UK GAMES EXPO

EXHIBITOR GUIDE

31st May to 2nd JUNE 2024

NEC, BIRMINGHAM, UK

UK GAMES EXPO (UKGE) IS THE UK'S LARGEST HOBBY GAMING EVENT HELD ANNUALLY AT THE NATIONAL EXHIBITION CENTRE AND HILTON METROPOLE HOTEL IN BIRMINGHAM

WHY SHOULD I EXHIBIT AT UKGE?

The UK tabletop games market is worth around 500 million pounds and over the last decade has been growing steadily.

• UKGE allows you to engage directly with your audience, test designs, sell existing products, launch new games and apply for awards.

• UKGE provides the opportunity to meet and network with games designers, publishers, artists, the gaming media and distributors.

• UKGE supports the development of new designs and new designers and holds playtesting and pitching sessions and a programme of workshops.

• UKGE is the best place to connect with all aspects of the tabletop gaming world in the UK over three days.

TESTIMONIALS

"UKGE is the friendliest, most well-organized show I've ever been to, in any industry. It's big enough to get strong sales from very enthusiastic gamers, while also cozy enough to have casual meetups with other industry people and actually, you know, play some games. I loved it, and I'll be back!"

Keen Bean Studio

"We've been at the Expo for the last seven years and every year is better than the last. The team are well organised and helpful, and we look forward to the show all year long"

Tinkerbot Games

THE EVENT GROWS

From its launch in 2007, attendance at UKGE has steadily increased each year and in 2023 UKGE attracted 31,117 unique visitors, comprising not just the hobby enthusiasts, but also new gamers and the family market. We also attracted over 570 exhibitors.

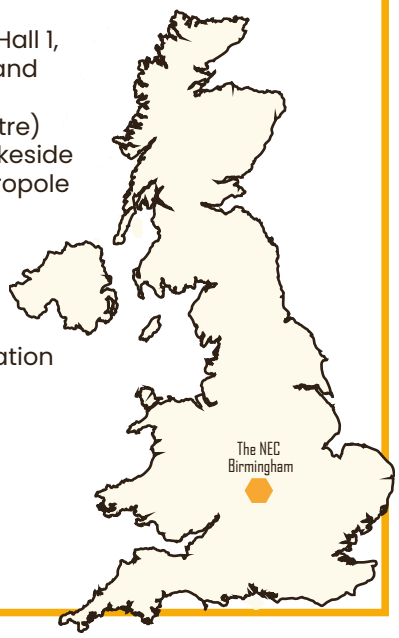
WHEN IS IT?

The next UK Games Expo will be held from 31st May to 2nd June 2024.

WHERE IS IT?

UKGE 2024 is located in Hall 1, Hall 2, Hall 3, the Piazza and Toute Suites of the NEC (National Exhibition Centre) as well as around the lakeside area and the Hilton Metropole Hotel.

The NEC is located perfectly for all major road networks. There is an international train station and airport on site.



nec
thenec.co.uk

The NEC is the UK's best connected venue:

- **It is the only UK exhibition venue with an airport and railway station on site near an intersection of the UK's primary motorways.**
- **It is easy to get to as 75% of the UK population are within a three hour drive time.**
- **There is ample easy parking with 16,500 car park spaces.**

WHAT FEATURES ARE IN THE EXHIBITION HALLS?

The exhibition this year will be located in Hall 1, Hall 2 and Hall 3 of the NEC. The Halls comprise 35,000m2 of space. The halls will contain:

- The largest tabletop games exhibition in the UK with hundreds of exhibitors including publishers, retailers, artists, manufacturers and others.

- **The Family Zone**. The Family Zone: Staffed by specially trained demonstrators, designed to entertain families and consisting of these main areas:

The Lets Play Zone which focuses on games ideal for the family to play together.

The Children's Zone: an area where the focus is on games for ages 3 to 9.

The Children's Roleplaying Area: which runs roleplaying adventures for ages 5 to 12.

- **Shop and Drop**. Where attendees can leave their games while they go and explore the exhibition halls.

- **Chill Zones**. Areas where visitors can rest and relax.

- **Bring and Buy**. UKGE holds what we believe to be the world's largest games bring and buy.
In 2023 over £230,000 was spent at the Bring and Buy with the profits going to charity and much of the visitors' proceeds recycled in the exhibitors' stands.

- **The Tournament Hall.** Housing tournaments for 16 to 400 players!

- **The Board Games Library.** The UKGE board games library consists of nearly a thousand board games that the public can borrow, play and return.

- **Open Gaming Area.** There will be enough space set aside in the exhibition hall and at the Hilton for 3,000+ gamers to sit and play at any one time, free of charge.

- **Play testing**. Dedicated and free to use space for budding designers to try out new game ideas and get feedback from gamers.

OPENING TIMES OF EXHIBITION HALLS

Setup:
Wednesday 29th May: large deliveries only by prior arrangement and UK Games Expo infractructure build day.

Thursday 30th May: Set up from 8.00am until 9.00pm.
Friday 31st May set up from 7.00am until 9.00am.

Opening Hours:
Friday 31st May and Saturday 1st June: The exhibition halls will open from 9.00am until 6.00pm.
Sunday 2nd June: The exhibition halls will open from 9.00am until 4.00pm.

The gaming and tournament areas are open from 8.00am until midnight on Friday 31st May and Saturday 1st June from 8.00am until 6.00pm on Sunday 4th June.

UK GAMES EXPO

WHAT GOES ON IN THE HILTON HOTEL?

The Hilton Metropole NEC is a large, versatile conference space with rooms for all types of gaming, organized play and open gaming.

It features:

• The UK's largest and most varied roleplaying schedule with hundreds of games over eight sessions on three days.
• Megagame type events.
• Open gaming space for 1200+ throughout the weekend.
• A short walk from the NEC.
• Complimentary shuttle service to Halls 1, 2 and 3 of the NEC, Birmingham International Airport and Birmingham International Station.
• Spa, heated indoor swimming pool and 24-hour fitness centre.
• Complimentary Wi-Fi in all public areas and in guest rooms for all HHonors members.
• A second board game library.
• Evening entertainment and live gaming events.
• The Chow Street Food Festival is here with all sorts of different food options.
• Bars and craft beer stand.

There are no exhibitor stands in the Hilton. However, if exhibitors wish to sponsor areas of the open gaming space or hire a room for a special event please get in touch.

WHAT GOES ON IN THE TOUTE SUITE?

Close to Hall 1, the Toute Suite is our dedicated seminar space. Capable of seating 300+, many activities will occur in here including events by the large podcast and YouTube gaming shows.

WHAT GOES ON IN THE PIAZZA SUITES?

Near Hall 2, this space allows for smaller seminars, workshops and networking events. It is the home of the Publisher-Designer Track.

WHAT GOES ON AT THE LAKESIDE?

At the lakeside we have a Living History Village and Cosplay Area with weapon and combat displays in an outdoor arena.

TESTIMONIAL

"Going into the UK Game Expo as a first timer, I didn't truly know what to expect, I had seen the numbers of other events and been as a punter but going was a big step. As a wargame business, we weren't in our natural environment at the Expo, according to friends in the industry, as they wished us luck. However, we had such a great time, we're sure to come again. The other traders are lovely to chat and network with. It's a weekend of friends (new and old), games, and hard work. As a trader, I don't want to miss a show from now on!"

Pandyman Entertainment

UK GAMES EXPO

Hilton Metropole Hotel

Hilton Birmingham Metropole NEC
The NEC Birmingham,
Pendigo Way,
Birmingham, B40 1PP
+44 (0)121 780 4242.

The Hilton Birmingham Metropole offers us hundreds of hotel rooms, the largest open gaming space and evening gaming facilities, plus on site food options. The supply is limited and is handled on a first come first served basis.

We have a block with fixed rates. Please see the section within your portal or via this link -

https://shorturl.at/DIQVX

Please note that these prices will go up as the rooms sell so you are advised to book early or else book at a different location.

ACCOMMODATION AROUND THE NEC

Crowne Plaza

Birmingham Nec
The NEC Birmingham,
Pendigo Way,
Marston Green,
Birmingham B40 1PS
+44 (0)371 942 9160

The Crowne Plaza Hotel is adjacent to Resort world.

We have a block with 15% discount. Please see the section within your portal for more info.

Genting Hotel At Resorts World Birmingham

The NEC Birmingham,
Pendigo Way,
Birmingham B40 1PU
+44 (0)121 273 1000.
This hotel is part of the Resort World complex of shops, cinema, casino and restaurants.

Ibis Styles Hotel

Bickenhill Lane,
Birmingham, B40 1PJ
+44 (0)121 780 5907
Located behind Halls 2 and 3 with access to the NEC link.

Moxy Hotel

Marston Green, Birmingham
B40 1NT - 0121 468 0879
Built in 2020 this is the closest hotel to the NEC and the newest. There is also a Premier Inn and a Holiday Inn within a 25 minute walk of the Halls.

Other Options

Trains from Birmingham International run regularly to Birmingham and Coventry. So why not look at cheaper hotels in both city centres? Taxis and car options allow you to stay nearby.

Please check our accomodation page for rates on all nearby hotels :

https://www.ukgamesexpo.co.uk/plan/before-the-expo/accomodation/

STEP BY STEP GUIDE TO OPTIONS WITH YOUR BOOKING

TO TRY AND MAKE THE PROCESS EASIER FOR YOU WE HAVE ORGANIZED IT INTO A SERIES OF STEPS:

Steps 1 to 5
Deal with the application to get a stand at UKGE.

Steps 6 to 10
Take you through add on options you may wish to book at the same time as your stand, like sponsorships, marketing, advertising and demonstrators.

Steps 11 to 14
Look at what you will access via your exhibitor portal after we have accepted your booking. This includes furniture, power, submissions to the awards and booking space at the Show Preview.

Steps 15 to 19
Detail options you can order via third party companies such as the NEC or our show contractors. This includes logistics services, internet, carpet, event management, financial advice and stand walling.

Steps 20 to 23
Deal with other questions exhibitors ask such as exhibitor passes, accommodation, car parking and access for setup.

BOOKING A STAND

1. YOUR STAND

STARTER STANDS £42 a sqm

(Note: Starter stands are NEVER placed in Superior Space. Starter stands are NEVER corners, endcaps or islands)

If you are new to exhibiting at UKGE and wish to test out if UKGE is the best place for you to attend, a starter stand may be for you. The starter stand is a set size and configuration and its position is decided by UKGE. However, it comes at a discounted price.
Please note that starter stands:
- are for new exhibitors who have never exhibited with us before.
- are for exhibitors who want a single 2mx2m, 2mx3m or 3mx3m stand only. That is 4m2, 6m2 or 9m2
- can not be combined with other stands.
- are placed at the discretion of the organisers.
- are priced at £42 per square meter.

STANDARD STANDS - £61 a sqm

When choosing your stand size, you may take as much space as you are happy to pay for, but the minimum stand size is 2mx2m = 4m2. Stands are charged at £61 per square metre.
Example: A stand that Is 5mx2m = 10m2 is calculated at £61 x 10 = £610 + VAT.

SUPERIOR STANDS - £76 a sqm

Superior stands are situated in high footfall locations at the front of Halls 1 &2. Any stand located in these zones is considered a superior stand. See map on opposite page for an indication of the superior areas (dark green).

2. CO-EXHIBITORS (MORE THAN ONE EXHIBITING COMPANY SHARING A STAND) - £25 + vat

NOTE: Don't book a co-exhibitor if all you want are additional exhibitor passes. See Passes step 15 later.

If exhibitors elect to share a stand at UKGE, UK Games Expo Ltd needs to know and have full contact details for each company. The first company on the booking form will be known as the hirer and is solely responsible for all invoices incurred. Each additional company will be known as a co-exhibitor. It is essential that UK Games Expo Ltd is aware of every company participating in the event. There is a £25 + VAT administration fee for each co-exhibitor payable by the hirer as part of the stand fee. Each exhibitor and co-exhibitor will be listed on the UKGE website as well as in the programme.

Example: If you are the only exhibitor then this doesn't apply. If you book a stand and allow two smaller companies to exhibit on that stand space, then each additional company will be required to submit their company details and you, as the hirer, book the stand but also give us details of co-exhibitors. Please download and fill in co-exhibitor forms for each co-exhibitor from the UKGE website.

⚠ BY DEFAULT, STANDS ARE SPACE ONLY - See page 7

BOOKING A STAND

3. STAND CONFIGURATION

Stand configurations are based on the number of customer facing sides that the stand has. If you require a stand configuration other than standard then a supplement is added to your cost.

- Standard stand with one customer facing side = zero supplement
- Corner stand with two customer facing sides = £190 supplement
- End cap stand with three customer facing sides = £500 supplement
- Island stand with four customer facing sides = £1200 supplement.

For Example: A 5m x 2m corner stand will attract a £190 supplement. £610 + £190 = £800 + VAT

A 5m x 4m end cap stand will attract a £500 supplement. £1220 + £500 = £1720 + VAT.

A 5m x 4m island stand will attract a £1200 supplement. £1220 + £1200 = £2420 + VAT.

4. LOCATION

Certain areas of Hall 1 and Hall 2 will naturally have greater footfall or places where people will congregate. This gives greater opportunities to stands in those areas e.g. around the Family Zone or close to the main entrance. These areas are designated as superior areas and stands placed in these areas cost an additional £15 per square metre. A stand is considered in a superior area if any part of the stand is in a superior area.

When booking a stand you may also indicate a preference for a part of the hall by adding the grid square to the booking form. See map of Hall 1 and Hall 2.
For example, a 5m x 2m corner stand = £800 + VAT but in a superior position this would cost an additional £150 + VAT = 10m2 x £15 which is a total of £950 + VAT.

5. BOOKING YOUR STAND

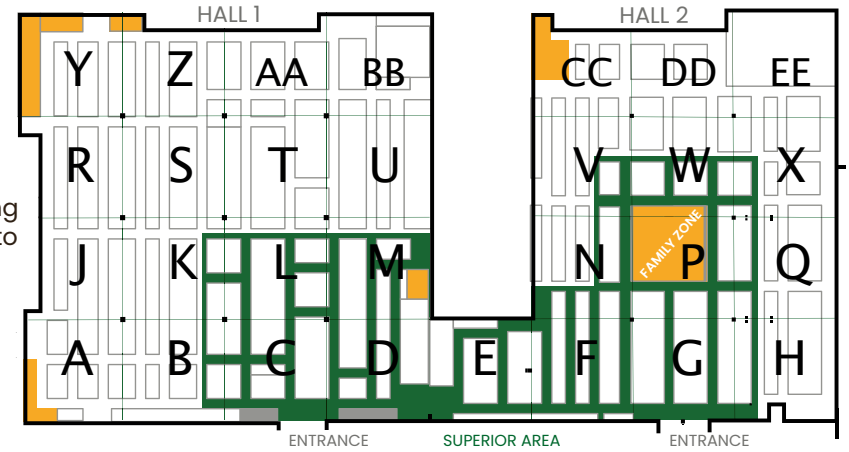
- Preliminary enquiries should be made in person with us at shows we attend, online via our website, or by email to richard@ukgamesexpo.co.uk. If you need to speak on the phone contact us on 01562 69391.

- Once an agreement has been reached you will be issued with an invoice.

- The deposit (25% of your stand fee) must be paid within 28 days of issue of the invoice to secure your stand.

- If a deposit is not received, we will email you to inform you that we will be cancelling the order. Once this is done you will have to rebook your stand. This may mean a change of location.

- We can accept payment via bank transfer, sterling cheque or Transferwise. Some forms of payment attract additional fees due to bank charges. All these details will be on your invoice issued after you book your stand.



- For full details on payments see terms and conditions which are available from page 24 and online. Please do read them all carefully. You agree to abide by these terms when you pay your deposit.

PLEASE NOTE THAT YOUR STAND IS SOLD AS SPACE ONLY

THERE IS: • NO POWER • NO WALLS • NO FURNITURE

Options on adding these are detailed further on in this guide

GamesQuest.co.uk

Your stock on your stand ready and waiting for you at UKGE

Contact: Tory@gamesquest.co.uk

We offer Event Logistic's Services to the largest tabletop gaming events.

After the event, we can return any remaining inventory to our warehouse and forward on to a location of your choice.

Who we are:

The UK's leading crowdfunding board game and associated fulfilment specialist. As avid gamers, **GamesQuest** share the goal of delivering the latest crowd-funded titles to a worldwide community of backers.

Why *choose* us?

- Bespoke Logistics Solutions
- Trusted by Over 500 Clients
- Targeted Industry Knowledge
- Dedicated Project & Customer Relationship Managers
- Access to Worldwide Customs

For further information visit: www.gamesquest.co.uk

6. SPONSORSHIPS

SPONSORSHIPS ALLOW OPPORTUNITIES FOR UKGE AND EXHIBITORS TO WORK TOGETHER AS PARTNERS IN PRODUCING A BIGGER, BETTER, MORE EXCITING SHOW OR IN CREATING MORE BRAND FOCUSED AREAS WITHIN THE SHOW.

We aim to offer promotional opportunities that suit a range of budgets which give you increased visibility and, in many cases, continue to promote you long after the show has finished. It is best to get in contact with us as soon as possible If you are interested in any of the sponsorship opportunities.

MAJOR SPONSOR

Max of 5
Cost £11,000 + VAT

Major sponsors/co-sponsors receive several benefits including:

- Logo on the UKGE website.
- Logo on all UK Games Expo print advertising.
- Logo on the front cover of the UK Games Expo programme.
- Logo on the exhibition halls maps highlighting your stand location.
- Logo on UK Games Expo entrance tickets.
- A full-page advert in the programme.
- Mention in emails by UKGE at least 3 times.
- Gold marketing package.
- Right to perform off stand promotions at the show.
- Major sponsors get 1st choice preferred stand placement.
- Street name (long street).

ASSOCIATE SPONSOR

Max of 6
Cost £5500 + VAT

Associate sponsors receive several benefits including:

SOLD

- Logo on the UKGE website.
- Logo on all UK Games Expo print advertising.
- Logo on the exhibition halls maps highlighting your stand location.
- Half page advert in the programme.
- Mention in emails by UKGE at least 3 times.
- Gold marketing package.
- Right to perform off stand promotions at the show.
- 2nd choice preferred stand placement in the exhibition hall after major sponsors.
- Street name (long street).

SUPPORTING SPONSOR

Cost £1200 + VAT

Supporting sponsors receive several benefits including:

- Logo on the sponsor page of the UKGE website and in the programme.
- Logo on the exhibition halls maps highlighting your stand location.
- 3rd choice preferred stand placement in the exhibition hall after major and associate sponsors.
- Street name (shorter street).
- Mention in an email covering supporting sponsors.
- Quarter page advert in the programme.
- Silver marketing package

6. SPONSORSHIPS

LET'S PLAY ZONE SPONSORSHIP

Max of 1
Cost £2000 + VAT

This is part of the UKGE Family Zone which attracts hundreds of families. Benefits of Family Zone sponsorship:

• Let's Play Zone will be called "Sponsor Name Let's Play Zone".

• Your logo on all Let's Play Zone print materials and banners.

• You may place marketing material on tables in the Let's Play Zone.

• Your games will be available for play in the zone (subject to suitability).

• Street name.

• Full page advert.

CHILDREN'S ZONE SPONSORSHIP

Max of 1
Cost £2000 + VAT

This is part of the UKGE Family Zone which attracts hundreds of families. Benefits of Children's Zone sponsorship:

• Children's Zone will be called "Sponsor Name Children's Zone".

• Your logo on all Children's Zone print materials and banners.

• You may place marketing material on tables in the Children's Zone.

• Your games will be available for play in the zone (subject to suitability).

• Street name.
• Full page advert

CHILDREN'S ROLEPLAYING AREA SPONSORSHIP

Max of 1
Cost £2000 + VAT

The children's roleplaying area at UKGE is a dedicated area for children aged 5 to 12 to play their first roleplaying games. Benefits of sponsorship:

• The children's RPG zone will be branded with your logo and name.

• The children's RPG page in the programme and on the website will be branded with your logo.

• Option to supply materials, figures, terrain and prizes or freebies to be used in the zone. (subject to suitability)

BRING AND BUY SPONSORSHIP

Max of 1
Cost £750 + VAT

The UKGE Bring and Buy is a very popular and busy part of the convention. In 2023 over £230,000 value of goods were sold through it and around £23,200 of charity donations made from the commission. Your sponsorship would help cover the costs of this feature. Benefits of Sponsorship:

• The Bring and Buy would be called "Your company name Bring and Buy."

• Your branding would appear on the website/customer account Bring and Buy Section.

• The area would be branded with your logo.

• Newsletters and articles relating to the Bring and Buy would feature your logo

• The sponsor must provide branded bags that visitors can use.

PUBLISHER DESIGNER TRACK SPONSORSHIP

Max of 1
Cost £3000 + VAT

Benefits of sponsorship:

• The Publisher-Designer Zone will be branded with your logo.

• The Publisher-Designer page in the programme and on the website will be branded with your logo.

• Your logo on the pull up banners in the publisher-designer rooms.

• A networking event will be held at the convention for publishers and designers which you have the option to speak at and at which you sponsor the bar (no additional cost).

•The right to have material on tables at the Show Preview (these are not produced by Expo but provided by yourself).

•A table at the Show Preview in a prominent area.

6. SPONSORSHIPS

FIRST TIMER'S GUIDE SPONSORSHIP

Max of 1
Cost £1500 + VAT

The First Timer's guide is a pamphlet/brochure handed out to attendees but particularly targeted at first time visitors.

It points out key features of UKGE and explains how to have fun at the show. Benefits of sponsorship include:

• The First Timer's guide will feature the sponsor's logo and the rear page will be reserved for their advert.

• Mention in an email covering sponsors.

• Logo on the sponsor page of the UKGE website and in the programme.

SHOP AND DROP SPONSORSHIP

Max of 1
Cost £750 + VAT

SOLD

UK Games Expo runs a shop and drop facility where visitors can leave games and then return to collect them later. Benefits of sponsorship of the shop and drop:

• Shop and Drop will be called "Sponsor Name Shop and Drop".

• Your logo on the map identifying the shop and drop locations.

• Your logo around the shop and drop facility.

• The sponsor must provide branded bags that visitors can use as carrier bags to put their games in. They can then take the games away in these bags.

BOARD GAME LIBRARY SPONSORSHIP

Max of 1
Cost £1000 +VAT

UKGE has board game libraries at Hilton hotel and in the NEC Hall 3. Benefits of sponsorship:

• The board game library in both locations will be branded with your logo on wallpaper/ pull up banners.

• The board game library page in the programme and on the website will be branded with your logo.

• Emails regarding the library will include your logo/name.

• The board game library cards each user has will show your logo on the back.

LIVE ENTERTAINMENT SPONSORSHIP

Max of 1
Cost £1000 + VAT

The Live Entertainment track at UKGE features three days of live comedy and geek or gaming related shows. Capacity of the room is 300 and there are 15 to 20 shows over the weekend. Benefits of Live Entertainment sponsorship:

• The Live Entertainment zone will be branded with your logo.

• The Live Entertainment page in the programme and on the website will be branded with your logo.

• Your logo on the pull up banners in the seminar rooms.

• Option to supply prizes or 'freebies' to be given out to live entertainment track attendees.

7. GET NOTICED

STATISTICS

OVER THE YEARS UK GAMES EXPO HAS BUILT UP A SIGNIFICANT AUDIENCE OF ENTHUSIASTIC, ENGAGED AND ACTIVE FOLLOWERS WHICH INCLUDES GAMERS, FAMILIES AND THE TABLETOP GAMES MEDIA.

X (Twitter)	23,800 Followers
Facebook	18,700 Followers
Instagram	11,100 Followers
Tiktok	1342 Followers
Threads	2000 Followers
Opted in Emails	6,150
Website Visitors	12,000 per month

(Figures correct as August 2023)

These represent an ideal target audience for exhibitors. Let them know about your brand and your products via our marketing packages.

PROMOTING A KICKSTARTER? ANNOUNCING A NEW GAME RELEASE? LAUNCHING A NEW BRAND?

UK GAMES EXPO CAN HELP:

* Social Media Campaigns
* Website Newsletters
* Email Newsletters
* Collaborations on Tiktok and Instagram

AVAILABLE ALL YEAR ROUND

Our followers are out there all year round, not just before our show. Engage with them today and get your message heard.

Email marketing@ukgamesexpo.co.uk for more information.

EMAIL NEWSLETTER

Cost £250 + VAT

Our mail list consists of GDPR compliant opted in email addresses. These emails belong to individuals who have subscribed to receive UKGE newsletters including marketing emails.

These often include people who back Kickstarter campaigns and are keen to know about new games.

• One dedicated email newsletter sent to all our 6150 contacts.

• Approx. 200 words and up to 3 landscape images (can be square images).

• Including links to relevant websites.

WEBSITE NEWS FEATURE

Cost: £75+ VAT

A news article on our website home and news page. One news page article on a day of your choice subject to availability.

• Maximum of 250 words.

• Published on UK Games Expo home page and on our news page.

SOCIAL MEDIA

Cost £250 + VAT

Our social media following has built up over the last 10+ years and are enthusiastic and engaged. They commonly like, share and retweet posts to their friends.

You can reach this audience and boost your message to thousands of gamers who do not yet know about your games and brand but now will.

• Facebook post of 100 words and an image of 1200x1200 pixels.

• X Post (Tweet) of 280 characters and an image of 1200x675 pixels

• Instagram Reel - Video is preferred for this platform if possible.

• Please include any hashtags and handles you are using.

• Please include links to any sites you want included.

GOLD ONLINE MARKETING BUNDLE

Cost £400 + VAT

Whilst we will always try and get the best pre-show position for your promotion. We cannot guarentee requested dates.

• 1 x EMAIL NEWSLETTER
• 1 x NEWS FEATURE
• 1 x SOCIAL MEDIA BURST

SILVER ONLINE MARKETING BUNDLE

Cost £275 + VAT

• 1 x NEWS FEATURE
• 1 x SOCIAL MEDIA BURST

@uk-games-expo @UKGamesExpo @UKGamesExpo @ukgamesexpo @ukgamesexpo @ukgamesexpo

8. MARKETING AT THE SHOW

THOUSANDS OF VISITORS AND HUNDREDS OF COMPANIES ATTEND UK GAMES EXPO. GET YOUR BRAND AND PRODUCT IN FRONT OF THEM WITH ONE OF OUR "AT SHOW" MARKETING OPPORTUNITIES

HALL 1 ENTRANCE FLOOR SIGNAGE

Max of 1
Cost £1500 + VAT

The entrance to Hall 1 is a high traffic area.

• Branding of entrance area in the form of a 1.5m x 3m floor logo which UKGE will print and supply.

• Logo on the sponsor page of the UKGE website and in the programme.

HALL 2 ENTRANCE FLOOR SIGNAGE

Max of 1
Cost £1500 + VAT

The entrance to Hall 2 is a high traffic area.

• Branding of entrance area in the form of a 1.5m x 3m floor logo which UKGE will print and supply.

• Logo on the sponsor page of the UKGE website and in the programme.

HALL 3 ENTRANCE FLOOR SIGNAGE

Max of 1
Cost £1500 + VAT

The entrance to Hall 3 is a high traffic area.

• Branding of entrance area in the form of a 1.5m x 3m floor logo which UKGE will print and supply.

• Logo on the sponsor page of the UKGE website and in the programme.

SWAG BIN

Max of 3
Cost £800 + VAT

A bin will be placed in a high traffic area of the trade halls. This will be branded with the sponsors art. The sponsor is responsible for keeping the bin stocked with 'swag' ie give away material. Swag must be suitable for a family audience.

ON SCREEN DIGITAL ADVERTISING

Starts at £250 + VAT

7 Large screens will be erected at multiple locations around the venue in high traffic areas and in areas with seating. These screens will show the live broadcasts by our media partners and features about the show. Between shows we will show adverts. Your 30 second advert will be shown at least 45 times during the weekend.

DISPLAY CABINET

Max of 4
Cost £400 + VAT (PER CABINET)

Glass cabinet placed in high traffic areas around the halls. Your products will be displayed in a cabinet for viewing.

NEC BRANDING AND MEDIA OPTIONS

UKGE has obtained various options for media sites at the NEC. i.e You can display your 10 second advert alongside the iconic UKGE dragon advert on the NEC digital triangle. Situated at the front of the main entrance. Contact us for more info.

8. MARKETING AT THE SHOW

HALL STAIR FLOOR STICKERS TOP

Max of 1
Cost £550 + VAT

The staircase between Hall 1 and Hall 2 is one of the highest flow areas at UKGE. Three 1.0m x 1.0m floor logos will be printed and placed at the top of the staircase in Hall 2.

HALL STAIR FLOOR STICKERS BOTTOM

Max of 1
Cost £550 + VAT

The staircase between Hall 1 and Hall 2 is one of the highest flow areas at UKGE. Three 1.0m x 1.0m floor logos will be printed and placed at the bottom of the staircase in Hall 1.

FLYING FEE

Cost £400 + VAT

You may rig a drop, ring or box banner. This fee is for the marketing opportunity only. You must supply the banner. Rigging fees will also apply. See section 17 in Third Party Options for Rigging and Manufacturing options.

PULL UP BANNER PACKAGES

Cost: £400 + VAT
for 4 banners

This allows you to place four pull up banners (2.05m x 0.9m)at high profile locations around the Exhibition halls to promote your company or product. The exhibitor is responsible for the supply of the banners and UKGE will erect them on site.

HILTON FLOOR STICKERS

Max of 4
Cost £350 + VAT

The Hilton Hotel corridors that run past the open gaming zones in the Kings and Palace Suites and the Westminster Suite RPG rooms are high flow areas at UKGE. Five 0.5m x 0.5m floor logos will be printed and placed exclusively in one of these locations.

STREET NAME

Max of 20
Cost £250 + VAT

UK Games Expo labels the streets and avenues of the exhibition hall. Benefits:

• One street or avenue named after your company or product.

• Your chosen street name will appear on the map of the hall.

• The street is physically labelled by several large signs on the floor along the length of the street.

STREET COLOUR FLOOR STICKERS PACK

Max of 20
Cost: £600 + VAT

Can only be added to a Street Name package you own. Seven 0.5m x 0.5m floor logos will be printed and placed along your street.

9. PRINT ADVERTISING

PROGRAMME ADVERT

The UK Games Expo programme is far more than just a set of maps. It is a full colour glossy magazine with exciting articles by guest writers on games and the gaming world, mini games and details of everything that is available at UK Games Expo.

This publication is free to every person who attends Expo and is produced as a souvenir.

We have found that many people who come to Expo keep the programme and many advertisers find they are still gaining new customers long after the show has finished. Adverts should meet all artwork specifications although we are happy to work with you if this is something you have not produced before.

Adverts are an effective method of reaching all the convention goers and raising awareness of your brand amongst attendees.

Due to the demand for inside front, inside back and the back cover adverts, these are allocated on a Blind Bid basis.

ARTWORK CHECKLIST

- CMYK ARTWORK ☐
- FONTS OUTLINED/EMBEDDED ☐
- RESOLUTION 250-300dpi ☐
- JPEG or PDF ☐
- ADVERT TO SIZE? (see below) ☐

ARTICLE SUBMISSION

We welcome submissions of articles for our show programme. If you are a keen writer and would like an article featured, then please email - marketing@ukgamesexpo.co.uk and we will be in touch.

ADVERT ARTWORK SPECIFICATIONS

Adverts must be submitted using the following artwork specifications:

- **In PDFs, all fonts must be embedded or outlined so the font will load on another machine that does not have the font installed.**
- **Uncompressed JPEG or PDF.**
- **Colour Space: CMYK.**
- **Size as per specifications in table below.**
- **Resolution: 300 dpi ideally.**
- **Please get in touch for any help. (SEE CHECKLIST ON LEFT)**

All artwork must be submitted to marketing@ukgamesexpo.co.uk by March 29th 2024.

TRIMMED
This is the final size that your advert will appear in the programme once it's been printed and trimmed.

WITH BLEED
This includes 3mm additional space on each side, which will be trimmed off the final advert. Your final artwork must be supplied at this size.

TEXT AREA
This is a safe zone which any text should appear within - text too close to the advert's edge may be illegible due to the binding. Keep all important copy, logos, etc within this area.

PROGRAMME ADVERT SIZES AND COSTS

ADVERT SIZE		WIDTH	HEIGHT	COST
Quarter Page	Trimmed With Bleed Text Area	98mm N/A 85mm	141mm N/A 131mm	£150
Half Page Horizontal	Trimmed With Bleed Text Area	200mm N/A 185mm	141mm N/A 131mm	£250
Half Page Vertical	Trimmed With Bleed Text Area	95mm N/A 85mm	287mm N/A 277mm	£250
Full Page	Trimmed With Bleed Text Area	210mm 216mm 180mm	297mm 303mm 267mm	Standard Page £400 Back Cover £750 * Inside Front £600 * Inside Back £600 *
Double Page Spread	Trimmed With Bleed Text Area	420mm 426mm 390mm	297mm 303mm 267mm	£650

If you want to place an advert or put an insert into the programme then please contact richard@ukgamesexpo.co.uk

*** Subject to blind bid.**

ALL PRICES EXCLUDE VAT

COMBINED ONLINE AND ADVERT SPECIALS

You might want to take both an online package and a programme advert. Buy both together and save money.

In the table above, choose an advert in the programme and an online marketing package (see page 12).

Bundle	2 Page	1 Page	½ Page
Gold Savings:	£950 +VAT Save £100	£700 +VAT Save £100	£600+VAT Save £50
Silver Savings:	£815 +VAT Save £75	£600 +VAT Save £50	£475 +VAT Save £25

10. DEMO TEAMS

UK Games Expo offers a 'demo team for hire' service where we will provide a fully trained demo team that will run your demonstration stand all weekend. Then by liaising with the various retailers at the show you can ensure your games are available to purchase. We have already provided this service for several major publishers and they have found it very successful.
If you are interested in this service, please get in contact with us to discuss your requirements.

Price of demo teams
£700 per demonstrator

Demonstrators are paid at UK National Living wage by UKGE for 27 hours (this includes time to learn the games). UKGE pays and accounts for the income tax and any national insurance. We also provide two nights' accommodation, a food voucher each day, and cover demonstrators' travel expenses.

Demo Team for Hire
Terms and Conditions:

1. The Exhibitor will supply UK Games Expo with a list of games to be demonstrated on their tables.

2. With regards to demonstrators learning your games -

a. We will provide names and email addesses of each of the demonstrators. You then have the choice of sending a copy of your game direct.

If you want to send a physical copy of your game to a demonstrator , then it is your responsibility to post the copy to them.

b. You can arrange an online training session with demonstrators to learn your game.

c. You can also send a PDF or video.

3. The team will maintain a demonstrator at all times on your table during the duration of the exhibition show, i.e. 9.00 to 6.00pm Friday, 9.00am to 6.00pm Saturday and 9.00am to 4.00pm Sunday. Each demonstrator will be given a 45 minute lunch break each day at which point they will be absent from the stand.

6. Demonstrators will wear company branded clothing if supplied by the exhibitor. A minimum of 3 shirts per demonstrator is required.

Occasionally a reserve demonstrator may take over and may be wearing a UK Games Expo shirt. Exhibitors will be asked if they wish to supply additional shirts.

7. UKGE will account for the payment, taxes and employment of all demonstrators which includes accommodation for 2 nights and pay of minimum wage plus taxes.

8. All requests for demonstrators to be made by no later than 31st March 2024. Demonstrators will only be provided if we have sufficient applicants.

9. All invoices must be paid in full on or before 29th February 2024 or within 14 days if ordered after this date. For more information or to arrange a demonstration team please contact richard@ukgamesexpo.co.uk.

Optional Help for Setup and Show Preview:

We can arrange for your demonstrators to be present for Thursday afternoon/evening. They can assist with the set-up of your stand and also help with the show preview (if required).

They will be present from 2pm - 8pm. They will require an additional nights accommodation. Fee including nights accommodation is £187.50.

11. OPTIONS AVAILABLE VIA YOUR EXHIBITOR PORTAL

****YOUR STAND COMES WITH NO FURNITURE AS STANDARD AND NO WALLS OR BARRIERS OR STAND DIVIDERS AT ALL. YOU CAN ADD A SHELL SCHEME IF YOU WOULD PREFER, WHICH YOU ORDER FROM THE SHOW CONTRACTOR. (SEE LINK ON OUR WEBSITE.)**

EXHIBITOR PORTAL

Once you have submitted a booking and it has been accepted you will then need to register an account on the UKGE website so you can request stand furniture, power, view your invoices, submit games to the awards etc.

FURNITURE**

You have three choices when it comes to furnishing your stand.

• You may bring your own tables, chairs or stand furniture.

• You can hire basic furniture from our value supplier.

• You can hire specialist furniture from our furniture contractor.

a) YOUR OWN FURNITURE

You are at liberty to bring any furniture and equipment you like. However, check terms and conditions for any restrictions.

b) VALUE SUPPLIER

The value supplier gives you the option of hiring basic tables and chairs for the duration of the show. There is a limited availability of these tables both in size and number. The furniture is ordered through your exhibitor portal which you will be able to access after your stand order is placed.

It will be supplied direct to your stand by UKGE. Item cost (excludes VAT)

• Chair plastic black – £4.50 each

• 6'x2'6" Trestle Table – £9 each

• 5'x2' Trestle Table – £8.50 each

• 4'x2' Trestle Table – £8.00 each

• 3' Diameter Tables – £12.00 each

• 4' Diameter Tables – £13.00 each

c) SHOW CONTRACTOR

Please see Event Exhibition Services Ltd in third party companies section.

PALLET STORAGE

UK Games Expo offers a service to larger retailers and publishers who are looking for a stock room to store their products and to restock their stands from. You can hire spaces for pallets at the cost of £110+vat per pallet. Book via your exhibitor portal.

Forks lifts and Pallet Trucks

Note that if you deliver furniture or stock to the NEC via truck on pallets you either need to bring a forklift, pallet truck or trolleys to get your goods off the truck. If you wish to hire a Forklift see Third Party Services.

12. POWER

PRICES BASED ON 2023 RATES

Will be updated by the end of December 2023.

Cost of Power

THIS SECTION EXPLAINS FACTORS TO CONSIDER WHEN REQUESTING POWER FOR YOUR STAND.

• Power supply costs relate to the size of the mains installed and the number of sockets required.

• The minimum size mains we can install in a block is 6A which can supply 1500 watts power. A 6A mains costs £287+vat to supply.

• Each socket we add to the mains supply costs £100+vat. Sample Power Installation 6A mains and 1 socket = £287+£100 = £387+vat.

IF YOUR POWER NEED IS 1500 WATTS OR MORE USE THIS CALCULATION:

If you need 1500 watts or more we will need to place a suitable sized mains in your area.
• 6A Main (1500watts) costs £287+vat.
• 10A Main (2400watts) costs £428+vat.
• 16A Main (3800 watts) costs £568+vat.
Sockets are an additional £100+vat each per socket.
Sample Power Installation 16A mains and 3 sockets = £568+£300 = £868+vat

HOW CAN YOU REDUCE COSTS IF YOUR POWER NEED IS LESS THAN 1500 WATTS?

DO YOU REALLY NEED POWER?

The first question you should ask yourself is do you really need power? Power installation costs at the NEC are significant.

If your power needs are confined to powering a phone charger, card reader or even a laptop then look into battery pack options as these can often be far less costly.

SHARE POWER

Many exhibitors may not need 1500 watts of power. For example 500 watts and a socket is quite sufficient for charging a phone and a card reader. Consult device manuals for power draw.
If your power needs are less than 1500 watts you may find you can save money by sharing a 6A mains (1500 watts) with other exhibitors in the same block. We advise that you make contact with other exhibitors in your block.

Note that in this case one exhibitor is responsible for placing the order and for paying all the costs of the mains as well as their own sockets.

Other exhibitor participating in power sharing just order and pay for their own sockets. All exhibitors must add a note to their power order making it clear who is ordering the mains and which other exhibitors are participating

HOW MANY SOCKETS ARE NEEDED?
Whilst each exhibitor will need at least 1 socket, we advise you make use of 4 way extensions to add sockets rather than ordering multiple sockets at £100 each.

OTHER NOTES ON POWER

The power is shut off 1 hour after the exhibition halls close so if you wish 24 hour power please inform us. 24 hour power adds a 20% surcharge. Power is ordered through your exhibitor portal which you will be able to access after your stand order is placed.
For enquiries about power email richard@ukgames.co.uk

DEADLINE TO ORDER POWER IS 28th April 2024.

Late orders

After this deadline you can order power at the show on Thursday 1st June. Note: The costs will be higher than ordering in advance.

13. UKGE AWARDS

THE UKGE AWARDS RECOGNISE THE BEST GAMES IN AN ARRAY OF CATEGORIES. SOME ARE CHOSEN BY EXPERT JUDGES AND OTHERS BY THE SHOW'S VISITORS. FOR DETAILS ON CATEGORIES CHECK YOUR PORTAL. A SPECIAL LOGO WILL BE AVAILABLE FOR USE BY THE WINNERS OF EACH CATEGORY.

ELIGIBILITY

A game is eligible to be entered for the 2024 awards if it meets the following criteria:

• The publisher must be exhibiting at the 2024 show or be represented at it by another exhibitor.
• The game must be on sale at UK Games Expo 2024.
• The game's release date must be between 15th March 2023 and 2nd June 2024.
• Games can only enter our awards once.

ENTERING A GAME

1. Login to your exhibitor portal and click on the awards tab.
2. Entrants may suggest a category in which to enter their game. However, the final decision is made by the UKGE judges.
3. Only one category per product is permissible.
4. You must send a copy or sample by 29th February 2024 (If a final version is not available please send a mock up of the game).
5. All samples, prototypes and products submitted cannot be returned.
6. It is your responsibility to ensure the timely and safe delivery of your entry. **If you miss the deadline of 29th February your game will not be entered.**

Post all entries (including RPG games, adventures and expansions) to:

UK Games Expo Ltd
Third Floor, Suite 12
Elgar House Green Street
Business Centre
Green Street
Kidderminster,
DY10 1JF.
(access via Dixon Street)

JUDGING

Before the show all eligible games are passed to the appropriate judges who will rate them. The shortlists will be selected according to the judges' ratings.

RESULTS

Judges Choice Awards results will be announced via our social media channels and website on 7th May.

Judges Awards ceremony will take place at 5.30pm on Thursday 1st June before the show preview in the Toute Suite.

People's Choice Awards will be voted by the public at the show.

People's Choice winners will be announced on Sunday 2nd June at 3.00pm on the main stage.

For a full list of rules, please consult the website.

14. SHOW PREVIEW

EXHIBITORS, DISTRIBUTORS, PRESS AND RETAILERS WILL BE INVITED TO ATTEND A SHOW PREVIEW TO BE HELD BETWEEN 6.00PM AND 8.00 PM ON THU 30th MAY.

This event will take place in Hall 3. This area will have tables laid out and exhibitors who wish to bring new games and products to show can reserve a table to lay out their wares. We expect to have over 200 press and media journalists and podcasters present as well as retailers.

If you are an exhibitor wishing to show your games, then you need to reserve space in the show preview. Full details will be available on the website.

THIRD PARTY SERVICES

THESE SERVICES ARE MENTIONED HERE FOR YOUR CONVENIENCE BUT ARE PROVIDED BY THIRD PARTY ORGANISATIONS AND NOT BY UK GAMES EXPO DIRECTLY. CONTACT THEM TO DISCUSS YOUR NEEDS FURTHER.

Please note that any contract entered into between an Exhibitor and these contractors is a matter between those parties. UK Games Expo Ltd does not accept any liability for any losses, claims, demands, actions, proceedings, damages, costs, expenses or other liability incurred by either the exhibitor or the contractor in relation to any such contract.

15. INTERNET, IT AND AV EQUIPMENT FOR HIRE AND PHONE LINES

THERE IS WI-FI IN THE NEC BUT IF YOUR SALES POINT REQUIRES THE INTERNET YOU MAY WANT THE RELIABILITY OF A WIRED CONNECTION.

You may wish to hire IT and AV equipment, add water to your stand or even a gas supply. If you need to add any of these facilities to your stand they are hired direct from the NEC.

A catalogue of the items available and prices will be linked to on the Exhibitor FAQs item on the UK Games Expo website.

16. EVENT SERVICES, SALES AND TAX AND LOGISTIC SOLUTIONS

Gamesquest

Provide logistics services to get your goods to the NEC. Also can arrange to take them away at the end of the event for onward transportation. Can offer advice on customs charges and VAT issues. Have warehouses inside the EU and in the UK.

Email: Tory@gamesquest.co.uk

All Rolled Up

Supply smaller companies with a service for limited sized deliveries.
Limited Availability - Small - Medium Boxes only - Pop-up Banners.

Tel +44 (0)7973977040 or Email: contact@allrolledup.co.uk

Spiral Galaxy

Provide logistics services to get your goods to the NEC. Also can arrange to take them away at the end of the event for onward transportation. Can offer advice on customs charges and VAT issues. Have a warehouse in Tamworth UK There services are often popular and you are advised to contact them early as they limited capacity.

Tel +44 (0)1952 587482 or Email: ukge@spiralgalaxygames.co.uk

Dice & Destiny

Event services: We bring the FLGS experience to shows for you. Bringing together our experience as an FLGS and event planners, we will bring a bespoke solution that matches your needs and allows us to bring your product to the community. Our experienced team of staff can help with set-up and planning as well as providing demo staff and management at the show.

Sales and Tax services: Looking to just be able to focus on community engagement and bring your product to them? Then let us help by handling the sales of the product for you. We are UK VAT registered and are able to make your sales for you at an agreed commission.

Email: sales@diceanddestiny.co.uk
Phone: 07709979425

THIRD PARTY SERVICES

THESE SERVICES ARE MENTIONED HERE FOR YOUR CONVENIENCE BUT ARE PROVIDED BY THIRD PARTY ORGANISATIONS AND NOT BY UK GAMES EXPO DIRECTLY. CONTACT THEM TO DISCUSS YOUR NEEDS FURTHER.

Please note that any contract entered into between an Exhibitor and these contractors is a matter between those parties. UK Games Expo Ltd does not accept any liability for any losses, claims, demands, actions, proceedings, damages, costs, expenses or other liability incurred by either the exhibitor or the contractor in relation to any such contract.

EVENT SERVICES, SALES AND TAX AND LOGISTIC SOLUTIONS

Zatu Games

Logistics and Stock Coordination
We organise freight from US,EU and UK to the NEC with goods delivered on your Stand. We also organise transport to our storage facility at Zatu HQ after the event.

Point of Sale Support
We can provide point-of-sale equipment to your stand tailored to your needs. We can offer marketing and point of sales material for your stand. We can also offer personnel to help sales, demo and support your UKGE experience.

Buy Now Ship Later
Global fulfilment options for any publishers wishing to ship straight to customers home addresses with the lowest rates and the fastest dispatch during and after UKGE.

Contact: Dominic Martin, Tel: +44 (0)1603 801188 or email: Dominicm@zatu.co.uk

---

All About Games

Are you a publisher that's interested in being part of UKGE but lacks the time or expertise to coordinate your own booth? If so, then All About Games Consulting can help. Their comprehensive events management services cater specifically to publishers both internationally and within the UK. By working with AAGC, you can secure a dedicated, branded demonstration space within their expansive 760sqm booth, along with solutions for staffing, B2B meeting spaces and more.

For more details on this opportunity, email: events@aagc.games today!

Peregrine Coast Press

Peregrine Coast Press are providing pallet & box consolidation for smaller stands in advance of UK Games Expo, with transit to (and optionally, from) the event. This includes reception of stock from abroad. Details subject to demand, with pricing to be confirmed.

Contact: ukge24-logistics@peregrinecoast.press

THIRD PARTY SERVICES

17. STAND CONSTRUCTION OPTIONS

NOTE THAT YOUR STAND COMES AS SPACE ONLY WITH NO WALLS.

The Neale Agency are our show contractors and via divisions of Nautilus Live and Periscope Live offer services such as full stand builds, shell scheme, and carpet. Order forms will be made available on our website or else contact them direct.

It is advisable to make contact with neighbouring exhibitors before placing your walling order as it is possible to save money by placing a single order between you.

SHELL SCHEME AND WALLING
Nautilus Exhibitions Ltd
The Old Boatyard South March Daventry
Northamptonshire NN11 4PH
Tel: +44 (0) 1327 304055
Info@nautilusexhibitions.co.uk

BESPOKE STAND CONSTRUCTION
Want to build something special?
Periscope Live construct one of a kind exhibition stands.
Contact Jack Penn jack@periscopelive.com

18. FORKLIFT HIRE

This service is supplied by Periscope Live
Contact - Jack Penn jack@periscopelive.com
Tel: +44 (0) 1327 304055

You can also bring your own Moffett but you must comply with Health and Safety regulations as laid out here.

https://media.ukgamesexpo.co.uk/prod/documents/UK_Games_Expo_-_Moffett_Health__Safety.pdf

19. BANNER MANUFACTURING AND RIGGING

In order to hang any sort of banner suspended from the ceiling above your stand the following must be considered: -

1. PERMISSION - All hanging banners must be cleared by UKGE for, position, size and content. All exhibitors using hanging banners must pay flying fee of £400.00 +VAT to UK Games Expo. If you order a banner directly with the NEC you MUST get permission from UKGE otherwise the banner will not be erected. The banner size must fit entirely above your stand footprint and not hang over other exhibitor stands or aisles. This fee does not apply to roll/pull up banners. **To book the Flying Fee please email richard@ukgamesexpo.co.uk**

2. PRODUCTION - All banners must meet the NEC rigging requirements (pdf can be found on our website). You may source your own banner, use the NEC's graphics production team (simon.lane@the-nec.co.uk), or re-use a previous banner.

3. RIGGING - The NEC charges a rigging cost for hanging your banner. This cost varies depending on the construction of your banner or other hanging construction. The NEC rigging pdf will help you calculate the cost or you can contact NEC for further help (see below). UKGE special drop banner rate: We have negotiated a rigging deal with the NEC for drop banners up to 4m x 2.4m in size. The price is £360 + vat for 2024.

Note: If you are using the NEC Graphics team they will calculate the rigging cost for you if the size is different to above. The above deal only applies to drop banners. To book the UKGE special drop banner rate please email richard@ukgamesexpo.co.uk

For rigging costs of box banners, ring banners and larger banner please contact the Rigging department or examine the The NEC rigging pdf.

EXAMPLE COST
Production of 4m x 2m double sided pvc banner:
(if banner made by third party)
Flying Fee: £400
Rigging: £360
TOTAL : £760 + VAT + Third party print costs.

BESPOKE RIGGING
If you require rigging advice for drop banner, ring or box banners or a quote you can contact the NEC Rigging Department on TechnicalSales@thenec.-co.uk or 0844 3388 338 (Option 2).

BANNER REMOVAL
After the show banners are removed by the NEC. Any banners on hoists will be lowered for removal during de-rig. PVC banners will be recovered up to 10 days after the show and exhibitors can collect them or UKGE will store them for a fee.

BANNER STORAGE
UKGE will collect your PVC banner and store it and return it to the NEC for the following year's show for £100 + VAT. If you want to use the banner during the year you may collect it from the UKGE warehouse at your own cost.

FINAL DETAILS

20. PASSES

ONCE THE SHOW IS OPEN ALL EXHIBITORS AT UK GAMES EXPO WILL REQUIRE EXHIBITOR PASSES TO ENTER THE EXHIBITION HALLS – THIS WILL ALLOW YOU TO GET IN DURING EXHIBITOR ACCESS HOURS

You get 1 pass per exhibiting company, plus 1 pass per co-exhibiting company, plus 1 pass for every 4sqm of space.

Example 1: Exhibitor "BIG GAMES Ltd"
booked 20m x 2m of space (40m2).
They will receive 11 passes.

Example 2: ExhibitOR "SMALL GAMES R US"
booked 2m x 2m of space.
They will receive 2 passes.

We do not post out passes. These passes will be ready for you on arrival. Collect them at Exhibition Services.

Additional Exhibitor passes can be purchased by an exhibitor at the cost of £10 for the weekend. Purchase these on arrival when you collect your passes. The number you can buy is connected to the size of your stand.

For stands of up to 50sqm Size:

For each 10sqm (rounded up) that you have booked you can buy 2 £10 passes.

For stands of 51 to 100sqm Size:

You can buy 15 £10 passes.

For stands over 100sqm

You can buy 20 £10 passes

Passes beyond this quantity may be bought at 3 day adult entry ticket cost.

21. PARKING FOR EXHIBITORS

WE HAVE AGREED A DEAL WITH THE NEC WHEREBY EXHIBITORS AND CO-EXHIBITORS WILL BE OFFERED A COMPLIMENTARY CAR PARK PASS FOR THE NEC CAR PARK.

The number of passes you qualify for is based on the size of your stand:

If your stand is 4 or 6 sqm you get 1 car park pass; If your stand is between 7 and 19 sqm you you get 2 car park passes; If your stand is between 20 and 29 sqm you get 3 car park passes;

If your stand is between 30 and 39 sqm you get 4 car park passes;

If your stand is between 40 and 49 sqm you you get 5 car park passes; if your stand is between 50 and 99 sqm you you get 6 car park passes; if your stand is over 100 sqm you you get 10 car park passes. Each coexhibitor grants you one extra pass. These can be collected from Exhibition services.

22. ACCESS

DETAILED INSTRUCTIONS FOR EXHIBITORS REGARDING ACCESS WILL BE SHARED SEVERAL WEEKS BEFORE THE CONVENTION. THIS WILL INCLUDE INSTRUCTIONS ABOUT YOUR ACCESS PASS.

Your access pass is a pdf you must use to gain access during the setup period and will be posted to the exhibitor tab on the website from 2 weeks before the show.

You will be unable to access this pass and so be unable to setup if you have not paid your invoices in full.

Ensure all your staff entering during setup have a copy.

23. SOCIAL MEDIA

DON'T FORGET TO FOLLOW US ON FACEBOOK, X (TWITTER), INSTAGRAM, THREADS, LINKEDIN AND TIKTOK AND SUBSCRIBE TO OUR EMAILS TO KEEP ON TOP OF ALL THE NEWS AND TO HELP BUILD BUZZ.

#ukge2024 #ukgamesexpo

TERMS AND CONDITIONS

The following terms and conditions apply to the hire of exhibition space at UK Games Expo.

INTERPRETATION AND GENERAL

1. UK GAMES EXPO (the "Event") is an annual gaming convention for both dedicated hobby gamers and the wider public. The Event is organised by the directors of UK Games Expo Ltd. Richard Denning and Tony Hyams (the "Organisers").

2. The Event takes place in The National Exhibition Centre, Birmingham B40 1NT & The NEC Hilton Metropole Hotel, Birmingham B40 1PP (the "Hilton"). Additional events occur in surrounding hotels as specified on the UK GAMES EXPO website and laid out in the programme.

3. For the purpose of these terms and conditions:

a. References to the "Venue" include both the Hilton and the NEC as appropriate;

b. References to the "Event" are to the iteration of the Event at which the exhibition space is to be hired.

4. Anyone intending to hire or in fact hiring exhibition space at the Event (an "Exhibitor") undertakes that they (together with any employees, partners, or others associated with them) will:

a. Comply with any terms and conditions specified by the management of the Venue to the extent that they are communicated to the Exhibitor either prior to or during the Event; and

b. Comply with any reasonable instructions given by the management of the Venue to the Exhibitor or any employee, partner or associate of the Exhibitor either prior to or during the Event as though any such terms and conditions or instructions were incorporated into these terms and conditions.

5. These terms and conditions shall be subject to the laws of England and Wales.

6. All matters and questions not covered by these terms are subject to the decision of the Organisers. Exhibitors agree to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by the Organisers for the management of the Event.

APPLICATIONS FOR, SECURING OF AND ALLOCATIONS OF EXHIBITION SPACE

7. The following procedures should be followed when booking exhibition space:

a. Potential Exhibitors should contact Richard Denning in the first instance by e-mail to richard@ukgamesexpo.co.uk, or by using the form located on the website, stating their preferences (if any) as to type or location of stand, and confirming the amount of exhibition space they are seeking.

b. The Organisers will acknowledge receipt of the e-mail / form and either confirm that those requirements can be met or contact the intending Exhibitor to discuss alternative allocations.

c. Once an agreement has been reached, the Organisers will issue an invoice confirming the total cost for the proposed stand, the initial stand allocation and the deposit required to secure it.

d. To secure a stand, the Exhibitor must complete the booking by paying the deposit as stated on the invoice.

e. The required deposit will be 25% of the total expected stand cost and is due within 28 days of the issue of the invoice. The balance payment must be made as outlined in 10c.

f. Where an invoice is issued after 28th February, the Exhibitor must pay the full value of the invoice within 28 days to secure the stand. All invoices must be paid at least 48 hours prior to the commencement of the Event.

g. In the event of an exhibitor failing to pay the deposit, or full fee as appropriate, within the time periods set out in paragraphs e and f of this Clause 7, the Organisers will cancel the booking and release the allocated space for re-sale without further notice to the exhibitor.

8. An Exhibitor may request other facilities (e.g. access to power or hire of furniture) via the Exhibitor Portal after the deposit received by the Organisers and a stand has been allocated to the Exhibitor.

9. The Organisers will allocate space within the Venue taking account of the requirements and preferences indicated on completed Booking Forms and will inform potential Exhibitors in writing of the extent to which any such preferences or requirements can be accommodated. However:

a. in deciding on allocations the Organisers shall take account of whether the intending Exhibitor has attended previous iterations of the Event (and if so whether the Exhibitor complied with all relevant terms and conditions) and the total anticipated contributions of the intending Exhibitor to the Event, including level of sponsorship, but may also give weight to other factors.

b. all decisions as to space allocation by the Organisers shall be final and binding on all Exhibitors who shall not be entitled to know the reasoning behind those allocations; and

c. the Organisers reserve the right to alter allocations (and if appropriate refund appropriate amounts of the stand fee to take account of any such alterations) without prior notice.

FEES, PAYMENT METHODS AND CANCELLATION POLICY

10. The due dates for payment are as follows:

a. If the booking is made before the 29th February an invoice for the 25% deposit will be issued and must be paid within 28 days of receipt to secure your stand. Note that any monies held by the Organisers representing amounts rolled over to 2024 by an Exhibitor from a previous show ("Rolled- Over Funds"), will automatically be applied as a credit against this deposit.

b. If the booking is made after 28th February then an invoice for the full fee will be issued, payable within 28 days to secure the stand.

c. Where an invoice for a deposit has been issued an invoice for the remaining balance of the stand fees as set out in the quotation will then be issued for payment by 28th February.

d. Invoices for any additional facilities requested via the Exhibitor Portal such as power and furniture hire must be paid within 28 days of receipt of the invoice or by the 30th April, whichever is the sooner, (Invoices for these services issued after 30th April must be paid on receipt).

e. Any surplus Rolled-Over Funds after payment of the deposit will again be applied automatically by the Organisers as a credit against any outstanding amounts due.

f. Payment for sponsorship opportunities and marketing packages are due as follows:

i. All sponsorship fees are payable in full within 28 days of the issue of the invoice.

ii. All marketing package fees as set out in the invoice must be paid in full before UK Games Expo will run the marketing package and within 28 days of receipt of the invoice.

TERMS AND CONDITIONS

g. Payment may be made using any of the methods specified on the invoice.

11. If the payment remains outstanding this will result in the organisers cancelling the booking and releasing the allocated space for re-sale without further notice to the exhibitor. An Exhibitor will not be allowed to set up a stand at the event unless all fees for that stand have been paid in full.

CANCELLETIONS

12. All cancellations must be made in writing and sent by e-mail to richard@ukgamesexpo.co.uk. The extent to which any fees already paid are refundable shall be determined dependent on how far in advance of the Event for which the booking was made the notice of cancellation is received by the Organisers, as set out below:

a. If notice of cancellation is received by the Organisers at least 60 days prior to the start of the Event for which the booking was made the deposit will be forfeit but all other fees paid will be refunded in full.

b. If the exhibitor cancels his or her participation less than 60 days before the Event the full Invoiced fee must be paid to the organiser.

SET-UP AND ATTENDANCE

13. Access to the Venue for setup will be available between 8.00am and 9.00pm on the Thursday immediately prior to the Event and between 7.00am and 9.00am on the Friday of the Event. The Exhibitor must ensure that his stand is fully set up by 9.00am on the Friday of the Event.

14. An Exhibitor must ensure that his stand is manned during the following periods:

a. The Show Preview, taking place between 6.00pm and 8.00pm on the Thursday evening (if you have a table there).

b. Opening hours as set out below:

i. Friday – 9.00am to 6.00pm

ii. Saturday – 9.00 am to 6.00pm

iii. Sunday – 9.00 am to 4.00pm. Please note UK Games Expo is a gaming convention and some games go on past opening hours and as such the halls may not be completely vacated by the public until thirty minutes after the end of opening hours.

15. The event is considered to be exempt from Sunday trading laws as exhibitions fall outside those regulations.

16. If an Exhibitor fails to set up and man a stand by 9.00am on Friday the Organisers reserve the right to use the exhibition space hired by the Exhibitor for the Organisers' own purposes including without limitation renting out the exhibition space to another Exhibitor without allowance or refund to the defaulting Exhibitor.

17. At the conclusion of the Event Exhibitors must vacate the Venue and ensure that all of their belongings have been removed from the Venue by 6.00pm on Sunday unless they have requested and had granted an extension to this period.

MERCHANDISE AND DISPLAY MATERIAL

18. Exhibitors are responsible for the safety and appropriateness of all merchandise and promotional and other material displayed and sales activity taking place within their stand. If the Organisers at their absolute discretion consider that any material displayed or activities undertaken:

a. Pose risks to the health and safety of Exhibitors and others attending the Event; and/or contravene the terms and conditions of the NEC or the Hilton as appropriate; and/or contravene the terms and conditions of the NEC or the Hilton as appropriate; and/or

b. Are not in compliance with laws and regulations in force in England and Wales pertaining to toys and games and other items on sale at the event including the need to display appropriate safety markings and/or.

c. May cause damage to the structure or any part of the fabric of the Venue; and/or are likely to cause offense or distress to other Exhibitors, Expo volunteers or members of the public attending the Event and/or

d. Are unsuitable for an Event aimed at a family audience and attended by small children.

The Organisers will request the Exhibitor to cease any such activities and remove any offending items from the Venue. If an Exhibitor fails to cease any such activities or remove any such offending items when requested to do so the Organisers may take any one or more of the following actions:

i. Removing or procuring the removal of any such offending material from the Venue.

ii. Ejecting the Exhibitor or any partner, employee or other associate of the Exhibitor from the Event.

iii. Revoking the Exhibitor's hire of the stand in which case the Organisers reserve the right to use the exhibition space for its own purposes including without limitation permitting the Exhibitor's stand to be used by another Exhibitor without allowance or refund to the defaulting Exhibitor.

19. The Organisers reserve the right to refuse admission to any Exhibitor or any partner, employee or associate of an Exhibitor if they at their absolute discretion decide the Exhibitor is attempting to display materials of dangerous or objectionable nature.

20. Any Exhibitor who is uncertain as to the appropriateness or acceptability of any materials or activities should discuss his or her concerns with the Organisers in advance of the Event.

FURNITURE AND EQUIPMENT

21. No walling, floor coverings, power, furniture or additional equipment will be provided to an Exhibitor as part of the stand fee.

22. Where additional equipment or furniture has been requested via the Exhibitor Portal, the Organisers will ensure that such equipment or furniture is obtained and made available at the Exhibitor's stand in time for set-up.

23. All other equipment and furniture used by the Exhibitor, regardless of whether that equipment or furniture is brought by the Exhibitor to the Event or is obtained by contract between the Exhibitor and any contractor or supplier recommended by the Organisers or any other third party are the sole responsibility of the Exhibitor. Any disputes with regard to the hire and supply of such equipment by any third party including the show contractor is a matter. between the exhibitor and the third party

24. Exhibitors are responsible for arranging and paying for all fees and meeting all expenses in connection with the transport of display and sales materials to the Venue, moving the materials into and out of the Exhibitor's allocated exhibition space, and assembling and disassembling displays.

25. Exhibitors may not sub-let or assign any of their allocated exhibition space without the prior written consent of the Organisers, such consent not to be unreasonably withheld.

PROMOTIONAL MATERIAL

26. By submitting a Booking Form and applying to hire a stand at the Event an Exhibitor agrees to the use of the Exhibitor's name on the Organisers' website and in any promotional materials

prepared or distributed by the Organisers in connection with the Event PROVIDED THAT such agreement extends only to including the Exhibitor's name, stand number, logo and description in a list of intending exhibitors. The exhibitor accepts that any such materials may continue to be used incorporating the Exhibitor's details even if the Exhibitor subsequently cancels a booking or fails to attend the Event for any reason.

27. Use of any product by any Exhibitor, their employee agent or associate containing the UK GAMES EXPO name or logo is prohibited without the express written permission of the Organisers. Exhibitors agree that if any materials making such unauthorized use appear at the Event, the Organisers shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.

28. The Organisers will exercise editorial control over any advertising material supplied by an Exhibitor for inclusion on the Organisers' website or in the Event programme. All such material should be in accordance with the standards set out on the Organisers' website and be suitable for an event aimed at a family audience.

29. Exhibitors may post and distribute their own promotional materials only from within their assigned exhibition space with the exception of Sponsors as specified in the Marketing section of this guide. Any Exhibitor who attempts to distribute material external to their stand will be liable to an additional fee appropriate to the level of their activity.

30. Any promotional material used by an Exhibitor must be in accordance with the standards set out on the Organiser's website and be suitable for an event aimed at a family audience. The Organisers reserve the right to require the removal of any materials which the Organisers deem to fall below those standards or be inappropriate for or even offensive to a family audience.

31. Exhibitors, their employees, agents or associates may not affix promotional materials in any part of the Venue save that expressly set aside for the purpose and indicated to Exhibitors by the Organisers.

32. The Organisers may choose to offer promotional programs outlined on the Organisers' website and e-mailed to visitors and exhibitors from time to time. By expressing a willingness, whether by e-mail or otherwise in writing, to take part in any such promotion an Exhibitor irrevocably undertakes to participate in that programme.

SAFETY, SECURITY AND LIABILITY

33. Exhibitors must not block aisles or fire doors, must not occupy any area outside their hired space, and must comply with any directions from the Organisers or the management of the venue as to access and storage.

34. The Organisers in conjunction with the management of the Venue will seek to control access to the Event and reserve the right to refuse admittance to anyone, whether or not an Exhibitor or person connected with an Exhibitor, if the Organisers reasonably consider it necessary for the safety and comfort of other Exhibitors or person connected with an exhibitor, if the Organisers reasonably consider it necessary for the safety and comfort of other Exhibitors or members of the public attending the Event.

35. The Organisers will take out a suitable public liability insurance policy in relation to the Event. However, this will not extend to insuring Exhibitors' goods and display materials against theft or damage. Exhibitors are strongly advised to take out their own insurance to cover such risks.

36. Exhibitors are fully responsible for any loss, damage, or injury to the management and staff of the Venue resulting from Exhibitors' displays or actions and are strongly advised to take out their own insurance to cover such risks.

37. The Organisers reserve the right to charge an Exhibitor for any loss or damage to any part of the structure or fabric of the Venue caused by any actions of the Exhibitor or the employee partner or other associate of an Exhibitor.

REFUSE AND WASTE

38. Exhibitors are responsible for removing all their waste.

39. The Organisers reserve the right to charge an Exhibitor in the event that waste is left within an Exhibitor's stand for the cost of removing and disposing of such waste.

FORCE MAJEURE AND OTHER CANCELLATION OF THE EVENT

40. The Organisers reserve the right to cancel the Event at any time if they deem this necessary, including if the Event is interrupted and/or discontinued, or access to the Venue is prevented or interfered with by reason of any industrial dispute, act of war, civil disturbance, terrorist action, act of God, or instruction from the police, the local authority or any other governmental agency, a pandemic infection or if the Venue is damaged whether maliciously or by accident or the management of the Venue are unable to provide the expected facilities.

41. Where an Event is cancelled, but the Organisers reasonably consider that the Event will be able to take place at a later date:

a. the Organisers shall inform the Exhibitors as soon as possible of the cancellation.

b. any amounts already received by the Organisers from an Exhibitor shall be retained by the Organisers as Rolled- Over Funds to be applied in relation to stand fees for the next viable Event; but

c. no further funds shall be due from the Exhibitor in relation to the Event until such time as the details of the next iteration of the Event have been finalised at which point the Organisers will confirm to the Exhibitor the timetable for payment of the remaining amounts.

42. Where an Event is cancelled and the Organisers have no expectation of being able to hold any further iteration of the Event in the future, the liability of the Organisers shall be limited to refunding any fees paid by an Exhibitor in advance of the Event subject to a pro rata reduction for that portion of the anticipated time for which the Event was scheduled to run which in fact fell before any such cancellation

IMPORTANT INFO

BOOKING YOUR STAND

Decide on the stand size, layout, configuration and location. Steps 1 to 5.

Look at marketing, sponsorship and advertising options. Steps 6 to 10.

Log in to your exhibitor portal to book power and furniture and to enter the awards. Steps 11 to 14.

See third party section for walls, carpet, banner rigging and manufacture, special items and logistics. Steps 15 to 19.

Check steps 20 to 23 for info on passes, parking, access and keeping in touch.

Make your enquiries in person, via our website, by email to richard@ukgamesexpo.co.uk or by phone on 01562 69391.

Pay your deposit within 28 days of issue of invoice to secure your stand. Once this has occured you will have access to your stand details via your exhibitor portal.

IMPORTANT DEADLINES

Deposit of 25% to be paid within 28 days.

Balance must be paid in full by 29th February 2024.

Awards: All games and/or samples to be received by 29th February 2024.

Adverts: Artwork To be received by 28th March 2024

Order Furniture and Power by 29th April 2024.

CONTACT DETAILS

Exhibition enquiries to richard@ukgamesexpo.co.uk.

Events, tournaments and seminar enquiries to community@ukgamesexpo.co.uk.

RPG game contact community@ukgamesexpo.co.uk.

Website, policies and ticketing issues enquiries to tony@ukgamesexpo.co.uk.

Exhibitor logistics, delivery, access etc to production@ukgamesexpo.co.uk.

Marketing enquiries and collaboration enquiries to marketing@ukgamesexpo.co.uk.

General enquries to admin@ukgamesexpo.co.uk.

UK GAMES EXPO

2023 IN PICTURES

www.ukgamesexpo.co.uk