



# SCOTTISH CONTINUITY

*'Sustaining a Resilient Community'*

Scottish Continuity

## Resilient Scotland Conference

Tuesday, 19<sup>th</sup> February 2019 | 8.30am – 5pm

**Our Dynamic Earth**  
Holyrood Road, Edinburgh EH8 8AS

### SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES

#### *Delegate Comments from 2018.....*

*"a great balance of speakers and topics, very useful, practical advice & direction"*

*"very interesting & enlightening information received. Looking forward to picking up on some of the learning and sharing with colleagues"*

*"the Resilience Zone was a very good idea, great for networking among conference attendees"*

The Scottish Continuity Resilient Scotland Conference is widely regarded as Scotland's leading conference that brings Business Continuity and Resilience practitioners together providing an opportunity to gain valuable education, training and best practice to assist, organise, prepare, respond and recover from emergencies, crisis and business disruptions.

We continue our theme of **'Our resilience is your resilience'** which will run to 2020. We promise a topical and interesting programme, providing excellent value for money. The programme is currently under development and information will be available on the Scottish Continuity [website](#) 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, services, opportunities and key messages to the attendees. We are also particularly keen to welcome SME's and can offer generous sponsorship discounts if you have been trading for less than 24 months.

Resilient Scotland Conference 2019 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 £100.

#### **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 practice
- encouraging and supporting the application of Business Continuity 'best practice' through networking events, conferences and training events
- encouraging the development and provision of Business Continuity related education, training and development activities within the Scottish training provider community 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
- Local Emergency/Crisis Support Organisations
- Facilities & Infrastructure professionals
- Healthcare
- Suppliers to the industry
- IT Resilience professionals
- Scottish & UK Government resilience response and resilience advisory body representatives
- Local Business Directors / Managers
- SMEs
- Local Authorities
- All emergency services
- Media
- Students

**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 ensure 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 highly valued and active audience
- Direct communications with key decision makers, stakeholders and suppliers to the industry
- Promote your latest offerings / new products / governmental policy and programmes and advisory messages to a receptive audience
- Reinforce your 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 PR and raise awareness of the organisation as a whole – also perhaps speaking opportunity
- Help launch products and services
- Support a sales promotional campaigns
- Create internal emotional commitment to the brand

## 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.

## 2018 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	Citizens Advice Scotland	City of Edinburgh Council
City of London Corp	Clearview	Clifton Risk Management	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	4C Strategies	F24 UK Ltd
Falkirk Council	Fife Council	Fior	Foresee Associates Ltd
Franklin Templeton Investments	Glasgow Caledonian University	Glasgow City Council	Hampden & Co plc
IBM	ID Resilience	Ignis Asset 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
Wolfson Microelectronics	PageOne Communications Ltd	PlanB Consulting	Police Scotland
Post Office	Portsmouth Business School	PwC Prudential	PWI Global LTD
Quorum	RapidReach / Enera Ltd	Risk and Resilience Ltd	Royal Bank of Scotland
Royal Mail Group	RRC Management Ltd	RSA	Sainsbury's Bank
Scottish Ambulance Service	Scottish Enterprise	Scottish Fire and Rescue	Scottish Government
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	Wolters Kluwer
Wood Group	And more.....		

For further information visit – [www.scottishcontinuity.com](http://www.scottishcontinuity.com)

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

### HEADLINE SPONSOR:

**£5000**

One organisation will be given the opportunity to be headline sponsor of this event ensuring maximum benefits and publicity including:

- Prominently identified as headline 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
- 2 x full delegate packages including refreshments and lunch
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs
- Complimentary Corporate Membership (value £400) allowing 10 named persons from within your organisation membership and complimentary of Scottish Continuity and attendance at an SC events.

### SESSION SPONSOR:

**£2500**

There is an opportunity for each plenary session to be sponsored by an organisation associated with business continuity / resilience. The organisation will be given the opportunity to present a keynote address. Benefits to include

- Prominently identified as session sponsor on all key/relevant materials at the event
- Opportunity for sponsor to speak on the main platform although 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
- 1 x full delegate package including refreshments and lunch
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs

### REFRESHMENTS & LUNCH SPONSOR

**£2500**

An opportunity exists to sponsor refreshments and lunch for this event 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 packs

### GENERAL SPONSOR

**from £2000**

A number of general co-sponsorship opportunities exist ensuring maximum benefits and publicity including:

- Prominently identified as general sponsor on all key/relevant materials at the event
- 1 x 6' exhibition space within the conference venue
- 1 x full delegate package including refreshments and lunch
- Complimentary leaflet insert – provided by sponsor – for distribution in delegate packs

### REGISTRATION DESK

**£1000**

Every attendee requires to use the registration facilities located immediately outside the conference room. Benefits include:

- Identified as sponsor of the registration facilities with company logo displayed at the registration desk
- Identified as sponsor on all key/relevant materials at the event

### DELEGATE PADS

**£Negotiable/Supply of Product**

Obtain sole promotional recognition on this key product which is supplied to all attendees. Benefits include:

- Prominently identified as sole sponsor with company logo and details on pads
- Identified as sponsor on all key/relevant materials at the event

### DELEGATE PENS

**£Negotiable/Supply of Product**

Obtain sole promotional recognition on this key product which is supplied to all attendees. Benefits include:

- Prominently identified as sole sponsor with company logo and details on pens

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

## 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

### SC 3<sup>rd</sup> Party Members - Complimentary

### Non SC 3<sup>rd</sup> Party Members

- **£350 per 6' table / space**
- **£650 per 12' table / space**

A limited number of table top 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 1 x staff admittance (2 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**

### Special Offer for New Start Businesses

- A generous discount is available on all exhibition opportunity noted above for all new start businesses operating for less than 24 months. Please discuss further with the event organiser.

**Call Us Now to Discuss Your Specific Sponsorship Requirements**

**Joyce Borthwick at Crescent Events Limited**

**Tel: 0131 554 8998**

**Email: [joyce.borthwick@crescentevents.co.uk](mailto:joyce.borthwick@crescentevents.co.uk)**

## 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; and
  - 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 £30 (VAT exempt) and no refunds will be made after 30<sup>th</sup> January 2019.
- 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: Joyce Borthwick, Crescent Events –  
 joyce.borthwick@crescentevents.co.uk. A confirmation pack and invoice will be emailed to you on receipt of this form.

**I WISH TO CONFIRM**

- An exhibition stand - size 6' (£350) / 12' (£650) (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: \_\_\_\_\_

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

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

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

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

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

Account Name: Scottish Continuity Group  
 Bank Name: The Royal Bank of Scotland, 8 The Square, Aberfeldy, Perthshire PH15 2DD  
 Account Number: 00163606 Sort Code: 83-15-09

**For payment by cheque - Cheques should be payable to "Scottish Continuity" and sent to Gordon Mackie, Treasurer, 30 Cleveden Drive, Glasgow G12 0RX**

**Terms: Strictly 7 days**

**All prices are exempt of VAT | Sorry, no credit card payment options are available**

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

**For further information please contact**  
 Joyce Borthwick at Crescent Events Limited  
 Tel: 0131 554 8998 | Email: [joyce.borthwick@crescentevents.co.uk](mailto:joyce.borthwick@crescentevents.co.uk)  
[www.scottishcontinuity.com](http://www.scottishcontinuity.com)