



# MaaS SCOTLAND ANNUAL CONFERENCE AND DINNER 2023

8 JUNE 2023 | HILTON EDINBURGH CARLTON HOTEL, EDINBURGH

## SPONSORSHIP PACKAGE

# ABOUT MaaS SCOTLAND

MaaS Scotland was created in March 2017 to be the driving force for Mobility as a Service (MaaS) activities in Scotland, establishing a formal network for the vibrant MaaS eco-system in Scotland, and facilitating initiatives that will deliver the benefits of this transformational opportunity to Scotland. Approaching 6 years of operation, our membership has grown to over 70 public and private sector organisations making us one of the largest MaaS networks in Europe.

The group was central to the creation of the Scottish Government's MaaS Investment Fund and has been supporting Transport Scotland to deliver a national programme of 5 pilots exploring the delivery of MaaS across our rural and urban communities. As this programme nears an end, MaaS Scotland is working with members and other stakeholders to address some of the challenges to further upscale and ensure MaaS becomes a key component of Scotland's future transport delivery.

## ABOUT THE CONFERENCE

The MaaS Scotland Annual Conference and Dinner brings together representatives from across Scotland, the UK and Europe to discuss recent developments and projects in the area of Mobility as a Service. Now in its seventh year, the event has established itself as the largest dedicated MaaS event in the UK and attracts delegates from across the MaaS supply chain, from technology providers and systems integrators to transport operators and regional and national transport authorities.

This year's conference comes at a crucial time for MaaS development in Scotland. With the MaaS Investment Fund programme nearing an end, we must look to the future, assessing what has been gained from the programme and coming together as a community to ensure that MaaS becomes a key part of our transport future. As well as providing an opportunity to hear more about MaaS deployments across Scotland and further afield, the conference will also explore some of the key challenges and enablers of MaaS, discussing areas such as behavioural change, governance, business models and success measurement.

At the end of the day's proceedings we invite attendees to join us for an evening drinks reception and dinner. This will be an opportunity to continue discussions from throughout the day, developing ideas and creating new contacts in a more casual environment.



# BENEFITS OF SPONSORSHIP

*Align your company with this vibrant, exciting and growing MaaS movement and enjoy full brand exposure during the conference and dinner.*

**Cost: £4000 exc VAT**

- Exclusive speaking slot at the conference
- Exhibition space in networking area
- Prominent display of company branding on:
  - o Official event graphic
  - o Pre-event communications
  - o Eventbrite page
  - o MaaS Scotland website and social media
  - o Conference brochure
  - o Welcome presentations
- Company description listed on the MaaS Scotland website and in the conference brochure.
- Company pop-up banner in main conference room and dinner room
- Table for 10 guests at evening dinner
- Up to 5 free delegate passes

# GET IN TOUCH

If you're interested in becoming a sponsor of the MaaS Scotland Annual Conference and Dinner 2023, please get in touch and we'd be happy to arrange a meeting.

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