

# 2025 EXHIBITION & SPONSORSHIP OPPORTUNITIES

Murrayfield Stadium • 4 June

#MEETTHEBUYER2025



Scottish Government  
Riaghaltas na h-Alba  
gov.scot



# 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 (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 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 2025 is the ultimate showcase for you to demonstrate your commitment to engaging with Scottish businesses, and to find new suppliers for your supply chain!**

This year's Meet the Buyer event will be held at Murrayfield Stadium in Edinburgh, on Wednesday 4 June 2025, from 9:30am to 3:30pm. It aims to attract more than 1,500 suppliers.



# MEET THE BUYER

## In Numbers

### Meet the Buyer 2024

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 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: Exhibitor Feedback

"The event was packed and I know the NHS stalls were rammed all day. Great work from you and your team putting on such a successful event."

"My experience at MTB 2024 was very positive. I thoroughly enjoyed engaging with a number of exciting suppliers."

"It was a Good day. This event was a great opportunity to speak with suppliers directly and find out what else is out there in the marketplace."

**83%**

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



**83%**

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



# MEET THE BUYER

## Why should you exhibit?



**Showcase your commitment to diversifying your supply chain**, by engaging with an estimated **1,500 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** limited to 2 organisations



- 1 x 30 minute morning 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)
- 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 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 £9,000 + 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.

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





# Sponsorship Opportunities:

## Silver Partner

limited to 2 organisations



- 1 x 15 minute speaking slot on an agreed topic
- Corporate branding on the Main Stage presentation holding slide
- Prime positioned premium exhibition package - double 3m x 2m stand
- Furniture package - 2 x chairs, 1 x rectangular table and electricity
- 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
- 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 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.

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





# **Sponsorship Opportunities:**

## **Zone Sponsor**

**limited to 4 organisation zones**



- Exclusive corporate branding on pop-ups for your zone
- Bring along 1 partner organisation to exhibit within your zone free of charge to them
- A 15-minute speaking slot
- Premium exhibition - 3m x 2m stand for you and a Standard exhibition stand for your partner
- Furniture package - 2 x chairs, 1 x rectangular table, and electricity for you
- 4 x catering passes for you
- 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 2024/2025 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](mailto: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



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

- X2 delegate passes with lunches
- Exclusive corporate branding in the cash catering 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
- Official independent post-event data evidence report on your supplier engagement
- Acknowledgement of sponsorship in 2024/2025 SDP Annual Report

### Registration Sponsor - Investment £2,500 + VAT:

- X2 delegate passes with lunches
- Exclusive corporate branding in the registration area
- 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
- Official independent post-event data evidence report on your supplier engagement
- Acknowledgement of sponsorship in 2024/2025 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](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
- Corporate logo and link to website featured on event page
- Official independent post-event data evidence report on your supplier engagement

**Investment £1,125 + 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
- Corporate logo and link to website featured on event page
- Official independent post-event data evidence report on your supplier engagement

**Investment £825 + 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 14 February 2025. Public sector organisations will still be able to book after 14 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).**