



Scottish National Party

Campaign Conference

Commercial Opportunities

Saturday 14th March 2026
Edinburgh International Conference Centre

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.

PRICING

- Commercial: £3000
- Professional Association / Trade Union: £2000
- Third Sector / Charity: £1500
- Social Enterprise / Community Group: £800

BOOKING

You can book your Exhibition Stand by [filling out this form](#).

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 20th February.

You are required to submit the names for your two passes, plus the postage addresses by Friday 20th February.

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 6th March.

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 lunch break from 12:30 - 13:30 and after the afternoon session of conference from 16:15 - 17:15.

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.

PRICING

- Commercial: £2000
- Professional Association / Trade Union: £1800
- Third Sector / Charity: £1500
- Social Enterprise / Community Group: £1000

BOOKING

You can book your Fringe Event by [filling out this form.](#)

NEXT STEPS

A member of the SNP team will be in touch to confirm your booking, including room allocation and fringe slot.

A member of the SNP will aim to confirm your SNP speaker by Friday 13th February.

You are required to submit a logo, a 100 word bio, speaker names, and social media handles by Friday 20th February.

You are required to submit the names for your five passes, plus the postage addresses by Friday 20th February.

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 6th March.

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 conference.
- Full-page advert in the conference handbook.

Business Breakfast: £10,000

On the morning of Saturday 14th March 2026 in EICC.

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

Holyrood Reception: £15,500

On the evening of Saturday 14th March 2026 in EICC.

Media Reception: £15,500

On the evening of Saturday 14th March 2026 in EICC.

Lounge Space in EICC: £12,000

BOOKING

You can book sponsorship by [filling out this form.](#)

NEXT STEPS

A member of the SNP team will be in touch to confirm your booking.

A member of the SNP will aim to confirm your SNP speaker by Friday 13th February.

You are required to submit a logo, a 100 word bio, and social media handles by Friday 20th February.

You are required to submit the names for your five passes, plus the postage addresses by Friday 20th February.

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 6th March.

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.

£500

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

£250

BOOKING

You can book your observer pass by [filling out this form.](#)

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 20th February.

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 6th March.

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 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.

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.

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.

CONTACT

For any questions, please get in touch at conference@snp.org.