

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
- App

### 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

## 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

## 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

**SOLD OUT**

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

## START-UP AND SME SPONSOR

£250 plus VAT

**SOLD OUT**

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

## ADDITIONAL SPONSOR PACKAGE

### APP SPONSOR

**SOLD OUT**

- Branding/ logo on the app splash screen (loading page)
- Logo on the footer of the app
- Logo on all communication that is sent out regarding the app
- 2 complimentary tickets for staff to attend the two day conference and gala dinner
- Organisation profile on the website with links out to social media and website
- Inclusion in event marketing across social media
- Exhibitor space in networking zone



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 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**

## 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

