



EVENTS BASE

THE MAGAZINE
FOR EVENTS
PROFESSIONALS
IN SCOTLAND

Media information and rates

www.eventsbase.co.uk

Introduction

EventsBase is the only magazine for professionals involved in organising, staging and supporting events in Scotland.

Published quarterly, the magazine is rich in unique content that tells the story of Scotland's £3.5bn events industry through the eyes of the people behind it.

EventsBase is a distinctive and authoritative voice packed with news, views, thought-provoking features and interviews with the industry's movers and shakers.

We reflect the growing diversity of the sector, both in the size and the nature of events and festivals covered, and the multiplicity of the suppliers involved.

COVER STORY

More than a museum

The V&A is the striking centrepiece of Dundee's £1bn waterfront regeneration. But its value to the city will be much more than that of a tourist attraction and a piece of statement architecture

BY KEVIN O'NEILL

With any big programme of building or renovation by the sea in the glorious morning sun, the sun is shining, it is a beautiful day. And it is a beautiful day to be in Dundee, the city that is the focus of the £1bn waterfront regeneration. The V&A is the striking centrepiece of the regeneration. It is a piece of statement architecture that will be much more than that of a tourist attraction and a piece of statement architecture.

It just grinds the country to a halt, in terms of access to a number of streets. It has worked (absolutely) and I can see why it's there. It's not a museum in the traditional sense. It's a museum in the modern sense. It's a museum in the modern sense. It's a museum in the modern sense.



Philip Long, Director of the V&A Dundee, on board Scott of the Americas's ship, the Discovery, overlooking the waterfront regeneration.

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INDUSTRY SUPPORT REGIONS

Designed from a blueprint for a top conference hotel in the US, it's little wonder Fairmont St Andrews has plenty of space for the modern delegate



TALKING POINTS

- 1. It would be remiss not to mention the fact that the Fairmont St Andrews has a reputation for being a top conference hotel in the US.
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The resort hotel, spa and golf course is also a great place to kick back and enjoy the breaks between seminars

BY KEVIN O'NEILL

I've visited St Andrews before but this time I was paid to visit to see the resort hotel, spa and golf course. It's a great place to kick back and enjoy the breaks between seminars.

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sco di Scottish Council for Development and Industry

a member of **Edinburgh Chamber of Commerce**
Inspiring Connections

PPA SCOTLAND

NOEA National Outdoor Events Association

DISTRIBUTION BY REGION

EventsBase magazine is published four times a year in Spring, Summer, Autumn and Winter, and mailed to 2,500 named event professionals in Scotland and the UK. In addition it is distributed at the following UK events:

- SCOTLAND**
- Eventit Scotland
- Business Events Leaders' Summit
- EventScotland National Events Conference
- PA Exchange Exhibition

- REST OF THE UK**
- The Meetings Show (London)
- Event Tech Live (London)
- Conference & Hospitality Show (Leeds)

- OVERSEAS VIA VISITSCOTLAND STAND AT:**
- IMEX Frankfurt
- IMEX America (Las Vegas)
- IBTM World Barcelona

Eva Longoria's star-studded Edinburgh fundraiser nets more than £100,000 for good causes

And the Global Gift Gala might be back next year... with Godkie Hawn!

BY KEVIN O'SULLIVAN

Edinburgh's most glamorous night of the year... the Global Gift Gala... raised more than £100,000 for good causes...



PR supremo Nick Cole with Maria Brown, founder of the Global Gift Foundation

...and the Global Gift Gala... raised more than £100,000 for good causes... the event was a huge success...



Two Longoria's were at the gala for a picture opportunity with 'The Daily Paper' James McKeown

THEY NEED THE FULL SCOTTISH EXPERIENCE

...the full Scottish experience... the event was a huge success... raised more than £100,000 for good causes...



Technology will touch 'every phase' of the event

BY DAVID CHAMBERS

Software giant Cent is driving industry change... technology will touch every phase of the event... from planning to execution...



Event's platform includes a mobile app, social media integration, venue selection, online registration, and more.

...technology will touch every phase of the event... from planning to execution... software giant Cent is driving industry change...

DISTRIBUTION BY SECTOR

As the voice of the events industry we reach all the key buyers, sellers and influencers individually and by organisation.

- BUYERS 'The Business'**
 - Corporate in-house event planners.
 - Public sector event planners.
 - Third sector event organisers.
 - Sporting bodies.
 - Academics.
 - PCO's and DMC's.
 - Meetings and Incentives Agents.
 - PA's and office personnel.

- INFLUENCERS Professional organisations and academia**
 - All Higher and Further Education Institutions with events-related courses.
 - International Congress and Convention Association (ICCA).
 - International Live Events association (ILEA).
 - Society for Incentive Travel Excellence (SITE).
 - Events Marketing Association (EMA).
 - National Outdoor Events Association (NOEA).
 - Hospitality Industry Trust Scotland (HIT Scotland).
 - Scottish Tourism Alliance (STA).

- REGULATORS Government and related agencies**
 - EventsScotland and VisitScotland.
 - Glasgow, Edinburgh, Dundee, Aberdeen and Inverness, Convention Bureaux.
 - Scottish Enterprise and Business Gateway.
 - Historic Environment Scotland and SEPA.
 - Police Scotland and Blue Light Organisations.

EDITORIAL

The magazine is a showcase, nationally and internationally, for the incredibly rich experiences, many of them increasingly exportable, that Scotland has to offer.

EventsBase is independent and our team of professional journalists bring a wealth of experience to its pages - straight from the world of national press and magazines.

As well as celebrating achievements, we want to encourage healthy debate, so please join in.

The industry now has the momentum to fulfil the ambition contained in the national events industry strategy - 'Scotland The Perfect Stage - for the next 10 years.'

Every issue has a programme of features on a key geographical region and a programme of regular topics including education, training, support and technology.

CONTACTS

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Ratecard

EventsBase is the most effective route to key players in the Scottish Events industry. As an advertiser you will be in great company. Advertisers include:

AECC	University of Strathclyde	Ross Promotional	citizenM
EICC	Sheraton Grand	GWF Energy	Hiscox
Scottish Event Campus (SEC)	Trump Turnberry Fairmont St Andrews Merchants House of Glasgow The Golden Jubilee Conference Hotel National Trust for Scotland	AV Department	Abellio Sodexo Dundee & Angus Convention Bureau Titanium Fireworks PA Exchange EventScotland

ADVERTISING DIMENSIONS

	(HxW) Bleed area	(HxW) Trim area
Full page	296 x 236	290 x 230
Double page spread	296 x 466	290 x 460
1/2 page landscape	-	130 x 204
1/2 page vertical	-	265 x 100
1/3 page	-	90 x 210
1/4 page	-	130 x 100
Sponsor strip	-	25 x 100

ADVERTISING SPECIFICATION

For accurate reproduction please ensure:

- There is 3mm bleed on full page & DPS ads
- All text & logos are 5mm from the trim edge
- RGB and spot are converted to CMYK
- All text is converted to outlines
- All fonts are embedded
- Artwork is at a resolution of 300dp.
- Save as a high res PDF, JPEG, TIFF or EPS
- Your file is clearly named.

ADVERTISING DESIGN

All artwork must be sent in the correct format and size, by the specified date, to
Shona@eventsbase.co.uk

SPONSORSHIP

Greater creativity for your advertising pound. Sponsor a Feature or Destination Focus.

VENUE FOCUS

Readers will associate your focus with premium products and services. Perfect for high impact campaigns and launches.

Your focus can be priced on a 4pp, 6pp or 8pp front cover section, shot by our photographer and written by our journalists.



DISPLAY

EventsBase maximises the impact of your message. We have a range of sizes and can place your advertising in the most appropriate section.

Full page	£1275
First page in issue	£1490
Front half or right hand	£1311
Double page spread	£2350
1/2 page	£750
1/4 page	£450
1/3 page strip	£550
Inside front cover	£1650
Outside back cover	£1700

ADVERTORIAL

Advertorials create a sympathetic and high profile environment delivering your message to a tightly targeted editorial audience.

Double page spread	£2600
Full page	£1350
Half page	£850

EVENTS DIRECTORY

Ideal for clients with limited budgets who need a constant presence throughout the year.

Package includes:

- 4 insertions in the magazine over 12-month period
- 12 month online listing on Eventsbase.co.uk Events Directory
- One blast on the Weekly Newsletter when your Online Directory is launched (this cannot be purchased separately).

Rates:

- 12-month listing Eventsbase and online £600
- 12-month listing only £450

*Our advertising staff will send you a template to complete following booking.

NEWSLETTER

Mailed to over 3,000 subscribers every Friday, our newsletter is the must open news source for the events industry. A 3-month sponsorship package includes a Directory Advert in EventsBase Magazine and a 3-month listing on www.eventsbase.co.uk

- Solus Sponsor £1,000
- Category Sponsor £400 (Venue, AV Company, Recruitment etc).

Market information

Business events in Scotland typically last between four hours and a day, have on average 76 delegates, and originate from within Scotland rather than the UK or overseas. Research commissioned by Business Tourism for Scotland (BTfS) showed that the majority of event business (71%) to venues was generated from Scotland itself. In comparison, 22% of business events taking place in Scottish venues comes from the UK market and 7% from overseas. It is a myth, therefore, that venues and suppliers' primary markets are outside Scotland!



Source: Team Tourism Consulting
www.businesstourismforscotland.com/help-and-tools/pdfs/Scotland-business-event-performance-report.pdf

SCOTTISH EVENTS FACTS AT YOUR FINGERTIPS

- Business events are worth £3.5 billion to the Scottish economy
- Dundee just undergone a £1 billion waterfront regeneration and business events are now worth over £68 million, an increase of 7.4% on 2016
- Aberdeen is undergoing a £560 million investment in infrastructure which includes £333 million AECC, the £30 million redevelopment of Aberdeen Arts Gallery and £7 million refurbishment of the Music Hall
- Glasgow has been named the UK's Best Convention Bureau for 12th consecutive year after working with partners to secure over £1.1 billion worth of business to the city since 2007
- EICC reported a record year in 2017 with over 94,000 delegates attending around 200 events seeing the economic impact for the city rise by approximately £55 million

Events Directory

20/20 PRODUCTIONS

Contact: Hannah Kain | 0141 333 8833
Email: h.kain@2020productions.com
Website: www.2020productions.com

For more than 27 years, we have been in the business of communication, providing creative solutions for some of the world's leading organisations. From branding and graphic design, to film, animation, digital and print design, we have the expertise and experience to deliver bespoke communication solutions that exceed clients' expectations. We deliver the message, whatever the medium.

ACTION EVENTS/AWARD-WINNING EVENT SERVICES

Contact: Terry Lambert | 01274 222222
Email: events@actionevents.com
Website: www.actionevents.com

Action Events delivers award-winning, infrastructure services for your event or festival including Staging, Grandstand Seating, Fences & Barriers, Bicycle Structures, Brand Activation, Grandstand Protection, our Film & Television department also offers Specialist Broadcast and on-site, wherever the event is held. Our dedicated account manager will guide and support you from initial enquiry right through to delivery.

ALLEVENT HIRE

Contact: Adam Cameron | 01746 833333
Email: adam@alleventhire.co.uk
Website: www.alleventhire.co.uk

As one of the UK's leading events companies, we're suppliers, event organisers and a creative solution all in one. Event hire is the launching platform for our latest exciting new hire, 'Hire It First'. A virtual selection of LED and non-LED Event Hire. Hire it first and support to any event, indoor or outdoor, trees as seen on the 'X' Factor.

CONFUBZ, EVENT NETWORKING TOOL

Contact: Nicola Johnson | 01753 222222
Email: nicola@confubz.com
Website: www.confubz.com

Confubz helps delegates to make the most of their time at events by quickly and easily finding the top 5 or 10 people they would like to speak to, before they arrive. Confubz also offers a range of specialist reports to which you can add to promote subsequent events which you can use to promote subsequent events to provide RCI or standardise their business development process.

CONFERENCES & EVENTS

SHOWCASE

Contact: Colin Phillips | 01782 32181
Email: colph@national-amusements.com
Website: www.showcaseevents.com/group-and-particular-conferences-and-events

With 21 Showcase and Showcase Cinema de Lux UK locations, we have the perfect venue for your conference or event. Our dedicated team can offer you the choice to host your event and can provide a great opportunity to communicate with your colleagues, customers or suppliers in an inviting setting.

CROWNE PLAZA GLASGOW

Contact: Jill Parsons | 0141 358 9588
Email: j.p.parsons@villamanager.com
Website: www.hilton.com/roomingplaza/hotel/glasgow/glasgow-hotel.html

Crowne Plaza Glasgow is a landmark hotel with City Centre only for its size and location, but also its contemporary style and service excellence. With 2 bedrooms, 15 function rooms, car parking, retail bar and leisure club the hotel offers an excellent array of facilities.

AMAZING DAYS SCOTLAND

Contact: Ross Macdonald | 0141 372 8929
Email: info@amazingdays-scotland.com
Website: www.amazingdays-scotland.com

Amazing Days is an award-winning team building and corporate events business. We have over 20 themed team building challenges and specialise in creating bespoke corporate events and incentives. We offer a range of services including: team building, corporate group training, Scotland, Loch Lomond and the surrounding area. We have a range of events, including our fantastic, specialist advertising and 4x4 off road driving adventures.

ARROW CORPORATE PROMOTIONS

Contact: Angela Andrew | 0141 628 4202
Email: info@arrowcorp.co.uk
Website: www.arrowcorp.co.uk

Arrow Corporate Promotions are experienced suppliers of promotional merchandise, corporate gifts and branded clothing. Providing a personal service by working closely with clients to create effective promotional solutions, achieving marketing objectives, ensuring impact all within the required budget and on time. We have experience working with business of all sizes and from all sectors.

AWARDS AND NOMINATIONS FILMS

Contact: A. Higgins | 0141 251 6256
Email: awards@awardsfilms.com
Website: www.awardsfilms.com

Video Marketing Agency, specialising in Awards and Events Films. Through our team of top talent we create engaging and entertaining videos for your awards ceremony or event. Our team are experienced in working to the tightest of deadlines, even providing on-site to create same-day content to maximise the traction of your event.

EVENT

cvent

Contact: Judy Dwyer | 0203 329 7768
Email: j.dwyer@cvent.com
Website: www.cvent.com

Cvent, Inc. is a leading cloud-based enterprise event management platform, with over 12000 employees and over 20,000 customers worldwide. Cvent offers a range of software solutions for event planners, exhibitors and venues.

DALMAHAY HOTEL AND COUNTRY CLUB

Contact: Sarah Brown | 0115 235 1845
Email: conferenceandevents@dalmahayhotelandcountryclub.co.uk
Website: www.dalmahayhotelandcountryclub.co.uk/reception/

Discover Dalmahay Hotel & Country Club just 20 minutes from Edinburgh city centre. Dalmahay boasts a rich history. Originally a Scottish Baronial Manor house, the hotel now offers meetings and events space from 6 to 300 people as well as 215 bedrooms, two golf courses and exclusive leisure facilities.

DOUBLETREE BY HILTON EDINBURGH CITY CENTRE

Contact: Anusha Drysdale | 0144 68 1312
Email: events@doubletreebyhiltonedinburghcitycentre.com
Website: http://www.doubletreebyhilton.com

Our dedicated Conference Centre situated in the heart of Edinburgh is the perfect venue for events of 200 delegates. Enjoy the spectacular view of Edinburgh Castle and the city skyline by host events in our exclusive Penthouse with rooftop bar. We take your business very personally and at your service.

BLUE PARROT

Contact: Helen Hogg | 01335 322222
Email: sales@blueparrotcompany.com
Website: www.blueparrotcompany.com

Established in 2007, Blue Parrot has become the first choice for event hire in the corporate and commercial Scottish events industry. Continued investment in the latest market innovations allows us to offer something unique. From full room décor, state-of-the-art technology, lighting, bespoke design and production, your imagination is the only limit to how we can assist.

BRUCE STEVENSON INSURANCE BROKERS

INSURING every eventuality

Contact: Carol Ward | 01634 284 4488
Email: carol.ward@brucestevenson.co.uk
Website: www.brucestevenson.co.uk/our-services.html

We are specialists in the hospitality and tourism industry and are proud partners of the Scottish Tourism Alliance, sponsors of IFT (Scotland) and members of Scotland Food & Drink, a leading Scottish Business. It's great to engage with the tourism industry and bring benefit to a range of expert advisers and others to their members.

CARIN GROUP

Contact: Leigh Gray | 01832 448002
Email: carin@caringroup.co.uk
Website: www.caringroup.com/

Our professional team are well versed in creating tailor-made business solutions, so whether you're looking to host an inspiring product launch or an innovative corporate event, Carin Group will ensure you have the perfect combination of food refreshments and modern facilities to make your event a success.

DOUBLETREE BY HILTON GLASGOW CENTRAL

Contact: Terry McEwan | 0141 628 2659
Email: Terry.mcewan@hilton.com
Website: www.hilton.com/glasgowcentral

Having completed a £21m refurbishment in 2016, Doubletree by Hilton Glasgow Central is now one of the leading MICE hotels in Scotland. We have 300 stylish bedrooms, 11 meeting rooms and the largest hotel banqueting suite in Scotland. Free WiFi throughout the hotel. Cook bar, 24-hour restaurant, Avenue Health & Culture Club complete the picture...all in 200 car parking spaces!

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DYNAMIC EARTH

Contact: Tonia Van Halbeek | 0151 523 0269
Email: Tonia.VanHalbeek@dynamicearth.co.uk
Website: www.dynamicearth.co.uk/

As one of the leading conference and gala dinner venues in Edinburgh, Dynamic Earth attracts visitors from all over the world to prestigious business meetings, galas, dinners, weddings and other innovative corporate functions in Scotland's iconic capital.

EDINBURGH CHAMBER OF COMMERCE

Contact: Richard Ellis | 0131 221 2098
Email: Richard.ellis@edinburghchamber.co.uk
Website: www.edinburghchamber.co.uk

The Edinburgh Chamber of Commerce is a business membership organisation which provides a platform for its members in the market and beyond. We are one of Edinburgh's best connected business networks with over 1000 members. First and foremost, we support our members, helping them to grow and develop by making connections and facilitating collaboration across all sectors and communities.

CONTACT: SHONA MCLEAN
Shona@eventsbase.co.uk 0151 561 7347

YOUR NAME HERE

PHOTO
65mm x 32mm

Contact: Your contact **Your phone number**
Email: Your email
Website: Your website

Your words here. A maximum of 55 words

ADVERT
65mm x 80mm

CONTACT
PATRICK CURLEY
ON 0141 467 7648

From stunning venues to music, mugs, fish tanks, flowers and the latest tech, the event experience starts here. To advertise in the Events Directory call 0141 467 7648. For Meetings, Incentives, Conferences and Exhibitions. In every issue - the place to find the right supplier for your event.

CONTACT
PATRICK CURLEY
ON 0141 467 7648

Advertorials

If you spend a lot on PR but don't always attract the media coverage you think your message deserves, choose our advertorials as a way of guaranteeing that all-important coverage. Combining their experience of news and features working for national newspapers, our seasoned journalists can work with your media team to craft compelling messages with the desired impact for your audience.

PROFESSIONAL EVENTS

They've got spirit: how the People Make Glasgow brand is more than just a slogan for the SECC



The SECC relies on the warmth of its staff and developing strong personal relationships with clients and partners, at home and abroad



BY KEVIN O'SULLIVAN
It's a common theme when you meet Glasgow's business community: the city is a place where people know each other. It's a place where you can go to a bar and meet someone you've never met before. It's a place where you can go to a bar and meet someone you've never met before. It's a place where you can go to a bar and meet someone you've never met before.

PROFESSIONAL EVENTS

Dancing, diet and dynamism: how the SECC became the first 'healthy venue' in the world

The Glasgow venue is the first to receive the World Obesity Federation accreditation



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Arnold Clark doubles size of its events team... with a little help from Tinseltown



Vehicle rental company backed by success of big sporting spectacles and burgeoning film and TV business

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CONTACT
EventsBase editor Kevin O'Sullivan on 07834 404615 for inquiries. email: kevin@eventsbase.co.uk

TRIMMING THE FAT



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CONFERENCES



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THEY WERE KING
THAT OF THE CO
CONFERENCES THEY
HAVE HAD SINCE 1950!
THEY WERE IN THE TOP
TWO ALONG WITH SAN
FRANCISCO!



Why Strathtyde for your conference?

Features 2018/19

Please check the website for updated programme

SUMMER 2018 – Published June 2018

- Show Special The Meetings Show IBTM
- Regional Focus Ayrshire, Dumfries and Galloway and Renfrewshire

AUTUMN 2018 – Published September 2018

- Show Special IMEX America PA Exchange Exhibition
- Event Tech Live
- Regional Focus Glasgow

WINTER 2018 – Published December 2018

- Regional Focus Aberdeen
- Special Focus Luxury Hotels Outdoor Experiential/ Team-Building
- Special Focus Business Events - Designing the perfect meeting

SPRING 2019 Published March 2019

- Show Special Eventit 2019 IMEX Frankfurt
- Conference & Hospitality Show (Leeds)
- Regional Focus Dundee and Edinburgh