



ASSC

The Association of Scotland's Self-Caterers

ANNUAL CONFERENCE 2016



Collaboration & Connectivity

Tuesday 8th November 2016

Hilton Glasgow Hotel, 1 William Street, Glasgow G3 8HT

SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES

The ASSC Annual Conference and Exhibition is the only major event aimed directly at the people and businesses providing holiday rental accommodation in Scotland. This year we will centre on our **"Collaboration and Connectivity"**. Working collaboratively and connecting with other accommodation providers, local services and attractions and your local tourism group or destination management organisation is becoming more and more important in an ever changing market place: it is key to your individual success, and to the success of the National Tourism Strategy and the growth and sustainability of tourism in Scotland. We are all in the business of tourism, and it is important to work together to reach our shared goals.

The industry is changing, with different legislation and ways of operating affecting the sector. Digital connectivity is crucial to growth, with your digital marketing strategy becoming more and more important. How we connect with existing and future guests has changed and it is vital to embrace these changes. The 2016 Conference will address these key issues, and more. It will give you tools and ideas to take back to your business to help it grow. It will inspire, motivate and educate!

After a resoundingly successful Conference last year, we are returning to the Glasgow Hilton, where we expect over 200 business owners, property managers, 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. Keynote speakers include **Marc Crothall**, Chief Executive of the Scottish Tourism Alliance, **Chris McCoy**, Equality and Diversity Manager & Head of Accessible Tourism at VisitScotland and **Robin Worsnop**, Chief Executive and Founder of Rabbie's Small Group Tours, the multi-award winning small group tour company.

A series of short interactive presentations by industry experts will give you up-to-date information on a number of key issues including the Rates Revaluation, health & safety, and the new pension requirements. There will be a session on exceeding guests' expectations and improving the customer journey. The final session will de-mystify Search Engine Optimisation and offer you ways with which to drive the right traffic to your website and connect with a wider audience.

Event Partners



About the ASSC

The Association of Scotland's Self-Caterers (ASSC) is the only trade association working exclusively for self-catering in Scotland. The ASSC supports high and consistent standards in self-catering, and a first-class experience for visitors and guests. It is led, managed and inspired by the people who own and run holiday cottages throughout Scotland. Membership is around 650, representing about 3000 properties across Scotland.

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.

Key Sponsor:

£1500 + VAT

A limited number of key sponsor opportunities exists 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
- Participation in the "Industry Updates" session as panel member, if required
- 1 x 12' exhibition space within the conference venue
- 2 x full delegate packages including refreshments and lunch
- Complimentary leaflet insert (provided by sponsor) in the pre-event (i.e. September 2015) mailing to all 650+ ASSC members
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives

Sponsor:

£750 + VAT

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
- 1 x 6' exhibition space within the conference venue
- 1 x full delegate package including refreshments and lunch
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives

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Exhibitor Stands:

£375 + VAT per 6' table/space
£700 + VAT per 12' table/space

A limited number of exhibition spaces will be located immediately adjacent 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 6' or 12' table or space and two chairs
- Electrical power outlet
- Complimentary Wi-Fi connection

Exhibitors are entitled to:

- Maximum of 1 x staff admittance (6' table), 2 x staff admittance (12' table) to the event/exhibition including the conference session, refreshments and lunch
 - Additional staff are welcome to attend at a charge of **£66.67 + VAT per person**
- 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 **£60 + VAT**

Name Badges:

£750 + VAT

Every attendee is supplied with a name badge. Benefits include:

- Identified as sole sponsor with company logo on name badges
- 1 x full delegate package including refreshments and lunch

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

Delegate Pens:

£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 pens supplied by the sponsor
- Identified as sponsor on all key/relevant materials at the event

Drinks Reception Sponsor:

£Negotiable + VAT depending on benefits required

An informal drinks reception is being held on the evening of Monday 7th November 2015 at the Hilton Glasgow 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
- 1 x full delegate package including refreshments and lunch
- Inclusion in regular ASSC event emails/blogs/tweets/social media circulations to all and industry representatives
- Other benefits upon application

All sponsors logos would be identified

- on all pre-event documentation
- on the conference website
- at the event
- in the conference event guide

Leaflet Distribution:

£75 + VAT

Organisations are invited to supply copies of their own leaflets/advertising materials/business cards (circa 200 copies TBC) to be distributed to all attendees at the conference.

Event Partners



Pre-Event Mailing Distribution:

£75 + VAT

Organisations are invited to supply leaflets/advertising materials/business cards which will be distributed by email to all ASSC members in October 2016. 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 to be received no later than Friday 30th September 2016.

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.
- **Payment Terms:** Full payment is due as invoiced. Cancellations must be received in writing before 1st October 2016. The fee will be refunded less a £50 administration charge. NO refunds will be made after 1st October 2016.

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

Email: joyce.borthwick@crescentevents.co.uk

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SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES BOOKING FORM

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

I wish to confirm

- An exhibition stand: 6' (£375) / 12' (£700) (please delete accordingly) @ £** _____
- Extended 100 word exhibition entry in event guide @ £60 + VAT** £ _____
- Additional attendees @ £66.67 + VAT per person - Quantity:** _____ £ _____
- Sponsorship opportunity:** _____ @ £ _____
- Leaflet distribution @ £75 + VAT** £ _____
- Pre-event mailing via email @ £75 + VAT** £ _____

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: Sort Code: 83-47-00 Account No: 00107804

Credit/debit Card:

Credit Card Number: _____ **Name on Card:** _____

Start Date: _____ **Expiry Date:** _____ **Security code:** _____ **Issue No:** _____

Signature: _____ **Date:** _____

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