



# SCOTTISH CONTINUITY

*'Sustaining a Resilient Community'*

## Resilient Scotland Conference

Tuesday, 6<sup>th</sup> February 2024 | 8.30am – 5pm

Our Dynamic Earth  
Holyrood Road, Edinburgh EH8 8AS

### SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES

The Scottish Continuity Resilient Scotland Conference is Scotland's leading conference for Business Continuity, Emergency Planning and Resilience professionals. It provides a welcome opportunity to gain valuable knowledge, training, and awareness of best practice to assist, organise, prepare, respond and recover from emergencies, crises and business disruptions.

We have a proven track record of delivering a topical and interesting programme, providing excellent value for money to sponsors, exhibitors and attendees. The programme is currently under development and information will be updated on the Scottish Continuity website and via social media on a regular basis.

Once again, there will be **exhibition stands** to visit during registration, coffee and lunch breaks and an opportunity to talk to suppliers. **Sponsorship** and **marketing opportunities** exist for suppliers, educators and government advisory bodies to promote their products and services to the attendees.

Resilient Scotland Conference 2024 will afford you the opportunity of hearing about current and relevant industry practices; exposure to new technology and networking with like-minded peers, whilst showing an excellent ROI to your organisations. **Come along and meet the Scottish Continuity team in the Resilience Zone to hear what's happening in the future - network with your peers, make new friends and share experiences.**

Scottish Continuity members attend the event **FREE OF CHARGE**, non-members are charged £125.

## ABOUT SCOTTISH CONTINUITY

Scottish Continuity was formed in 1995 to enable the free-flow of information on best practice in Business Continuity Management in Scotland. The organisation is dedicated to:

- acting as an independent forum for benchmarking current Business Continuity and Resilience good practice;
- encouraging and supporting networking events, conferences, and training;
- encouraging the development and provision of Business Continuity and Resilience related education, training, and development activities, encouraging and supporting conferences, meetings, seminars and social events arranged for the benefit of the membership on a non-profit basis.

## WHO SHOULD ATTEND?

- Business Continuity / Disaster Recovery / Incident Management professionals
- Risk Management professionals
- Emergency/Crisis Support Organisations
- Facilities & Infrastructure professionals
- Healthcare
- Suppliers to the industry
- Local Authority Resilience Managers
- Media
- IT Resilience professionals
- Information Security professionals
- Scottish & UK Government resilience staff
- Local Business Directors / Managers
- SMEs
- Local Authorities
- Emergency services

**Anybody with an interest in business continuity / resilience planning / disaster recover / incident management.**

## SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES

Our sponsorship packages are flexible and designed to help you meet and influence the people who are going to enable the growth of your business or their uptake in governmental policy and programmes/advisory/best practices in the future.

## WHY SUPPORT THE EVENT?

- Unique opportunity to engage with a motivated, highly valued and active audience
- Direct communications with key decision makers and purchasers
- Promote your latest products, services and advice
- Reinforce existing business relationships and create new ones
- Accelerate the buying process by answering questions face to face
- Consolidate your position in the industry and reinforce customer loyalty
- Raise your profile in the industry within Scotland and add value to your brands
- Create positive brand awareness
- An opportunity to launch products and services
- Support promotional campaigns

## WHAT EXPOSURE WILL YOU RECEIVE?

In return for your support, we will guarantee maximum exposure (i.e. logos and links from the Scottish Continuity website mailings) prior to, during and for a period after the event as well as on all the key / relevant materials as mentioned under each package item below. Scottish Continuity will also include confirmed sponsors and exhibitors in regular event emails, tweets, blogs and other forms of applicable social media. There may also be an opportunity to link sponsorship with providing a speaker to add further value to your sponsorship package. SCG would require an outline of your session plus timings in order to submit to the Board for their approval. Please note – the focus of this talk must be to provide education into your field of expertise to the cohort of assembled business continuity professionals, ideally in the form of case studies, and should not be viewed as a sales driven presentation.

## 2023 SUPPORTERS INCLUDED:



### SOME ORGANISATIONS REPRESENTED AT PREVIOUS CONFERENCES INCLUDE

Aberdeen Asset Management	Adaptation Scotland	AEGON Global Technology	Agenor Technology Ltd
AGR Subsea	Anderson Strathern	Arcserve	Arvato Financial Solutions
Assuria	Atos	AXA Insurance	Babcock International
Barclays	BB Hobbes Limited	Borders Council	BP
Capital Document Solutions	Certum	CIR Magazine	City of Edinburgh Council
Citizens Advice Scotland	City of London Corp	Clearview	Clifton Risk Management
CMAC Group	Consulted Ltd UK	Continuity 2	Crisis Solutions
Crown Office & Procurator Fiscal Service	DXC Technology	Dacoll Ltd	Difference Corporation Business Telecommunications
Dobbies Garden Centres	East Lothian Council	East of Scotland Resilience Partnership	Edinburgh Community Health Partnership (NHS Lothian)
Edinburgh Health and Social Care Partnership (NHS)	EMC	ExtraHop	F24 UK Ltd
4C Strategies	Falkirk Council	Fife Council	Fior
Franklin Templeton Investments	Fusion Risk Management	Foresee Associates Ltd	Glasgow Caledonian University
Glasgow City Council	Hampden & Co plc	IBM	ID Resilience
Ignis Asset Management	Inverroy Crisis Management	ILP Constancy Ltd	International Rescue Corps
Internet for Business	J.P. Morgan	Kingsgate Shopping Centre	Law Society of Scotland
Local Authorities	Lochgreen Associates	Lothian NHS Board	Macdonald Hotels & Resorts
Maersk Oil	Martin Currie	Mellish Risk & Resilience Ltd	Ministry of Defence
MTI Technology	Multrees Investor Services	Napier University Edinburgh	National Australia Group
National Library of Scotland	National Services Scotland	Needhams 1834	Net Defence Ltd
NHS Borders	NHS Forth Valley	NHS Highland	NHS Lothian
Nucleus Financial	Procurator Fiscal Service	Offrisk Consulting Ltd	OneTrust
OneVoice	PageOne Communications Ltd	PlanB Consulting	Police Scotland
Post Office	Portsmouth Business School	PwC Prudential	PWI Global LTD
Quorum	RapidReach / Enea Ltd	Risk and Resilience Ltd	Royal Bank of Scotland
Royal Botanic Garden	Royal Mail Group	RRC Management Ltd	RSA
Savant	Sainsbury's Bank	Scottish Ambulance Service	Scottish Enterprise
Scottish Government	Scottish Fire and Rescue	Scottish Natural Heritage	Scottish Parliament
Scottish Power	Scottish Power Energy Networks	Scottish Qualifications Authority	Scottish Water
Scott-Moncrieff	Secure Assurance Information	Selex ES Ltd	Seric Systems Ltd
Shell	Sigma Professional Services	Skills Development Scotland	SkyB
SQA	St Andrew's First Aid	St Enoch Centre	Standard Life
Standard Life Investments	Stirling Council	Sungard Availability Services	Tesco Bank
The Scottish Flood Forum	Thorntons Law LLP		
TopSec	Trend Micro	UK Business Continuity Ltd	University of Dundee
University of Edinburgh Business School	University of the West of Scotland	VisitScotland	VMware
Vocal Limited	Websense	Wellgate Shopping Centre	Wolfson Microelectronics
Wolters Kluwer	Wood Group		And more.....

## PACKAGES AVAILABLE<sup>1</sup>

### PLATINUM SPONSOR:

**£7500**

**ONE** organisation will be given the exclusive opportunity to be Platinum Sponsor of this event ensuring maximum benefits and publicity including:

- Prominently identified as Platinum Sponsor on all key/relevant materials at the event
- Opportunity for sponsor / vendor partners to speak on the main platform for 30 minutes including Q&A
- 1 x 6' exhibition space / table top stand
- Prime placement in exhibition area
- 2 x full delegate packages including refreshments and lunch
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs
- Depending on confirmed level of sponsorship –
  - Complimentary Corporate Membership (value £600) allowing 8 named persons from within your organisation membership and complimentary of Scottish Continuity and attendance at an SC events
  - 55" plasma screen for use at exhibition stand

### GOLD SPONSOR:

**£6000**

**TWO** organisations will be given the opportunity to be Gold Sponsor of this event ensuring maximum benefits and publicity including:

- Prominently identified as Gold Sponsor on all key/relevant materials at the event.
- Opportunity for sponsor to speak on the main platform on a topic agreed with SCG that fits the overall Conference programme. It should be recognised that it will not be a "sales pitch" but an educational presentation benefiting the attendees.
- 1 x 6' exhibition space / table top stand.
- 55" plasma screen for use at exhibition stand.
- 1 x full delegate packages including refreshments and lunch.
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs.

### SILVER SPONSOR:

**£4000**

Organisations will be given the opportunity to be Silver Sponsor of this event ensuring maximum benefits and publicity including:

- Prominently identified as Silver Sponsor on all key/relevant materials at the event.
- 1 x 6' exhibition space / table top stand.
- 1 x full delegate packages including refreshments and lunch.
- 55" plasma screen for use at exhibition stand.
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs.

### REFRESHMENTS & LUNCH SPONSOR

**£2000**

An opportunity exists to sponsor refreshments and lunch ensuring maximum benefits and publicity including:

- Prominently identified as sponsor on all key/relevant materials at the event.
- 1 x 6' exhibition space / table top stand.
- 1 x full delegate package.
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate pack.
- Identified as sponsor on all key/relevant materials prior to and at the event.

### RESILIENCE ZONE

**£1500**

Obtain sole promotional recognition in the Resilience Zone. The Resilience Zone is the meeting point for conference attendees. Alongside Scottish Continuity Board Members, the sponsor will be able to promote their services to the delegates and have direct conversations with the attendees. Benefits include:

- Prominently identified as sole sponsor with company logo displayed at the Resilience Zone.
- Sponsor to supply company pop up banner / business cards and other collateral.
- Complimentary leaflet insert, supplied by the sponsor, in the delegate bags.
- Use of plasma screen located in the resilience zone.
- Benefits are flexible to be in alignment of SC Board objectives\*
- Identified as sponsor on all key/relevant materials prior to and at the event.

<sup>1</sup> All Packages are subject to the Scottish Continuity Sponsorship Guidelines cited at Appendix A

## STUDENT ATTENDANCE

£ on discussion

Our recent addition to the sponsorship package options include the ability to sponsor Undergraduate and Masters students' attendance. This figure can be altered to suit the organisation upon discussion with the SCG secretary/treasurer.

Includes:

- Entry plus refreshments for students

## LEAFLET INSERTS

£100

Organisations are invited to supply copies of their own advertising leaflet/business card (circa 150 copies to be confirmed nearer the event) to be distributed to all attendees within the conference pack.

## EXHIBITION

- **£400 per 6' table / space**
- **£700 per 12' table / space**

A limited number of tabletop exhibition spaces will be located in the atrium immediately adjacent to the main conference room. Exhibition viewing will be available during the registration period; morning, lunch and afternoon refreshment breaks (with exhibition dismantle at the close of the conference). Exhibitors will be able to attend the event and participate in the conference discussions. Exhibitors will receive:

- A dedicated exhibition area including 1 x covered 6' table or 12' table or space and two chairs.
- Electrical power outlet.
- Complimentary wi-fi connection.

**Exhibitors are entitled to:**

- Maximum of 2 x staff admittance (3 if taking a 12' stand) to the event/exhibition including the conference session, refreshments & lunch
  - Additional staff are welcome to attend at a charge of **£75 per person**
- 50 word entry, contact details and company logo included in the event guide
  - An extended entry of up to 100 words can be obtained for an additional **£50**

## DELEGATE ATTENDANCE

To attend as a Delegate. Fees (to include three refreshments breaks, finger buffet lunch with refreshments & conference materials)

- **Scottish Continuity Members Fee:** Free of charge
- **Non SC Members Fee:** £125 (VAT exempt)

**Book as a delegate NO LATER than 16<sup>th</sup> January 2024**

- Through Eventbrite here: <https://www.eventbrite.co.uk/e/resilient-scotland-2024-tickets-542904801877?aff=erelexpmlt>
- Contact [secretary@scottishcontinuity.com](mailto:secretary@scottishcontinuity.com) Delegate places are transferrable.

## SCOTTISH CONTINUITY SPONSORSHIP GUIDELINES

The policy of Scottish Continuity (referred to as SC or the “organisation”) is to accept sponsorship from selected organisations and businesses in accordance with the conditions and guidelines set out below.

1. These guidelines apply to all SC activities.
2. Sponsorship is defined as "the donation of funds, goods or services to support activities of the organisation and for which the sponsor may expect some publicity".
3. Support through sponsorship to enhance the services the organisation can provide will be welcomed, provided it does not compromise the impartiality or damage the reputation of SC, or give rise to any such perception.
4. It should be understood that sponsorship is an opportunity to support the work of SC, and in particular to seek support for, provide information about, or promote debate in relation to registration and celebratory services functions.
5. Where the sponsor or associated company/organisation is engaged in activities which may be considered controversial or sensitive sponsorship will only be accepted with the express consent of the SC Board.
6. The sponsor must:
  - adhere to the principles of fair trading;
  - abide by any statutory or voluntary Code of Practice appropriate to their trade, industry or profession;
  - support equality of opportunity and human rights.
7. The sponsor must NOT:
  - infer that SC endorses their products or services; or
  - try to use the sponsorship to circumvent restrictions/prohibitions on advertising goods or services;
  - use the SC logos without permission.
8. While it is accepted that legitimate business will have a commercial interest in offering sponsorship, there should be a well-intentioned reason on their part for seeking to provide support for any activities of the organisation.
9. Sponsors will usually seek to maximise publicity, therefore care should be taken to ensure a correct balance is maintained between their needs and the aims of SC in pursuing any particular event or activity.
10. Care should be taken when approaching individuals or organisations to ensure that there is no feeling of obligation to provide sponsorship for SC.
11. Preferential treatment must never be afforded to sponsors, beyond that agreed in the package.
12. Those involved in negotiating sponsorship should be aware that they may be committing SC to a contractual relationship which may have legal implications.

### **Please Note:**

- **CONFIRMATION WILL BE SENT TO YOU BY EMAIL.**
- Exhibition stand cancellations will result in an administration charge of £50 (VAT exempt) and no refunds will be made after 31<sup>st</sup> December 2023.
- Sponsorship cancellations are non-negotiable / non-refundable once confirmed.
- The information you supply will be used by Scottish Continuity for administrative purposes within the terms of the Data Protection Act 1998. We shall not supply it to third parties.

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Please fill in this form and return it to: [secretary@scottishcontinuity.com](mailto:secretary@scottishcontinuity.com). A confirmation pack and invoice will be emailed to you on receipt of this form.

### I WISH TO CONFIRM

- An exhibition stand - size 6' (£400) / 12' (£700) (please delete accordingly) £ \_\_\_\_\_
- Additional attendees @ £75 per person (NB 1 x attendee included in exhibition stand cost)
- Number of additional exhibitor attendees: \_\_\_\_\_ £ \_\_\_\_\_
- Extended 100 word exhibition entry in event guide @ £50 £ \_\_\_\_\_
- Sponsorship opportunity: \_\_\_\_\_ £ \_\_\_\_\_
- Leaflet distribution @ £100 £ \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Purchase Order No: \_\_\_\_\_

Tel No: \_\_\_\_\_ Email: \_\_\_\_\_

### For payment by BACS - PLEASE QUOTE COMPANY NAME & INVOICE NUMBER

Account Name: Scottish Continuity Limited  
Bank Name: The Royal Bank of Scotland, 8 The Square, Aberfeldy, Perthshire PH15 2DD  
Account Number: 00674430 Sort Code: 83-15-09

**For payment by cheque** – Payment by cheque is permissible and details of how to do this are available via the Scottish Continuity Treasurer, [treasurer@scottishcontinuity.com](mailto:treasurer@scottishcontinuity.com)

Terms: Strictly 14 days

All prices are exempt of VAT

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### For further information please contact

Kirsty Bremner

Email: [secretary@scottishcontinuity.com](mailto:secretary@scottishcontinuity.com)

[www.scottishcontinuity.com](http://www.scottishcontinuity.com)