

# **APSE Scotland Fleet, Waste and Grounds Seminar 2023 Exhibition and Sponsorship Information**



**Tuesday 23rd to Friday 26th May 2023  
MacDonald Aviemore Highland Resort**

# About the event

## Background

APSE Scotland is once again facilitating its highly successful Fleet, Waste & Grounds Conference in Aviemore. This event sees the largest Scottish trade exhibition of its kind, with over 115 exhibition stands. The conference will attract delegates, with direct procurement responsibility, from in the first instance councils across Scotland but also other areas of the UK. Early booking is advised due to demand and the capped exhibition numbers for the event.



## Format

Exhibition time is a key element of the seminar programme, with plenty of opportunities provided to meet and discuss your product or service with delegates. It should be noted that all receptions, including the annual dinner are joint events with equal access for both delegates and exhibitors.

## Contact

Laura McNab  
01698 459 051  
[lmcnab@apse.org.uk](mailto:lmcnab@apse.org.uk)

## Venue

MacDonald Aviemore Resort  
Aviemore  
PH22 1PN



# Is this event for me?

The list below is an example of the types of companies that typically exhibit at this event.

## Internal Exhibitors

- Software companies
- Vehicle remarketing
- Bin and recycling companies
- Best practice and advice services
- Technology companies
- Tyre suppliers
- Vehicle and parts manufacturers
- Vehicle seating and safety

## External Exhibitors

- Trucks
- Vans
- Grounds maintenance equipment
- Wheelchair accessible vehicles
- Buses
- Refuse vehicles
- Ride-on sweepers
- Winter maintenance vehicles

## Testimonials

*"Great place for delegates and exhibitors to mingle and get to know and understand each other. All APSE staff do a wonderful job in promoting, supporting the event, delegates and exhibitors. I cannot see, how this can be improved upon."*  
- **Groeneveld Lubrication Solutions (Exhibitor)**

*"It is a well contained event that allows us to speak directly with our customer base"* - **Ford Motor Company (Exhibitor)**

*"Thank you for another successful APSE conference and exhibition. We always appreciate the friendliness of staff and the superb location"* **Q'Straint (Exhibitor)**

*"I felt that the event was very well organised and that each company was easy to find throughout the week"* - **Stockton Borough Council (Delegate)**

# Exhibition Packages

Stand Packages		
Package options	Inclusive of accommodation*	Exclusive of accommodation
<b>Package One:</b> One Internal Stand + 1 rep (3m x 2m floor space only)	<del>£1,819 + VAT</del> <b>SOLD</b>	£1,599 + VAT
<b>Package Two:</b> One External Stand + 1 rep (10m x 3m floor space only)	<del>£1,419 + VAT</del> <b>SOLD</b>	£1,499 + VAT

Additional Representative Packages	
Package options	Price per person
<b>Package One:</b> Full conference with three nights accommodation	<del>£61 + VAT</del> <b>SOLD</b>
<b>Package Two:</b> One day attendance with one night accommodation	<del>£31 + VAT</del> <b>SOLD</b>
<b>Package Three:</b> One day additional pass (lunch and refreshments included)	£65 + VAT
<b>Package Four:</b> One day additional pass including evening meal and entertainment	£125 + VAT

\* For information on alternative accommodation in the Aviemore area to book direct please email Laura McNab on [Lmcnab@apse.org.uk](mailto:Lmcnab@apse.org.uk)

# Sponsorship

As well as exhibiting at the event, there is also an opportunity to raise your company profile by taking up one of our sponsorship packages.

A number of packages include a prime stand position and rooms within the main conference hotel.

Early booking is advised. Details of the packages are outlined below.

Award Sponsorship	Contact for price
<ul style="list-style-type: none"><li>• Fleet category</li><li>• Parks, Grounds and Streets category</li><li>• <del>Waste and Recycling category</del></li></ul> <p>The Striving For Excellence Awards are designed to recognise the successes of local government services in Scotland. These awards celebrate innovation in service design and delivery in the areas of Fleet Services, Parks, Grounds and Streets Services and Waste and Recycling Services. The awards ceremony takes place during the annual dinner on Thursday night of the event.</p> <p>Some of the benefits include:</p> <ul style="list-style-type: none"><li>• Your logo on the trophy and certificates of your chosen category, which you will present to the finalists and winners on the night</li><li>• A prime stand location in the exhibition</li><li>• Rooms in the main conference hotel</li><li>• You will be quoted in press coverage of the event</li></ul> <p>For more information on these packages, please contact Laura McNab at 01698 459051 or at <a href="mailto:Lmcnab@apse.org.uk">Lmcnab@apse.org.uk</a></p>	

# Sponsorship

Overall Event Sponsor	£5,200 + VAT
Priority hotel allocation maximum of 6 rooms guaranteed within the delegate conference hotel	
First pick of stand location within the exhibition area when exhibition booking received	
Company logo on front page of the conference delegate flyer highlighted as event sponsor and distributed via hard copy and email to all 32 local authorities plus dayside centre and St Paul and Exeter	
Conference sponsor will appear on APSE website under seminar and events section which will be accessed by all APSE members over 250 (wide local authorities)	
Option to put business card and A4 or A5 flyer in every event pack issued to over 250 attendees	
Sponsorship of one of the conference sessions including the option to present a short 5 minute commercial break at the end of the session	
Company logo to appear within conference brochure as one of the event sponsors	
Company logo to appear on conference posters which are displayed throughout the conference area	
Company logo to go on annual dinner menu as one of the event sponsors	
Sponsor entitled to seat on the top table at the annual dinner (Optional)	
Company 250 word summary and logo placed within exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to 18,000 contacts)	

# Sponsorship

Thursday Night Annual Dinner		£2,600 + VAT
Priority hotel allocation maximum of 4 rooms guaranteed within the delegate conference hotel		
Prime location within exhibition area given to company when exhibition booking received		
Company logo inside flyer highlighted as annual dinner sponsor		
Conference materials distributed and copies via email to British local authorities plus Tayside, Inverclyde and Sutherland and Exeter		
Conference materials will appear on APSE website under 'seminar events' section which will be accessed by APSE members over 2500 wide local authorities		
Banner containing company logo will be displayed where dinner is taking place		
Company logo to appear on conference posters which are displayed throughout the conference areas		
Company logo to go on annual dinner menu highlighted as dinner sponsor		
Company logo on rolling PowerPoint slider highlighted as dinner sponsor		
Company logo will appear within conference brochure as one of the event sponsors		
Sponsor entitled to a seat on the top table at the Annual dinner (optional)		
Company 250 word summary & logo placed within the exhibition info section of the conference brochure		
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)		



# Sponsorship

Delegate Flyer	£2,350 + VAT
Priority hotel allocation maximum of 4 rooms guaranteed within the delegate conference hotel	
Prime location within exhibition area given to company when exhibition booking received	
Company logo on front page of the Conference delegate flyer highlighted as flyer sponsor	
Conference flyer distributed in hard copy & via email to all 32 Scottish local authorities, Tayside, Highlands and Islands Ex	
Conference flyer will appear on APSE website under the seminars & events section and be accessible to all APSE members over 25 (UK wide local authorities)	
Company logo to appear on conference posters which are displayed throughout the conference areas	
Company logo to go on annual dinner menu as one of event sponsors	
Company logo will appear within conference brochure as one of the event sponsors	
Sponsor entitled to a seat on the top table at the Annual dinner (optional)	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	
<b>Option to upgrade (extra £500 + VAT) to have an A4 or A5 leaflet highlighting company product and services distributed along with hard copy of the conference flyer to all Scottish members of APSE</b>	



# Sponsorship

Big Wednesday Night Dinner	£2,100 + VAT
Priority hotel allocation maximum of 4 rooms guaranteed within the delegate conference hotel	
Prime location within exhibition area given to company when exhibition booking received	
Company logo inside flyer highlighted as Wednesday night dinner sponsor	
Conference 8 will distribute hard copy of a email to all 3 Scottish local authorities as a raffle prize for the Scottish Local Government and Excel	
Conference 8 will appear on APSE website under the seminar events section which can be accessed by all APSE members (over 250 UK wide local authorities)	
Company logo to appear on conference posters which are displayed throughout the conference areas	
Banner containing company logo will be displayed where dinner is taking place	
Company logo to go on annual dinner menu highlighted as one of event sponsors	
Company logo will appear within conference brochure as one of the event sponsors	
Sponsor entitled to a seat on the top table at the Annual dinner (optional)	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	

# Sponsorship

## Conference brochure/programme £1,950 + VAT

Priority hotel allocation maximum of 3 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company logo on front page of the Conference brochure highlighted as brochure

Brochure distributed to all attendees on arrival (over 18,000 in total) at the event

Company logo on back of conference brochure which is displayed through the conference

Company logo will appear within conference brochure as one of the event sponsors

Company logo to go on annual dinner menu as one of event sponsors

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)



Examples of previous conference brochure sponsors

# Sponsorship

Conference gift	£1,800 + VAT
Priority hotel allocation maximum of 3 rooms guaranteed within the delegate conference hotel	
Prime location within exhibition area given to company when exhibition booking received	
Company logo printed onto the conference gift and delegate bags containing company information	
Gift distributed to all attendees on arrival (over 250 in total) at the event	
Company logo to appear on conference papers which are displayed throughout the conference	
Company logo to go on annual dinner menu as one of event sponsors	
Company logo will appear within conference brochure as one of the event sponsors	
Sponsor entitled to a seat on the top table at the Annual dinner (optional)	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	
Please contact the APSE office should you wish to discuss providing the gift direct	



**MAGlite torch sponsored by Dennis Eagle**



**Car first aid kit sponsored by DAF**

# Sponsorship

## Thursday Drinks Reception

£1,600 + VAT

Priority hotel allocation maximum of 3 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company will appear on conference brochure of the event sponsors

Company logo to appear on conference posters which are displayed throughout the conference area

Banner featuring company logo will be displayed at the reception serving points

Company logo to on annual dinner menu highlighted as one of event sponsors

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)

**SOLD**



# Sponsorship

## Table Wine (Annual Dinner)

**£1,350 + VAT**

Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company logo will appear within conference brochure and on event sponsors

Company logo to appear on conference posters which are displayed throughout conference

Highlighted as table wine sponsor on menu

Company logo to go on annual dinner menu highlighted as one of event sponsors

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)

**SOLD**



# Sponsorship

## Lunch (Wednesday or Thursday) £1,350 + VAT

Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company logo will appear within conference brochure as one of the event sponsors

Company logo to appear on conference posters which are displayed throughout the conference areas

Banner containing company logo will be displayed near the lunch serving points

Company logo to go on annual dinner menu highlighted as one of event sponsors

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)





# Sponsorship

Wednesday or Thursday **SOLD**

£1,350 + VAT

Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company logo to appear on conference brochure of the event sponsors

Company logo to appear on conference posters which display throughout the exhibition areas

Banner displaying company name will be placed near the bar or Whisky serving points

Company logo to on annual dinner menu highlighted as one of event sponsors

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)





# Sponsorship

Conference Name Badges	£1,350 + VAT
Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel	
Prime location within exhibition area given to company when exhibition booking received	
Company logo on front of the name badge along with APSE logo & conference name	
Company address printed on the back of the name badges	
Name badges distributed to all attendees on arrival (cost £250 in total) at the event	
Company logo to appear on conference posters which are displayed throughout the conference areas	
Company logo will appear within conference brochure as one of the event sponsors	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	

**SOLD**



# Sponsorship

## Conference Lanyards

£1,350 + VAT provided by sponsors or £1,850 + VAT provided by APSE (approximately 550)

Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company supply their own lanyards (approx 400) will be issued to all attendees to hold their name badge and worn for the duration of the event

Company logo to appear on conference lanyards which are distributed through the conference

Company logo will appear within conference brochure as one of the event sponsors

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct and press releases (issued to over 18,000 contacts)

# SOLD



# Sponsorship

## Charity Raffle Sponsor

**£1,300 + VAT**

Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when booking received

Prize donated on behalf of company for charity raffle

Company logo on display during charity raffle

Company highlighted as the sponsor in delegate joining instructions

Company name placed within conference brochure as one of the event sponsors

Company name appears on conference programme displayed throughout the conference area

Company logo to go on annual dinner menu as one of the event sponsors

Company 250 word summary and logo placed within exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to 18,000 contacts)

**SOLD**



# Sponsorship

Delegate Joining Instructions	£950 + VAT
Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel	
Prime location within exhibition area given to company when exhibition booking received	
Company logo on front page of the joining instructions letter along with APSE logo	
Letters sent to all delegates attending the conference	
Company logo to appear on conference posters which are displayed throughout the conference areas	
Company logo will appear within conference brochure as one of the event sponsors	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	





# Sponsorship

Delegate Thank You Letter	£950 + VAT
Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel	
Prime location within exhibition area given to company when exhibition booking received	
Company logo on front page of the thank you letter along with APSE logo	
Thank you letters sent to all delegates within the conference	
Company logo appear on conference posters which are displayed throughout the conference area	
Company logo will appear in conference brochure of the event sponsors	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	

**SOLD**



# Sponsorship

## Tea and Coffee Breaks

Wednesday or Thursday £950 + VAT

Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company logo will appear within conference brochure as one of the event sponsors

Company logo will appear on conference posters which will be displayed throughout the exhibition areas

Banner company logo will be displayed near the main coffee serving point

Company logo will appear within conference brochure as one of the event sponsors

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)

**SOLD**



# Sponsorship

## Conference Notepads/Pens

**Company supplies £400 + VAT or APSE supplies £1,100 + VAT**

Company supplies notepad & pen (with company logo & details) for conference attendees, distributed within the conference area to all attendees on arrival (cost £250 in total) at the event

Company supplies 1000 conference notepads which are displayed throughout the conference area and with conference brochure as one of the event materials

Company 250 word summary & logo placed within the exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)

## Advert in Conference Brochure

**1/2 Page £500 + VAT      Full Page £800 + VAT**

Company supplies ½ page or full page colour advert (pdf format)

Advert will appear with conference brochure distributed to all attendees at the event

Post event conference brochure (electronic version) will be emailed out to all APSE contacts within Fleet, Waste & Ground services

Conference brochure will appear on APSE website under the presentations section post event which can be accessed by all APSE members (over 250 UK wide local authorities)



# Sponsorship

Conference Sessions	£800 + VAT
Company logo on holding slide for the particular session chosen	
Opportunity to present a short 5 minute commercial break to the delegates at the end of the session (PowerPoint available)	
Company logo to appear on conference posters which are displayed throughout the conference areas	
Company logo will appear within conference brochure as one of the event sponsors	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	
<b>Marketing materials seat drop option (additional £150)</b>	

Conference Attendees List	£600 + VAT
Company logo on front page of the attendee list for the conference	
List distributed to all attendees on arrival (over 250 in total) at the event	
Company logo to appear on conference posters which are displayed throughout the conference areas	
Company logo will appear within conference brochure as one of the event sponsors	
Company 250 word summary & logo placed within the exhibition info section of the conference brochure	
Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to over 18,000 contacts)	

**SOLD**

# Sponsorship

## Compact Umbrellas

**£1,350 + VAT**

Priority hotel allocation maximum of 2 rooms guaranteed within the delegate conference hotel

Prime location within exhibition area given to company when exhibition booking received

Company printed conference umbrellas

Umbrella distributed to all attendees (over 250 in total) at the event

Company logo appear within conference brochure as one of the event sponsors

Company logo to appear on conference posters which are displayed throughout the conference area

Company logo to go on annual dinner menu as one of the event sponsors

Company 250 word summary and logo placed within exhibition info section of the conference brochure

Coverage of the event in both APSE's journal 'APSE Direct' and press releases (issued to 18,000 contacts)

## Other Sponsorship Opportunities

Should you be interested in any other sponsorship opportunities not listed, please contact the APSE Scotland office at 01698 459051.

# Previous Sponsors

 Part of the Avis network 	 <b>Geesinknorba</b> Group		 A <b>PACCAR</b> COMPANY
	 <b>WILSONS</b> AUCTIONS Est. 1936		 <b>MULTEVO</b>
		 <b>FAUN</b> KIRCHHOFF GROUP  <b>ZOELLER</b>	 <b>MITCHELL</b> POWER SYSTEMS 
			<b>BUCHER</b> municipal
	 Western Commercial Dundee   Edinburgh   Glasgow	 <b>RIVERSIDE</b> Experts in Specialist Fleets	
		 <b>DENNIS EAGLE</b> A TERBERG ROSROCA COMPANY 	
		 	

# Terms and conditions

To book up for this event, please complete and return the booking form over page. Please take note of the following points:

- Payment of your package must be made before the event.
- Confirmation of your booking and invoice will be sent within 10 working days of receipt. Any bookings received over the Christmas period will be confirmed in the new year.
- All booking are subject to APSE's cancellation policy which can be found on the booking form.
- As places are limited at this event, accommodation and stand spaces are allocated based on the date you pay.
- Stand numbers will be confirmed and allocated before the event; while every effort is made to ensure you get your exact space, this is subject to change.
- All vehicles must fit in the stand space that you have booked as this could result in your vehicles being moved to another section. If you are unsure or have any questions relating to this, please contact Allan Howie on 07855 959 815.

## **Cancellation and refund policy**

Reservation is a contract. Substitution of reps is acceptable any time in writing by post or email to [Lmcnab@apse.org.uk](mailto:Lmcnab@apse.org.uk), or fax to 01698 200 316. Cancellations must be made in writing at least 30 days before the event and will incur a 20% administration fee. No refunds can be given for cancellations received less than 30 days before the event or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary. If due to emergency action by UK Governments / Administrations or Public Agencies this event is postponed, for example for reasons of public health and safety, the organisers will transfer your booking to the replacement event or provide a credit voucher against a future event booking.

# Booking form (1)

**Company Name** .....

**Contact Name** .....

**Address** .....

.....

.....

**Post Code** .....

**Telephone Number** .....

**E-Mail Address** .....

**Purchase Order Number (if required)** .....

**Full Name of Representative 1** .....

**Full Name of Representative 2** .....

**Please select your stand package below (write the number required):**

**Package 1** (internal 3x2m stand, 1 reps with accommodation).....

**Package 1** (internal 3x2m stand, 1 reps without accommodation).....

**Package 2** (external 10x3m stand, 1 reps with accommodation).....

**Package 2** (external 10x3m stand, 1 reps without accommodation) .....

(Each stand reservation fee includes the stated number of hotel rooms, full board for three nights. Subject to availability. See sponsorship packages for upgraded accommodation.)

# Booking form (2)

**Additional Representative Package Required** .....

**Package Number/Day Required** .....

**Full Name/s of Representative/s** .....

.....

(Please state quantity, package number, day required and name of rep)

## **Booking / Sponsorship Comments**

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**CHEQUE ENCLOSED FOR £** ..... **PLEASE INVOICE (TICK)** .....

(Cheques should be made payable to: APSE Scottish Region)

**SIGNATURE** ..... **DATE** .....

All companies booking should note that as per previous years exhibition bookings will not be confirmed until payment has been received although any completed booking forms are still liable under our cancellation and refund policy should you cancel before the event.

**GDPR POLICY:** By submitting this booking form you are confirming that you are happy for APSE to retain your details so that we can send you information relevant to your area of interest. Your data will be used for sign in sheets, delegate lists and hotel lists. If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database. Our GDPR policy is available on our website: [www.apse.org.uk](http://www.apse.org.uk)

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of reps is acceptable any time in writing by post or email to [Lmcnab@apse.org.uk](mailto:Lmcnab@apse.org.uk). Cancellations must be made in writing at least 30 days before the event and will incur a 20% administration fee. No refunds can be given for cancellations received less than 30 days before the event or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary. If due to emergency action by UK Governments / Administrations or Public Agencies this event is postponed, for example for reasons of public health and safety, the organisers will transfer your booking to the replacement event or provide a credit voucher against a future event booking.

**Please return the booking form to: [Lmcnab@apse.org.uk](mailto:Lmcnab@apse.org.uk)**