



GLOBAL AGRITOURISM CONFERENCE

JUNE 2026 | SCOTLAND



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

23 - 25 JUNE 2026



[View Website](#)

Any Questions? Please contact our team:
gac2026@abbeyconferences.com

WELCOME



Dear Industry Colleagues,

As Chair of the Inaugural Global Agritourism Conference taking place in Aberdeen in June 2026, I am very proud that my home country of Scotland will welcome one thousand international delegates with a common interest in agritourism and its growth internationally.

Scotland's bold growth strategy for agritourism and success to date in this vibrant sector has been driven by knowledge transfer between agritourism operators, facilitated by the wider supply chain professionals and partners. The Global Agritourism Network and the coming together of people from around the world, represents an opportunity for knowledge transfer at a global scale.

As a farmer and agritourism operator I know the success of my business is related to professionals providing effective support and suppliers providing quality goods and services. There is a huge opportunity for sponsors to profile their business at this first global conference and to re-affirm existing relationships and make new connections.

This is an exciting time to become involved with the global agritourism community, at the start of the journey of the Global Agritourism Network, and there will be considerable benefits for members and partners who can in the future say they were, "there from the start."

Scotland's vibrant and quality agritourism network is looking forward to welcoming the world to their farms, crofts and estates.

I look forward to seeing you in Aberdeen.

Caroline Millar
Sector Lead, Scottish Agritourism
Chair, Global Agritourism Conference Committee

Hosted & Supported By:



EVENT AT A GLANCE



The Global Agritourism Conference 2026, takes place 23rd – 25th June at the P&J Live Exhibition Centre in Aberdeen, Scotland.

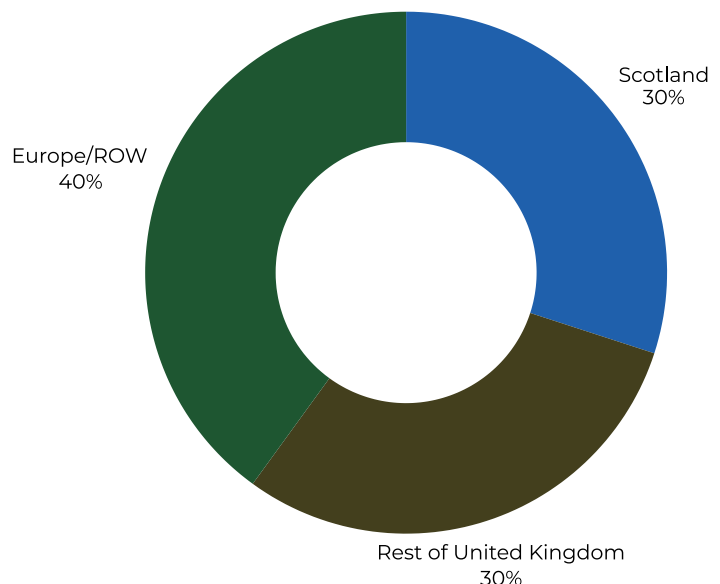
In 2026, the Scottish Agritourism Conference, a cornerstone of the industry calendar, will be seamlessly integrated into the global event, making it a must-attend gathering for anyone passionate about agritourism. This collaboration underscores the Scottish Government's commitment to supporting agritourism as a vital sector while recognising Scotland's unique contribution to the industry.

As an industry stakeholder we invite you to:

- **Engage with a Global Agenda:** Hear from leading industry specialists, share knowledge, and spark meaningful conversations.
- **Network with Decision Makers:** Connect with 300 members from the Scottish Agritourism Network, 300 from the Rest of the United Kingdom and 400 from Europe and the globe.
- **Support emerging leaders:** Contribute to the global agritourism scholarship and leadership programme, welcoming representatives from diverse countries.
- **Experience local culture:** Enjoy exclusive cultural activities woven throughout the three-day programme.
- **Savour Scotland's hospitality:** Relish the finest local produce and warm hospitality at every meal.
- **Discover agritourism firsthand:** Join dedicated pre- and post-conference farm tours for interactive, behind-the-scenes insights into Scotland's leading agritourism and farm retail businesses.

GLOBAL ATTENDEE PROFILE

1000 Industry participants
from 100+ countries



BENEFIT STATEMENT



We welcome the invaluable support of industry, and invite you to showcase the products, services and equipment powering agritourism. Connect with a global audience, enhance your brand visibility before, during and after the conference, and play a vital role driving economic development and business growth within the agritourism sector.

Enriched Content: be part of the Inaugural Global Agritourism Conference, join topical sessions focused on innovation and experiences from around the world.

- **Network & Engage:** meet new customers and explore new sales leads, strengthen relationships & forge new partnerships.
- **Enhance your profile,** amplify **brand visibility** and reinforce **product identity.**
- **Market Insights:** explore the latest industry trends, share strategies and analyse the needs of diverse communities.

WHO WILL BE THERE:

- 1000 Industry participants from 100+ countries.
- Representatives invited from Global Agritourism Networks.
- Students and international attendees availing of our scholarship programme.
- Invited presenters including farmers, economic development professionals, researchers, supply chain representatives and other interested parties worldwide.
- Exhibitors and sponsors ranging from with government representatives, researchers, educators, agricultural suppliers, service providers, tour operators and hospitality, amongst many others.

We invite you to contribute meaningfully to the advancement of global agritourism and enrich community engagement, and we hope to welcome your participation and support.



PARTNERSHIP OPPORTUNITIES



PACKAGE BENEFITS

Limited Opportunities Available

	GOLD £9,500	SILVER £7,500	BRONZE £5,000
Exhibition Table-Top Display: Includes: table, cloth, 2 chairs	6 x 3m	4 x 3m	3 x 3m
Registration Tickets: Inclusive of welcome reception and any speaker/s or Chairs*	6	4	3
Dinner Tickets: for company personnel	6	4	3
Dinner Table: 1 x reserved table, with table guests of your choice (Max 6-8 pax). Guests must be registered dinner attendees. (not for external parties)	✓	✗	✗
Industry Presentation: 5-minute guest presentation or Chair a session in main agenda / parallel session (placement, date/time confirmed by committee -TBC*)	✓	✗	✗
Acknowledgement on key event signage: (Digital or print tbc*)	✓	✓	✓
Corporate Banner profiled on home page of event website linking to URL	✓	✗	✗
Company Logo linked to URL displayed on Industry Partners Page of event website	✓	✓	✓
Onsite Exposure: 30-60 second company video played during the Opening. Provided by Sponsor	✓	✗	✗
Industry Newsletter/Blog: Industry related article. Up to 150 words + image. Sent to +/- 1000 members	2 x articles	1 x article + 1 x blog	✗
Advertisement in digital event catalogue (promoted in Meet the Industry Partners email ahead of the event - online & via email.)	2 pages	1 page	1/2 page
Digital Event App: Sponsor logo, profile listing & brochure upload in the mobile event App	✓	✓	✓
Gamification: Immerse your brand through a trivia of Questions submitted as part of an online industry Q&A	3	1	✗
Push Notifications: Brief announcement sent within the Digital Event APP to all attendees	2	1	✗
Social Media acknowledgement online social media channel/s	✓	✓	✓

*Packages can be tailored to meet your objectives. Terms and Conditions apply. Price upon application. Industry Presentation must relate to the event theme (and not simply a product promotion).

Exhibition placement is prioritised in order of Sponsor Confirmation.

*Prices exclude VAT

SPONSOR SUPPORT PACKAGES



GALA DINNER SPONSOR

The pre-dinner drinks reception and gala dinner takes place in the P&J Live on Wednesday, 24th June. Guests will enjoy an evening of Scottish dining to tantalise their taste buds, while enjoying the best in Scottish hospitality and culture with live music and entertainment. Local produce is being provided by a range of suppliers in support of the event and being prepared specially by the P&J chefs to showcase the best of Scotland's larder. Your support will ensure a memorable evening, enjoyed by all.

SOLD

Package Benefits:

- 2x Registration tickets, includes Welcome Reception & evening dinner.
- 5-minute welcome on the evening or 60-second video advertisement shown as guests are seated.
- 1 x Reserved dinner table for sponsor guests. Attendees must be registered to the conference.
- Menus & table cards profiling sponsor logo + QR code on dinner tables.
- Fun conversation starter cards on tables (inclusive of sponsor logo).
- 1/4 page advertisement in the digital industry catalogue.
- Sponsor logo + URL link profiled on event sponsors webpage.
- Mobile event app profile: Sponsor logo, profile + 1 x flyer upload.
- Sponsor logo profiled on acknowledgement slides, played on loop during the evening.



WELCOME RECEPTION SPONSOR

Welcome a global audience on the first evening of the conference, taking place in Aberdeen city centre, the welcome reception provides guests an opportunity to experience the local hospitality and taste buds with local agritourism produce.

SOLD

Package Benefits:

- 2x Registration tickets, includes Welcome Reception.
- 5-minute welcome address on the evening.
- Canape menu profiling sponsor logo + QR code on tables.
- 1 x Pull-up banner provided and displayed by Sponsor on the evening. Size: 1m(w) x 2m(h).
- 1/4 page advertisement in the digital industry catalogue.
- Sponsor logo + URL link profiled on event sponsors webpage.
- Mobile event app profile: Sponsor logo, profile + 1 x flyer upload.
- Sponsor logo displayed on acknowledgement slides, played on loop start of each session.



Register Your Interest



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SPONSOR OPPORTUNITIES



SUSTAINABILITY SPONSOR

£4,000

Demonstrate your organisation's commitment towards a better future for all and join us in support of sustainability and responsibility initiatives. This initiative helps us make more sustainable choices for example selecting suppliers with great green credentials. We have chosen to work with P&J Live (the venue) due to their amazing green certifications and would like to increase collaboration with more sustainable suppliers across the event.

Package Benefits:

- 1 x Pull-up banner displayed in welcome area. Banner provided by sponsor. Size: 1m(w) x 2m(h).
- 2 x Registration tickets, includes Welcome Reception.
- 60-seconds sponsor video played and sponsor acknowledgement during welcome and closing session.
- 1/4 Page advertisement in the digital industry catalogue.
- Sponsor logo + URL link profiled on event sponsors webpage.
- Mobile event app profile: Sponsor logo, profile + 1 x flyer upload.
- Sponsor logo displayed on acknowledgement slides, played on loop start of each session.



FARM-TO-FORK SPONSOR

£3,000

Showcase Scottish agritourism producers during conference meals. Limited to one sponsor per day. We are focused on showcasing the producers who are providing the wonderful ingredients for our tea and coffee lunch breaks, which take place in the exhibition hall daily. Add your support to traceability by highlighting local suppliers as our Farm-to-Fork Sponsor.

Package Benefits:

- 2x Registration tickets. Includes Welcome Reception.
- Sponsor logo or 60-second video on digital screen in catering/networking area.
- 2 x Pull-up banners displayed on day of tea/coffee or lunch break/s. Pull-up banner provided by Sponsor. Size: 1m(w) x 2m(h).
- Table cards profiling sponsor logo + QR code on tables.
- Sponsor logo + URL link profiled on event sponsors webpage.
- Mobile event app profile: Sponsor logo, profile + 1 x flyer upload.

** Catering is included. Menus are finalised by the organisers.



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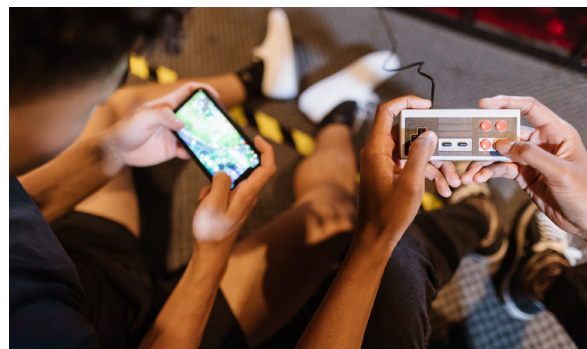
MOBILE APP & GAMIFICATION SPONSOR

£3,000

The mobile event app connects everyone digitally to all aspects of the conference and the gamification opportunity to allowing attendees to really connect with your brand, guided by trivia questions that lead to exploring the agritourism industry in a fun, impactful way.

Package Benefits:

- 1 x Registration ticket, includes Welcome Reception.
- Sponsor banner on home 'splash-screen of mobile app' (accessible by all attendees - Android and Apple).
- Footer advertisement profiling sponsor within the app.
- 1 x Pull-up banner displayed in registration area. Printed banner with app guidelines to include Sponsor logo. Banner Size: 1m(w) x 2m(h).
- Sponsor logo + URL link profiled on event sponsors webpage.
- Mobile event app profile: Sponsor logo, profile + 1 x flyer upload.
- 6 x Trivia questions. Includes leader board and prize* for the winner.



CORE CONFERENCE TOURS – PARTNER SUPPORT

£1,500

You may select to sponsor the entire series of six tours or select one individual tour to support. Behind the scenes tours will provide an opportunity for knowledge exchange for delegates with information on all aspects of both the agritourism and farming business shared by the host. Each tour takes place on Tuesday 23 June and lasts the full day visiting three different enterprises.

Package Benefits:

- 2 x Registration tickets to attend the conference, inclusive of welcome reception.
- 1 representative from Sponsor Company to attend each tour. (6 max).
- Sponsor may provide and display a pull-up banner during the lunch.
- 1/2 page advertisement in the digital industry catalogue.
- Sponsor logo + URL link profiled on event webpage.
- Corporate listing with logo in digital app + flyer upload.



More information on each Tour can be explored in detail online:

Coastal Angus Tour

Heart of Aberdeenshire Tour

Moray Speyside Tour

Aberdeenshire – The Mearns

Royal Deeside

Aberdeenshire Coast

SOLD

SOLD

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SUPPORT & EXHIBITION OPPORTUNITIES



EXHIBITION DISPLAY

£950

- Table-top Display Only: 1 x trestle table, plain table cloth, chairs.
- Exhibitor logo + URL link profiled on event partners webpage.
- 2 x Exhibitor only tickets, including welcome reception.
- Corporate listing with logo in digital event app.
- General hall cleaning and WIFI is available.



Please note: Exhibition is table-top display only and excludes power, and additional requirements. Custom builds are not permitted for exhibitor only packages. Exhibitors may display a printed back-drop or pop-up wall banner, which must be positioned behind your exhibition table, and within your allocated space.

Visual example only and may not be exact.

SCHOLARSHIP SUPPORT PARTNERS

£2,500

The Global Agritourism Scholarship Programme provides the opportunity for leaders-in-the-making to attend the event and learn from their network. Your support ensures that those who otherwise would not be able to attend can meet influential peers, access learning resources and connect with the industry.

Package Benefits:

- 1 x registration ticket for sponsor personnel, includes welcome reception.
- Sponsor logo and URL link will feature on website
- Sponsor can attend scholars workshop
- Mobile event app profile: Sponsor logo, profile + 1 x flyer upload.
- 1/4 page advertisement in the digital industry catalogue.
- Sponsor support will be acknowledged.



LANYARD PARTNER

£2,500

Each registered attendee receives your branded lanyard, increasing your exposure through-out the conference, including in event promotion.

Package Benefits:

- Sponsor to supply branded lanyards and receive recognition.
- 1 x Registration ticket, includes Welcome Reception. (excludes conference dinner)
- Sponsor logo + URL link profiled on event partners webpage.
- Corporate listing with logo in digital event app.
- 1/2 page advertisement in the digital industry catalogue.
- Sponsor may display 1 pull-up banner in the registration area (provided by Sponsor).



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GENERAL TERMS & CONDITIONS



SPONSOR | EXHIBITOR SPACE

Sponsor and Exhibition is reserved per your contracted support benefits. Exhibition is Table-Top display only and includes a table and 2 chairs. Custom builds may be permitted, however terms and conditions apply. Please contact us to discuss any request. Exhibitors may display a pop-up banner or printed back-drop/wall banner, which must be positioned behind your exhibition table, and within your allocated space. Exhibition excludes any additional items such as electrics, furniture, decor, graphic prints etc, which can be quoted for your own direct cost through the exhibition supplier. Any other requirements, are subject to pre-approval in writing by the organisers and additional costs may apply.

Sponsors/Exhibitors must comply with all regulations and failure to do so will inhibit your exhibition build. Space Selection is reserved upon contract and payment in full for Prime Sponsors, thereafter space is assigned on availability. The organisers may move Sponsors/Exhibitors on the floorplan at their discretion. The Exhibition floorplan is subject to venue health and safety regulations*.

PAYMENT AND CANCELLATION

Pricing upon application. Payment is required in full 30 days upon receipt of invoice to avoid your package being released for resale. Invoices are generated in Pounds (£) + VAT as applicable). All cancellation requests must be submitted in writing to: **gac2026@abbeyconferences.com** and receipt thereof acknowledged.

Cancellations received before 22nd March 2026 will be required to pay 50% of the full payment due. After this date, no refunds will be made. The Organisers reserve the right to cancel the exhibition or terminate the sponsor/exhibition contract for any reason at any time upon written notice. In this event a refund will be made for any invoice fees paid by the sponsor/exhibitor under the contract.

LIABILITY

The organisers accept no responsibility should the conference be cancelled due to force majeure cases. Materials and equipment belonging to exhibitors are their responsibility. The exhibitor is responsible for the safety of all their property onsite at the conference venue. It is advised that the exhibitors carry their own insurance against any risk of loss due to theft/negligence, damage, injury or liability.



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**BESPOKE PACKAGES CAN BE TAILORED TO MEET
YOUR COMPANY GOALS AND OBJECTIVES.**

We would be delighted to connect and discuss opportunities to collaborate. Please contact us on:



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