

2025 EXHIBITION & SPONSORSHIP OPPORTUNITIES

The Music Hall, Aberdeen
10 September 2025

MEET THE BUYER
NORTH



Scottish Government
Riaghaltas na h-Alba
gov.scot

Supplier
Development
Programme

Supplier
Development
Programme

Helping You Bid Better



ABERDEEN
CITY COUNCIL

Aberdeenshire
COUNCIL



The Highland
Council
Comhairle na
Gàidhealtachd

What is Meet the Buyer North?

Meet the Buyer North is THE biggest procurement event of its kind in the North of Scotland, where 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) 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 businesses and third sector organisations, helping the businesses in the Highlands and Islands become 'tender ready'.

Are you delivering for the public sector in the North of Scotland? Meet the Buyer North 2025 is the ultimate showcase for you to demonstrate your commitment to engaging with local businesses and find new suppliers for your supply chain!

This year's Meet the Buyer North event will be held at The Music Hall, Aberdeen, on Wednesday 10 September 2025. This event is set to attract more than 600 suppliers.



MEET THE BUYER NORTH: IN NUMBERS

Supplier Development Programme

Meet the Buyer North 2024

1,040

Suppliers registered

590

Attended on the day

364

attendees were from 271 unique Scottish SMEs



35 Exhibitors

Including headline partners: Scottish Government, Scotland Excel, and the Commercial and Procurement Shared Services, as well as sponsors NHS National Services Scotland and CITB.

129

of those who attended Meet the Buyer North 2024 gave feedback

95%

of respondents rated Meet the Buyer North 2024 as 'Good' or 'Excellent'

95%

felt this event helped to make useful connections that could benefit their business in the future



Suppliers said:

"Fantastic set up and lots of very knowledgeable people to help make the experience very enjoyable and insightful. We've come away from Meet the Buyer North in a stronger position than beforehand for sure."

100%

of exhibitors that responded rated Meet the Buyer North 2024 as 'Good' or 'Excellent'

100%

of exhibitors that responded felt this event provided an opportunity to engage with new suppliers

Exhibitors said:

"From start to finish, it was a great set up. The footfall was fantastic and we got a lot from the attendees we met. All in brilliant event!"

<https://www.sdpscotland.co.uk/events-mtbn-2024/>

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/>

Meet the Buyer North: Exhibitor Feedback

“We had a great experience; it was a well organised event. As always, it was great to engage with SMEs from different sectors to talk about how our procurement function operates.”

“From start to finish it was a great set up. The footfall was fantastic, and we got a lot from the attendees we met. All in a brilliant event!”

“I found the event really worthwhile and was surprised by the high turnout. I liked the speed networking nature, as it allowed us to talk to so many different companies.”

100%

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



100%

of buyers would recommend Meet the Buyer to other buyers.

MEET THE BUYER NORTH

Why should you exhibit?

- ✓ **Showcase your commitment to diversifying your supply chain**, by engaging with an estimated **600+ new, local suppliers, all under the one roof.**
- ✓ **Invite innovation into your supply chain**, by **engaging with a diverse range of small businesses and sole traders** who can enhance your offerings.
- ✓ **Establish your brand alongside the government bodies, public sector buyers and key tier 1 contractors**, helping to build the sustainable Scotland of the future.
- ✓ Add to the **Power of Procurement**, by supporting the public sector's flagship supplier engagement event as a **Community Benefit.**





Sponsorship Opportunities: Headline Platinum Partner



- Corporate branding on the Main Stage presentation holding slides
- Corporate branding on 2x event pop-ups, positioned in premium locations in the venue
- Prime positioned premium exhibition package - double 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- **1 x 30 minute morning speaking slot on an agreed topic**
- **Addition of one question of your choice to the post event survey (to be agreed with SDP)**
- 6 x exhibitor passes including catering
- 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
- Acknowledgment of sponsorship in official post-event report
- Acknowledgement of sponsorship in 2025/2026 SDP Annual Report

Investment £3,250 + 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



- Corporate branding on the Main Stage presentation holding slides
- Corporate branding on 1x pop-up stationed in the cash catering/networking area
- Prime positioned premium exhibition package - double 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 1 x 15 minute speaking slot on an agreed topic
- 4 x exhibitor passes including catering
- 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
- Acknowledgment of sponsorship in official post-event report
- Acknowledgement of sponsorship in 2025/2026 SDP Annual Report

Investment £2,250 + 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 3 zones



- Premium exhibition stand for your organisation - 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table with electricity
- 4 x catering passes
- Bring along 1 partner organisation to exhibit within your zone, on a standard exhibition stand, free of charge
- Prominent corporate branding in Zone promotional materials and signage
- 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 £2,000 + 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 £1,250 + VAT:

- X2 delegate passes with lunches
- Exclusive corporate branding in the registration area (with an estimated footfall of 600 suppliers and 100 buyers and decision makers exhibiting)
- Display containing corporate literature (to be provided by sponsor) on literature stands in registration area
- 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.





Public Sector 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
- Acknowledgement of participation in official post-event report

Investment £700 + 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
- Acknowledgement of participation in official post-event report

Investment £550 + 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.





Private Sector 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
- Acknowledgement of participation in official post-event report

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
- Acknowledgement of participation in official post-event report

Investment £650 + 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.

