



UK GAMES EXPO

EXHIBITOR GUIDE

30TH MAY - 1ST JUNE 2025

THE NEC BIRMINGHAM, UK



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

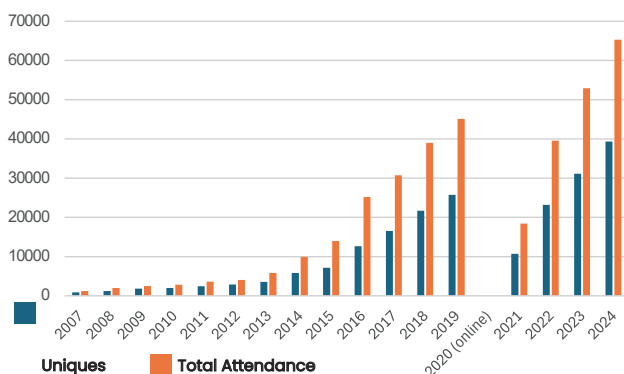
TELL ME MORE ABOUT UK GAMES EXPO

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.

*UK Games Expo first took place in 2007.
The below graph shows our growth over the years.*



THE EVENT IS GETTING BIGGER!

From its launch in 2007, attendance at UKGE has increased each year and in 2024 UKGE attracted 39,306 unique visitors with a total attendance of 65,281. This comprises of not just the hobby enthusiasts, but also new gamers and the family market. We also attracted over 630 exhibitors.

WHEN IS IT?

The next UK Games Expo will be held from 30th May to 1st June 2025.

WHERE IS IT?

UKGE 2025 is located in Hall 2, Hall 3, Hall 3a, Hall 4, the Piazza and Tote Suites of the NEC 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.



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 2, Hall 3, Hall 3a and Hall 4 of the NEC. The Halls comprise 46,000 m2 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 Zone: 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.
 - **Business and Press Zone.** Where industry meetings occur.
 - **Bring and Buy.** UKGE holds what we believe to be the world's largest games bring and buy.
- In 2024 over £180,000 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 500+ players!

- **The Board Game 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 4,000+ gamers to sit and play at any one time, free of charge.
- **Play Test.** 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 28th May: large deliveries only by prior arrangement and UK Games Expo infrastructure build day.

Thursday 29th May: Set up from 8.00am until 9.00pm.
Friday 30th May set up from 7.00am until 9.00am.

Opening Hours:

Friday 30th May and Saturday 31st May. The exhibition halls will open from 9.00am until 6.00pm.
Sunday 1st June: The exhibition halls will open from 9.00am until 4.00pm.

The gaming and tournament areas are open from 9.00am until midnight on Friday 30th May and Saturday 31st May from 9.00am until 6.00pm on Sunday 1st 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.
- Open gaming space for 1200+ throughout the weekend.
- A short walk from the NEC.
- Complimentary shuttle service to Halls 2, 3, 3a and 4 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 2, the Tote Suite is our dedicated space for events such as epic RPGs and entertainment shows, capable of seating 300+.

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.

TESTIMONIALS

"It was our first time to UK Game Expo as a trader and it was an absolute master class in how all event organisers should treat traders/exhibitors and how to put on a show with real variety and value for money."

Jade from Sew Jealous

"Just wanted to reiterate how awesome Expo was this year. You all did a fantastic job and I am sure you don't get thanked enough for the effort you put in to giving the public such a great weekend of gaming. Each and every one of you was a huge help to us at various stages of the show and the leadup to it."

Phil from All About Games





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://t.ly/Y-TMk>

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.

Crowne Plaza

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

Crowne Plaza is adjacent to Resorts World.

Genting Hotel At Resorts World

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. See our website - <https://t.ly/CaiqW>



STEP BY STEP GUIDE TO OPTIONS WITH YOUR BOOKING

TO TRY AND MAKE THE PROCESS EASIER, WE HAVE ORGANISED IT INTO A SERIES OF STEPS

Steps 1 to 5 - Booking a Stand

Deal with the application to get a stand at UKGE

Steps 6 to 10 - Sponsorships / Marketing / Demonstrators

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 - Exhibitor Portal Services

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 18 - Third Party Services

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 19 to 24 - Final Details

Deal with other questions exhibitors ask such as exhibitor passes, accommodation, car parking and access for setup. This section also includes information on stand inspections and other important stand related policies.

BOOKING A STAND

1. YOUR STAND

STARTER STANDS

£44 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 2m x 3m or 3m x 3m stand only.
- can not be combined with other stands.
- are placed at the discretion of the organisers.
- are priced at £44 per sq metre.

STANDARD STANDS

£63 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 2m x 3m = 6m². Stands are charged at £63 per square metre.

Example: A stand that is 5m x 2m - 10m² is calculated at £63 x 10 = £630 + vat.

SUPERIOR STANDS

£78 a sqm

Superior stands are situated in high footfall locations at the front of Halls 2, 3 & 3a. Any stand located in these zones is considered a superior stand. See map on page 8 for an indication of the superior areas (yellow highlighted areas).



**PLEASE NOTE THAT YOUR STAND IS SOLD AS SPACE ONLY
THERE IS • NO POWER • NO WALLS • NO FURNITURE**
Options to add these are explained further in this guide

BOOKING A STAND

2. CO-EXHIBITORS (MORE THAN ONE EXHIBITING COMPANY SHARING A STAND) £27 + VAT

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 £27 + vat administration fee for each co-exhibitor payable by the hirer as part of the stand fee. Each exhibitor will be listed on the UKGE website as well as in the programme.

3. STAND CONFIGURATION

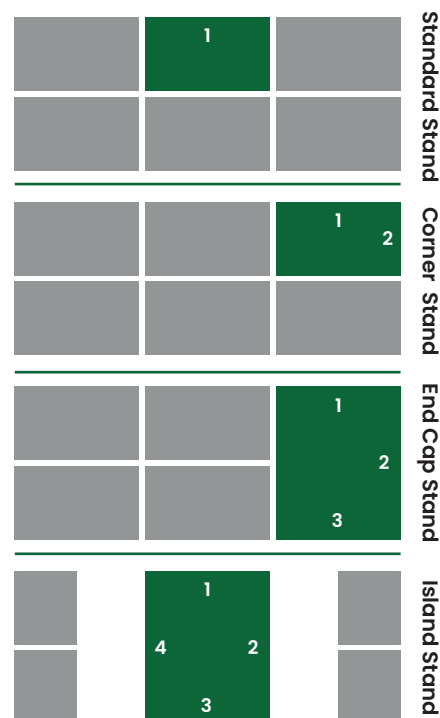
Stand configurations are based on the number of customer facing sides that the stand has, if you require a stand configuration other than standard, then a supplement is added to your cost.

- Standard stand with one customer facing side = zero supplement.
- Corner stand with two customer facing sides = £220 supplement.
- End cap stand with three customer facing sides = £550 supplement.
- Island stand with four customer facing sides = £1300 supplement.

For Example: A 5m x 2m corner stand will attract a £220 supplement. £630 + £220 = £850 + vat.

A 5m x 4m end cap stand will attract a £550 supplement. £1260 + £550 = £1810 + vat.

A 5m x 4m island stand will attract a £1300 supplement. £1260 + £1300 = £2560 + vat.



4. LOCATION

Certain areas of the halls 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 2, Hall 3 and Hall 3a on page 8.

For example, a 5m x 2m corner stand = £850 + VAT but in a superior position this would cost an additional £150 + VAT = 10m2 x £15 which is a total of £1000 + VAT.

5. BOOKING YOUR STAND

- Preliminary enquiries should be made in person with us at shows we attend and online via our website. 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. We reserve the right to notify you of additional fees that may apply in the event of high back charges. For full details on payments see terms and conditions which are available from page 28 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 to add these are explained further in this guide

BOOKING A STAND

New Hall Layout for 2025

Trade halls for 2025 comprise of Halls 2, 3 and 3a. Hall 4 will be used for tournaments and open gaming. Yellow colour below indicates superior space in the three trade halls.



6. SPONSORSHIPS

SPONSORSHIPS ALLOW OPPORTUNITIES FOR UKGE AND EXHIBITORS TO WORK TOGETHER AS PARTNERS IN PRODUCING A BIGGER, BETTER, MORE EXCITING SHOW, AS WELL AS 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

Cost £5,000 + 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 hall 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) (character limit see page 14).

ASSOCIATE SPONSOR

Cost £3,500 + VAT

Associate 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 hall maps highlighting your stand location.
- A 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). (character limit see page 14).

SUPPORTING SPONSOR

Cost £1,200 + VAT

Supporting sponsors receive several benefits including:

- Logo on the sponsors page of the UKGE website and in the programme.
- Logo on the exhibition hall maps highlighting your stand location.
- A quarter-page advert in the programme.
- Silver marketing package.
- 3rd choice preferred stand placement in the exhibition hall after major and associate sponsors.
- Street name (shorter street). (character limit see page 14).



6. SPONSORSHIPS

LET'S PLAY ZONE SPONSORSHIP

SOLD OUT
Set of 1
Cost £2,000 + VAT

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

Benefits of Let's Play 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 (character limit see page 14).
- Full Page advert

BRING AND BUY SPONSORSHIP

SOLD OUT
Set of 1
Cost £2,000 + VAT

The UKGE Bring & Buy is a very popular and busy part of the convention. In 2024 over £180,000 value of goods were sold through it and around £18,000 of charity donations made from the commission. Your sponsorship would help cover the cost of this feature.

Benefits of sponsorship.

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

- Your branding would appear on the website/customer account Bring and Buy section.

CHILDREN'S ROLEPLAYING ZONE SPONSORSHIP

SOLD OUT
Set of 1
Cost £2,000 + VAT

The Children's Roleplaying Zone at UKGE is a dedicated area for children aged 5 to 12 to play their first roleplaying games.

Benefits of sponsorship:

- Children's RPG Zone will be called "Sponsor Name Children's RPG Zone"
- Your logo on all Children's RPG Zone print materials and banners.
- You may place marketing material on tables in the Children's RPG Zone.
- Your games will be available for play in the zone (subject to suitability).
- Option to supply materials, figures, terrain and prizes or freebies to be used in the zone. (subject to suitability)
- Street name (character limit see page 14).
- Full Page advert



CHILDREN'S ZONE SPONSORSHIP

SOLD OUT
Set of 1
Cost £2,000 + 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 (character limit see page 14).
- Full Page advert

PROGRAMME BIN SPONSORSHIP

Set of 3
Cost £1,000 + VAT

There are three programme bins situated in hall 4. These bins will be in constant use during the trade days and you have an opportunity to sponsor all three.

- Visible graphic on all top section sides of each programme bin.



6. SPONSORSHIPS

FIRST TIMER'S GUIDE SPONSORSHIP

Max of 1
Cost £1,500 + 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 £1,000 + VAT

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.

PUBLISHER-DESIGNER TRACK SPONSORSHIP

Max of 1
Cost £4,000 + 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.
- Branded Business & Press Zone.



LIVE ENTERTAINMENT SPONSORSHIP

Max of 1
Cost £1,000 + VAT

The Live Entertainment track at UKGE features three days of live comedy and geek or gaming related shows. Capacity of the room is 400 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/event 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)	24,570 Followers
Facebook	25,279 Followers
Instagram	16,800 Followers
TikTok	1760 Followers
Opted in Emails	6,500
Website Visitors	15,000 per month (Figures correct as August 2024)

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

Max
Cost £100 + 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 6500 contacts.
- Approx. 200 words and up to 3 landscape images (can be square images).
- Including links to relevant websites.

WEBSITE NEWS FEATURE

Max
Cost £100 + 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 UKGE home page and on our news page.

SOCIAL MEDIA

Max
Cost £100 + 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

Max
Cost £250 + VAT

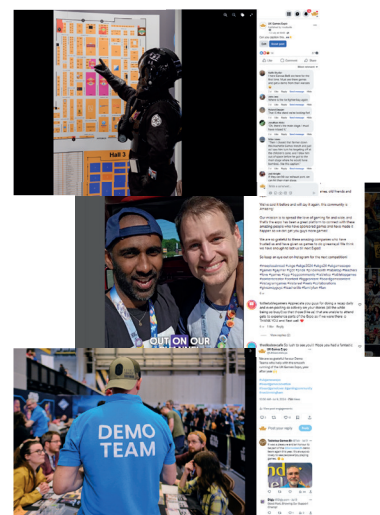
Whilst we will always try and get the best pre-show position for your promotion. We cannot guarantee requested dates.

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

SILVER ONLINE MARKETING BUNDLE

Max
Cost £125 + VAT

- 1 x NEWS FEATURE
- 1 x SOCIAL MEDIA BURST



SUBJECT TO AVAILABILITY.

Packages get booked quickly - if you want marketing between Feb and June then you need to book early to avoid disappointment.

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 2 ENTRANCE FLOOR SIGNAGE

**Max of 1
Cost £1,500 + 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.

HALL 3 ENTRANCE FLOOR SIGNAGE

**Max of 1
Cost £1,500 + 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.



HALL 3a ENTRANCE FLOOR SIGNAGE

Cost £1,500 + VAT

The entrance to Hall 3a 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.

HALL 4 ENTRANCE FLOOR SIGNAGE

**Max of 1
Cost £1,500 + VAT**

The entrance to Hall 4 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.

SWAG BIN

**Max of 1
Cost £800 + VAT (each)**

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.

DISPLAY CABINETS

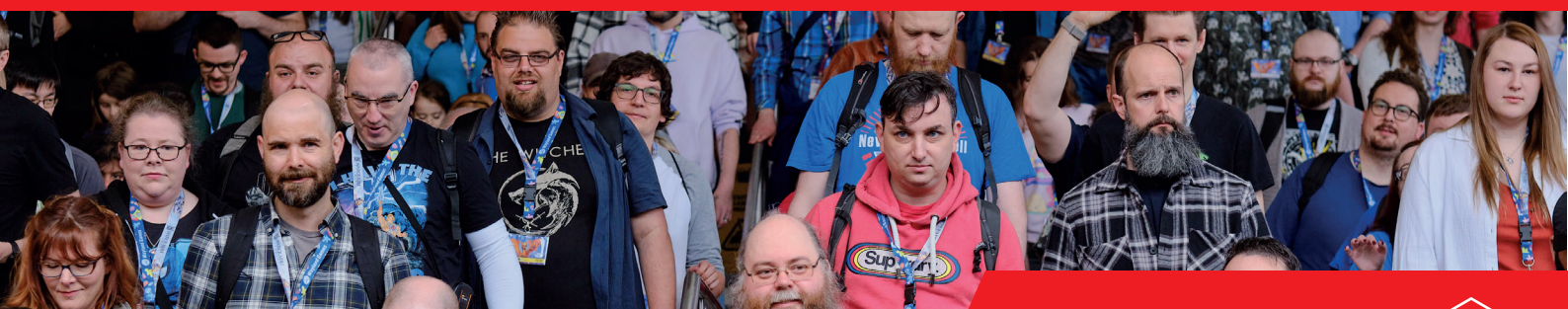
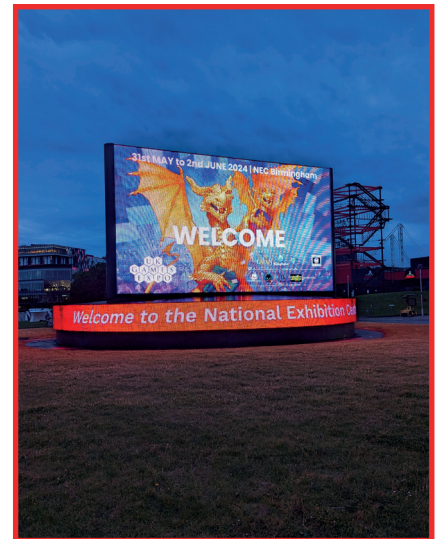
**Max of 5
Cost £400+ VAT (each)**

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 or visit the below link.

<https://www.ukgamesexpo.co.uk/faqs/?question=910>



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 2 to 3 LINK FLOOR STICKER

**Set of 3
Cost £550 + VAT**

- Branding of key link areas between Hall 2 and Hall 3.

Three x 1.0m x 1.0m floor logos will be printed and placed in those key link areas, which UKGE will print and supply.

HALL 3 to 3a LINK FLOOR STICKER

**Set of 3
Cost £550 + VAT**

- Branding of key link areas between Hall 3 and Hall 3a.

Three x 1.0m x 1.0m floor logos will be printed and placed in those key link areas, which UKGE will print and supply.

HALL 3a to 4 LINK FLOOR STICKER

**Set of 3
Cost £550 + VAT**

- Branding of key link areas between Hall 3a and Hall 4

Three x 1.0m x 1.0m floor logos will be printed and placed in those key link areas, which UKGE will print and supply.

*STREET NAME

Cost £550 + 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.

*Streetname has a limit of 17 characters at standard character size of 260pt.



HILTON FLOOR STICKERS

Cost £550 + 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.

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 20 in Third Party Options for Rigging and Manufacturing options.



PULL UP BANNER PACKAGES

**Cost £400 + VAT
for 4 banner stands**

This allows you to place four pull up banners (2m x 0.8m) 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.



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 (see right) 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 (no RGB) ☐
- FONTS OUTLINED/EMBEDDED ☐
- RESOLUTION 250-300DPI ☐
- SAVED AS JPEG or PDF ☐

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 28th 2025.

PROGRAMME ADVERT SIZES AND COSTS

(Subject to availability)



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 artwork. 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.

ADVERT SIZE		WIDTH	HEIGHT	COST
Quarter Page	Trimmed With Bleed Text Area	98mm N/A 85mm	141mm N/A 131mm	 SOLD OUT £175
Half Page Horizontal	Trimmed With Bleed Text Area	200mm N/A 185mm	141mm N/A 131mm	 SOLD OUT £340
Half Page Vertical	Trimmed With Bleed Text Area	95mm N/A 85mm	287mm N/A 277mm	 SOLD OUT £340
Full Page	Trimmed With Bleed Text Area	210mm 216mm 180mm	297mm 303mm 267mm	 SOLD OUT Standard £660 Back £1000* Front £900* Back £900*
Double Page Spread	Trimmed With Bleed Text Area	420mm 426mm 390mm	297mm 303mm 267mm	 SOLD OUT £1200

New prices for 2025 reflect high demand and higher print run of the programme.

If you want to place an advert into the programme then please contact marketing@ukgamesexpo.co.uk.

* Subject to blind bid

ALL PRICES EXCLUDE VAT

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 £750 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 - We will provide names and email addresses 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.

4. 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. Exhibitors will be asked if they wish to supply additional shirts.

5. 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.

6. All requests for demonstrators to be made by no later than 31st March 2025. Demonstrators will only be provided if we have sufficient applicants.

7. All invoices must be paid in full on or before 28th February 2025 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 **£200**.



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 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 – £5 each
- 6'x2'6" Trestle Table – £10 each
- 5'x2' Trestle Table – £9.50 each
- 4'x2' Trestle Table – £9.00 each
- 3' Diameter Tables – £13.00 each
- 4' Diameter Tables – £14.00 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.



NEW 2025 RATES

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 £343+vat to supply.
- Each socket we add to the mains supply costs £115+vat. Sample Power Installation 6A mains and 1 socket = £343+£115 = £458+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 £343+vat.
- 10A Main (2400watts) costs £513+vat.
- 16A Main (3800 watts) costs £681+vat.

Sockets are an additional £115+vat each per socket.

Sample Power Installation 16A mains and 3 sockets = £681+£345 = £1026+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 £115 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@ukgamesexpo.co.uk.

DEADLINE TO ORDER POWER IS 30th April 2025.

Late orders

After this deadline you can order power at the show on Thursday 29th May. Note: The costs will be higher.



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 2025 awards if it meets the following criteria:

- The publisher must be exhibiting at the 2025 show or be represented at it by another exhibitor.
- The game must be on sale at UK Games Expo 2025.
- The game's release date must be between 13th March 2024 and 1st June 2025.
- 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 28th February 2025 (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 28th February your game will not be entered.**

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

UK Games Expo Ltd
Third Floor, Suite 9
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. Shortlist will be announced on Tuesday 6th May.

RESULTS

Judges Choice Awards results will be announced via our social media channels and website on 12th May.

Judges Awards ceremony will take place at 5.00pm on Thursday 29th May before the show preview in the Tout Suite.

People's Choice Awards will be voted by the public at the show. People's Choice winners will be announced on Sunday 1st 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 8.30 PM ON THU 29th MAY 2025.

This event will take place in Hall 4. 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.



THIRD PARTY SERVICES

15. EVENT SERVICES, SALES, TAX AND LOGISTICS

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.

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

ZATU SIMPLE.
FULFILMENT FAST.
RELIABLE.



- Ship your Kickstarter
- Integrate your webstore
- Get your stock to UKGE



All of this and more with Zatu Fulfilment

Contact us today  business@zatu.co.uk  +441603801188

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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

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. These services are often popular and you are advised to contact them early as they have limited capacity.

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

All About Games

Calling international and UK-based publishers! All About Games Consulting will have a major presence at UK Games Expo 2025, designed to help publishers who can't commit their time and resources to organising a booth at this vital show in the convention circuit. We offer a complete turnkey solution including use of our demonstrations team and assistance with booth design and build. By joining the All About Games booth you can get your products in front of consumers in this crucial market.

With over 35 years of experience in the field and more than 1200sqm of booths designed across our last two appearances at UK Games Expo, our Events team can arrange all consumer-facing interactions such as product demonstrations, retail presence and experiential marketing. This will leave you free to focus on nurturing the business relationships that will take your company to the next level.

Find out more about this opportunity by emailing events@aagc.games today!

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

GMS Hobby Games Logistics

Assist with importing stock, custom duties, VAT, POS and distribution.

Email: gmslshobbygameslogistics@gmail.com



THIRD PARTY SERVICES

16. 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.

17. STAND CONSTRUCTION OPTIONS

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

BESPOKE STAND CONSTRUCTION

Periscope Live

Want to build something special? Periscope Live construct one of a kind exhibition stands.

Email: Jack Penn jack@periscopelive.com

SHELL SCHEME AND WALLING

Creative Exhibitions

We are an exhibition, event and experiential company that creates, develops and delivers memorable moments around the world. We're fiercely Independent, in structure and thought. With infrastructure that rivals anyone in our sector. We're a full-service production company with bases in The Midlands and London and a reach that you'd expect from an company who's working with some of the world's leading event owners and brands.

We design, We build, We power, We furnish. We deliver over 100 shows a year to the worlds best organisers. We stock over 20000m2 of shell scheme, 1000's of sockets and lights, the UK's largest selection of rental furniture and an endless supply of floorcoverings.

Email: sales@creativehire.co.uk - Talk: 01676 542616

*see checklist in your portal for rates and more information

18. FORKLIFT HIRE

This service is supplied by
Periscope Live
Contact - Anthony Pearce
Anthony@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 below. *Moffett's are not permitted within the exhibition halls.

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



19. IMPORTANT STAND INFORMATION

Stand Inspections

If you have a complex stand, it will be subject to an inspection (fee to be confirmed).

It is the responsibility of the stand designer to determine whether a structure is complex or not.

Examples of complex structures:

- Any structure, regardless of its height, which requires structural calculations
- Multi-storey stands
- Any part of a stand or exhibit which exceeds four metres in height
- Custom-built/bespoke suspended structures
- Sound/lighting towers
- Temporary tiered
- Platforms and stages of 0.6m in height and over and all platforms and stages for public use (not including stand floor flats and platforms)

The organiser reserves the right to deem a structure 'complex' where this has not correctly been determined by the designer.

Stand build guidelines

A minimum of 50% of any open side must remain fully open. Please ensure that your stand conforms to the requirements and does not visually block neighbouring stands off from the rest of the exhibition.

Party walls on any stand must be finished in a neutral colour on the entire rear face. The party wall should be dressed full height at this show as many stands do not have a full build. The Organiser reserves the right to inspect and require the exhibitor to conform to these rules. Please note, receiving a Drawing Inspection Notice does not mean that adjoining stand plans have been checked for compatibility.

Graphics, branding and logos are not to be placed on towers or other structures at the rear of the stand so as to blatantly overshadow an adjoining stand and must be shown on all drawings submitted for approval. The appointed Technical Management Team reserve the right to arbitrate in any dispute and their decision is final.

Access to Stands

Exhibitors should note that access to their stand is only via open sides. A row stand has one open side, that is the front. Corners have 2 open sides, Endcaps 3 and Islands 4. Exhibitors should not access their stand via another exhibitors stand. When planning a lay out please ensure you have allowed for access to your stand.

Table coverings

Tables – whether hired from UKGE, the show contractor or brought in by exhibitors should be covered with table cloths if they have an un-finished surface. Trestle tables typically are plain wood and should be covered so as to create a higher standard of appearance. You can hire cloth from UKGE if you have not brought it. Visit exhibition services.

UKCE / CE Marks

Need to check your product meets the UK and European health, safety, performance and environmental requirements. Any item designed or intended, whether or not exclusively, for use in play by children under 14 years of age will need to be CE /UKCA marked under the Toy Safety Directive. The exception to this is specifically collectable items which are aimed at adult consumers. To qualify to be an exception the items must be 1) an item valued and sought by collectors 2) only be sold to customers of ages 14 and above 3) be displayed on a stand and labelled in such a way that it is clear that they are for sale to customers of ages 14 and above only. If items do not comply with these criteria exhibitors will be asked to remove them.

Planning on selling food or alcohol at your stand?

You need to check with us and we will ask approval from the NEC. Certain requirements have to be met in order for you to sell your product e.g. if you are selling doughnuts, you need to sell these boxed with a minimum quantity of 4 in a box that is packaged as a gift. Likewise if you are selling alcohol then you need to have the license to sell documentation as well as Challenge 25 policy. Alcohol must also be sold in gift sets with minimum quantity.

FINAL DETAILS

Weapons Policy

Exhibitors taking a trade stand may not bring stock of, display or sell any items which is defined as an offensive weapon under the Criminal Justice Act 1988 and the Offensive Weapons Act 2019. This includes any knife, axe or blade and any items adapted for the use of causing injury. It also includes live firearms, deactivated firearms, air rifles etc. Exhibitors carrying these items will be told to remove them. Movie replica Prop Guns may be sold if clearly packaged as such. Non-lethal foam LARP weapons may be sold.

Mystery Bags and Boxes

Exhibitors taking a trade stand may not bring stock of, display, take subscriptions for or sell items such as Mystery Boxes and Mystery Bags where the buyer does not know exactly what items they are purchasing. Exhibitors carrying these items will be told to remove them. This restriction does not prevent the sale of booster packs for collectible games.

If you require guidance on these restrictions and how it may apply to you please contact Richard.

Furniture

Remember your stand does not include tables and chairs. You need to order these via your portal, which a link will be provided to you after your booking is confirmed. Please bear in mind the size of the space you have booked, and from there you can work out the amount of furniture you need.

20. 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@thenec.co.uk), or re-use a previous banner. 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.

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 £391 + vat for 2025. 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: £391 TOTAL : £791 + 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

21. 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 Size:

You can buy 20 £10 passes.

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

22. 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 between 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.

23. 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.

24. EXHIBITOR CHECKLIST

You can find your checklist in your exhibitor portal. The checklist allows you to check important stages of the build up to the show and provides the crucial tick list to ensure you are all on track.

Checklist includes items such as – Do you require furniture? Does your stand require power? Does your stand require an inspection and arranging delivery to the halls?





IMPORTANT INFO



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



BOOKING YOUR STAND

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

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

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

See third party sections for walls, carpet, banner rigging and manufacture, special items and logistics. **Steps 15 to 18.**

Information on passes, parking, access and checklist. **Steps 19 to 24.**

Make your enquires in person at Essen Spiel or via the application form on the exhibit section on our website.

IMPORTANT DEADLINES

Deposit of 25% to be paid within 28 days.

Balance must be paid in full by 28th February 2025.

Awards: All games and/or samples to be received by 28th February 2025.

Adverts: Artwork to be received by 28th March 2025

Order Furniture and Power by 30th April 2025.

CONTACT DETAILS

Exhibitor general enquiries to richard@ukgamesexpo.co.uk.

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

RPG game contact millie@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 enquiries and invoice related payments and questions to admin@ukgamesexpo.co.uk.



TERMS AND CONDITIONS

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

Please note new additional item 18e. This is highlighted in blue.

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 INT & The NEC Hilton Metropole Hotel, Birmingham B40 IPP (the "Hilton"). Additional events may 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;
 - 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 use 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 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. 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 is 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 28th 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 2025 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).

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

CANCELLATIONS

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:
- 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.
 - 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.

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

- The Show Preview, taking place between 6.00pm and 8.30pm on the Thursday evening (if you have a table there).
- Opening hours as set out below:

- Friday – 9.00am to 6.00pm
- Saturday – 9.00 am to 6.00pm
- 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:

- 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
- 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.

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

e. Is merchandise that is unacceptable for sale at the show including mystery boxes and mystery bags; alcohol or food products not packaged as gifts; weapons including guns and knives; and toys that do meet the UK and European labelling requirements.

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:

- Removing or procuring the removal of any such offending material from the Venue.
 - Ejecting the Exhibitor or any partner, employee or other associate of the Exhibitor from the Event.
 - 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.

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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 and paid for in full, 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 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.

TERMS AND CONDITIONS

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.



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