



North-east Scotland

# Tourism Conference

4 November 2026

## Sponsorship Opportunities





## North-east Scotland Tourism Conference

The North-east visitor economy generates £1.3 billion annually and supports more than 10,000 jobs. By 2030, the ambition is to grow this to £1.7 billion, strengthening the region's role in Scotland's tourism growth.

VisitAberdeenshire will host the bi-annual North-east Scotland Tourism Conference on **4 November 2026** in Aberdeen.

The conference brings together industry leaders, tourism operators, public sector partners and businesses who influence how the region grows and evolves. It is a key moment for the sector to connect, collaborate and shape the future of the visitor economy.

The 2024 conference attracted over **200** delegates, sponsors and exhibitors, demonstrating strong demand for insight, innovation and partnership across the industry.

# Event Sponsorship

We are keen to engage with businesses who want to support the 2026 conference while achieving their own commercial and brand objectives.

Sponsorship offers a powerful platform to elevate your organisation's profile with a highly relevant audience actively seeking new ideas, partnerships, products and services. Whether your business operates directly within tourism or supports the sector through technology, food and drink, experiences, professional services or supply chains, this is an opportunity to connect with the people who matter to your business.

If your goals include increasing visibility, strengthening industry relationships and engaging with potential customers and collaborators, sponsoring the 2026 North-east Scotland Tourism Conference positions your organisation at the heart of a high-profile regional event focused on economic growth and place development. It is a chance to demonstrate your commitment to the region's visitor economy and align your brand with a forward-looking, influential industry gathering.

A range of sponsorship packages is available to suit different levels of visibility and engagement. The following pages outline the opportunities in more detail.



# Sponsorship Packages

## Exclusive Headline Title Sponsor Package

*(One exclusive package available)*

**£5,000 + VAT**

**The Headline Sponsor Package** provides unparalleled exposure and positions your organisation as a key supporter of the region's visitor economy and its future growth.

Exclusive Headline Title sponsorship benefits:

### **Brand leadership & visibility**

- Exclusive naming rights: "North-east Scotland Tourism Conference in association with [Sponsor]"
- Premium logo placement across all pre-event marketing, digital channels, delegate materials, and onsite branding
- Digital advertisement placement within the event landing page, designed to give sponsors strong visibility with delegates and industry audiences.
- Corporate branding on presentation title slides and delegate name badges
- Up to four branded banners placed throughout the venue, including exclusive branding at the main welcome entrance

### **Thought leadership & profile**

- Opportunity to address the full conference audience at a key moment in the programme
- Recognition by the Chairperson and during the Vote of Thanks
- Dedicated feature in VisitAberdeenshire's industry newsletter (1,500+ contacts)

### **Digital exposure**

- Company mentions across conference social media campaigns
- Logo on the online delegate programme and exhibitor page
- Inclusion in monthly VisitAberdeenshire newsletters leading up to the event

### **Engagement & lead generation**

- Complimentary exhibition stand with one trestle table and space for pop-up banners
- Six full-day delegate tickets for your team
- Opportunity to provide a branded delegate gift
- Participation in delegate engagement activities (e.g., competitions, incentives)

# Sponsorship Packages

## Premium Sponsor Package

**£3,000 + VAT**

As a **Premium Sponsor**, your organisation benefits from strong visibility across the conference programme, digital channels and event space.

Premium Sponsor package benefits

- **Four full-day delegate tickets** to attend all conference sessions.
- **Complimentary exhibition stand**, including space for pop-up display banners and one trestle table (150 x 75cm) to display promotional materials, run prize draws and meet with delegates.
- **Digital advertisement placement within the event landing page**, designed to give sponsors strong visibility with delegates and industry audiences
- **Company logo displayed** on the online delegate programme.
- **Company mentions** in social media posts promoting the conference.
- **Inclusion in each monthly VisitAberdeenshire industry newsletter** in the run-up to the event.
- **Up to two branded banners** displayed within the event space.
- **Shared corporate branding** on the presentation title slides at the conference.
- **Recognition by the Chairperson and during the Vote of Thanks** at the conference.





## Select Sponsor Package

**£995 + VAT**

The **Select Sponsor** package offers valuable visibility and a strong presence within the conference environment.

Select Sponsor package benefits

- **Two full-day delegate tickets** to attend all conference sessions.
- **Complimentary exhibition stand**, including space for pop-up display banners and one trestle table (150 x 75cm) to display promotional materials, run prize draws and meet with delegates.
- **Company logo featured** on the online conference event page.
- **Company logo included** on the online delegate programme.
- **One branded banner** displayed within the event space.
- **Shared corporate branding** on the presentation title slides at the conference.
- **Recognition by the Chairperson and during the Vote of Thanks** at the conference.

# Sponsorship Packages

## In-Kind Sponsorship Opportunities

**Value varies**

**In-kind sponsorship** offers businesses a valuable way to support the conference while showcasing their products, services or expertise to a highly relevant industry audience. It provides a flexible route to partnership for organisations who wish to contribute directly to the delivery and success of the event.

We welcome in-kind contributions of goods or services that support the delivery of the conference. This may include venue hire, catering, media services, printing or other relevant support.

Tailored in-kind sponsorship packages can be created to ensure mutual value, and we are happy to discuss suitable opportunities.

### Examples of In-Kind Contributions

- Venue hire or meeting room provision
- Catering or refreshments for delegates
- Media production, photography or videography services
- Printing of delegate materials, signage or programmes
- Event technology, AV support or staging
- Delegate gifts, welcome items or sustainable giveaways
- Transport or logistics support
- Experience-based contributions that enhance the delegate experience

Secure your place as a sponsor and position your business at the heart of the region's visitor economy.

Contact **Nikki Walters, Partnerships Manager**

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