

SMAS

**NATIONAL MANUFACTURING
CONFERENCE 2021**

MAKING SCOTLAND'S FUTURE

**TUESDAY 15TH JUNE 2021 PM &
WEDNESDAY 16TH JUNE AM**

**VIRTUAL SPONSORSHIP
& EXHIBITION OPPORTUNITIES**

www.smas.co.uk

SMAS National Manufacturing Conference 2021

Overview

Scotland's National Manufacturing Conference – Making Scotland's Future, is organised by the Scottish Manufacturing Advisory Service (SMAS) which sits within Scottish Enterprise – Scotland's main economic development agency. It's the only event of its kind in Scotland and for 2021, it's going **VIRTUAL!**

Manufacturing is the engine room of Scotland's economy, and like many parts of the world, it has been deeply affected by the COVID pandemic. But it has also triggered businesses to reassess their priorities, strategies and investment decisions, particularly around technology and supply chains.

Our two day conference will bring together manufacturers from across the country and beyond to debate, learn, share and do business. The agenda will showcase how Scottish manufacturers responded to the pandemic; the plans and support available to recover and share ideas on how we reimagine our future.

There are huge opportunities to do things differently in Scotland and bring a positive reset to 2021 and we would be delighted to have you partner with us at our first virtual conference. It's a fantastic opportunity for your company to showcase your products and services to 600 business leaders from across Scotland's manufacturing sector and its supply chains, and help them unlock a more productive, agile future. By working together, we can all make Scotland's future.

How?

From our bespoke online conference platform we will create an exhibition hall very similar to that of a physical exhibition hall, and even more exciting! From the moment attendees enter the platform your logo will be front and centre, with your website only a click away. Within a moment, delegates are directed to the online virtual exhibition hall where they are able to interact with you and your team face-to-face, online chat, schedule private meetings, download and digest your company exhibition materials and exchange their contact information with you at a push of a button.

Unlike an in-person event, YOU are in the driving seat and can utilise the Meeting Hub to connect directly with organisations of interest to you. Once connected you are able to interact with delegates in a number of ways to maximise your company's exposure to exactly who you want!

Who's Attending?

Connect with an audience of 600 high-level decision makers from across Scotland's manufacturing supply chain, including CEO's, Directors, Procurement Managers and Operation Directors/Managers.



Why Exhibit?

The exhibition area at past SMAS conferences is always the hub of activity and the 2021 virtual programme will be no different! As an exhibitor at SMAS 2021, our powerful conference portal will feature a virtual exhibition hall with fully customisable stands that will enable you to upload videos and brochures that delegates will be able to download at the click of a button. Additionally, you will be able to engage in live face-to-face chats, instant message, exchange contact details and set up private meetings directly with attendees who visit your booth - as well as being able to target who you approach from the attendee list to ensure that you get the most from the conference as possible.

We expect a busy and vibrant virtual exhibition, conducive to networking and forging new business. As well as showcasing your expertise to the 600 delegates across the two days, it is worth considering other opportunities to maximise your investment:

- Take advantage of several speaking slots taking place across the conference; all fantastic opportunities to showcase your product and service offering to a captive audience. We are happy to discuss these on a case-by-case basis and tailor to requirements.
- Position your company as a thought leader by getting involved in our pre-conference marketing drive by submitting a blog or thought leadership piece for our conference website, social media channels and conference app. A sure way to boost your company's visibility at the conference and draw visitors to your virtual stand.
- Invest further in many digital and virtual sponsorship opportunities that will elevate your brand before, during and long after the conference ends. We are happy to tailor sponsorship packages to meet your agenda and we'd be delighted to discuss options in more detail.

2018 Exhibitor Feedback



'The SMAS Conference is always a great way to meet customers and to broaden our industry presence'

'The conference has been really busy. We've had lots of genuine interest and different types of people coming to speak to us. Well worth it!'

'Our first time exhibiting at the SMAS Conference and it was fantastic! Definitely be back next time!'

'Gets better every year'

'Fantastic conference – practical examples of how and what you, as a company, can take forward – how to do it – keep it simple!'

'Very good conference, high quality and content of speakers'

'The speakers line up was fantastic and very relevant to the event topic'



Gold Sponsorship

SOLD

Silver Sponsorship: £5k +VAT

SOLD

Bespoke Sponsorship packages are available,
please contact Ashton Togneri at
ashton.togneri@speak.co.uk
directly for more information

Bronze Sponsorship Package: £2.5k +VAT

SOLD

Bespoke Sponsorship packages are available,
please contact Ashton Togneri at
ashton.togneri@speak.co.uk
directly for more information

Networking Reception: £5K + VAT

SOLD

Bespoke Sponsorship packages are available,
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directly for more information

Innovation Theatre Showcase Sponsorship: £1500 +VAT

- Visible presence throughout the Innovation Theatre Showcase on the virtual platform
- 1 x 30-minute speaking slot on the Innovation Theatre Showcase virtual stage during a networking break – must supply a clear case study to SMAS on the content of this session as the session must fit in with the 'innovative, progressive' theme of the stage. Could be a new product, new process etc to showcase to other organisations
- Sponsor logo, profile and weblink on event website, e-newsletter and virtual event platform.
- Opportunity to submit a blog for publication on the event website
- Social media campaign – regular tweets/posts highlighting your association with the conference
- Post event analysis feedback
- Reduced delegate rates for your industry contacts – a great way to network and raise your profile
- Your own exhibition page displaying your company information, downloadable brochures and company representatives available for meetings
- Live 1-2-1 meetings with attendees (which attendees can also schedule)

Exhibition Space in Virtual hall, Banner Advert & Promotional Video: £1250+ VAT

- Sponsor logo, profile and weblink on event website, e-newsletter and virtual event platform.
- Opportunity to submit a blog for publication on the event website
- Social media campaign – regular tweets/posts highlighting your association with the conference
- Post event analysis feedback
- Reduced delegate rates for your industry contacts – a great way to network and raise your profile
- Promotional video available on-demand on the main timeline of the programme between sessions (maximum 3 minutes in length). Delegates can view at any time and as many times as they wish
- Banner advert: your company logo on the homepage of the event platform
- Your company logo and description in the Exhibition Area
- Your own exhibition page displaying your company information, downloadable brochures and company representatives available for meetings
- Live 1-2-1 meetings with attendees (which attendees can also schedule)

Exhibition Space in Virtual Hall & Banner Advert: £500+ VAT

- Sponsor logo, profile and weblink on event website, e-newsletter and virtual event platform.
- Opportunity to submit a blog for publication on the event website
- Social media campaign – regular tweets/posts highlighting your association with the conference
- Post event analysis feedback
- Reduced delegate rates for your industry contacts – a great way to network and raise your profile
- Banner advert: your company logo on the homepage of the event platform
- Your company logo and description in the Exhibition Area
- Your own exhibition page displaying your company information, downloadable brochures and company representatives available for meetings
- Live 1-2-1 meetings with attendees (which attendees can also schedule)

Exhibition Space in Virtual Hall: £350+VAT

- Sponsor logo, profile and weblink on event website, e-newsletter and virtual event platform.
- Opportunity to submit a blog for publication on the event website
- Social media campaign – regular tweets/posts highlighting your association with the conference
- Post event analysis feedback
- Reduced delegate rates for your industry contacts – a great way to network and raise your profile
- Your company logo and description in the Exhibition Area
- Your own exhibition page displaying your company information, downloadable brochures and company representatives available for meetings
- Live 1-2-1 meetings with attendees (which attendees can also schedule)

Exhibitor Application Form

Organisation	
Address	
Contact Name	
Email	
Telephone	
Website URL	
Twitter Handle	
Company Profile (approx 100 words)	
Please explain how your offering relates to the theme.	
What do you plan to exhibit/ offer to delegates?	
Industry Sector?	

How would you best describe your businesses technology offering?

- | | | |
|---|--|---|
| <input type="checkbox"/> Simulation Tools | <input type="checkbox"/> Connected Devices | <input type="checkbox"/> Automation |
| <input type="checkbox"/> VR/AR | <input type="checkbox"/> Data | <input type="checkbox"/> Predictive Maintenance |

Application Terms & Conditions

I/We understand that completion of this application does not guarantee an exhibition space at the conference. Acceptance of this application will be notified in writing. By agreeing to participate as an exhibitor I/We agree to pay the Exhibitor Fees. N.B. This includes on ticket to attend the conference.

Exhibitors must ensure their stands are manned at all times during 'Exhibition Open' periods.

I agree to these Terms & Conditions (please tick)

Name (print)

Sign

Date



SMAS
Scottish Manufacturing
Advisory Service

Get in Touch

If you are interested in sponsoring or exhibiting at SMAS National Manufacturing Conference 2021, then please complete the application form and return to:

Ashton Togneri at Speakeasy Productions on
ashton.togneri@speak.co.uk