime positioned premium exhibition package - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table with electricity
- 6 x exhibitor passes including catering
- Premium positioned corporate branding on SDP 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 2024/2025 SDP Annual Report

Investment £2,500 + VAT

To discuss your requirements and book your Gold Sponsorship, please email 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 2 zones



- Bring along 1 partner organisation to exhibit within your zone, on a standard exhibition stand free of charge
- Premium exhibition - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table with 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 SDP 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 £1,750 + VAT

Potential zones include: Construction, Transport, Health, Education and 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.



Sponsorship Opportunities: Area Sponsor



Registration Sponsor Investment £1,500 + VAT

- X2 delegate passes
- Exclusive corner branding in the registration area (with an estimated footfall of 400 suppliers and 10 buyers and over 100 exhibitors)
- Displaying corner literature (to be provided by sponsor) on literature stands
- Corporate profile and contact details on your homepage to appear on event webpage
- Inclusion in pre and post event marketing including Newsletters, Press releases, Social Media, Mailer etc
- Acknowledgement of sponsor in post event report and annual report

To discuss your requirements and book your Sponsorship, please email 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 with electricity
- 4 x 'All Zone Access' exhibitor passes including catering
- Official independent post-event data evidence report on your supplier engagement

Investment £800 + VAT

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 £600 + VAT

Early Bird & Public Sector Rate

A discounted early bird rate is available to organisation that book their stand on or before 12 July 2024. Please contact SDP for more information. Organisations will still be able to book after 12 July 2024 at the full rate.

Public Sector organisations will also be entitled to a Public Sector discounted rate. Contact the SDP team via info@sdpscotland.co.uk, to enquire.