

SPONSORSHIP OPPORTUNITIES

A3 SCOTLAND 2024

TRANSITION TO DIGITAL
FIT FOR THE FUTURE



The event

A3 Scotland 2024 will take place in Inverness, Scotland, on 18 and 19 September 2024. This not-for-profit conference for the Animal Health, Agritech and Aquaculture (AAA) sectors, brings together industry, investors, scientists and government officials from all over the world. It seeks to foster strategic partnerships and to discover the latest in innovation.

The inaugural event in the A3 Scotland event series took place in Edinburgh in April 2022 and focussed on the transition to net zero, and the contributions innovation, investment and collaboration can make to this. The conference included sessions on each of these themes, across each of the three sub sectors, and presented by leading industry speakers.

Who attends?

The event will attract 200 delegates from all areas of industry, research and public sector including:

National and

- international investors looking for new investment opportunities
- Global and renowned Scottish life sciences and technology businesses seeking out collaboration/partnership opportunities
- Entrepreneurs and emerging new talent including start-ups and university spin-offs
- Academic leaders and research institutions
- Policy makers

Why sponsor?

A3 Scotland 2024 is the industry event of the year, where emerging new talent and the biggest names across the AAA sector converge under one roof to network.

Sponsorship provides exposure to this influential audience and sends a message that your organisation is strongly aligned to Scotland's internationally recognised AAA sector.

The event also relies on the support of industry to develop and grow, and we look forward to working with partners that recognise the value of industry collaboration.

Types of sponsorship

We have a variety of sponsorship opportunities listed below with varying benefits:

- Platinum
- Gold
- Silver
- Bronze
- Start-up and SME

All sponsorship packages include the following.

Visibility for your company pre, during and post-event via:

- Exhibitor space
- Placement on the event website homepage including logo, corporate profile and hyperlink
- Promotion to media and guests as sponsor
- Complimentary ticket(s) to attend the two day conference including gala dinner

In addition to the above, different levels of sponsorship provide additional benefits.

You can also choose to **enhance any sponsorship** package with the following benefits:

- Introduction to plenary session - **£3,000**
- Introduction to breakout session (2 available) - **£2,500**
- Opportunity to submit a short 2 minute video to highlight your company, and/or product - **£2,500**
- Opportunity to take part in our blog programme with submissions posted to the event website and shared over social media - **£750**

PLATINUM SPONSOR

£15,000 plus VAT (1 only)

- Introduction to Keynote speaker slot on day 1
- Session sponsor on day 2 – content to be agreed
- sponsor of gala dinner including 1 table at the gala dinner
- 10 complimentary tickets for staff to attend the two day conference and gala dinner
- Prominent exhibitor space in the main networking area
- Top billing on the event programme
- Mention and thanks in opening and closing remarks
- High profile branding on screen content during conference
- Prominent promotion including
 - Mention in all press releases including opportunity to provide a quote
 - Opportunity to submit a short 2 minute video to highlight your company, and/or product
 - Opportunity to take part in our blog programme with submissions posted to the event website and shared over social media

SILVER SPONSOR

£3,000 plus VAT (7 only)

- 4 complimentary tickets for staff to attend the two day conference and gala dinner
- Exhibitor space in the networking area
 - Opportunity to take part in our blog programme with submissions posted to the event website and shared over social media

BRONZE SPONSOR

£1,000 plus VAT (10 available)

- 2 complimentary tickets for staff to attend the two day conference and gala dinner
- Exhibitor space in the networking area

GOLD SPONSOR

£10,000 plus VAT (4 only)

- Introduction to breakout session
- 5 complimentary tickets for staff to attend the two day conference and gala dinner
- Prominent exhibitor space in the main networking area
- Prominent placement on the event programme
- Promotion including
 - Opportunity to submit a short 2 minute video to highlight your company, and/or product
 - Opportunity to take part in our blog programme with submissions posted to the event website and shared over social media

START-UP AND SME SPONSOR

£250 plus VAT (15 available)

- 1 complimentary ticket to attend the two day conference and gala dinner
- Small exhibitor space in the dedicated 'start up corner' exhibition area

| Sponsorship Category/Package | Platinum | Gold | Silver | Bronze | Start-up/SME |
|------------------------------|-------------------------------|---------------------------------------|--------|--------|----------------------|
| # available | 1 | 4 | 7 | 10 | 15 |
| Cost | £15,000 | £10,000 | £3,000 | £1,000 | £250 |
| Table at gala dinner | 1 | | | | |
| Speaker slot | ✓ introduction to key note | ✓ introduction to breakout session | | | |
| Programme | ✓ | ✓ | | | |
| Exhibitor Space | ✓ | ✓ | ✓ | ✓ | ✓ Start up corner |
| Profile on Website | ✓ | ✓ | ✓ | | ✓ |
| Blog | ✓ | ✓ | ✓ | | |
| Video | ✓ | ✓ | | | |
| Complimentary Tickets | 10 | 5 | 4 | 2 | 1 |
| Session sponsor | ✓ | ✓ | | | |
| Gala dinner sponsor | ✓ | | | | |

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- Introduction to breakout session (2 available) - **£2,500**
- Opportunity to submit a short 2 minute video to highlight your company, and/or product - **£2,500**
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Sponsorship contract

If you would like to become a sponsor, please contact Andrea McColl who will send you the booking application form. Upon receipt of the completed booking form, the organisers will then proceed to issue your company the necessary terms for signatures and invoice with full payment instructions.

Those wishing to participate as a sponsor unreservedly accept, and undertake to comply with the terms as set out by Highlands and Islands Enterprise (HIE).

Get in touch

To discuss any of these packages, please contact:

Andrea McColl

Senior Development Manager – Life Sciences (AAA)

Highlands and Islands Enterprise

Call: 01463 383012 or 07887 958712

Email: andrea.mccoll@hient.co.uk

