



# Sponsorship Opportunities

The 2016 SMAS Conference will take place from 7-8 September at The Westerwood Hotel near Cumbernauld with the central theme of Manufacturing Scotland's Future.

This highly prestigious, national event is the latest in a series of successful SMAS conferences that will bring together the 'who's who' in manufacturing to help shape the vision for the future of Scottish Manufacturing. It will also showcase the exceptional manufacturing that is already taking place in Scotland.

Inspirational, world-class keynote speakers will discuss the latest and future manufacturing trends to an audience of over 400 industrialists and manufacturing decision makers. There will also be an opportunity to attend a series of practical, interactive 'how to' workshops delivered by successful Scottish manufacturers and a pre-conference, evening dinner held on 7 September will provide some fantastic networking opportunities.

By sponsoring this well established, industry event you will have an unrivalled opportunity to raise your profile to a wide spectrum of businesses ranging from small producers to multinational giants, as well as confirmed attendance by John Swinney MSP, Deputy First Minister of Scotland and Cabinet Secretary for Finance, Constitution and the Economy.

The 2016 Conference has been moved from The DoubleTree Hilton in Dunblane to the Westerwood Hotel to accommodate this growing biannual event - offering larger and more flexible meeting rooms, increased exhibition space, plentiful parking and additional opportunities to raise your profile through signage and branding. The venue is also ideally located in central Scotland - just off the M80 and 5 minutes from Croy railway station.

*"Very inspiring conference - well done!"*

*"Overall a thoroughly enjoyable experience - thanks!"*

*"Excellent breadth of event, good networking opportunities"*

*"Many thanks to SMAS - excellent event"*

*"A great conference - well done. Can't wait for next one"*

# Gold Sponsorship

SOLD

## Silver Sponsorship: £10K +VAT

We anticipate that there will be two silver sponsors with benefits including:

- Your branding on all conference materials - digital and print
- Sponsor logo, profile and weblink on the dedicated SMAS conference website, networking app and e-newsletters
- Opportunity to submit a blog for publication on the event website
- Social media campaign - regular tweets/posts highlighting your association with the conference
- Opportunity to host a pre-feeder event
- Reduced delegate rates for your industry contacts - a great way to network and raise your profile
- Post event analysis feedback
- 1 x complimentary seat at the top table for the Gala Dinner

- Acknowledgement as Silver Sponsor at Gala Dinner and Opening Plenary
- 4 x VIP delegate passes for the full two conference days including:
  - > Full access to the conference programme
  - > Drinks Reception
  - > 4 x Gala Dinner tickets
  - > Buffet lunch and refreshments on both days

Your Package also includes:

- Exhibition space
- Furniture: 1 x table (with cloth) and 2 chairs
- Free internet access
- Literature rack

## Bronze Sponsorship Package: £5K +VAT

We anticipate that there will be two bronze sponsors with benefits including:

- Sponsor logo, profile and weblink on event website, networking app and e-newsletter
- Opportunity to submit a blog for publication on the event website
- Social media campaign - regular tweets/posts highlighting your association with the conference
- Opportunity to host a pre-feeder event
- Post event analysis feedback
- Reduced delegate rates for your industry contacts - a great way to network and raise your profile
- Opportunity to distribute a branded giveaway for distribution to delegates

- 2 x VIP delegate passes for the full two conference days including:
  - > Full access to the conference programme
  - > Drinks Reception
  - > 4 x Gala Dinner tickets
  - > Buffet lunch and refreshments on both days

Your Package also includes:

- Exhibition Space
- Furniture: 1 x table and 2 chairs
- Internet access
- Literature rack

## Gala Dinner Sponsor: £7K +VAT

Taking place on the evening of 7 September, this high-profile, networking dinner is attended by over 200 key decision makers within Scotland's manufacturing sector.

Benefits Include:

- 2 x VIP delegate passes to the Drinks Reception, Gala Dinner and Conference
- Both Gala Dinner seats at the top table
- Acknowledgement as Gala Dinner sponsor in the Welcome Speech
- Branding and logo on menu
- Full page advert on dinner menu
- Logo to be included on dinner signage
- Sponsor logo, profile and weblink on event website, conference app and e-newsletter

## Drinks Reception: £5K +VAT

A high-profile, networking drinks reception will be held on the evening of 7 September.

Benefits Include:

- 2 x VIP delegate passes to the Drinks Reception, Gala Dinner and Conference
- 3 minute 'pitch' before asking delegates to move through to dinner
- Branding/pop-up in the Drinks Reception area
- Logo on Drinks Reception signage
- Sponsor logo, profile and weblink on event website, conference app and e-newsletter

## Conference Lunch & Breaks: £5K +VAT

Benefits Include:

- Branded area for lunch & breaks for all delegates
- Branded menus and table signage
- Opportunity to supply promotional literature
- Two x VIP delegate passes to the Drinks Reception, Gala Dinner and Conference
- Sponsor logo, profile and weblink on event website, conference app and e-newsletter
- Recognition from all who attend for a thoroughly pleasurable and memorable event

## Workshop Stream Package: £5K +VAT

There will be a number of breakout sessions held throughout the day with sessions divided into 'workshop streams'. Each stream will include the delivery of 3 x workshops throughout the day. We expect around 50 delegates to attend each breakout giving you the chance to promote your business/product/service directly to 150 delegates. Benefits Include:

- 2 x VIP delegate passes to the Drinks Reception, Gala Dinner and Conference
- Branded slide at the beginning and end of each workshop per stream
- Opportunity for a leaflet drop in the workshops
- Branding/pop-up in the breakout area
- Branding alongside all mentions of your sponsored breakout session included on the event website and conference app

## Gala Dinner Table Decorations/ Flowers: £1K +VAT

Decorations/flowers will be on display on each dinner table and at the event reception. Full recognition of your sponsorship will be given at the Gala Dinner including in the Gala Dinner programme and menu.

## Transport Sponsor: Provision of Transport to Site Visits/Hotel

We will be organising a series of delegate site visits on 7 September (prior to the Gala Dinner) and an opportunity exists to sponsor this element.

## Lanyard Sponsor: £2.5K +VAT

Joint branding along with SMAS on the lanyards for the event badges.

## Exhibition Stand: £1K +VAT

With only 20 exhibition spaces on offer, you have a unique opportunity to showcase your organisation to over 400 manufacturing delegates during the drinks reception, throughout morning registration and over conference breaks and lunch.

As an exhibitor you can expect:

- Exhibition Space (approx 3m x 2m).
- Furniture: Table with cloth + 2 Chairs
- Power if required
- 1 x VIP delegate pass to the Drinks Reception, Gala Dinner and Conference (worth £275)
- Sponsor logo, profile and weblink on exhibitor page of event website
- Sponsor logo and profile on networking app

With interest high and space limited, we will be allocating exhibition stands on an application basis. Please contact Georgia Goodall on [georgia.goodall@speak.co.uk](mailto:georgia.goodall@speak.co.uk).

# SPONSORSHIP BOOKING FORM

SMAS Conference, Westerwood Hotel, near Cumbernauld, 7 - 8 September 2016

Please give details of your choice below. All prices exclude VAT

<b>Sponsorship Opportunity</b>	
<b>Details of Opportunity</b>	
<b>Price</b>	

Sponsorship opportunities will be sold on a 'first-come first-served basis'

<b>Company name</b>			
<b>Contact name</b>			
<b>Position in company</b>			
<b>Invoice address and post code</b>			
<b>Phone</b>		<b>Mob</b>	
<b>Email</b>			
<b>Signed</b>		<b>Date</b>	

I hereby declare that I am authorised to place orders and purchases on behalf of the above named company and I am liable to make immediate payment on receipt of invoice.

#### PAYMENT TERMS

*Full amount will be invoiced on receipt of a signed booking form*

#### CANCELLATION

*SMAS will not accept cancellation or withdrawal of any booking once it has been made. The full cost of the sponsorship taken is due irrespective of non-attendance. No refunds are given*

Please return this booking form by email to: [georgia.goodall@speak.co.uk](mailto:georgia.goodall@speak.co.uk)

# Outline Programme Agenda

<b>Day 1 - 7 Sept</b>	Best Practice Visits – linked to conference themes				
<b>Conference Dinner 7 for 7.30pm</b>	Welcome – SMAS/SE Sponsor Address – BoS Keynote After Dinner Speaker				
<b>Day 2 - 8 Sept Conference From 7.45am</b>	Registration, networking & refreshments Welcome – SMAS & Bill Jamieson Setting the Context - SE State of the Nation – John Swinney, Scottish Government Economic Update – BoS				
	Panel Q&A				
	Keynote				
	Networking break – Exhibition & Fringe Events				
<b>Workshops Case study One</b>	Workshop 1 Leadership	Workshop 2 Investment Retooling	Workshop 3 Supply Chains	Workshop 4 Energy Efficiency	Workshop 5 Technology & Innovation
	Lunch & Networking – Exhibition & Fringe Events				
<b>Workshops Case study Two</b>	Workshop 1 Leadership	Workshop 2 Investment Retooling	Workshop 3 Supply Chains	Workshop 4 Energy Efficiency	Workshop 5 Technology & Innovation
	Networking break – Exhibition & Fringe Events				
	Summary by Conference Chair				
	Keynote				
	Guest Speaker				
	Conference summary & close – 4.30pm				

*To discuss any of these opportunities, please contact:*  
**Georgia Goodall, The SMAS Conference Team/Speakeasy Productions**  
 on **0131 557 1288** or **georgia.goodall@speak.co.uk**

