



EVENTIT

THE SCOTTISH EVENTS SHOW | TUESDAY 13 SEPTEMBER 2022
THE EDINBURGH INTERNATIONAL CONFERENCE CENTRE (EICC)

Connect. Inspire. Educate

Headline sponsor:



Supporting partners:



judith@eventit.org.uk





ABOUT EVENTIT

EVENTIT is the annual trade show for the MICE industries in Scotland.

Join 900+ qualified buyers and suppliers for a full day of engagement, discussion, and networking.

We are excited to be back at the EICC in Edinburgh, on one level in the Lennox Suite.

Meet in-person with decision makers who are keen to explore new, venues, products, event technologies, and creative solutions.

This is our sixth show and is one of the 5 key shows in the UK circuit attracting visitors from across the country

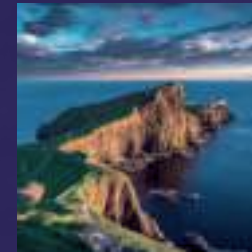
All attendees are qualified delivering quality business development opportunities.

EVENTIT – DELIVERING FOR 2023

After a tough two years its time to focus on your 2023 order book.



EVENTIT WILL BE YOUR MOST VALUABLE DAY OUT THE OFFICE IN 2022...



EVENTIT 2022 THEME – SUSTAINABILITY AND WELLBEING

The UK Events industries generate 1.2 billion kg of CO2 emissions every year, and we need to reduce our environmental impact. Event professionals have long been a catalyst for social and economic change, and this year's theme of sustainability and wellbeing is no different.

We will explore how we can make a positive impact by adopting sustainability

measures, joining the ISO 20121 initiative, choosing compostable and biodegradable products, and creating incentives for responsible clients.

A recent survey reported that in 2019 only 6% of event organisers felt responsible for the impact of their event on the environment. When asked in 2021 this figure jumped to 59%.

It's now time for us all to play our part...



WHO WILL ATTEND EVENTIT 2022?

We will welcome buyers from Associations, PCOs, DMCs, Agencies and in-house planners from Scottish, UK and international corporate, public, and third sector organisations.

2019 ATTENDEES	TOTAL
BUYER REGISTRATIONS	590
TOTAL REGISTRATIONS	950

ATTENDEES

All are qualified as Buyers or Suppliers. 56% of our buyers are at Director/ Owner/Managing Director Level.

BUYERS BY ORGANISATION TYPE (2019)	%
AGENTS	11%
ASSOCIATIONS	4%
DMCs	4%
CORPORATE & PRIVATE SECTOR PLANNERS	39%
PUBLIC SECTOR PLANNERS	17%
THIRD SECTOR PLANNERS	15%
PCOs	5%
PAs	5%

ATTENDEE IDENTIFICATION

Attendees wear different coloured lanyards to make them easily identifiable. Buyers have access throughout the whole day, non-exhibiting Suppliers can only attend in the afternoon.

2022 FAMILIARISATION TRIP (FAM TRIPS)

This year we are working with LNER, AVANTI, EICC, Catch the MICE, AIEA, Conference Care, Eventwell, Beam (HBAA) and VisitScotland, all of whom will be inviting qualified buyers to join us.

950 84 EVENTIT 2019 BY NUMBERS 450



950 ATTENDEES

EVENTIT is the largest gathering of MICE professionals north of Leeds.



450 QUALIFIED BUYERS

From Associations, PCOs, DMCs, Agencies and in-house Planners from corporate, public, and third sector organisations from across Scotland, the UK and further afield



84 EXHIBITORS

Leading industry suppliers and venues including the EICC, Sheraton Grand Hotel Edinburgh, Catalyst Event Production, Services, Odeon Events, The Scotch Malt Whisky Society, Waldorf Astoria Edinburgh, LNER, Technology & Innovation Centre and many others.



WHY EXHIBIT

- Showcase your products and services in-person to MICE professionals from public, private and third sector organisations.
- Meet face to face with hundreds of qualified buyers representing professional Associations, PCOs, DMCs, Agencies and in-house planners.
- No time wasters – all attendees are qualified as buyers or suppliers.

BENEFIT FROM YEAR-ROUND SUPPORT ON OUR MEDIA PLATFORMS



EVENTIT WEBSITE



SOCIAL MEDIA



WEEKLY NEWSLETTER



ONLINE EVENT DIRECTORY



SCOTLAND – A MAJOR PLAYER IN THE UK EVENTS SECTOR

Scotland accounted for 31% of all association and meetings in the UK in 2019, which is disproportionately high (Scotland has 8.9% of the UK population).

Business is back to pre-pandemic levels with key national and international medical association, and Industry conferences confirmed for 2022 and beyond.

A recent ICCA survey placed Glasgow and Edinburgh

HIGHER in the worldwide rankings than Melbourne, Vancouver, and New York.

The M&IT Awards named Glasgow as the UK's Best Convention Bureau for the 15th consecutive year.

Scottish cities have received a huge injection of investment delivering the £1 billion St James' Centre with 7 event spaces, an 8,000-seat arena planned in Edinburgh and £560m+ on The Event Complex in Aberdeen.

STANDARD EXHIBITION PACKAGES



– SHELL SCHEME STAND

Package includes:

- Blank panel wall panels
- Name board
- One power socket
- A table and two chairs
- Two lunch boxes
- Show guide entry
- Online directory listing
- Regular listing in newsletter
- Social media amplification

3m x 2m	£1,740
4m x 2m	£2,320
3m x 3m	£2,610



– SPACE ONLY STAND

Package includes:

- Two lunch boxes
- Show guide entry
- Online directory listing
- Regular listing in newsletter
- Social media amplification

3m x 2m	£1,590
4m x 2m	£2,120
3m x 3m	£2,385

All prices exclusive of VAT

ALL INCLUSIVE BACKWALL EXHIBITION PACKAGES

Supply your artwork and we will prepare your Backwall Stand for you. Just turn up on the day.



– 3 METRE BACKWALL STAND WITH SEAMLESS GRAPHICS

Package includes:

- Seamless recyclable panels x 3
- Branded Expo counter
- One power socket
- Show guide entry
- Online directory listing
- Regular listing in newsletter
- Social media amplification
- Two lunch boxes

3m x 2m **£2,065**



– 3 METRE BACKWALL STAND WITH INSERTED GRAPHICS

Package includes:

- Inserted recyclable panels x 3
- Branded Expo counter
- One power socket
- Show guide entry
- Online directory listing
- Regular listing in newsletter
- Social media amplification
- Two lunch boxes

3m x 2m **£2,065**

All prices exclusive of VAT

THE MEETINGS SHOW

JUNE 29 & 30, 2022

Europe's leading trade show will attract 3300+ MICE professionals from the UK and around the world.

We are inviting a select group of Partners to join us on the EVENTIT Shared Stand.

EVENTIT will ship your promotional materials to London and back – all you do is turn up!

Partners will have a Meetings Show Online Exhibitor Profile and Hosted Buyer Diary

– THE MEETINGS SHOW STAND PARTNER

Package includes:

- Logo on stand
- Hosted buyer diary
- Meetings show online profile
- Pre-event marketing activity
- 3,300+ attendees
- Online show guide listing
- Social media amplification
- Access to Education Sessions
- Cross selling amongst partners

**EVENTIT
STAND
PARTNER**
£2,500



JOIN THE EVENTIT COMMUNITY

EVENTIT deliver events throughout the year where you can engage and network, create continuity or simply just take part on a one-off basis. All activity is supported on our media platforms.

E AWARDS

Scotland's only awards for the events industry celebrating the success, innovation and talent within the business events sector.

WHAT'S TRENDING IN EVENTS

A series of small in-person events likened to 'speed dating' where suppliers can inspire and WOW attendees in ten-minute showcase sessions covering technology, event design, sustainability, well-being, and communications.

MASTERCLASS'S

A series of virtual education programmes offering sponsors the opportunity to educate, inform and guide their audience via webinars.

BUSINESS EVENTS LEADERS' SUMMIT

Designed for senior event professionals stimulating conversation and debate on the future of the industry and its impact on regional communities.



TESTIMONIALS

ATTENDEE TESTIMONIALS

“EVENTIT is a fixture in my diary as it is a very efficient way for event professionals to meet venues and suppliers and find out about innovations in the industry. It saves me lots of time over the year as so many of the people I need to meet are in the one place!”

— **Gordon Smith, Engagement Manager, Scotland, ACCA**

“The welcome was slick, and the information provided about exhibitors was laid out well making it easy to navigate around the stands. I was also pleased to make some contacts with new suppliers who we have approached. Overall, it was a very worthwhile experience, and I would be keen to attend again in the future.”

— **Louise Sweeney, Director of Events, Andrew Burnet & Company Ltd**

“Having the opportunity to meet with such a wide range of venues and suppliers and learn about new technology and trends in the industry is an incredibly valuable and rare experience.

I have already followed up with a number of suppliers I met on the day and hope to be working with them in the near future.

A well organised and enjoyable day. I would highly recommend attending EVENTIT to anyone working in the Event's industries.”

— **Claire Hendry, NHS Scotland**

“EVENTIT was great - having the opportunity to meet with so many suppliers and hear from event professionals in the sessions.”

— **Emma McDougall, Learning and Events Co-ordinator, Children in Scotland**

“I really enjoyed this year's EVENTIT, it was very worthwhile. It's great to have an event dedicated to event planners in Scotland.”

— **Karen Devlin, Scottish Federation of Housing Associations**

EXHIBITOR TESTIMONIALS

“EVENTIT 2021 provided the perfect platform to reconnect with buyers old and new. Our involvement in the EVENTIT FAM trip has led to valuable connections, ongoing enquiries and firm bookings. We will be back”

— **David Russell, Sheraton Grand Hotel & Spa**

“EVENTIT gave us the opportunity to delve into the events industry up in Scotland and showed us that the industry is just as strong as London. The enquiries that we received were of really high quality and we are still receiving enquiries in Scotland now.”

— **Sophie Moss, WoWGrass**

“EVENTIT was and continues to be a fantastic catalyst for us, kicking off great new partnerships and leading directly to new business. I would highly recommend it.”

David, Nook Event Pods

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