

**Diamond and Platinum  
Sponsorship Opportunities**

**ScotSoft2011**

and

**Global Forum**

**Promote your brand**

ScotSoft and Global Forum provide  
exceptional opportunities to promote your brand, products and services to  
Scotland's ICT industry.

29th September 2011  
Prestonfield House Hotel  
Edinburgh

Organisers :



**ScotlandIS**

# ScotSoft2011 Awards Dinner

with Global Forum

## About the Event

The ScotSoft Awards Dinner & Global Forum is the pre-eminent event in the Scottish ICT industry calendar. The dinner attracts some 450 senior decision makers from across the industry, and the associated Forum is a unique thought leadership event attended by over 300 guests.

This leading event is highly rated by attendees and feedback is universally positive.

*"I really enjoyed the event; and have taken from it lots of information which I still need to digest. This event in particular has opened my eyes to some of the benefits of social media tools. A great balance of speakers between the technical and business application"*

**Jonathan Black, NCR**

## Our Delegates

Attendees are predominantly a mixture of CEO's/Managing Directors of Scottish technology companies and IT Directors/Senior Managers from blue-chip organisations in key markets. The tech sector has been relatively resilient to the recession and many companies are expanding both within UK markets and internationally ( see [Scottish Technology Industry Survey](#)).

## Promote your brand

ScotSoft and Global Forum provides exceptional opportunities to promote your brand, products and services. The ICT sector is a highly skilled industry with many high networth individuals. The Industry is estimated to be worth £4bn per annum to the Scottish economy (Source : eskills UK).

## ScotSoft2011

In its 14<sup>th</sup> year, The ScotSoft awards dinner provides an unrivalled evening of networking and entertainment. Kevin Bridges After Dinner Speaker, heads up a glittering evening of awards and celebration of the cream of undergraduate talent selected from Scotland's universities with the Young Software Engineers Awards and is a wonderful corporate entertainment opportunity.

*"The dinner, the chance to network around a table and the awards were excellent entertainment and great fun." Jonathan Forbes, Elektrifi*



## Kevin Bridges, After Dinner Speaker

**Kevin Bridges** has all the attributes you want from a Scottish comedian. Wry, laconic, humble and, thankfully, funny. **Kevin** has been performing for over 6 years having started his career at 17 in Glasgow.

# Sponsorship Packages

## ScotSoft2011 Awards Dinner Diamond Sponsor

**£15,000**

The **Diamond** sponsorship package includes the following benefits:

- Sponsors Welcome
- Two tables of ten at the ScotSoft Dinner
- Prominent corporate branding within venue
- Prominent branding on all publicity material
- Exhibition/display space
- Sponsors endorsement on event website
- A4 Insert in delegate pack
- Link to sponsor's website from the event website
- 10 Global Forum Delegate passes

## Global Forum Platinum Sponsor **RESERVED**

**£10,000**

The **Platinum** sponsorship package includes the following benefits:

- Sponsors Address
- Corporate branding within venue
- Exhibition/display space
- One table of ten at the ScotSoft Dinner
- Prominent branding on all publicity material
- A4 Insert in delegate pack
- Link to sponsor's website from the event website
- 5 Global Forum Delegate passes

## Young Software Engineer Awards Video Sponsor

**£10,000**

The **Video** sponsor will be identified with the following benefits:

- Prominent branding throughout YSE Awards video
- Exhibition/display space
- One table of ten at the ScotSoft Dinner
- Prominent branding on all publicity material
- A4 Insert in delegate pack
- Link to sponsor's website from event website
- 5 Global Forum Delegate passes

\*All figures net of VAT