

ScotHot

SEC GLASGOW

13 - 14TH MARCH 2019

SCOTLAND'S PREMIER SHOWCASE FOR
FOOD, DRINK, HOSPITALITY & TOURISM



EXHIBITOR & PARTNERSHIP OPPORTUNITIES



CateringScotland.com



SCOTLAND'S MOST ANTICIPATED EVENT IS BACK!



63%
of visitors placed orders with exhibitors

Over **7,000** attendees

74%
of attendees are Owners, Directors, Managers & Executive Chefs

85%
Independents

78%
of visitors in 2017 plan to return in 2019

61%
of visitors that attend ScotHot do not attend any other event



As Scotland continues to grow its reputation as a world class culinary destination, there is no better time for you to be part of Scotland's most comprehensive and best loved event for food, drink, hospitality and tourism.

According to VisitScotland, Scottish tourism is worth more than £11bn to the economy. With the hospitality industry as one of the main pillars, the business opportunities are vast. How does your business plan to be part of this growth?

Comprised of a curated exhibition of over 200 suppliers, a complimentary programme of educational seminars, multiple networking opportunities and the Scottish Culinary Championships, ScotHot is proven to bring thousands of key decision makers together to share ideas, do business and network.

With 60% of our visitors choosing ScotHot as the only show they attend, join us in our 46th year as we celebrate the best in Scottish hospitality.

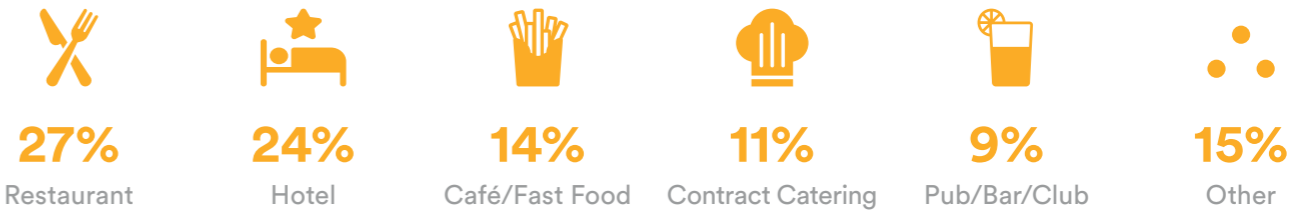


WHO OUR VISITORS WERE:



Caroline McCusker
Event Manager

T: +44 (0)2890 431 000
caroline.mccusker@freshmontgomery.co.uk



DON'T TAKE OUR WORD FOR IT...

"Exhibitions are one of the best sources when it comes to lead generation for Tevalis. Alongside that, they give us the chance to meet exciting new operators across all sectors and form those critical partnerships. With that, there's a large range of hospitality led shows across London but a limited variety in Scotland. Therefore, having an exhibition further north which is dedicated to hospitality like ScotHot, is perfect for us. Not only are we put in front of our target audience, but the opportunities available and the atmosphere of the show itself is fantastic. One that we'll be attending for years to come..."

Samantha Weller
Marketing Manager, Tevalis Limited

"We have attended ScotHot for the last 10 years now and have found it to be a very useful tool for gaining new business, and making new contacts in Scotland. We were surprised at the extent of the opportunities that exist in the Scottish hospitality industry, and it's mainly thanks to ScotHot that we have been able to gain access to that market. The show itself is growing year by year, and there is a great atmosphere in the hall amongst the exhibitors, with more and more visitors. King of Cotton would recommend this show to any business that is looking to get involved in the Scottish hospitality industry, and we look forward to seeing all our friends, colleagues and customers at the show next March."

Hector Gauld
Director Corporate Sales, King of Cotton

"At the show in 2019, Tetley will be bringing its 180 years of expertise and unsurpassed knowledge of the industry, showcasing its winning foodservice solutions to help caterers infuse passion, quality and professionalism into their tea offer. For us, ScotHot is the best platform to meet trade professionals operating in Scotland and provides us with a fantastic opportunity to build new relationships. See you there next year!"

Marshall Kingston
Tetley Senior Brand Manager, Out of Home

"ScotHot 2019 is a fantastic platform for Lynas to present our brand and product catalogue of fresh, frozen and ambient goods. We are looking forward to meeting with existing and potential customers within the Scottish market place."

Mel Bacon
Sales Director, Lynas Foodservice

WHO ATTENDS

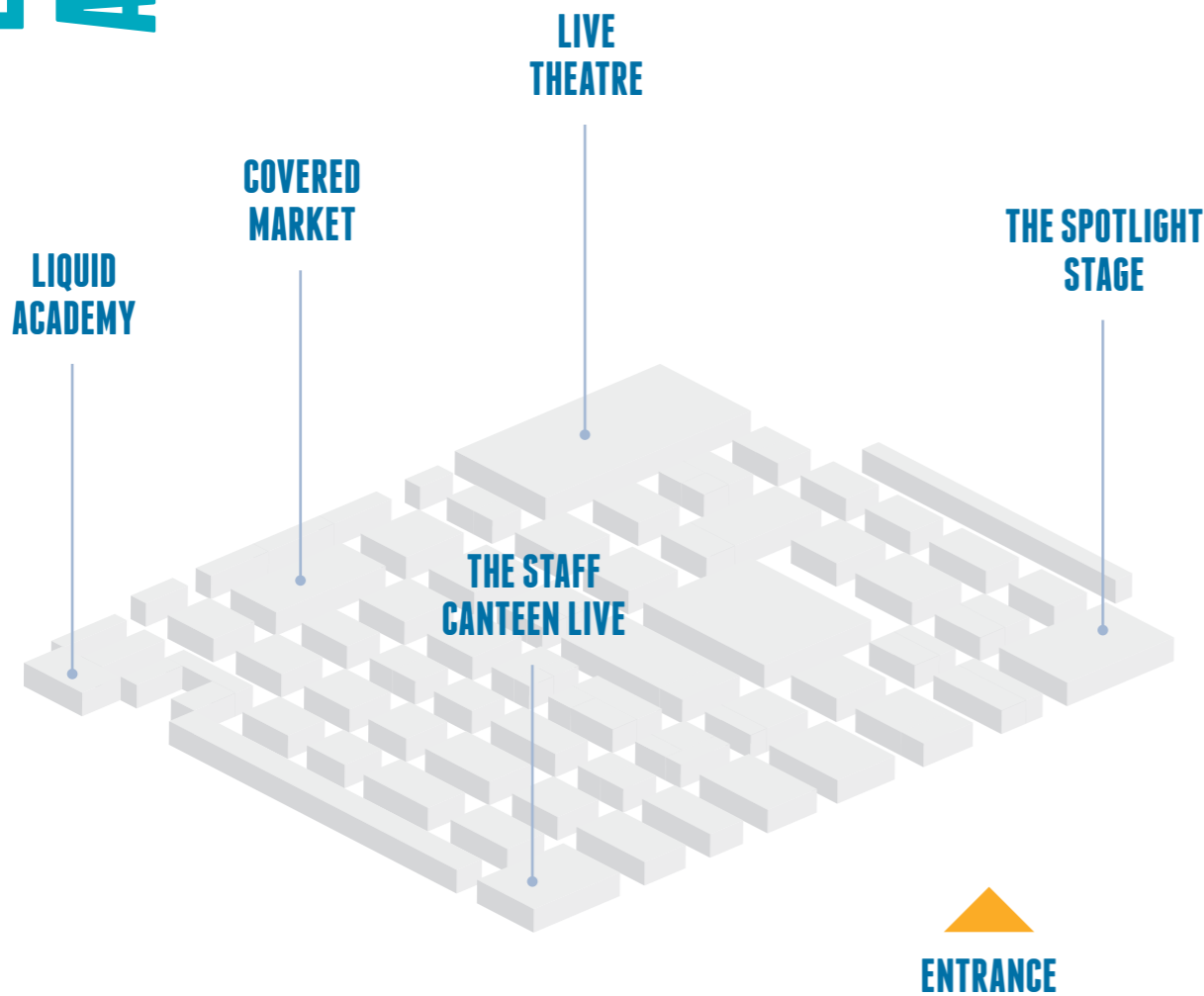
- 2 Sisters Food Group
- Alba Hotels Limited
- Allison Arms – Suburban Taverns
- Alston Bar & Beef
- Aramark
- Ardent Catering Ltd
- Arisaig
- Army
- Arran Hotels Ltd
- At The Loch
- Avenue Coffee Roasting Ltd
- Ayrshire Pubs Ltd
- Battlefield Rest
- BaxterStorey
- Beachcombers Kiosks
- Beetroot Restaurants Ltd
- Bella Napoli Restaurant
- Bespoke Hotels
- Bewleys
- Bidvest Foodservice
- Black Bull Inn
- Braehead Bar Ltd
- Brodies
- Brookside Garden Centre
- Bunzl Catering Supplies
- Bunzl Lockharts
- Burger Ltd
- Buzzworks Holdings
- Cafe Fish
- Cafe Lochan
- Caffe La Ronda
- California
- Cameron House Hotel
- Carrigans
- Castello Coffee Co.
- Cisco's
- City Of Glasgow College
- Coffee & Craic
- Coffee on Wooer
- Compass Group UK & Ireland
- Corte Leisure Ltd - The Ball Room
- Costa Coffee
- Country Bake Coffee Shop
- Country Range Group
- Craigend Nursery and Coffee Shop
- Crannog Concept Ltd
- Crerar Hotel Group Ltd
- Crowne Plaza Hotel
- Cruise Loch Lomond
- Dawson's Mobile Catering
- Delaware North
- Dewar's Aberfeldy Distillery
- Di Maggios
- Dnisi Coffee Company
- D'lish Ltd
- Eat on The Green
- Edinburger Ltd
- Edinburgh International Climbing Arena
- Edinburgh Zoo
- Elior UK
- Encore Hospitality Services
- Eurest
- Falkirk Community Trust
- Felicity's Arran Ltd
- Fenton Packaging
- Fife Council
- Filmhouse Trading Ltd
- Firebird Restaurant
- Firststop Pizza Ltd
- Fishers Services Ltd
- Four and Twenty
- Frankie & Bennys
- Frankie's Fish & Chips
- Fraser's Bar
- Fresh & Tasty
- Funworld Leisure Ltd
- G1 Group
- Gastro Punx
- Gather & Gather
- Glasgow City Council
- Glasgow Marriott Hotel
- Glasgow Ski Centre
- Gleneagles Hotel
- Global Hotels & Resorts
- Grand Central Hotel
- Grill 48
- Halo Hotels
- Henderson Foodservice
- Henry's Coffee House Ltd
- Hilton
- Hunters Quay Holiday Village
- IL Cappuccino
- Inn2Eat Ltd T/A The Waterside Inn
- Inspire Catering
- Invest Northern Ireland
- Jaffs LTD
- Jamie's Italian
- John O'Groats Leisure Ltd
- Just Burgers & Beers
- Kained Holdings
- Khublai Khan's
- Kickass Fajita Co.
- Kingdom Leisure
- Kingfisher
- La Barca Tapas Bar
- La Favorita Delivered
- Land & Sea Fish & Chip Shop
- Larkhill Leisure Ltd
- Laynes Espresso
- Lebowskis, Kained Holdings
- Lewick Brewery
- Little Italy
- Lochaber Hotels Ltd
- L'Alba D'Oro
- M and S Restaurants
- ML One Restaurant
- MacLeod House Hotel
- Macdonald Cardrona Hotel, Golf & Spa
- Maclay Inns
- Made In Italy
- Marcos Leisure Ltd
- Marixin Inverness Ltd
- Masala Twist
- McCaughs Distillery
- McDonalds
- McMillan Hotels
- McQuade Hotels
- Merchant Leisure
- Mercure Edinburgh Quay
- Mondo Hotels Ltd
- Moore's Fish & Chips
- Moorfield/Blairgowrie Golf Club
- Mother India
- Mussel Inn
- NHS Ayrshire & Arran
- National Trust for Scotland
- Navan Taverns Ltd
- Nell's Tearoom
- Noble Leisure Co Ltd
- North Lanarkshire Leisure
- North Street Chip Shop Ltd
- Oriental Carry Out Ltd
- PBDevco
- Plumed Horse Restaurant
- Punch Taverns
- QHots
- Radisson Blu Hotel
- Railway Tavern
- Razzo Coffee
- Redcliffe Ltd
- Restaurants Aberdeen Ltd
- Restaurant Number One
- Riverhill
- Rosemount Taverns Ltd
- Royal Navy
- SHC Gls Ltd
- Samuel Solley (Hotels) Ltd
- San Marco Scotland Ltd
- Sands Catering
- Saporito Coffee Ltd
- Savoy Park Hotel
- Scotkart Ltd
- Scotlodge Ltd
- Scotrail
- Sheraton Grand Hotel & Spa
- Skene Scotch Whisky
- Sleeperz Hotels
- Smith & Gertrude
- Smiths
- Sodexo
- Sourced
- Speedwell Inns
- Sporty Kids Ltd
- Stakis
- Stirling District Tourism
- Strata
- Strathmore Inn
- Supreme Fast Foods
- TRG plc
- Tapa Scotland Ltd
- The Annandale Partnership
- The Ball Room
- The Balmoral Hotel
- The Braes
- The Coffee Pod
- The Coffee Spot Ltd
- The Golden Larches
- The Jaw Brewery Ltd
- The Kailyard at Doubletree by Hilton
- The Lorne
- The Morar Hotel
- The Old Clubhouse Ltd
- The Pier Cafe
- The Ranch Holiday Park
- The Rolling Barrel
- The Royal and Ancient Golf Club of St Andrews
- The Sundowner, Dunoon
- The Z Hotels Ltd
- Thistle Drinks Ltd
- TimeTwisters Ltd
- Tobermory Leisure
- Tongland Family Golf Centre
- Waggamama
- West Lothian College
- West Lothian Leisure
- Winnock Hotel
- Wish I Was There Ltd
- Workspace Cafe
- Zest (St Andrews) Ltd



EXHIBITING AT SCOTHOT

Stand Type	1 Show	2 Shows	3 Shows
Space Only	£232.00	£226.00	£220.00
Shell Scheme	£279.00	£273.00	£267.00

*When booking with The Professional Kitchen Show / The Foodservice Show / HRC



ALIGN YOUR BRAND WITH SCOTHOT



The Spotlight Stage

A curated programme of inspiring and practical talks and workshops delivered by leading industry professionals. Hosting four to five sessions per day with space for 70 guests. Your company will have branding and naming rights across all Spotlight Stage marketing - digital & print.

ScotHot Show Bags

(approximately 5,000 bags)

Increased visibility throughout the exhibition by having your logo on and your literature in carrier bags which will be distributed to visitors at the entrances to the hall (bags to be provided at the sponsor's cost and must include ScotHot logo and be approved by us).

Sampling / Promotion in the Aisles

Offering the opportunity for up to three companies to sample products or distribute literature across the entire show.

Visitor Badges

(approximately 8,000 badges)

A high visibility opportunity with badges being worn by all visitors entering and visiting the show. The sponsor logo will appear in colour on all visitor badges.

Live Chef Competition - Class Sponsorship

With an array of classes taking place in the Live Competition Theatre, there are a number of opportunities to sponsor a class.

Floor Tiles

Place your company name and logo on carpet tiles to increase visibility and direct visitors to your stand. Advertise on 0.5m x 0.5m 4-colour floor tiles strategically located within the exhibition halls (no more than 10 tiles per exhibitor, location of the tiles to be approved by the organiser).

Product Placement

Opportunities exist across the event to place your products in features and as part of VIP refreshments. This is an excellent way to receive increased visibility amongst high profile groups of visitors. Please enquire for more information.

'You Are Here' Boards

Providing easy reference points for visitors to locate areas of interest. The sponsor's stand will be highlighted and the logo will appear with text 'Sponsored by...'. Please note the 'You Are Here' boards will also include the logos of show and feature sponsors.

Registration Area Sponsorship

Sponsor logo will be displayed on the signage around the entrance to the show giving high visibility to visitors as they enter the venue. Registration staff can wear sponsor branded clothing that can include stand number and product offer details. All clothing must be supplied at the sponsors cost.

Lanyard Sponsorship

(approximately 8,000 lanyards)

An excellent opportunity to provide the sponsoring company significant visibility across the event with branded show lanyards that all visitors wear. This is an opportunity to catch the eye of every visitor to the event and drive both brand awareness and visitor footfall to the stand. Lanyards are to be supplied by the sponsor.

Exhibitor Feature Email

Include your company name, 50 word message, logo and stand number on one of our pre-show marketing emails to increase brand awareness & drive visits to your exhibitor profile online.

To discuss exhibiting or sponsorship at ScotHot, please contact our Event Manager, Caroline McCusker at:

T: +44 (0)2890 431 000
caroline.mccusker
@freshmontgomery.co.uk

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