

# Scottish National Party

## 92nd Annual National Conference

Thursday 15<sup>th</sup> - Saturday 17<sup>th</sup> October 2026

The Events Complex Aberdeen (TECA)

**SNP** 

# Welcome

**Join us in Aberdeen this October for our 92nd Annual National Conference.**

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

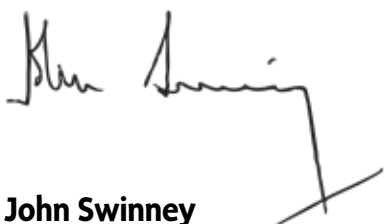
By the time we reach October, it will be almost half a year since the SNP's emphatic win in the Scottish Parliament elections. This conference is the first significant opportunity to meet our fantastic new MSP's, many of whom will be joining us after securing their first parliamentary term.

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

There are a number of opportunities to engage with our delegates, elected representatives, and staff over the course of the three day event. From hosting a booth in our exhibition hall or a lively fringe event, to showcasing your brand through sponsorship or observing proceedings - we promise you a warm, friendly, and engaging experience.

Our dedicated SNP HQ team are on hand to ensure that you get the most out of attending SNP Annual Conference.

I look forward to seeing you there.



**John Swinney**  
Leader, Scottish National Party

# 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, 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.
- Five observer passes to allow you to attend the conference.
- Full-page advert in the conference handbook.

		<b>PRICE</b> (Excludes VAT & Fees)
<b>LOUNGES</b>	Lounge space in TECA	£27,000
<b>RECEPTIONS</b>	Holyrood Reception	£16,000
	Media Reception	£16,000
	Local Government Reception	£8,000
	Westminster Reception	£8,000
	Staff Reception	£8,000
<b>EVENTS</b>	Business Breakfast <small>(On the morning of Friday 16th October)</small>	£8,000

**Book Your Sponsorship Here**

# Sponsorship

## **NEXT STEPS:**

- A member of the SNP team will be in touch to confirm your booking.
- You are required to submit a logo, a 100 word bio, and social media handles by Friday 28th August.
- You are required to submit your advert for the handbook by Friday 28th August.
- You are required to submit the names for your five passes, plus the postage addresses by Friday 28th August.
- Any change to passes submitted after this deadline will be subject to a £20 fee.
- You should expect to receive your passes in the post by Friday 2nd October.

# Exhibition

Booking an exhibition stall provides a prominent presence, allowing your organisation to engage directly with our elected members, activists, 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 passes to manage your stand.
- Standard shell scheme walls for a 3m x 2m stand, power, lighting, one table with tablecloth and two chairs.
- A comprehensive listing in the conference handbook, featuring your logo, a brief description, and contact information.

EXHIBITION STANDS	PRICE	
	(Excludes VAT & Fees)	
Commercial	£6,250	
Professional Association / Trade Union	£3,750	
Third Sector / Charity	£3,250	
Social Enterprise / Community Group	£1,800	

**Book Your Exhibition Stand Here**

# **Exhibition**

## **NEXT STEPS:**

- A member of the SNP team will be in touch to confirm your booking.
- You are required to submit a logo, a 100 word bio, and social media handles by Friday 28th August.
- You are required to submit your advert for the handbook by Friday 28th August.
- You are required to submit the names for your five passes, plus the postage addresses by Friday 28th August.
- Any change to passes submitted after this deadline will be subject to a £20 fee.
- You should expect to receive your passes in the post by Friday 2nd October.

## Fringe

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.

Fringe meetings will take place during the morning session 0915 - 1015, during the lunch break from 12:30 - 13:30 and after the afternoon session of conference from 1700 - 1800.

### **Each Fringe event includes:**

- One hour scheduled event.
- Access to your room 30 minutes before and after your event.
- Five complimentary passes to attend conference for invited panel members and staff.
- A comprehensive listing in the conference handbook featuring 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 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

FRINGE EVENTS	PRICE	
	(Excludes VAT & Fees)	
Commercial		£2,250
Professional Association / Trade Union		£1,850
Third Sector / Charity		£1,550
Social Enterprise / Community Group		£1,000

**Book Your Fringe Event Here**

**NEXT STEPS:**

- A member of the SNP team will be in touch to confirm your booking.
- You are required to submit a logo, a 100 word bio, and social media handles by Friday 28th August.
- You are required to submit your advert for the handbook by Friday 28th August.
- You are required to submit the names for your five passes, plus the postage addresses by Friday 28th August.
- Any change to passes submitted after this deadline will be subject to a £20 fee.
- You should expect to receive your passes in the post by Friday 2nd October.

# 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.

<b>BRANDING</b>	<b>PRICE</b>	
	<small>(Excludes VAT &amp; Fees)</small>	
	Small Business Marketplace Sponsor	£14,000
	Café and Coffee Zone Sponsor	£5,000
	Conference Crèche Sponsor	£3,000

**Book Your branding Opportunity Here**

## Business Engagement

Business Day 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, business day will take place in Edinburgh, separately to Annual National Conference and details will be circulated soon.

### **Business Breakfast**

During our conference, on Friday 16th 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)**

Business Breakfast Pass £150.

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

[Book Your Business Breakfast Pass Here](#)

# Attend and Observe

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.

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

Registration Period	Pass Type	1 Day	Full Conference
Standard Rate	Commercial Pass	£525	£825
	Concession Pass	£250	£400
Late Registration	Commercial Pass	£725	£1,025
	Concession Pass	£325	£500

**Book Your observer Pass Here**

**NEXT STEPS**

- A member of the SNP team will be in touch to confirm your booking.
- You are required to submit the name for your pass, plus the postage addresses by Friday 28th August. Any change to passes submitted after this deadline will be subject to a £20 fee.
- You should expect to receive your pass in the post by Friday 2nd October.

## **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.

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)

## Booking

### **PAYMENT**

All stated rates are exclusive of VAT . All invoices must be paid in full prior to the conference. Engagements which have not been settled will be removed from the event.

### **CANCELLATION OF BOOKINGS**

- A cancellation fee of 50 per cent will apply from 61 - 90 days prior to the event.
- A cancellation fee of 75 per cent will apply from 31 - 60 days prior to the event.
- A cancellation fee of 100 per cent applies for cancellations from 30 days prior to the event.

### **CONTACT**

For any questions, please get in touch at [conference@snp.org](mailto:conference@snp.org)

### **ELECTORAL COMMISSION GUIDANCE**

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.