



**ANNUAL CONFERENCE 2018**  
 The first ever UK wide self-catering conference  
**The Business of Self-Catering**  
 Tuesday 30th October 2018  
 Hilton Glasgow, 1 William Street, Glasgow G3 8HT

**SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES**

The Association of Scotland's Self-Caterers (ASSC) is the only trade association working exclusively for self-catering and short-term rental in Scotland. The ASSC supports high and consistent standards in self-catering, and a first-class experience for visitors and guests. The 650+ membership represents in excess of 7000 properties throughout Scotland, from city centre apartments to lodges, rural cottages and castles.

The ASSC Annual Conference and Exhibition is the only major event aimed directly at the people and businesses providing short-term let and holiday rental accommodation in Scotland. We are delighted to announce that the 2018 Conference **will be a UK-wide event**, attracting fellow self-caterers / short-term rental operators, suppliers and industry representatives from all over the United Kingdom.

The Conference will be held on Tuesday, 30th October 2018, at the Hilton Glasgow Hotel. We will be focusing on **The Business of Self-Catering**, glean essential insights into future developments in the sector; drawing on the expertise and knowledge of UK-wide experts; understanding the challenges being faced in different parts of the country and offering the opportunity to take away valuable and essential practical knowledge from our break-out sessions.

We expect over 300 business owners, property managers, service providers and industry decision makers to attend. It will offer the opportunity to network with other accommodation providers, industry leaders and providers of sector-specific products and services. It will inspire, motivate and educate. The Conference will once again be hosted by **Willie Cameron**, Director of Visit Loch Ness, Director of Highlands & Islands Tourism Awards and Founding Director of the Cobbs Group. We are delighted to confirm that **Xavier Font**, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey; **Geoff Ramm**, motivational and inspirational speaker and Creator of **Celebrity Service** and **OMG Marketing**; **Stephen Whitelaw**, Digital Marketing consultant, Social Media Evangelist and Technology public speaker; and **Mark Beaumont**, Athlete, Broadcaster and Ambassador will be presenting in the afternoon.

We will also have a UK Industry Overview with representatives from Scotland, England, Ireland and Wales participating. More speak details to follow.

**Event Partners**



## Sponsors, Exhibitors and Advertisers

The ASSC conference offers unique opportunities to engage with highly valued and active industry professionals; interact directly with self-catering accommodation owners; have direct discussions with key decision makers; increase your brand awareness and position your organisation at the forefront of the self-catering industry. A number of sponsorship, exhibition and advertising opportunities exist for businesses and organisations to get involved in and be profiled during the run up to and on the day of the conference. A range of opportunities are available to suit all budgets. ASSC conference audiences have always highlighted the value of speaking face to face with suppliers they may have heard of but been reluctant to buy from. Our delegates like gaining fresh ideas, and hearing about the latest opportunities within a fast-moving industry.

## Sponsors & Exhibitors

### Why Should You Get Involved?

- Enjoy a unique opportunity to engage with a highly valued and active audience. It allows you to interact directly with like-minded people and organisations involved in the self-catering industry throughout Scotland and the UK
- Have direct communications with ASSC members, key decision makers, stakeholders and suppliers to the industry
- Increase your brand awareness and position your organisation at the forefront of the self-catering audience

### What Exposure Will You Receive?

In return for support we will guarantee maximum exposure prior to (i.e. logos and links from the ASSC website to your own), during and for a period after the event as well as on all the key/relevant materials as mentioned under each specific item. ASSC will also include confirmed sponsors and exhibitors in regular event emails, tweets, blogs and other forms of applicable social media.

## Event Partners



## Platinum Sponsor:

£7,500 + VAT – SOLD

Limited to **ONE** organisation - An opportunity to be identified as Platinum Sponsor of this event ensuring maximum benefits and publicity including:

- Prominently identified as sponsor on all key/relevant materials prior to and during the event including an extended profile entry in the event guide
- A 15 minute promotional / educational session at the start of the morning session to demonstrate the work of your organisation
- 2 x 6' table top exhibition spaces and first choice of stand location
- 3 x full delegate packages including refreshments and lunch
- An additional 2 x full delegate guests including refreshments and lunch
- "Priority" logo placement on all materials
- Opportunity to place up to two pop-up banners adjacent to the main stage
- Complimentary pre-event mailing (PDF provided by sponsor) in the pre-event (i.e. October 2018) mailing to all 650+ ASSC members
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs
- Exclusive Platinum Sponsor ASSC logo that they can use on promotional materials in the run up to the event
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives

## Gold Sponsor (Motivational Speaker):

£5,000 + VAT - SOLD

Limited to **ONE** organisation - An opportunity to be identified as Gold Sponsor of this event ensuring maximum benefits including a 5 minute promotion of your organisation and welcome to the motivational speaker:

- Prominently identified as sponsor on all key/relevant materials prior to and during the event including an extended profile entry in the event guide
- 1 x 6' table top exhibition space within the conference venue
- 2 x full delegate packages including refreshments and lunch
- Complimentary pre-event mailing (PDF provided by sponsor) in the pre-event (i.e. October 2018) mailing to all 650+ ASSC members
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives

## Silver Sponsor

£3,000 + VAT - SOLD

An opportunity for organisations to sponsor this event ensuring maximum benefits including:

- Prominently identified as sponsor on all key/relevant materials prior to and during the event including an extended profile entry in the event guide
- 30 minute opportunity to speak on the main platform / break-out session (subject to availability) – this cannot be a "sales pitch" but requires to be an industry relevant update / educational conversation
- 1 x 6' table top exhibition space within the conference venue
- 1 x full delegate package including refreshments and lunch
- Complimentary pre-event mailing (PDF provided by sponsor) in the pre-event (i.e. October 2018) mailing to all 650+ ASSC members
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives

## Event Partners



### Bronze Sponsor (Speaker / Break-Out Session Opportunity) £2000 + VAT - SOLD

- An opportunity exists to sponsor a break out session and to introduce the associated speaker ensuring maximum benefits and publicity including:
- Prominently identified as sponsor on all key/relevant materials at the event
- 1 x full delegate package including refreshments and lunch
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate pack
- Complimentary pre-event mailing – provided by sponsor – and distributed to the full membership prior to the event

### Drinks Reception Sponsor: £3000 + VAT – SOLD

An informal drinks reception is being held on the evening of Monday 29<sup>th</sup> October 2018 at the Whisky Mist Bar, Glasgow Hilton Hotel. Benefits include:

- Prominently identified as sponsor on all key/relevant materials prior to and during the event including an extended profile entry in the event guide
- 2 x full delegate packages including refreshments and lunch
- 1 x 6' table top exhibition space within the conference venue
- An opportunity to welcome guests to the Drinks Reception; market your business by way of exhibition materials as well as a short welcome presentation
- Complimentary pre-event mailing (PDF provided by sponsor) in the pre-event mailing to all 650+ ASSC members
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives
- Other benefits upon application

### Lunch Sponsor £2000 + VAT

An opportunity exists to sponsor lunch for this event ensuring maximum benefits and publicity including:

- Prominently identified as sponsor on all key/relevant materials at the event
- 2 x full delegate packages including refreshments and lunch
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs
- Complimentary pre-event mailing – provided by sponsor – and distributed to the full membership prior to the event

### Refreshment Break Sponsor – Morning / Afternoon £1000 + VAT

- An opportunity exists to sponsor refreshments breaks (morning or afternoon) for this event ensuring maximum benefits and publicity including:
- Prominently identified as sponsor on all key/relevant materials at the event
- 1 x full delegate packages including refreshments and lunch
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs
- Complimentary pre-event mailing – provided by sponsor – and distributed to the full membership prior to the event

## Event Partners



## Exhibitor Stands:

6' table/space with 1 x attendee @ £425 + VAT

6' table/space with 2 x attendees @ £475 + VAT

3' poseur table with 1 x attendee @ £215 + VAT

3' poseur table with 2 x attendees @ £265 + VAT

A limited number of exhibition spaces will be located in Ballroom 1 and Ballroom Foyer areas and in close proximity to the main conference room. Exhibition viewing will be available during the registration period; morning, lunch and afternoon refreshment breaks (with exhibition dismantle at the close of the conference). Exhibitors will be able to attend the event and participate in the conference discussions. Exhibitors will receive:

- A dedicated exhibition area including 1 x covered 3' round; 6' oblong or 12' oblong table or space and chairs
- Electrical power outlet
- Complimentary Wi-Fi connection
- 50 word entry, contact details and company logo included in the event guide
- An extended entry of up to 100 words can be obtained for an additional **£73.33 + VAT**
- Additional exhibitors – extra to the above packages - can attend the conference for a charge of **£50 + VAT**

## Delegate Bags:

£1750 + VAT - SOLD

This exclusive branding opportunity provides you with the highest visibility during the event and beyond.

- Your company logo will be prominently featured on ONE side of the bag distributed to every attendee at the event.
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives
- 1 x full delegate package including refreshments and lunch
- 1 x Complimentary pre-event mailing – provided by sponsor – and distributed to the full membership prior to the event
- Company logo required mid-September for production

## Lanyards:

£1000 + VAT - SOLD

Every attendee is supplied with a name badge complete with branded lanyard with your company logo. Benefits include:

- Identified as sole sponsor with company logo on lanyard
- 1 x full delegate package including refreshments and lunch
- Complimentary pre-event mailing (PDF provided by sponsor) in the pre-event (i.e. early October 2018) mailing to all 650+ ASSC members
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs

## Delegate Pads:

£500 + VAT AND Supply of product

Obtain sole promotional recognition on this key product which is supplied to all attendees. Benefits include:

- Prominently identified as sole sponsor with company details on pads supplied by the sponsor
- Identified as sponsor on all key/relevant materials at the event
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs

## Delegate Pens:

£500 + VAT AND Supply of product - SOLD

Obtain sole promotional recognition on this key product which is supplied to all attendees. Benefits include:

- Prominently identified as sole sponsor with company details on pens supplied by the sponsor
- Identified as sponsor on all key/relevant materials at the event

## Event Partners



- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs

#### Leaflet Distribution:

£100 + VAT

Organisations are invited to supply copies of their own leaflets/advertising materials/business cards (circa 325 copies TBC) to be distributed to all attendees at the conference.

#### Pre-Event Mailing Distribution:

£100 + VAT

- Organisations are invited to supply leaflets/advertising materials/business cards which will be distributed by email to all ASSC members immediately prior to the conference. This is a wider distribution and will target all ASSC members, circa 650, and not only those attending the conference
- A PDF formatted document will be required
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives

ASSC is currently seeking sponsorship partners for 2 - 3 year sponsorship deals – information available on request.

#### All sponsors / supporters logos would be identified

- on all pre-event documentation and conference website
- on the conference website prior to and immediately after the event
- at the event including plasma screens and in the auditorium
- in the conference event guide
- 2 x PFB / sponsors pop up displays located either side of the stage set

#### Please Note:

- The policy of ASSC is to offer promotional opportunities which will enhance delegate experience and maximise publicity to participating organisations and businesses. These organisations should not assume/conclude that ASSC endorses their products or services.
- Use of ASSC's logo cannot be used without prior written consent/permission.
- **Exhibition Payment Terms:** Full payment is due as invoiced. Cancellations must be received in writing before 1<sup>st</sup> October 2018. The fee will be refunded less a £75 administration charge. NO refunds will be made after 1<sup>st</sup> October 2018.
- **Sponsorship Payment Terms:** Full payment is due as invoiced. No cancellations are permitted on confirmed sponsorship deals.
- **Delegate Attendees / Additional Exhibitor Attendees Payment Terms:** Full payment is due on booking / as invoiced. Cancellations must be received in writing by email before 1<sup>st</sup> October 2018. NO refunds will be made after 1<sup>st</sup> October 2018. Conference places are transferrable to colleagues, please advise name change as soon as possible.

**VAT will be charged at the current rate applicable at the time of invoice.**

#### For further information contact our event organiser

Joyce Borthwick  
Crescent Events Ltd  
Tel: 0131 554 8998

#### Event Partners





**ASSC** The Association of Scotland's Self-Caterers

## ANNUAL CONFERENCE 2018 Tuesday 30<sup>th</sup> October 2018

Hilton Glasgow Hotel, William Street, G3 8HT

### SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES BOOKING FORM

**Please fill in this form and return it to:** Joyce Borthwick, Crescent Events – [joyce.borthwick@crescentevents.co.uk](mailto:joyce.borthwick@crescentevents.co.uk). **A confirmation pack and invoice will be emailed to you on receipt of this form.**

I wish to confirm ....

- |                          |   |  |         |
|--------------------------|---|--|---------|
| <input type="checkbox"/> | <b>Exhibition stand</b>   |  |         |
|                          | 6' table/space with 1 x attendee @ £425 + VAT                           |  | £ _____ |
|                          | 6' table/space with 2 x attendees @ £475 + VAT                          |  | £ _____ |
|                          | 3' poseur table with 1 x attendee @ £215 + VAT                          |  | £ _____ |
|                          | 3' poseur table with 2 x attendees @ £265 + VAT                         |  | £ _____ |
|                          | Additional attendees outwith the above packages @ £50 + VAT             |  | £ _____ |
| <input type="checkbox"/> | <b>Extended 100 word exhibition entry in event guide @ £73.33 + VAT</b> |  | £ _____ |
| <input type="checkbox"/> | <b>Sponsorship opportunity:</b> _____ @                                 |  | £ _____ |
| <input type="checkbox"/> | <b>Leaflet distribution @ £100 + VAT</b>                                |  | £ _____ |
| <input type="checkbox"/> | <b>Pre-event mailing via email @ £100 + VAT</b>                         |  | £ _____ |

**First Name:** \_\_\_\_\_ **Last Name:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Organisation Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Tel No:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Payment Options:** \_\_\_\_\_ **Purchase Order No / Ref:** \_\_\_\_\_

- Cheque:** Payable to The Association of Scotland's Self-Caterers
- BACS:** Association of Scotland's Self-Caterers Ltd | Sort Code 83-17-05 | Account No: 00643888
- Credit/debit Card:**

**Credit Card Number:** \_\_\_\_\_ **Name on Card:** \_\_\_\_\_

**Start Date:** \_\_\_\_\_ **Expiry Date:** \_\_\_\_\_ **Security code:** \_\_\_\_\_ **Issue No:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

- Opt In:** In readiness for the General Data Protection Regulations (GDPR) – effective May 2018 – please tick that you give consent for your contact details to be safely retained for ASSC administrative purposes regarding membership and/or event details. Personal details will not be shared with any supplier, speaker or exhibitor. You can opt out at any time

For further information contact our event organiser - Joyce Borthwick | Crescent Events Ltd |

### Event Partners



Tel: 0131 554 8998 | Email: [joyce.borthwick@crescentevents.co.uk](mailto:joyce.borthwick@crescentevents.co.uk)

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