

# **Scottish National Party**

## **91st Annual National Conference**

Saturday 11th – Monday 13th October 2025  
The Events Complex Aberdeen (TECA)

**CONFERENCE ENGAGEMENT OPPORTUNITIES**

**SNP** 

# Welcome

## **Join us in Aberdeen this October for our 91st Annual National Conference.**

May I extend a warm welcome and thank you for your interest in attending the SNP's Annual National Conference in October as we make a welcome return to The Event Complex Aberdeen.

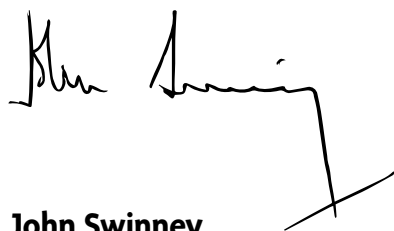
When we meet in Aberdeen, we will be almost half a year away from the Scottish Parliamentary election. Our conference will be an opportunity to meet our fantastic candidates standing in 2026.

Our conference attracts delegates from all corners of Scotland, as well as organisations, businesses, diplomats, observers, and media from home and abroad.

There are many opportunities to engage with our party member delegates, elected representatives, candidates, and staff over the course of the 3-day event. Whether you wish to take a booth in our exhibition hall, host a lively fringe event, showcase your brand through sponsorship, or observe proceedings, we promise you a warm, friendly, and engaging experience.

Our dedicated SNP HQ team look forward to sharing with you the many ways to get the most out of attending the SNP Annual Conference which fits your needs and objectives.

The SNP takes pride in being Scotland's largest political party. It is our members who shape and lead our party as we journey towards independence. Our members and all of our team at SNP HQ look forward to you joining us in making our conference a success.



**John Swinney**  
Leader, Scottish National Party

## Engagement Opportunities

SNP Conference presents a unique platform to showcase your organisation's vision, policies and campaigns while increasing your political agenda and brand awareness in Scotland. This event offers the chance to directly interact with a diverse audience, including parliamentarians, councillors, and member delegates.

By participating in the conference, you can actively engage in discussions and debates on pressing issues, allowing you to convey your message firsthand.

Our conference offers a variety of engagement opportunities:

- Showcase your brand by sponsoring a reception or lounge
- Expand your reach with a stand in our vibrant Exhibition area
- Encourage discussion and debate around a particular issue by hosting a Fringe event
- Amplify your presence with our multi-channel advertising opportunities
- Build connections and engage directly with key SNP politicians at our Business Breakfast
- Soak up the atmosphere and network as an Observer

Our SNP Conference team can help you tailor your involvement to align with your goals and priorities. Get in touch at [conference@snp.org](mailto:conference@snp.org)

## Sponsorship

With sponsorship, your organisation will have direct communication with attendees in a targeted manner. This presents a valuable opportunity to reach Scotland's senior politicians, business leaders, diplomats, and media professionals.

All sponsorship opportunities include:

- The event or area you are sponsoring
- A single point of contact at SNP Headquarters
- Assistance to invite guests and secure a high-profile SNP speaker
- Six observer passes to allow you to attend the whole conference
- Full-page advert in the conference handbook

### **Lounge**

By sponsoring a lounge at our conference, your organisation will showcase your brand prominently in a dedicated space that we encourage you to make your own. The lounge serves as a hub for networking, where attendees can connect and interact. As a sponsor, you have the advantage of engaging with a targeted audience and the opportunity to build valuable connections.

**Please note that Lounge sponsorship does not include catering. This should be booked directly with the venue.**

### **Receptions**

Sponsoring a reception offers an unparalleled opportunity to engage with the audience you select. Our receptions are a hive of activity, attracting a diverse range of participants, including MSPs, MPs, Local Government Councillors, dedicated staff, influential media representatives, and esteemed international diplomats.

**Sponsorship of a reception includes refreshments for a one hour event as standard.**

# Sponsorship

## Events

Sponsoring our Business Breakfast is a strategic investment that will achieve exceptional exposure, targeted engagement, and enhance your reputation among influential attendees.

Our SNP conference team is dedicated to working closely with you to maximise your conference experience and provide you with the necessary support to achieve your specific objectives.

		PRICE (Excludes VAT & Fees)
LOUNGES	Lounge space in TECA	£26,000
RECEPTIONS	Holyrood Reception	£15,500
	Media Reception	£15,500
	Staff Reception	£10,000
	Local Government Reception	£8,000
	Diplomat Reception	£8,000
EVENTS	Westminster Reception	£8,000
	Business Breakfast	£7,500

Book Sponsorship Here: <https://forms.gle/kHf8ggxiHieCuEVEA>

Please get in touch if you wish to explore these opportunities further, or create bespoke sponsorships tailored to your needs and budget.

To secure your sponsorship opportunity please email: [conference@snp.org](mailto:conference@snp.org)



## Exhibition

Booking an exhibition stall provides a prominent presence, allowing your organisation to engage directly with our parliamentarians, councillors, members, and staff.

The exhibition hall remains the vibrant hub of conference interspersed with café areas, offering an engaging atmosphere where delegates can interact with exhibitors.

Each exhibition space includes:

- Two complimentary exhibitor passes for the duration of conference to manage your stand
- Standard shell scheme walls, power, lighting, one table with tablecloth and two chairs as standard
- A comprehensive listing in the conference handbook, featuring your logo, a brief description, and contact information
- Reduced rates on handbook adverts when purchased with your stand

For additional furniture, extra power requirements, or branding packages, you can directly coordinate with our exhibition supplier.

**If you prefer a space-only stand, where your own contractor builds the stand without shell scheme walls please email [conference@snp.org](mailto:conference@snp.org)**

# Exhibition

EXHIBITION STANDS	(Excludes VAT & Fees) <b>PRICE</b>	
	Commercial: from 3m x 2m	<b>£5,975</b>
	Professional Associations/Trade Unions: from 3m x 2m	<b>£3,585</b>
	Third Sector/Charities: from 3m x 2m	<b>£2,985</b>
	Social Enterprises/Community Groups: from 3m x 2m	<b>£1,680</b>

Access to set-up or build your exhibition stand will be provided on Friday 10th October.

Add-ons (rates applicable only when purchased with an exhibition booth):

(Excludes VAT & Fees) <b>PRICE</b>	
Full page advert in the conference handbook	<b>£1,950</b>
Half page advert in the conference handbook	<b>£975</b>
Additional Exhibitor Passes	<b>£155</b>

Book Exhibition Space Here: <https://forms.gle/j8FAbgUeKgksBcpw8>



# The Fringe at SNP Conference

Fringe events are the most effective way to convey a message to our conference delegates by engaging in debate and discussion.

You choose the topic to be discussed, invite the speakers either from within the SNP or externally and host the event as you wish.

Fringe meetings will take place at the start and end of the conference day, and over the lunch break.

## Premier Fringe Events

Take the stress out of organising an event with a Premier Fringe Meeting! Premier Fringe Meetings are arranged entirely by a dedicated and experienced team at SNP Headquarters. They are some of the highest attended meetings at the SNP Conference, and are addressed by some of our most senior speakers.

Our experienced team of conference staff will do all that's needed to deliver a successful high-profile event for you, securing speakers and taking on the general organisation of the event.

What's included?

- Dedicated SNP staff contact to organise your event and assist on the day
- Buffet and drinks for attendees of the event
- Our best fringe event room
- Six observer passes for the full duration of the conference
- Full-page advert and a promoted priority listing in the conference handbook

PRICE (Excludes VAT & Fees)	
Premier Fringe	£15,750

Book a Fringe Event Here: <https://forms.gle/SEe35CQd4aZsRFU36>



## **Fringe Events**

Each Fringe event includes:

- One hour scheduled event
- Access to your room 30 minutes before and after your event at a minimum.
- Five complimentary passes for the full day of your fringe event to provide access for invited panel members and staff
- Complimentary listing in the conference handbook including your logo, a brief description and a list of speakers
- A room set up theatre style with a top table, projector and screen

Hosts are also welcome to provide catering for their event to help attract more attendees. Catering should be booked separately and is not included in this package. Options will be sent on to you once your booking has been processed.

A PA/AV package is included with all large room bookings.

Fringe rooms are set up theatre style, and events run for one hour as standard. Other room layouts and longer time slots may be possible on request. An additional fee will be applied for any changes due to the staffing and storage implications.

Many organisers also choose to boost attendance by taking up one of the many advertising opportunities available - including handbook and delegate email adverts at a reduced rate when purchased with a fringe event.

Hosting a fringe event in one of our secure zone venues is the only way to secure an SNP representative as an event speaker.

# Fringe Events

FRINGE EVENTS	PRICE (Excludes VAT & Fees)	
	Commercial	From <b>£1,990</b>
	Professional Association / Trade Union	From <b>£1,790</b>
	Third Sector / Charity	From <b>£1,490</b>
	Social Enterprise / Community Group	From <b>£990</b>

**Add-ons** (rates applicable only when purchased with a fringe event):

PRICE (Excludes VAT & Fees)	
Full page advert in the conference handbook	<b>£1,950</b>
Half page advert in the conference handbook	<b>£975</b>
Additional Fringe Passes	<b>£155</b>

Book a Fringe event here: <https://forms.gle/SEe35CQd4aZsRFU36>

# Advertise

The conference handbook serves as the essential guide to the entire event, providing information on all aspects of the conference. Prior to the conference, the handbook is published online, presenting a valuable opportunity for your brand, message, or campaign to gain significant exposure.

We also provide advertising space in emails sent to all conference delegates, allowing you to promote your fringe event, exhibition stand, or sponsorship. You provide the design, and we'll send it to all our members attending the conference, ensuring maximum visibility for your offering.

There is also the option to advertise on plasma screens strategically placed throughout the venue. These advertisements will run continuously as part of a loop throughout the conference to guarantee regular exposure. Please note that advertisements should be provided by you and should not exceed 30 seconds in duration.

By taking advantage of our advertising opportunities, you can ensure that your message is consistently and effectively communicated to conference attendees.

		PRICE
		(Excludes VAT & Fees)
HANDBOOK	Outside Back Cover, Full Page	£4,140
	Inside Front Cover, Full Page	£3,345
	Inside Back Cover, Full Page	£2,905
	Double Page Spread	£4,140
	Full Page 148x208mm portrait	£2,350
	Half Page 136x90mm landscape	£1,335
EMAILS	Advert in Delegate Email	£2,000
SCREENS	Advert on Plasma Screens	£5,000

Book your advertising here: <https://bit.ly/42K0vSi>

## Branding

Branding an area or product at the conference is an excellent strategy to maximise exposure for your organisation, brand, or campaign.

The package includes an advertisement in the conference handbook, a comprehensive guide that is distributed to every attendee and also available online.

To ensure the branding opportunities align with your specific marketing objectives, a dedicated point of contact at the SNP will be provided.

Certain packages may also include Observer Passes, granting access to the full duration of the conference. Further details can be provided upon request.

BRANDING	PRICE (Excludes VAT & Fees)	
	Exhibition Hall Sponsor	£15,000
	Small Business Marketplace Sponsor	£13,750
	Fringe Programme Sponsor	£10,000
	Café and Coffee Zone Sponsor	£8,000
	Conference Crèche Sponsor	£4,000

Book your branding opportunity: <https://bit.ly/42GibA8>

## Business Engagement

Business Engagement is a dedicated one-day event that focuses on the most critical issues impacting local, national, and international businesses. It features engaging panel discussions on business themes, along with interactive Q&A sessions involving key ministers and external speakers.

This year our Business Day will be separate from our Annual National Conference and will take place on Friday 12th September 2025 in Edinburgh.

You can find out more information here:

<https://bit.ly/business-engagement-2025>

### Business Breakfast

During our conference, on Monday 13th October we will be hosting a Business Breakfast with the First Minister, providing an excellent opportunity to network and engage with SNP policy-makers in a friendly and relaxed setting.

#### PRICE

(Excludes VAT & Fees)

Business Breakfast Pass

**£150**

The Business Breakfast Pass should be purchased as an add on to the delegates pass.

Book your Business Breakfast pass: <https://forms.gle/5pinkatEvmeBKLFX8>

# Attend and Observe

Businesses, charities, academic and diplomatic visitors alike make the most of our conference experience every year.

Observers are welcome to attend the keynote speeches, debates and policy making in the main hall. You can tour our exhibition hall and engage with a variety of stakeholders. You can attend events on the conference fringe and engage first-hand on the key issues of the day with a wide range of organisations.

Many of our observers also place adverts in our conference handbook so that our members know you are in attendance.

There are two types of passes:

**Commercial Pass:** For commercial representatives as well as professional associations and trade unions.

**Concession Pass:** For charity and third sector representatives, as well as social enterprises and community groups.

And passes can be purchased for one day, or the full conference.

	Early Bird 2025		Standard Rate 2025		Late Registration 2025	
	01 May - 31 May		01 Jun - 28 Sep		29 Sep - 10 Oct	
	1 Day	Full Conference	1 Day	Full Conference	1 Day	Full Conference
Commercial Pass	£295	£575	£495	£775	£695	£975
Concession Pass	£175	£275	£235	£385	£295	£475

Book your Observer Pass: <https://forms.gle/spinkatEvmeBKLFX8>

# Book a Meeting Room

Booking a private meeting room at SNP conference gives you a dedicated space within the conference campus to hold your own meetings with your invited guests.

Catering can also be arranged directly with the venue.

Meeting rooms can comfortably accommodate approximately 10 to 15 people, and are typically available during the time slots between Fringe events.

This package does not include conference passes - all individuals attending the private meetings will need to have their own conference pass to gain access to the conference campus and the designated meeting area.

PRICE	
(Excludes VAT & Fees)	
Hourly Room Hire	£250

To book a meeting room at conference please email: [conference@snp.org](mailto:conference@snp.org)



## Booking

We value your organisation's success at our conference, and that is why we have a dedicated team on hand ready to assist you in maximising your engagement.

### **Would you like a tailored proposal based on your objectives and budget?**

If you are interested in booking multiple engagement opportunities, we encourage you to reach out to us, as we may have special package deals available for you.

To initiate the booking process, please send an email to [conference@snp.org](mailto:conference@snp.org), clearly indicating which opportunities you would like to reserve. Our team will respond promptly and provide you with a booking form to complete and return.

All stated rates are exclusive of VAT, and a booking fee of 3.5% will be applied.

All invoices must be paid in full prior to the conference. Engagements which have not been settled will be removed from the event.

If you have any questions about SNP Conference, please do get in touch. We are here to support you every step of the way.

**Email:** [conference@snp.org](mailto:conference@snp.org)

*The Political Parties, Elections and Referendum Act 2000 regulates all aspects of political finance, including donations to and sponsorship of political parties and their events. This includes the requirement that donations and sponsorships of over £11,180 are reported to the Electoral Commission. This may be a single donation or multiple donations over £500 from the same donor that add up to over £11,180 in a calendar year. Subsequent donations from the same donor for the rest of the calendar year over £2,230 must also be reported. Further information can be obtained from the organisers or from the Electoral Commission at: [www.electoralcommission.org.uk](http://www.electoralcommission.org.uk).*

*The SNP cannot and will not offer meetings with government ministers, party spokespeople or senior personnel in exchange for any commercial deal. The SNP reserves the right to refuse or withdraw any commercial deal at any time.*