

Scottish Mountain Bike Conference 2022 Leading The Way



03-05 November 2022
P&J Live, Aberdeen

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THE SCOTTISH MOUNTAIN BIKE CONFERENCE

The award-winning biennial conference has for years brought together some of the most influential figures in mountain biking, industry leaders, academics and sector experts alongside the mountain bike community, and is now the second biggest global mountain bike conference.



CONFERENCE ORGANISER

The conference will be organised by Developing Mountain Biking in Scotland (DMBinS).

Developing Mountain Biking in Scotland is responsible for overseeing the delivery of the Scottish Mountain Bike Strategy and delivering many of the actions within it. We are proud to be part of Scottish Cycling.

We bring the mountain bike community together with the Scottish Government, national agencies and landowners, driving forward the **Scottish Mountain Bike Strategy** (the MTB strategy) with the ambition and vision that Scotland will be recognised as the leader of European mountain biking.

Our work links the MTB strategy's key themes, focusing on where we

can add the most value and have the most significant impact across Trails, Destinations, Health and Innovation. The project aims to provide a strategic approach to development, coordinate activity, ensure best practices are shared and maximise the potential of mountain biking in Scotland.

The project, hosted by Scottish Cycling, is coordinated by the MTB Consortium, whose membership consists of Cycling Scotland, Cycling UK, EventScotland, Forestry and Land Scotland, Glenmore Lodge, Highlands & Islands Enterprise, NatureScot, Scottish Cycling, Scottish Enterprise, Scottish Government, Scottish Land & Estates, sportscotland and Visit Scotland.

Further information about the project – **[DMBinS.com](https://dmbins.com)**



KEY AIMS OF THE CONFERENCE

The key aims of the conference are as follows:

- Highlight Scotland's mountain biking success stories and the growing number of opportunities for growth with major strategic investment from the public and private sectors into our sport.
- Enhance Aberdeenshire's global reputation as an exciting, emerging mountain bike destination and showcase Scotland, the leading European nation behind its delivery.
- Progress update on the delivery of the Scottish Mountain Bike Strategy 2019–2025.
- Launch a new campaign to secure a sustainable future for mountain biking support in Scotland.
- Ensure that Developing Mountain Biking in Scotland (DMBinS), Scottish Cycling and Mountain Bike Centre of Scotland (MTBCoS) are an active force in driving forward the development of mountain biking in Scotland.
- Engage industry leaders to discuss the latest innovations, including e-bikes, and the future direction for the sector.
- Showcase how a wide variety of partnerships deliver and improve mountain biking in Scotland.
- Engage with decision-makers at national, regional and local government to ensure politicians are aware of how mountain biking contributes to their objectives and targets.
- Support the industry/sector/region to recover from the Covid 19 Pandemic and Storm Damage of late 2021.
- Facilitate an international press visit, providing the opportunity for Scottish businesses to have their products tested and showcased to a global audience.



THE VENUE – P&J LIVE, ABERDEEN

Opened in September 2019, the £333 million complex, delivered by Aberdeen City Council in partnership with Henry Boot Developments, replaced the Aberdeen Exhibition Conference and Centre (AECC) with 48,000 square metres of multi-purpose event space and boasts a world-class conference and exhibition halls, a superior arena, spacious hospitality boxes and a high-end restaurant.

P&J Live is the largest event complex in the North of Scotland, boasting world-class conference and exhibition facilities for global organisers and delegates, all sustainably powered by local, renewable energy sources.

The event complex also comprises two on-site hotels, including the adjoining 4-star Hilton with 200 bedrooms and the Aloft Hotel with 150 bedrooms.

With unrivalled public transport connections, the venue is located right next to Aberdeen International Airport – the UK's most connected regional airport, a few short minutes from the city's western peripheral route, and in prime position for rail links between Aberdeen and the North of Scotland.

P&J Live is the UK's single largest investment of its kind and one of many occurring across Aberdeen, as the energy city looks beyond oil and gas and continues to grow in a range of exciting new industries. Aberdeen International Airport has recently undergone a £50 million expansion, and £30 million has been spent rejuvenating the city's magnificent Art Gallery. New hotels have come on stream across the city and Marischal Square, with its refreshing mix of offices, cafes, restaurants and hotels, adds to the city centre's vibrant and cosmopolitan appeal.



MEDIA COVERAGE

Previous Scottish MTB conferences have received global media coverage, including articles in the US, Europe and across the mainstream Scottish media and in the MTB/Cycling specialist media. We expect the conference coverage to reach over 4m unique individuals.

This coverage will take the form of articles and imagery from the main conference and the media trip, which will be an organised, experience Scottish mountain biking and hospitality trip with specialist guides in the three days before the main conference days. Journalists will have access to products provided by event partners to test and showcase.

We will also utilise our range of partners to engage our audience via social media to promote the conference and your brand by association.

Benefits Of Sponsorship

- Showcase your brand/business to the most influential people in mountain Biking with an estimated 300 delegates from over 15 different countries.
- Reach 4m unique of your core market.
- Broker introductions to the key individuals within mountain biking and the Scottish Government.
- Ensure that your brand is at the forefront of the development of mountain biking in Scotland.
- Opportunity to present product/service to international journalists
- Exhibition space at Conference, during day and evening events (package-specific)
- Opportunity to present product/service to international journalists (package-specific)
- Distribution of promotional material in conference material (package-specific) and more...



PARTNERSHIP PACKAGES

The following packages are suggestions for the various degrees of partnership which we can engage with your brand/business. We are open to varying these packages to suit your brand's objectives.

We are interested in both financial-based and/or value-in-kind partnerships.

Platinum

- Option to present to journalists on a media trip
- The brand will feature in all relevant press releases in the conference build-up
- Brand to feature prominently in media trip photography
- Opportunity to sponsor & present an award at the Scottish Mountain Bike Awards
- Stall – double stand in a prime location (floor plan will be provided)
- Logo on all marketing materials (Flyer/Programme Guide/Conference Video)
- The prominent placing of logo & links to your brand on the conference website – part of DMBinS.com
- Brand to feature on event holding slides – seen by all 300 (expected) delegates
- Prominent branding on the event guidance
- Flyer to be distributed in the delegate pack
- Three nights accommodation & meals across the conference for two people
- Attendance to both conference days and evening events

Gold

- Option to present to journalists on a media trip
- The brand will feature in some of the press releases in the build-up to the conference
- Brand to feature in media trip photography
- Stall – single stand in a prime location (floor plan will be provided)
- Logo on programme document
- The prominent placing of logo & links to your brand on the conference website – part of DMBinS.com
- Prominent branding on the delegate information pack
- Advertising space in 'break-out' rooms
- Two nights accommodation & meals across the conference for two people
- Attendance to both conference days and evening events

Silver

- Option to present to journalists on a media trip
- Stall – single stand (floor plan will be provided)
- Brand may feature in media trip photography
- The brand will feature in some of the press releases in the build-up to the conference.
- Logo on the programme guide
- Logo & links to your brand on the conference website – part of DMBinS.com
- Attendance to both conference days and evening events for two people

Bronze

- Option to present to journalists on a media trip
- Stall – single stand (floor plan will be provided)
- Attendance to both conference days and evening events for one person