

# DEMONSTRATOR & SHOWCASE EVENT

11-12 NOVEMBER 2021

Let's tackle climate change together

Showcase your products, technologies  
and services, to an audience from  
across the sustainable mobility and  
decarbonisation industry in Scotland.



MICHELIN  
SCOTLAND  
**INNOVAT!ON**  
**PARC**

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# ABOUT US

Michelin Scotland Innovation Parc (MSIP) is an ambitious joint venture between Michelin, Dundee City Council, and Scottish Enterprise, created to generate economic growth in Scotland, and support a fair and just transition to a net zero economy.

Our mission is to build a dynamic and creative home for innovators, manufacturers and skills leaders to collaborate, and nurture growth and advances, in sustainable mobility and decarbonisation.

With a 32-hectare site and excellent physical connectivity, we offer dynamic space that can adapt to all sizes of business for creation, testing and development of technologies for the future of sustainable mobility, all done using green and sustainable energy.

We want to connect government, industry, academia, and communities to create a greener future for people, place, and planet.

Underpinning all activity at MSIP, is a collaborative approach to achieving net zero goals.



## COP26

With the [COP26](#) Summit taking place 1-12 November 2021 in Glasgow, just 80 miles from Dundee, it is a moment in time where the world's attention will be looking in our direction.

We want to use this as an opportunity to raise awareness of MSIP, and the incredible expertise and skills that exist in Scotland, that will be crucial to tackling climate change and achieving the 2045 net zero targets that have been set in Scotland.

Our ambition is to be a global reference for sustainable mobility and decarbonisation, to contribute towards a net zero future.

In the lead up to the COP26 Summit, we have an exciting programme of activity to help deliver our ambition, and at the core of that is our Demonstrator and Showcase Event on 11 and 12 November.

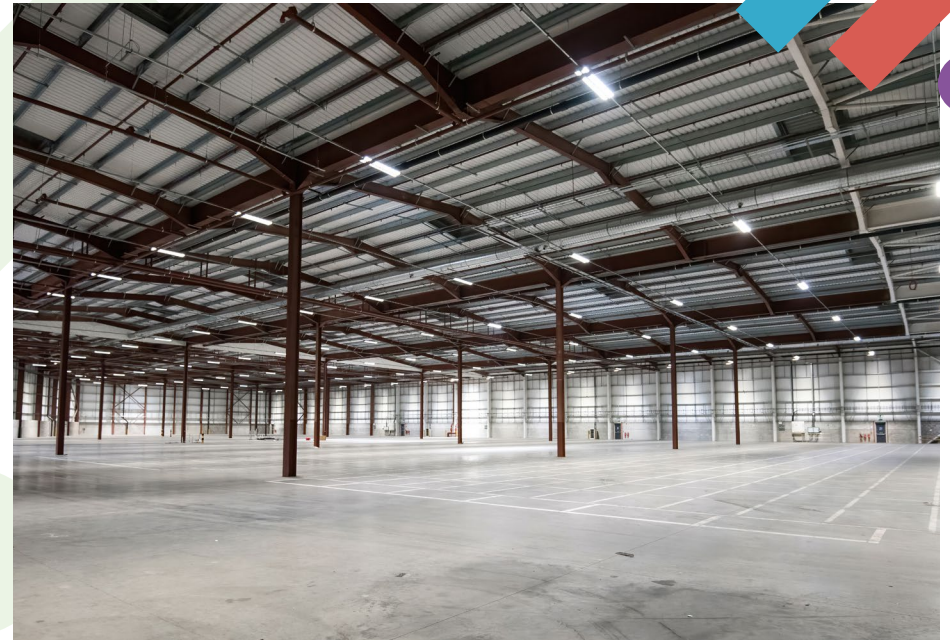
# OUR EVENT

We want to give industry the opportunity to showcase its technology, initiatives and ambitions in the energy transition, while the spotlight is firmly on Scotland.

We also want to offer individuals and businesses interested in the sustainable mobility and decarbonisation space, the opportunity to attend an exciting showcase of the latest that industry has to offer, in Dundee, all under one (very large) roof.

Our flagship Demonstrator and Showcase Event on 11 and 12 November will bring together key members of industry, academia and government to deliver an event at MSIP, complimentary to the COP26 Summit.

Transforming a large industrial space into a bespoke event venue at our Innovation Parc, it will deliver demonstrations and a showcase of the latest technology in development, within the sustainable mobility and decarbonisation sector in Scotland.



As well as interactive demonstrations, it will include topical panel sessions and challenge workshops, offer networking opportunities and include some fun activities to try out too.

Our event will be sustainable. We will ensure that all parts of our event consider and actively reduce the environmental impact made.

This event will utilise the spotlight of the COP26 Summit. It will offer an affordable, relevant and alternative option, for both participants and attendees, in a City that is fully accessible and ready to welcome visitors!



# WHO IS ATTENDING?

At our event you will have the opportunity to connect with an audience of decision makers from across Scotland's sustainable mobility and decarbonisation industry, academia and government, at all levels, including CEO's, Directors and Managers.

Whether you are looking for sales leads, want to trial a new product or service, seeking investment, or looking for ways to collaborate, our event will offer opportunities for each.

We have a large, growing network, strong relationships across industry, and partnerships already in place with Scotland's leading Universities and Innovation Centres. And we anticipate that each will be a key part of this event.

By participating, your product, technology or service will sit within our Exhibition Theatre or Demonstration Arena, alongside industry peers also leading the way to the future of mobility and net zero.





# WHY PARTICIPATE?



**Brand awareness** Position your organisation with others in the sustainable mobility and decarbonisation industry, promoting your brand as a core player in this space.



**Lead generation** Generate qualified leads through pre and post event promotion, and during the event with an anticipated footfall of 300 attendees.



**Enlighten** Share how your organisation is addressing and impacting climate change by exhibiting and demonstrating your products, technologies and services.



**Save time and money** Save time and money through participating in our event rather than running your own, to maximise your return for a smaller cost and resource commitment.



**Ease** Remove the stress of running your own event and let us do it for you, allowing you to focus on what you do best – running your business!

Make a worthwhile investment, join our event and be a part of something really special, alongside other businesses like your own, all playing a key role in offering insight, ideas, and solutions to key industry challenges of today.

Bring your showcase and we'll provide flexible space and an engaged audience, allowing you to build new opportunities for your business.



# HOW TO PARTICIPATE

The Demonstration Arena and Exhibition Theatre will be the hub of activity at our event, to showcase your product, technology and services in the best way possible. We offer several options of bespoke space that will cater to your needs.

As well as access to showcase space, as a participant you will have access to the full programme, with guest passes included as part of your package. This means you can attend panel sessions, workshops and demonstrations from others in the industry, and most importantly, can network to maximise the opportunities available across all activity.

We expect a busy and vibrant event, with lots of networking, PR opportunities and generation of new business.

The space options available at our event include:

- **Exhibition Theatre** - dedicated allocation in our Exhibition Theatre, offering you the option to showcase your product and service in a traditional exhibition style of space. This package also includes two guest passes for the full event.
- **Demonstration Arena** - dedicated allocation in our Demonstration Arena, offering bespoke size options of empty space to do with as required, depending on your need. Available both inside and outside our venue. This package also includes four guest passes for the full event.
- **Demonstration Arena XL** - we have a limited allocation of extra-large space options in our Demonstration Arena, offering bespoke empty space at a larger scale for products that require a bigger setting. Available both inside and outside our venue. This package also includes four guest passes for the full event.

As well as showcasing your product and service to the attendees across the two days, as a participant there are a number of other opportunities available to maximise your investment:

- Take advantage of several speaker slots available throughout the event, a great opportunity to showcase your product and service to an engaged audience. We are happy to discuss this on a case-by-case basis.
- Run a workshop during the event, pose a challenge or test a new product idea, with a small, focused group of relevant industry peers. We are excited to receive workshop ideas and discuss this opportunity further.
- Position your company as a thought leader by getting involved in our marketing campaign leading up to the event, by submitting a blog or thought leadership piece for our MSIP website and social media channels. This is a great way to boost your company's visibility at the event and attract visitors to your space.
- Participate in a pre-event press day on 10 November, giving you the opportunity of wider publicity of your product, technology, services and business.



If you want to participate in our event, please contact us at [info@msipdundee.com](mailto:info@msipdundee.com)

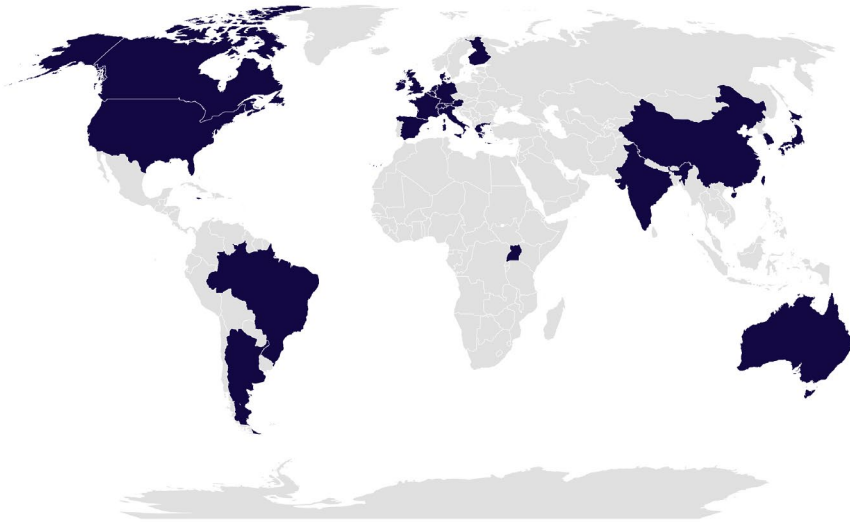
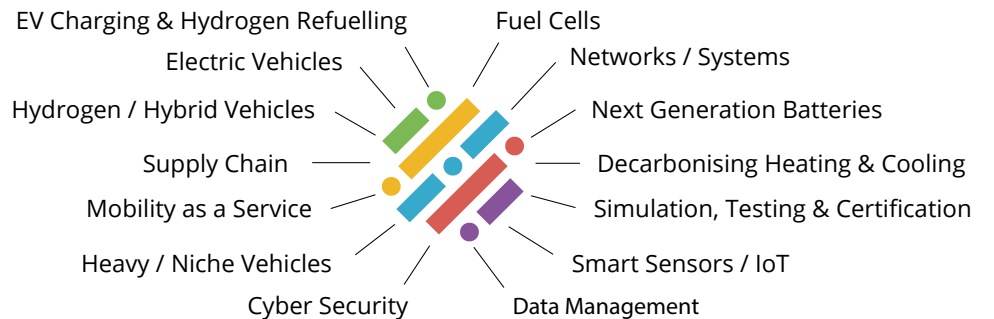
# OUR REACH

Our ambition is to be a global reference for sustainable mobility and decarbonisation.

Our reach is growing at pace.

MSIP is a fast-growing brand, with a global audience that is fully engaged across 30 countries all over the world.

Our reach across social media is strong and continues to grow, with our audience engagement in 2021 being the highest it has been yet.



Our audience spans across industry, covering all parts of the sustainable mobility and decarbonisation sectors, at all levels, including CEO's, Directors, Managers, influencers and deal makers.

This has all been achieved within the past two years!



# CASE STUDY

## Innovation in Scotland's Energy Storage Industry

- 14 speakers
- 25 exhibitors
- 255 attendees

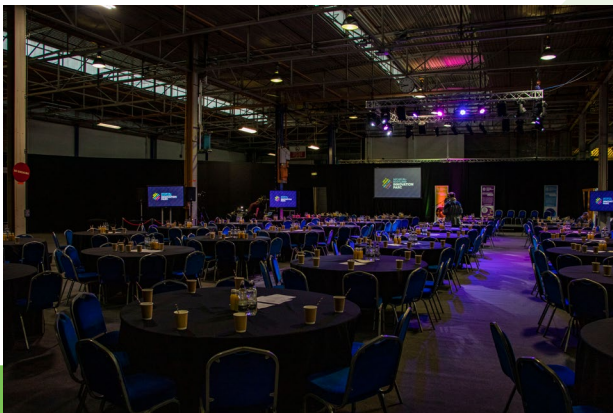
Last year we held our first flagship event at MSIP. We transformed an empty industrial warehouse into a large-scale bespoke event space, showcasing energy storage technology and supply chain opportunities in Scotland.

Our event included several speaker sessions with key industry experts, a large exhibition space showcasing a cross industry mix of products and services, several demonstrations of emerging technology, and key networking opportunities.

"I thought it was a really good event. I assumed we would be packed into the regular conference room and was genuinely stunned to see the transformation of the workshop into an impressive conference venue. The attendance was good, and I had some really useful conversations with people. I think it will have given a really good impression to everyone there." - **Ed Thomson, Transport Scotland**

"Huge congratulations to all involved with the event yesterday at MSIP, I thought it was extremely professional and well organised and it was as though you had been doing that kind of thing for a long time. The event space looked really good and worked really well for that type of event and there are not many places in Dundee capable of that, the staff were really helpful, and the catering was excellent." - **Gary McRae, Urban Foresight**

"We're excited by MSIP's ambition to be a leading hub in the decarbonisation of Scotland's transport system, supporting the development and deployment of zero-emission vehicles. We're very pleased to be an early part of it." - **Dr Ben Todd, Arcola Energy**





# HOW CAN YOU GET INVOLVED?

We want our event to be as accessible and inclusive as possible. That is why we will charge a nominal fee to cover delivery costs, but no more than is needed.

Options available to participate include:

## Exhibition Space

- £800 plus VAT
- Dedicated set space in our Exhibition Theatre
- Table, tablecloth and 2x chairs
- Access to power sockets and Wi-Fi
- 2x guest passes

## Demonstration Space

- £1,200 plus VAT
- Dedicated bespoke empty space in our Demonstration Arena
- Access to power sockets and Wi-Fi
- 4x guest passes

## Demonstration XL Space

- £2,000 plus VAT
- Limited availability of XL space, to accommodate larger products
- Dedicated bespoke empty space in our Demonstration Arena
- Access to power sockets and Wi-Fi
- 4x guest passes

## Speaker and Workshop Opportunities

- Slots available throughout the event for speakers
- Workshop ideas welcome
- Priority slots available for participants

## Marketing Opportunities

- Pre-event blog posted on MSIP website and social media channels
- Pre-event thought leadership feature shared on MSIP website and social media channels
- PR opportunities leading up to and during the event
- Participation in a pre-event press day on 10 November, to maximise press coverage of the event
- Feature in our digital event magazine, to raise awareness of your company and signpost attendees to your space

If you want to participate in our event, please contact us at [info@msipdundee.com](mailto:info@msipdundee.com)



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