



ScotHot

SEC GLASGOW

24TH – 25TH FEBRUARY 2027

Scotland's Premier Showcase For
Food, Drink, Hospitality & Tourism

Fantastic event showcasing Scottish hospitality at its best



ScotHot in 2025 had a standout year. In tough economic times and not easy trading conditions the industry turned out in droves, and the quality of guests was unparalleled. The show delivered an almost 20% increase in visitors of 8,012 from all over Scotland and the UK.

Throughout the event, delegates and exhibitors alike enjoyed a unique chance to meet, share ideas and inspiration, and learn about the latest trends from across the industry. Over an action packed two days, there were over 250 exhibitors from food and drink, technology, catering equipment, tableware, design and more showcased at the SEC Glasgow.

The visitors loved the event and being biennial it's a 'not to be missed' experience. Exhibitors also rated the show a standout success with a huge positive hike in net promoter score to +19.

In February 2027 we have the return of the popular 'The Staff Canteen Live! stage' with top A list chefs, The Scottish Culinary Championships incorporating Scottish Chef of the Year, and a full co-located Spring Conference with Scottish Tourism Alliance alongside the event as well as the evening 'Hotels of the Year Scotland Awards' welcoming over 500 hoteliers and businesses from all over Scotland on the middle night of the show.

If you want to do serious business in hospitality, foodservice and retail 'face to face' is where its at!

Be a part of ScotHot in 2027!

Toby Wand
MD 365 Events

ScotHot
SEC GLASGOW
24TH – 25TH FEBRUARY 2027

ScotHot 2027

ScotHot is Scotland's ONLY trade event for buyers in hospitality, foodservice, public sector, retail, leisure and tourism. Running every other year, 2027 is a must attend for key decision makers with purchasing powers.

Who should exhibit?

If you have products relevant to hospitality businesses this is the event for you.

- ▶ Food and Drink
- ▶ Catering equipment
- ▶ Technology solutions
- ▶ Furniture
- ▶ Gaming
- ▶ Tableware
- ▶ Disposables and packaging
- ▶ Linens
- ▶ Uniforms
- ▶ Service providers
- ▶ Sustainability solutions
- ▶ Recruitment and training

ScotHot visitor attractions that make the event stand out from other trade events

- ▶ Scottish Culinary Championships encompassing Live Theatre, Culinary Art, The Skills Area and Scottish Chef of the Year
- ▶ The Staff Canteen Live
- ▶ Liquid Academy Live
- ▶ The Spotlight Stage
- ▶ ScotHot Innovation Awards
- ▶ Great Taste Market
- ▶ Scottish Regional Food Market
- ▶ Buell Hospitality Advisory Hub
- ▶ **NEW** Packaging and Manufacturing Pavilion
- ▶ **NEW** Hospitality Design Pavilion

66%

OF VISITORS
ATTEND TO
SOURCE NEW
PRODUCTS



82%

OF VISITORS
SAID THEY
PLANNED TO VISIT
AGAIN IN 2027



@ScotHot2027



@scottishhospitalityshow



@ScotHot

Visitor Demographics

8012 Attendees came to ScotHot in 2025

Net Promoter score +35

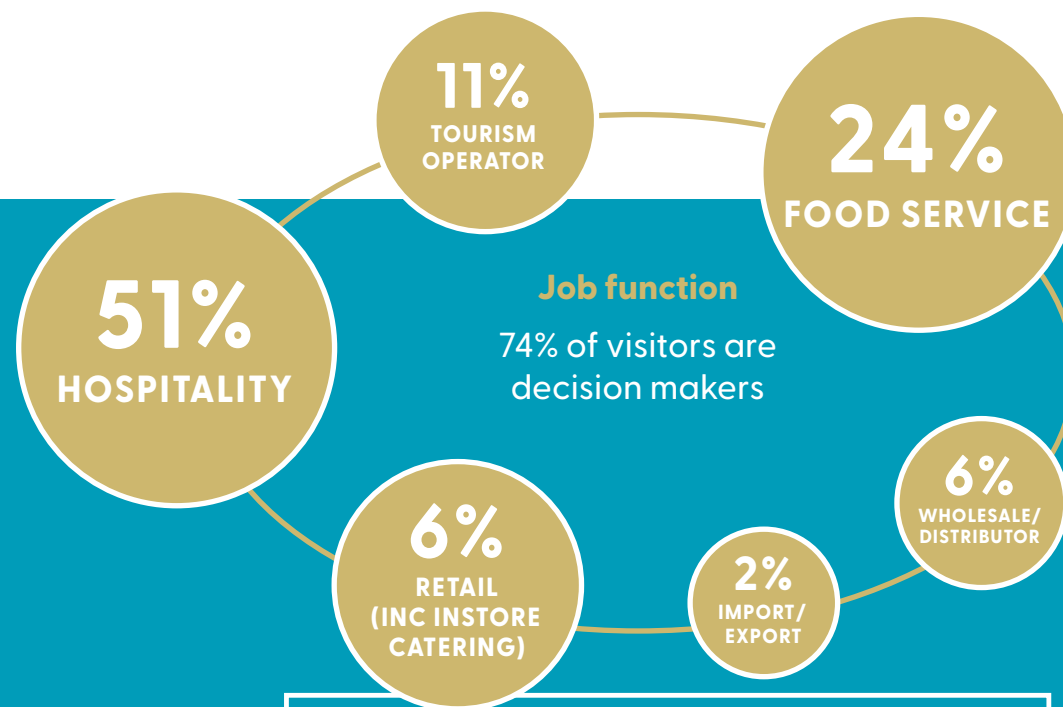
Top 3 reasons visitors attend ScotHot

- ✓ To keep up to date and see what's new
- ✓ Find ideas and inspiration away from the workplace
- ✓ To find a new supplier



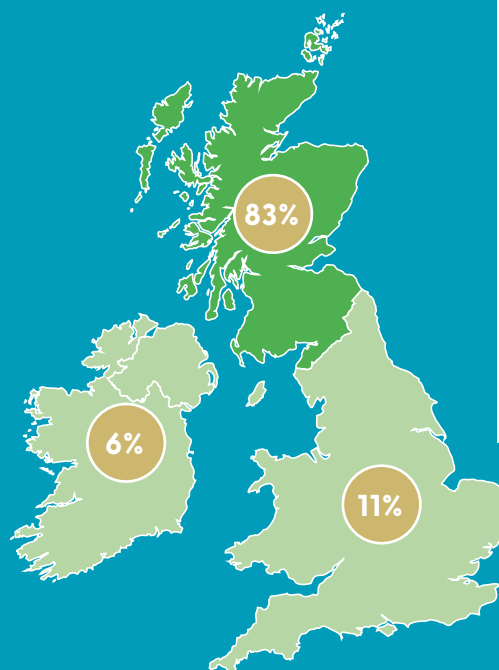
4HRS+
AVERAGE VISITOR
DWELL TIME AT
SCOTHOT

59%
OF VISITORS
DO NOT VISIT
ANY OTHER UK
TRADE SHOWS



Job function from attendances in 2025

- ▶ CEO/Chairman/MD
- ▶ Owner/Partner
- ▶ Buying/Purchasing
- ▶ Category/Product/Brand Manager
- ▶ Director/General Manager
- ▶ Catering Manager/ Food & Beverage Manager
- ▶ Operations Manager
- ▶ Sales/Marketing/ Business Development
- ▶ Furnishing/Interiors Buyer
- ▶ Consultant
- ▶ Chef
- ▶ New Product Development/R&D



Geographical breakdown of visitors

Visitors come from the length and breadth of Scotland, from Orkney down to Galloway. We also welcome visitors from England and the Island of Ireland too.

Sourced from independent research

Key reasons to Exhibit at ScotHot

Average ROI per stand £28,500

Net promoter Score +19 (up 16 points from 2023)

Top 3 reasons companies exhibit at ScotHot

- ✓ Location of the show in Glasgow makes it accessible across Scotland
- ✓ No other comparable shows in Scotland
- ✓ Quality of visitors

33%
OF OUR
EXHIBITORS
DO NOT EXHIBIT
AT ANY OTHER
TRADE SHOW



55%
OF OUR
EXHIBITORS
PREFER SCOTHOT
TO ANY OTHER
UK TRADE SHOW



@ScotHot2027



@scottishhospitalityshow



@ScotHot

Who visits ScotHot?

HOTEL

Aberdeen Arms Hotel
Airds Hotel
Alona Hotel
Apex Hotels
Atlas Hotels
Ballathie House Hotel
Birchtree Hotel
Black Sheep Hotels
Blythswood Hotel
Braid Hills Hotel
Bridge of Orchy Hotel
Broadcroft Hotel
Cairn Hotel Group
Cameron House hotel
Carrbridge Hotel
Cawley hotels
Chester Hotel
Clayton Hotels
Cochrane Inn
Coll Hotel
Costley & Costley Hoteliers
Craigroyston House & Lodge
Crerar Hotels
Crieff Hydro Hotel
Culloden house hotel
Dalhousie Castle Hotel
Dawson Inns Ltd
Double tree by Hilton
Dunmurray Lodge
Dutch Mill Hotel
Eagle Hotel
Elphinstone Hotel
Encore Hospitality
Forbes Of Kingennie Country Resort
Forty Winks Guesthouse / Go
Wild Loch Lomond
Garfield Hotels
Glengarry Castle Hotel
Golden Jubilee Conference Hotel
Gourmet Village inns ltd
Grampin Hotel & Shimla Dining
Grosvenor glasgow
Hardgate house hotel

Hilton Hotels UK
Holiday Inn Express Perth
Hotel Indigo Glasgow
House of Gods Hotels
IHG Hotels & Resorts
Isles Hotel Group
Leonardo Hotels
Loch Kinord Hotel
Loch Melfort Hotel Ltd
Loch Rannoch Hotel & Estate
Lochinver Guest House
Lodge on Loch Lomond
Macedonald Hotels
Manorview Hotels
Marine & Lawn Hotels & Resorts
Marriott Hotels
Meldrum House Country Hotel and Golf Course
Nevis Bank Hotel
Novotel Ibis Glasgow
Portree Hotel Ltd
Prestonfield hotel
Q Hotels
Radisson Blu Glasgow
Rocco Forte Hotels
Skibo Castle
Strathaven Hotel
The Balmoral Hotel

RESTAURANT/FAST FOOD/TAKEAWAY

1051 GWR
1962 Livingston
A & R fish bar
Alishan restaurant
Amuse by Kevin Dalgleish
An Darna Restaurant
Baba's Kitchen
Benugo
Boss Pizza
Bread Meats Bread
Bruach
Brutti compadres
Buen Rollo Tex Mex Kitchen
Burgers & Beers Grillhouse

Bydand Restaurant
Cafe Bar 1912
Carrigans Eating House
Chianti Restaurant
Civerinos
Clan Glasgow Ltd
Clockwork Bar & Restaurant
Cuan Mor & Mor Steakhouse
Cultar Restaurant Group
Da Cloudios
Dakhin
Dean Banks Group
Dunkeld Fish Bar
Elements
Enzo's Fish & Chip's
Eusebi Deli Ltd
Fanfare Restaurants Ltd
Fhior
Get stacked
Gleneagles Townhouse
Hazel Restaurant (AC Marriott)
Icon Brands Global
Karma Indian Restaurant
KFC
Kimchi Cult
La Bonne Auberge
Little Italy
Meze Meze
ML One Restaurant
Nandos
Nardini at the Moorings
Planet Doughnut
Restaurant Andrew Fairlie
Ruby Murrys
Simpsons
Tarragon by Graham Mitchell
The Adamson
The Criterion
The Eden Club
The Oban Inn
Ting Thai Ltd
Treetops restaurant
Unalome
Whitbread
Wildings Restaurant

PUB/BAR

Allied Leisure Group
Belhaven Brewery
Boteco Do Brasil
Brass Monkey Group
Brodies Bar & Kitchen
Buzzworks Holdings
C & W White Ltd
Campbell Of Kintore Ltd
Cask & Vine
Daddy Marmalades
GaGa Kitchen & Bar
Graces Irish Sports Bar
Greene King
JD Wetherspoon
Lazurri Group
Lisini Pub Co
Macs Bar
Malones Pub Group
Marstons
Meraki Bar
Mi Tierra Grill & Cocktail Bar
Signature Pub Group
The Jar Troon
The Tall Ship Glenlee

CAFÉ/COFFEE SHOP/FARMSHOP/DELI

11:11 Coffee House
Almondell cafe
Arkleston Farm Shop & Cafe
Auchengree Farm Shop & Tea Room
Bagel Mania
Balgove Larder
Beachside coffee shop
Blair Drummond Smiddy Farm Shop
Bobbys ice cream & savouries
Burgh coffee shop
Cafe Bella Zena
Cafe Calluna
Cafe Kisa Auchterarder
Cafe Tabou
Central Perk
Cherish Vintage Tea Room

Common Ground Cafe
Henry's Coffee Company
Purrrple Cat Cafe
The Lazy Cow Cafe & Farmshop

CONTRACT CATERER

Aramark
Balgowan Fine Foods
Baxter storey
CH&Co
Compass Group UK
Coughtrie Catering
DMG Catering (Glenfinnan)
Elior UK
Entier
Gather & Gather
Heritage Portfolio/Sodexo Live!
Meallmore Ltd
Rail Gourmet UK Ltd
Sodexo
Sodexo Live

LEISURE

Airthrill Scotland Ltd
AM Golf
Archerfield & Fidra Golf Course Ltd
Ardardan Estate
ASM Global Europe
Blair Castle Atholl Estates
Blair Drummond Safari Park
Borthwick Castle
Breichin Castle Garden Centre
Brighouse Bay Holiday Park
Cairndale Hotel & Spa
Caledonian Sleeper Limited
CalMac Ferries
Capital Theatres
Carlowrie Castle
Carlton Clubs Ltd
Carmunnock Social Club
Carnegie Club
Caulders Garden Centres
Cawdor Castle Ltd

Celtic FC
Centrestage Kilmarnock
Crossbasket Castle
Dalscone Farm
Dundee United football club
Fonab castle
Glasgow Ski Centre
Gleddoch Golf & Spa Resort
Greenside Garden Centre
Haggs Castle Golf Club
Hampden Park
Hopeman Golf Club
Inverness Crazy Golf
Kilmarnock Barassie Golf Club
LA Bowl (Scotland) Ltd
Landmark Forest Adventure Park
Loch Lomond Golf Club
O2 Academy Edinburgh
Pitlochry Festival Theatre
Renaissance Golf Club
Royal & Ancient Golf Club St Andrews
Royal Scotsman, A Belmond Train
Royal yacht Britannia
Scottish Golf
Threaplands Garden Centre
Torwood Garden Centre

PUBLIC SECTOR

Argyll & Bute Council
Ayrshire collage
City of Glasgow College
Clyde college
Cumbernauld college
Cygneth Health: Ranaich House
Dumfries & Galloway Health Board
Dundee & Angus Collage
Dundee City Council
East Ayrshire Leisure
East Renfrewshire Council
Edinburgh college
Edinburgh Napier University
Erskine Hospital

Falkirk Council
Fettes College
Fife College
Fife Council
Forth valley college
Glasgow Caledonian University
Glasgow City Council
Glasgow Gaelic School
Glasgow Kelvin College
New College Lanarkshire
NHS Ayrshire & Arran
NHS Greater Glasgow & Clyde
NHS Lanarkshire
NHS Lothian
North Ayrshire Council
Queen Margaret Union
Renfrewshire Council
Royal Air Force
Scottish Borders college
South Lanarkshire College
South Lanarkshire Council
Strathclyde University
University of St Andrews

RETAIL

Alchemy drinks
Aldi
Dunns Food & Drink
Harvey Nichols
Oban Filling Station
Royal Mile Whiskies

WHOLESALE/DISTRIBUTOR

Bidfood
Booker Wholesale
Braehead Foods Ltd
Brakes
Inverarity Morton
Lynas

What are people saying about ScotHot?

“An amazing platform to showcase our business and meet with our network.” *Exhibitor*

“ScotHot is essential for the hospitality sector to meet, connect, and stay current with trends.” *Visitor*

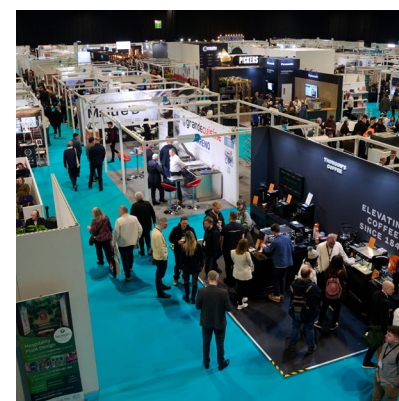
“The show is attended by key people in the hospitality sector. Lots of valuable contacts to gain.” *Exhibitor*

“It’s a fantastic event with so many opportunities to talk to suppliers and listen to industry experts.” *Visitor*

“Well organised. Easy set up & breakdown. Good layout & well attended with a good mix of leads & exhibitors.” *Exhibitor*

“Amazing couple of days. The atmosphere was brilliant.” *Visitor*

“Great event for meeting current clients as well as future clients. The visitors are all in the hospitality trade so it’s all relevant target market.” *Exhibitor*



@ScotHot2027



@scottishhospitalityshow



@ScotHot

Stand Prices and Packages

Secure your
stand today



Space Only

Bring your own complete stand build

Exhibitors must supply their own walls and flooring

£305 per m²



Shell Scheme

Make a shell scheme your own

What you get: walls, carpet, fascia panel with a name board

£355 per m²

Scottish Regional Food Market

Are you a member of a Scottish Regional Food Group?

What you get: 2m x 1m shell scheme stand with walls, carpet, fascia panel with a name board and light.

Total package price £660 +VAT

Liquid Academy Drinks Area

A stand located by the Liquid Academy Live Stage

What you get: Shell scheme stand with walls, carpet, fascia panel with a name board, light and counter.

LA Drinks Package cost £335 per m² +VAT

The Gantry Bar

An area for drink producers to feel at home

What you get: Front bar to serve, shelves and logo on the back wall behind your station.

Total package price £999 +VAT

Great Taste Market

Do you hold 1, 2 or 3 great taste stars on at least one product?

What you get: Walls, carpet, fascia panel with a name board, light, counter & stool

Price on application through the Guild of Fine Food

Contact: Sally.coley@gff.co.uk

All stands are subject to the Registration Fee **£230 +VAT**

Registration fee includes: lead capture app for use on stand, website profile, show guide listing, marketing tools to promote your stand

Insurance Participation Fee **£149**



Build your brand awareness at ScotHot 2027

VISITOR REGISTRATION CONFIRMATION EMAIL £2,500

All visitors receive a confirmation email welcoming them to ScotHot and containing their badge to access the show. Put your brand in front of all pre-registered visitors with a dedicated banner on each email.

VISITOR BADGES £2,000

(approximately 8,000 badges)

A high visibility opportunity with badges being worn by all visitors entering and visiting the show. The sponsor logo will appear in colour on all visitor badges.

LANYARD SPONSORSHIP £4,500

(approximately 8,000 lanyards)

An excellent opportunity to provide the sponsoring company significant visibility across the event with branded show lanyards that all visitors wear. This is an opportunity to catch the eye of every visitor to the event and drive both brand awareness and visitor footfall to the stand. Includes production cost.

VISITOR GIFT BAG £1,000

Sponsor to provide a branded and filled goody bag or gift pack for visitors to receive upon entry to ScotHot. Approx. 8,000 will need to be supplied. Price is for the sponsorship opportunity only.

REGISTRATION AREA SPONSORSHIP £4,500

Give ScotHot visitors a wow factor memorable experience as they first enter the event.

Sponsor logo will be displayed on the signage around the entrance offering high visibility. Registration staff can wear sponsor branded clothing that can include stand number and product offer details. All clothing must be supplied at the sponsors cost.

LIQUID ACADEMY LIVE HEADLINE SPONSOR £4,950

Exclusive to max. 6 non-competing companies, the LA Live headline sponsorship package offers visibility throughout the 2 day event, inclusion in one session, pre-event marketing, and includes 6m² stand.

LIQUID ACADEMY LIVE

Single product feature £250

Solus branded session £1,000

Be part of a focused product feature or have a dedicated session all about your portfolio. The Liquid Academy stage offers a platform to get in front of buyers to tell your story and have your products tasted.

SPOTLIGHT STAGE

Headline Sponsorship £3,000

The well attended Spotlight Stage is curated together with the Scottish Tourism Alliance. Sessions cover a variety of industry hot topics through panel debates and star interviews.

SCOTTISH CULINARY CHAMPIONSHIPS HEADLINE SPONSOR £4,950

Exclusive to 6 non-competing companies, the headline sponsorship package offers visibility throughout the 2 day event, product display, pre-event marketing, and includes 6m² stand.

LIVE CHEF COMPETITION, CLASS SPONSORSHIP £1,200

With an array of classes taking place in the ScotHot Live Theatre, there are a number of opportunities to sponsor a class.

CHEF INTERVIEW DEMO STAGE £4,950

Presented by The Staff Canteen. Exclusive to 6 non-competing companies, the headline sponsorship package offers visibility throughout the 2 day event, product display, pre-event marketing, and includes 6m² stand. Product used by chefs is not guaranteed.

SAMPLING / PROMOTION IN THE AISLES

One day £500

Two days £800

Offering the opportunity for up to three companies to sample products or distribute literature across the entire show.

EXHIBITOR FEATURE EMAIL From £250

Include your company name, 50 word message, logo and stand number on one of our pre-show marketing emails to increase brand awareness & drive visits to your exhibitor profile online.

Solus emails available £POA

VIP LOUNGE

Headline Sponsor £4,500

Approx 500 delegates will be registered as VIP's and will have access to the exclusive VIP Lounge. A premium opportunity to get your products and branding in front of key decision makers.

YOU ARE HERE BOARDS £500

Limited availability

Highlight your stand on the giant floor plans located around the hall

BURNS NIGHT PRESS DINNER £2,000 +VAT

An exclusive opportunity to gain press cover before ScotHot takes place. Hosted at a top Scottish restaurant, join the 365 Events team and members of the press for burns evening experience. Your product will be featured during the evening event plus branding on invitations.



@ScotHot2027



@scottishhospitalityshow



@ScotHot

Get in Touch

Interested in exhibiting or our partnership opportunities?

Lyndsey Harker, Head of Sales

E: Lyndsey@365-events.co.uk

M: +44 (0)7946 320096

Toby Wand, Managing Director

E: Toby@365-events.co.uk

M: +44 (0)7930 402 303

Caroline McCusker, Key Account Manager

E: Caroline@365-events.co.uk

M: +44 (0)7929 044112

T: 028 96 23 75 71

365 events

Members of AEO **AEO** ASSOCIATION
OF EVENT
ORGANISERS

 @ScotHot2027  @scottishhospitalityshow  @ScotHot

www.scothot.co.uk

ScotHot

SEC GLASGOW

24TH – 25TH FEBRUARY 2027

PARTNERS

