



Wild Scotland Annual Conference

Exhibitor Opportunities



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Date: Wednesday 22nd March 2017

Venue: MacDonald Hotel, Aviemore, Scotland

Welcome

Wild Scotland is inviting businesses to exhibit at its annual industry conference in March 2017.

What a year it has been. The importance of adventure tourism in Scotland has increased significantly over the last six years, and the inclusion of 'Nature and Activities' as key tourism assets in the [Tourism Scotland 2020](#) strategy has cemented its value to Scottish tourism. Adventure incorporates a wide (and growing) range of outdoor experiences; from wildlife-watching and bushcraft to wilderness expeditions and white-water rafting. With this growing interest must also come an understanding of the business of adventure, the responsibilities and regulations which providers should consider when offering safe, high-quality and memorable adventure experiences.

Our Conference will bring together like-minded businesses and professionals to enjoy a programme of innovating, informative and thought-provoking speakers and workshops. We aim to inform and inspire delegates so that Scotland can compete more effectively on the adventure travel world stage.

About Wild Scotland

Wild Scotland is the Scottish wildlife and adventure tourism operators association. The association works to promote and support its members through the sustainable development of outdoor tourism activities in Scotland.

Wild Scotland was established in 2003 as the wildlife and nature tourism operators association and in April 2011 merged with the Scottish activity providers association, Activity Scotland (established in 1987) to form one association. The group brings together the leading operators in both fields creating a strong organisation which represent the entire nature-based tourism sector in Scotland.

About The Event

Each year Wild Scotland holds a conference for its members and others involved in the industry. The event is linked to the association's AGM which is held prior to the conference. The event has grown steadily each year, and feedback has been consistently high. The association has sought to present first class speakers to help and motivate delegates.

The Wild Scotland conference is the only national conference which focuses specifically on adventure and nature tourism. It is therefore a unique opportunity for the entire nature-based tourism industry, not just Wild Scotland members, to come together.

You can be sure the message will be a strong one: the opportunities and future that lies ahead of the outdoor tourism market and can only be achieved with a joined-up, collaborative approach to business. We are hoping to gather 100 delegates from across Scotland for a first class conference which provides businesses with ideas and tools which can be implemented straight away.

Further details will be available on www.wild-scotland.org.uk.

Conference Audience

The conference is aimed at the following sectors:

- Adventure / activity and wildlife tourism operators (including Wild Scotland members)
- Prospective entrants to the adventure tourism sector
- Related tourism organisations (such as DMOs, accommodation providers etc)
- Relevant public sector representatives
- Press and media

We aim to encourage all that have an interest in the tourism industry in Scotland to come and network among the country's leading providers and gain invaluable and worthy knowledge from those that have worked for a number of years in the industry.

Programme Overview

The programme aims to inspire and inform delegates as well as provide plenty of time to network with fellow delegates and exhibitors. We offer a mix of keynote presentations, workshops and networking opportunities, all with the objective of informing the profession of understanding the ins and outs of the adventure travel and tourism industry.

The exhibition is a key part of the conference and will be held in the foyer. This area provides an excellent space for networking. Registration, morning and afternoon breaks and lunch will be served in this area, providing plenty of time for delegates to meet exhibitors.

We are currently working on the 2017 conference programme. We have a very exciting **keynote speaker that will be announced in due course. Keep your ears to the ground... this is not one to be missed!**

Exhibitor Package - £250

Why Exhibit?

Participation as an exhibitor at the Wild Scotland 2017 Annual Conference is an excellent opportunity to access the adventure and wildlife tourism sector in Scotland. This is the only conference in Scotland of its kind and the only time that a large proportion of adventure and wildlife businesses meet together in one place.

Some important benefits of exhibiting are:

1. Direct access to outdoor activity and wildlife tourism operators who collectively welcome over three quarters of a million customers a year (Wild Scotland members alone);
2. Enhance your brand and image positioning with this key group of businesses;
3. Potential follow-on effect to generate enquires for your organisation from your exposure;
4. Develop relationships/networking opportunities from the diverse attendees to promote your organisation's products and services directly to key decision makers.

As an exhibitor you will receive the following:

- Exposure and acknowledgement as an exhibitor within the programme and Wild Scotland website – please supply a logo in a high resolution jpeg format
- Inclusion of a promotional insert in the delegate pack;
- Opportunity to showcase and demonstrate your products and services with an exhibition space – around 3mx2m – this is a space only and no shell scheme will be provided;

- 1 free delegate place at the event;
- Clothed table and 2 chairs;
- A list of conference delegates no less than one week prior to the event.

For more information please contact Gillian Brymer, Wild Scotland.

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