

EXHIBITOR GUIDE

29TH - 31ST MAY 2026

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 600 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.

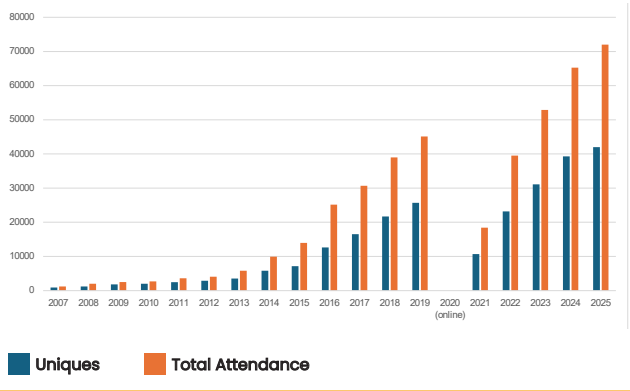
• UKGE provides the opportunity to meet and network with games designers, publishers, artists, the gaming media and distributors.

• 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 2025 UKGE attracted 42,000 unique visitors with a total attendance of 72,000. This comprises of not just the hobby enthusiasts, but also new gamers and the family market. We also attracted over 700+ exhibitors.

WHEN IS IT?

The next UK Games Expo will be held from 29th-31st May 2026.

WHERE IS IT?

UKGE 2026 is located in Halls 1, 2, 3, 3a, 4 and 5 of the NEC, the Piazza and Toute Suites, 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.



TESTIMONIALS

"I went to Games Expo 2025 with just a couple of friends and half an idea and left with a business, supporters, publishers and investors, that was four days ago and my heads' still spinning"
Geoff - Gamedrawers

"The response from the visitors was absolutely fantastic. I got everything set up easily. The staff were super kind and helpful, and really I have no criticisms what so ever. Well done for running such a massive event so well. That is some achievement!"
Mat Humphrey

"This was our first year exhibiting at UKGE - and we were super happy with the results. The UKGE team was helpful during the whole process, and we so appreciate that they've made the expo accessible to both large and indie publishers. We had a fabulous time and connected with a lot of new customers. We'll be back next year!"
Jed - Cozy Juicy Real

nec Birmingham

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 Halls 1, Hall 2, Hall 3, Hall 3a, Hall 4 and Hall 5 of the NEC. The Halls comprise 65,000 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 2025 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 27th May: large deliveries only by prior arrangement and UK Games Expo infractructure build day.

Thursday 28th May: Set up from 8.00am until 9.00pm.
Friday 29th May set up from 7.00am until 9.00am.

Opening Hours:

Friday 29th May and Saturday 30th May: The exhibition halls will open from 9.00am until 6.00pm.
Sunday 31st May: 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 29th May and Saturday 30th May from 9.00am until 6.00pm on Sunday 31st May.





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, over three days.
• Open gaming space for 1200+ throughout the weekend.
• A short walk from the NEC.
• Complimentary shuttle service to Halls 1, 2, 3, 3a, 4 and 5 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.
• Hosts the Chow Street Food Festival with a wide variety of 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 space for events such as epic RPGs and live entertainment shows. It will also host the networking event. The suite has seating for 300+.

WHAT GOES ON IN THE PIAZZA SUITES?

Near Hall 2, this space allows for smaller seminars, workshops, live entertainment, panels and podcasts. It is the home of the Publisher Designer Track Speed Dating.

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

"2025 was our first year exhibiting, and it was a privilege to have a stand. We met so many amazing people, served a huge number of customers, connected with others in the industry, and learned a great deal along the way. It was busy, exciting, and full of energy, and even from our very first time having a stand, we learned so much. We're really grateful we had the chance to be there, and we hope to return next time!"
- Josh - Dice Dragons





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://bit.ly/3JaME3h

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 - +44 (0)121 468 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://bit.ly/3H6kKVD**



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 14 - 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 15 to 18 - Exhbitor 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.

Step 19 to 23 - Third Party Services
Detail options you can order via third party companies such as the NEC or our show contractors. This includes logistics services, VAT, internet, printing, carpet, event management, financial advice and stand walling.

Step 24 to 41 - 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, mystery bag and other important stand related policies.

BOOKING A STAND

1. YOUR STAND

STARTER STANDS **£47 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 £47 per sq metre.

STANDARD STANDS **£65 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 £65 per square metre.
Example: A stand that is 5m x 2m - 10m2 is calculated at £65 x 10 = £650 + vat.

SUPERIOR STANDS **£90 a sqm**

Superior stands are situated in high footfall locations at the front of Halls 2, 3, 3a and 4. 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) £29 + 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. Each exhibitor will be listed on the UKGE website as well as in the programme.

3. STAND CONFIGURATION

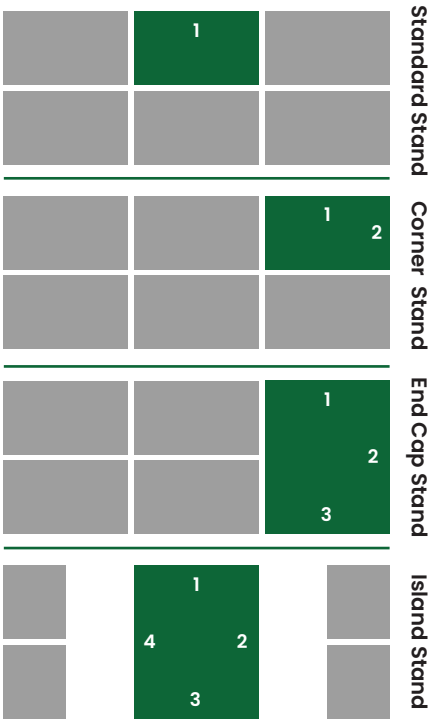
Stand configurations are based on the number of customer facing sides that the stand has, if you require a stand configuration other than standard, then a supplement is added to your cost.

- 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. £650 + £220 = £870 + vat.

A 5m x 4m end cap stand will attract a £550 supplement. £1300 + £550 = £1850 + vat.

A 5m x 4m island stand will attract a £1300 supplement. £1300 + £1300 = £2600 + 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 £25 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, Hall 3a and Hall 4 on page 8.
For example, a 5m x 2m (as above) a corner stand = £870 + VAT but in a superior position this would cost an additional £250 + VAT = 10m2 x £25 which is a total of £1120 + VAT.

5. BOOKING YOUR STAND

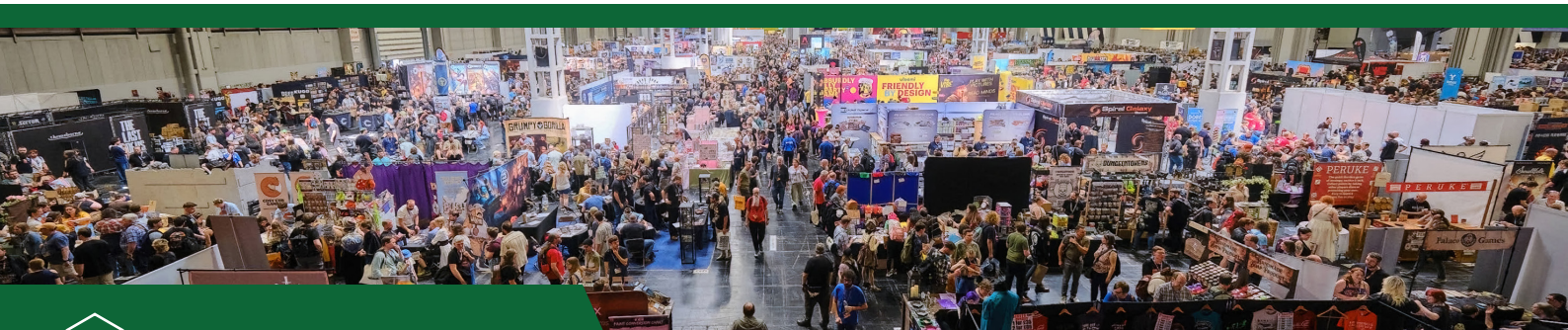
- Preliminary enquiries should be made in person with us at shows we attend and online via our website. If you need to speak on the phone contact us on 01562 69391.
- Once an agreement has been reached you will be issued with an invoice.
- The deposit (25% of your stand fee) must be paid within 28 days 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 32 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

Trade halls for 2026 comprise of Halls 2, 3, 3a and part of Hall 4. Yellow colour below indicates superior space in the four trade halls. Hall 1 will be used for tournaments and open gaming. Ticketing and Bring & Buy will be in Hall 5.





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 FOCUSSED 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 £14,000 + 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 16).

**10% off superior stand space*

SOLD OUT

ASSOCIATE SPONSOR*

Max of 10
Cost £7,000 + 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 16).

**5% off superior stand space*

SOLD OUT

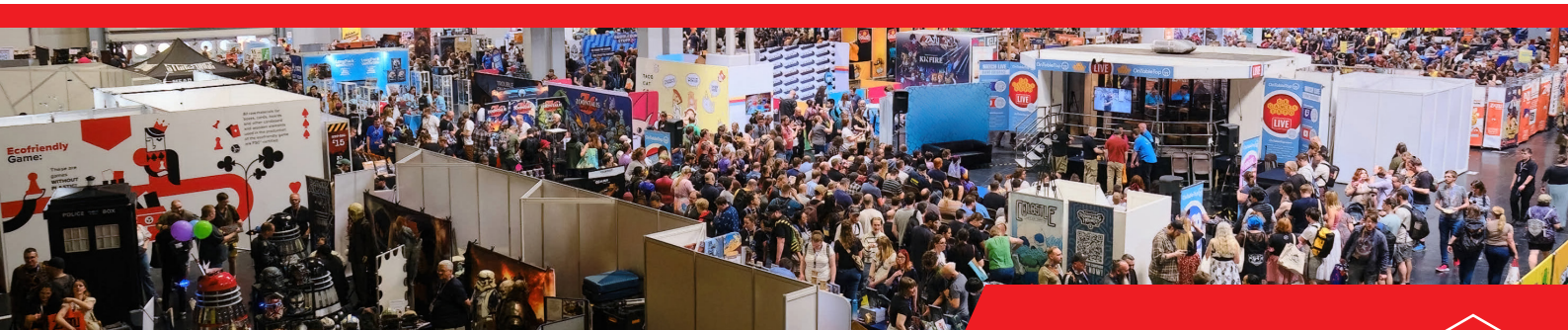
SUPPORTING SPONSOR

Cost £1,500 + 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.
- 3rd choice preferred stand placement in the exhibition hall after major and associate sponsors.
- Street name (short street) (character limit see page 16).

SOLD OUT



6. SPONSORSHIPS

LET'S PLAY ZONE SPONSORSHIP

Max of 1
Cost £2,000 + VAT

SOLD OUT

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.

• Your logo on the map.

• 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 16).

• Full Page advert

PROGRAMME BIN SPONSORSHIP

Set of 3
Cost £1,000 + VAT

There are three programme bins situated in hall 5. 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.



CHILDREN'S ROLEPLAYING ZONE SPONSORSHIP

Max of 1
Cost £2,000 + VAT

SOLD OUT

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 Children's RPG Zone 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.

• Your logo on the map.

• 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 16).

• Full Page advert

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.

CHILDREN'S ZONE SPONSORSHIP

Max of 1
Cost £2,000 + VAT

SOLD OUT

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.

• Your logo on the map.

• 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 16).

• Full Page advert

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 700 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.

6. SPONSORSHIPS

PUBLISHER DESIGNER TRACK SPONSORSHIP

Max of 1
Cost £4,000 + VAT

SOLD OUT

Benefits of Publisher-Designer Track 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.

BRING AND BUY SPONSORSHIP

Max of 1
Cost £1,000 + VAT

SOLD OUT

The UKGE Bring & Buy is a very popular and busy part of the convention. In 2025 over £180,000 value of goods were sold through it and £31,601 of charity donations made from the commission. Your sponsorship would help cover the cost of this feature.

Benefits of Bring and Buy 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.

• 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.

HALL 1 ENTRANCE SPONSORSHIP

Max of 1
Cost £5,000 + VAT

SOLD OUT

Benefits of sponsorship

• Have the hall entrance decorated with your branding.

• Carpeted with a space for promotions.

• Hanging signage between halls.

HALL 2 ENTRANCE SPONSORSHIP

Max of 1
Cost £5,000 + VAT

SOLD OUT

Benefits of sponsorship.

• Have the hall entrance decorated with your branding.

• Carpeted with a space for promotions.

• Hanging signage between halls.

HALL 3 ENTRANCE SPONSORSHIP

Max of 1
Cost £5,000 + VAT

SOLD OUT

Benefits of sponsorship

• Have the hall entrance decorated with your branding.

• Carpeted with a space for promotions.

• Hanging signage between halls.

HALL 3a ENTRANCE SPONSORSHIP

Max of 1
Cost £5,000 + VAT

SOLD OUT

Benefits of sponsorship

• Have the hall entrance decorated with your branding.

• Carpeted with a space for promotions.

• Hanging signage between halls.

HALL 4 ENTRANCE SPONSORSHIP

Max of 1
Cost £5,000 + VAT

SOLD OUT

Benefits of sponsorship.

• Have the hall entrance decorated with your branding.

• Carpeted with a space for promotions.

• Hanging signage between halls.



6. SPONSORSHIPS

RPG SPONSORSHIP

Max of
Cost £2,[illegible] + VAT
4 Credits [illegible]e menu below

SOLD OUT

Make your RPG presence unforgettable at UK Games Expo!
Whether you're launching a new system, promoting a beloved campaign, or building brand awareness, our sponsorship menu offers flexible, high-impact options tailored to the RPG community.

How It Works

Each sponsorship item is assigned a credit value of 4 credits. Exhibitors can select options based on their credits. This system allows for customisation while ensuring visibility across the show.

Sponsorship Menu

- **Stickers on RPG Tables (1 credit)**

  Yor logo on branded stickers placed on RPG play tables across the show floor.

- **Logo on Expo Map (1 credit)**

  Your logo featured on the printed and digital show maps.

- **Hilton Floor Stickers (2 credits)**

  5 x Branded floor stickers in Hilton RPG areas.

- **Safe Gaming Pull Up Banner Stands (1 credit)**

  Logo featured on banner stand showcasing safe gaming.

- **Branded Merchandise for Games (1 credit)**

  Right to provide pens, pencils, or other small branded items to RPG players.

- **Street Sticker (1 credit)**

  Street or avenue sticker in one of the main trading halls.

- **Quarter Page Advert (1 credit)**

  Quarter page advert in the official UKGE show programme.





Additional Sponsorship Options

Upgrade Advert in Show Programme (see page 18)

*Full-page advert in the official UKGE programme - additional £500 + vat (inside page rate)
*Half-page advert in the official UKGE programme - additional £180 + vat (vertical or horizontal)
**subject to availability*

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)	24,824 Followers
Facebook	27,121 Followers
Instagram	21,900 Followers
Tiktok	1,948 Followers
Opted in Emails	6,650
Website Visitors	15,000 per month

(Figures correct as August 2025)

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 News
* Email Newsletters
* Collaborations

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. Jan-May dates are subject to availability.

Email marketing@ukgamesexpo.co.uk

EMAIL NEWSLETTER

Max of 1
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 6650 contacts.

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

• Including links to relevant websites.

WEBSITE NEWS FEATURE

Max of 1
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 UKGE home page and on our news page.

SOCIAL MEDIA

Max of 1
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.

@ukgamesexpo
#ukgamesexpo #ukge2026

GOLD ONLINE MARKETING BUNDLE

Max of 1
Cost £400 + VAT

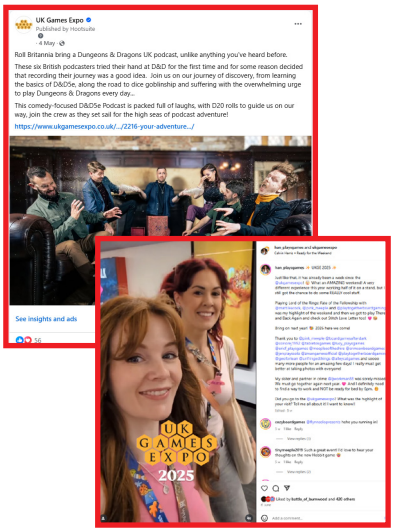
Whilst we will always try and get the best pre-show position for your promotion. We cannot guarentee requested dates.

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

SILVER ONLINE MARKETING BUNDLE

Max of 1
Cost £275 + VAT

- *1 x NEWS FEATURE*
- *1 x SOCIAL MEDIA BURST*



8.DONE FOR YOU MARKETING

VANGUARD TACTICS

DONE-FOR-YOU SOCIAL MEDIA & CONTENT CREATION PACKAGES

The Problem Vendors Face at UKGE

Most vendors leave UKGE with shaky phone videos and a handful of photos. Why? Because during the Expo, you're focused on what matters most. You are busy engaging customers, running demos, and building relationships. By day's end, you're exhausted, with no time or energy left for content creation.

The result:

- Missed opportunities to capture the excitement at your stand and show the rest of the world your products.
- No professional assets to show the wider world.
- Weeks of potential social content lost.

The Solution Vanguard Tactics Provide

Vanguard Tactics delivers a complete, done-for-you marketing campaign built from your Expo presence. Fast, professional, and designed to keep delivering value long after the event ends.

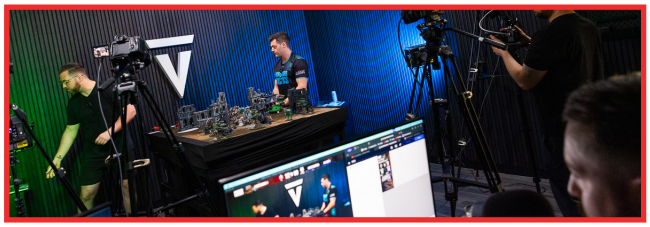
You'll walk away with:

- Weeks of social-ready posts (not just 1 or 2 snapshots).
- Branded assets tailored to your company.
- A clear strategy and automation that turns engagement into sales.
- Designed for every major platform: Instagram • Facebook - TikTok • YouTube • Linkedin • Email • Website • Blog.

A Package for Every Budget and Goal

Whether you want:

- A simple, polished photo set and a post to help people find you.
- A content-rich campaign from interviews,
- demos, and reactions.
- A full strategy with automation, branding, and a calendar of ready-to-post assets Vanguard Tactics got a package that fits.



How Our UKGE Content System Works

Vanguard Tactics won't just take photos and videos - They design content that multiplies itself into weeks of marketing material.

- One filmed interview with a customer, designer, or staff member becomes five separate posts: one long-form video plus four short reels.
- One photo block (five themed images: booth, product, team, community, action) becomes a carousel post.
- Every asset is colour graded, audio mastered, captioned, and branded. All content comes ready to use across all platforms.
- Instead of leaving UKGE with a handful of snapshots, you leave with a content library that works for 2 to 12 weeks, package depending.
- Vanguard Tactics can even help you write your social media posts to ensure fast and efficient content.



Trusted By

Vanguard Tactics has been privileged to work and create content for many of the top tabletop business such as UKGE, Harder & Steenbeck, Army Painter, Corvus Belli, Trench Crusade, The NOVA Open, Frontline Gaming and many more.

Next Steps

Ready to turn your Expo presence into a multi-platform campaign?
Just reach out to arrange a call with Stephen Box.

Contact: stephen@vanguardtactics.com
Visit: https://www.vanguardtactics.com/ukge2026

9. 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

HILTON FLOOR STICKERS

Set of 5
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.

SWAG BIN

Max of 3
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.

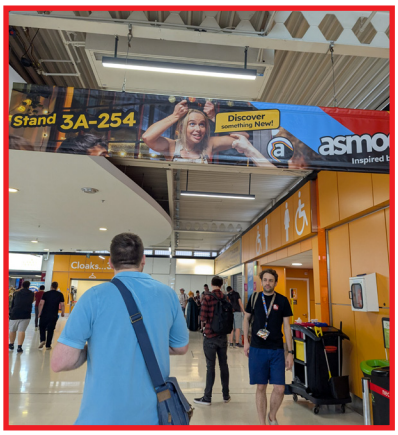


NEC BRANDING AND MEDIA OPTIONS

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. Or you can book one of many locations the NEC has to offer (see images to the right). Contact us for more info or visit the below link.

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









10. 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

Max of 20
Cost £250 + VAT

SOLD OUT

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



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.

FLYING FEE

Cost £400 + VAT

You may rig a drop, ring or box banner. This fee is for the marketing opportunity only.

Rigging is also required and you must supply the banner.

RIGGING

Flat Banner
Cost £438 + VAT

You may rig a drop banner. This fee is for the rigging costs only of banners up to 6m wide and 2.4m deep. Double sided PVC banner.

Ring or Square Banner

You may rig a ring or box banner. Please contact bookings@ukgamesexpo.co.uk for a cost.

You must supply the banner. If you need it printed, then please see Big Print Shop in the third party section of this guide.





11. PIN COLLECTIVE



What is The Pin Collective:

The Pin Collective celebrates the growing world of enamel pin collecting within tabletop gaming. Designed exclusively for UK Games Expo, the Pin Collective offers attendees the chance to discover, collect, and trade unique enamel pins, created for the event.

UK Games Expo 2025 was the first year of the Pin Collective and it was an incredible success.

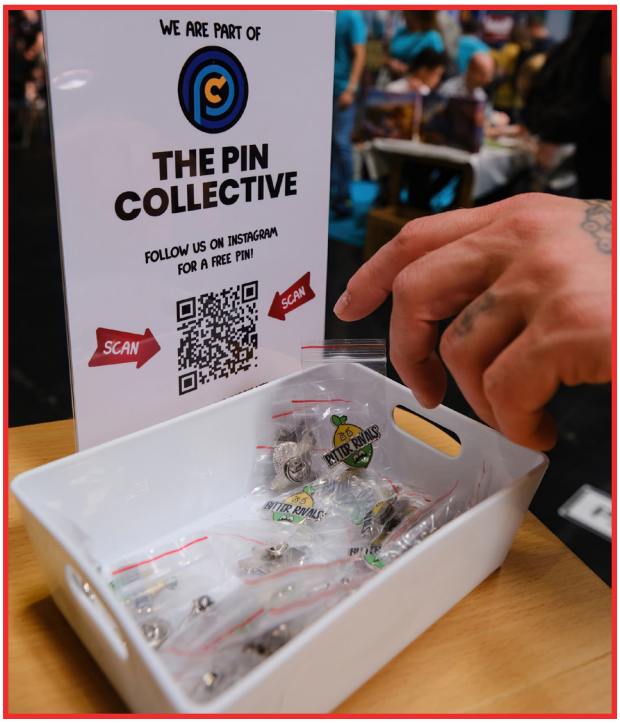
Why Participate in The Pin Collective?

• Increase Traffic to Your Stand – Attract more visitors to your stand with collectible pins.
• Enhance Brand Visibility – Feature your logo, characters, or artwork on a collectible pin.
• Encourage Engagement – Drive interactions and conversations with attendees eager to collect and trade.
• Be Part of the Fun – Join the Pin Collective craze and enhance the expo experience.
• Stand out among exhibitors with an interactive and memorable giveaway.
• Be featured in UKGE's official pin trading promotions on social media and in the map pack.
• Create a lasting souvenir that keeps your brand in front of attendees long after the event.
• Each pin will have a unique number to the reverse, along with The Pin Collective logo, which will enhance the collectable appeal



Tell me more:

To register your interest in this years Pin Collective, please email james@ukgamesexpo.co.uk and paul@ukgamesexpo.co.uk for more information.

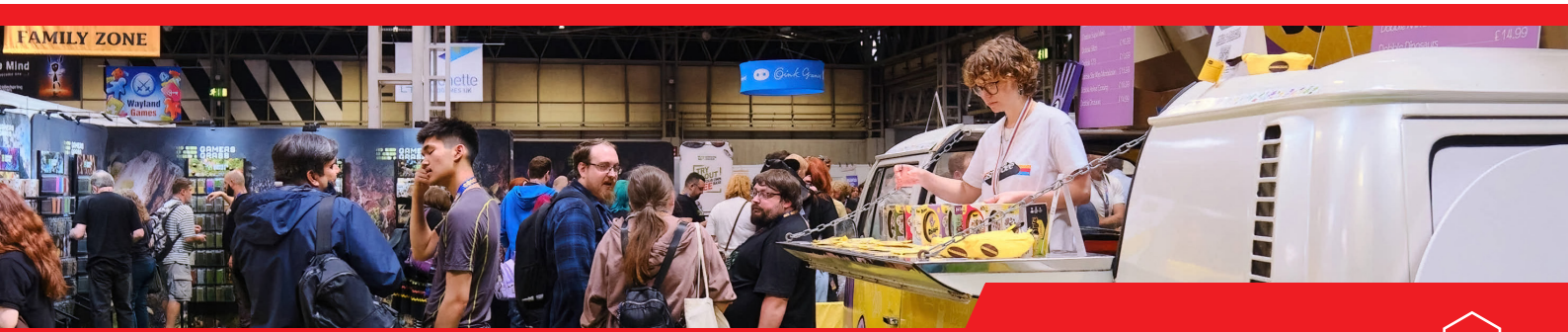


How It Works:

• Design Your Pins – Create custom pins featuring your brand, game, or logo.
• Decide How Many You Want - get in touch with James and Paul to find out more.
• Distribute at Your Stand at UKGE 2026 – Find ways to leverage your pin.

Quantity is key:

Remember the show is for three days and pins are in high demand. Please bear this in mind, how you want to manage your pins before you choose your quantity.



12. PRINT ADVERTISING

PROGRAMME ADVERT

The UK Games Expo programme is far more than just a show publication. 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

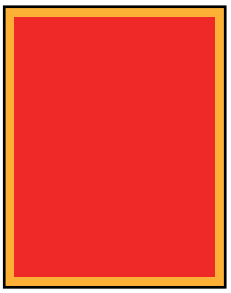
We welcome submissions of articles for our show programme. If you are a keen writer and would like an article featured, then please email james@ukgamesexpo.co.uk and we will be in touch.

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 james@ukgamesexpo.co.uk by March 27th 2026 at the very latest.



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.

PROGRAMME ADVERT SIZES AND COSTS

(Subject to availability)

ADVERT SIZE		WIDTH	HEIGHT	COST
Quarter Page	Trimmed	98mm	141mm	£200
	With Bleed	N/A	N/A	
	Text Area	85mm	131mm	
Half Page Horizontal	Trimmed	200mm	141 mm	£380
	With Bleed	N/A	N/A	
	Text Area	185mm	131mm	
Half Page Vertical	Trimmed	95mm	287mm	£380
	With Bleed	N/A	N/A	
	Text Area	85mm	277mm	
Full Page	Trimmed	210mm	297mm	Standard P… £…
	With Bleed	216mm	303mm	Back C…er £1200*
	Text Area	180mm	267mm	Inside …t £1000*
				…Back £1…
Double Page Spread	Trimmed	420mm	297mm	£130
	With Bleed	426mm	303mm	
	Text Area	390mm	267mm	

SOLD OUT

SOLD OUT

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

Subject to availability.

*** Subject to blind bid**

ALL PRICES EXCLUDE VAT

13. 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
£775 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.

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 30th March 2025. Demonstrators will only be provided if we have sufficient applicants.

7. All invoices must be paid in full on or before 27th February 2026 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 **£220.**



14.EXHIBITOR EVENT SPACE

Exhibitors can hire event space in our Gaming Halls to run ticketed tournaments and on demand events. The advantage of this arrangement is that this is dedicated space which is yours for the duration of UKGE and there is more flexibility on the events you can undertake there. You decide on the fee you wish to charge for your events. No retail activities may take place in your event space.

Costs

The cost for Exhibitor Event Space is £20 per sqm + VAT

This is for floor space only.

Furniture, power and internet are available at the same rates as your stand, or you may arrange your own. Further options and more details are available in our Exhibitor Event Guide.

https://www.ukgamesexpo.co.uk/events/running-event/tournaments-gaming-events/

15. OPTIONS AVAILABLE VIA YOUR EXHIBITOR PORTAL

****YOUR STAND COMES WITH NO FURNITURE AS STANDARD AND NO WALLS, BARRIERS OR STAND DIVIDERS.**



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 £125+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.



16. POWER

*PRICES BASED ON 2025 RATES
Will be updated by the end of December 2025

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 to have 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 21st April 2026.

Late orders

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



17. 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 2026 awards if it meets the following criteria:

- The publisher must be exhibiting at the 2026 show or be represented at it by another exhibitor.
- The game must be on sale at UK Games Expo 2026.
- The game's release date must be between 1st March 2025 and 31st May 2026.
- 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 2026 (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,
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 5th 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 28th May 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 31st May at 3.00pm on the main stage.

UK GAMES EXPO AWARDS 2026 JUDGES' CHOICE

UK GAMES EXPO AWARDS 2026 PEOPLE'S CHOICE

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

18. 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 28th MAY 2026.

This event will take place in Hall 1. 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 presentas 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

19. EVENT SERVICES, PRINT, 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

Zatu Games – Sell More. Ship Smarter. Go Further.

Logistics & Stock Coordination

Freight from the US, EU, and UK delivered direct to your stand. We also offer post-show transport and storage at the Zatu Fulfilment Centre.

Fulfilment – UKGE and Beyond

Global solutions for UKGE orders, Kickstarter fulfilment, and D2C webstores. Simple, fast, reliable – at a great price.

Grow Your Retail Reach

Zatu Distribution helps get your game into more UK retailers ahead of the show. Our own Retail stand features hundreds of titles. Talk to us about
featuring yours.

Contact us today:
Tel: +44 (0)1603 801188
email: Business@zatu.co.uk



THIRD PARTY SERVICES

Dice & Destiny

Event Services
We bring the FLGS experience to your convention presence. As both a Friendly Local Game Store and professional event organiser, Dice and Destiny delivers bespoke support packages to help you engage the tabletop community effectively at UKGE.

What we offer:

- Pre-show planning and logistics
- Booth and product set-up & tear-down
- Knowledgeable and friendly demo staff
- On-site management to ensure smooth operations

Let our experienced team handle the operational side, so you can focus on connecting with your audience.

Sales & Tax Services
Focus on community and marketing—we'll handle the transactions. We are fully UK VAT registered and can provide complete on-site sales services under a clear commission-based agreement.
You'll get:

- End-to-end product sales handled for you
- No VAT or point-of-sale hassle
- Daily sales reports and post-show summaries

Perfect for international publishers or teams wanting to avoid retail admin during a busy weekend.

Let's Talk
We're ready to tailor a package to your needs.
Email: sales@diceanddestiny.co.uk
Phone: 07709 979425
Website: www.diceanddestiny.co.uk

Spiral Galaxy Games

Spiral Galaxy Games provides logistics services to get your goods to the NEC. They can also arrange to take them away at the end of the event and ship them onto you. Their team can help with advise on customs and VAT issues.

Based in their Telford, UK warehouse their service is in high demand and you are advised to contact them early to ensure your booking.

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

BIG PRINT SHOP

Big Print Shop
Your One-Stop Shop for Display Solutions

We're proud to be the official print partner of the UK Games Expo! With over 25 years experience in the Large Format Industry. We can cater for all your print requirements.

As an exhibitor, you'll enjoy exclusive rates on a wide range of high-quality print and display solutions—designed to make your stand truly stand out.

We take care of everything so you can focus on your event. Our experienced team will design, print, deliver and if required install your materials for your stand, providing a stress-free, professional service.

Whether you need Shell Scheme boards, pop-up stands, counters, flags, fabric displays, tablecloths, deck chairs, or hanging banners—we've got you covered.

Let us help you make a lasting impression and give your customers the best possible experience.

Get in Touch
T: 01562 86544
E: sales@bigprintshop.co.uk
W: www.bigprintshop.co.uk

UK GAMES EXPO BIG PRINT SHOP

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. We are able to handle UK VAT compliance for Non-UK Companies.

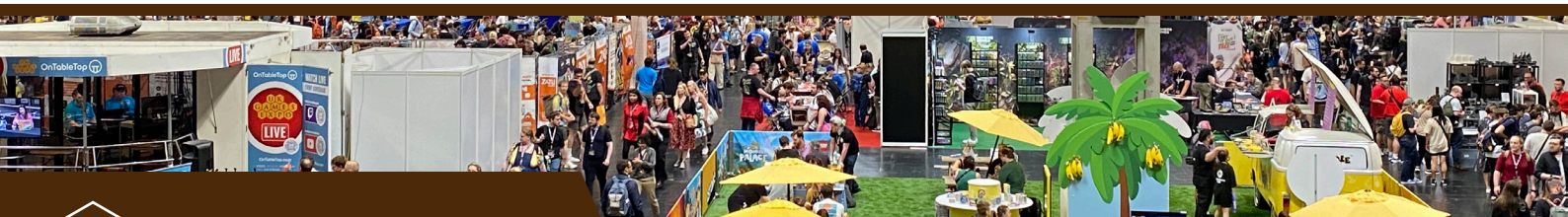
Have warehouses inside the EU and in the UK.

Email: fulfilment@gamesquest.co.uk

ALL ROLLED UP®
GAME ROLLS • FOLDING DICE TRAYS
MUST-HAVE TABLETOP ACCESSORIES

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



THIRD PARTY SERVICES

GMS HOBBY GAME LOGISTICS

GMS Hobby Game Logistics is simply this; Distribution, sales, fulfilment, and manufacturing for games companies, by games people.

GMS Hobby Game Logistics has become the go-to distributor for a host of international publishers, and the fulfilment partner of choice for some of the industry's leading creators.

The company thrives on these clear and specific goals:

- Provide warehousing, proactive promotion, and distribution to publishers who want to see their products on the shelves of game stores.
- Give retailers a new supplier at the wholesale level where they can source in demand tabletop gaming products for their stores, which may not be readily available through other providers.
- Represent publishers at trade shows they may not be able to attend themselves to increase brand visibility and sales.
- Deliver a personal, tailored, and cost effective route to the fulfilment of crowd funded game projects. This includes a partnership network which makes global shipping cheaper for backers, thus increasing the reach of crowd funding campaigns.
- Provide creators of all levels with high quality and cost effective options for manufacturing books and board games through our partner network.

Email: gmshobbygameslogistics@gmail.com

All About Games CONSULTING

Make your UK Games Expo easier with All About Games Consulting!

Are you struggling to find time to organise your booth? Are you sick of the last minute rush to get things done? We can help!

All About Games Consulting can provide support in all parts of your Expo experience, including:

-Booth Design

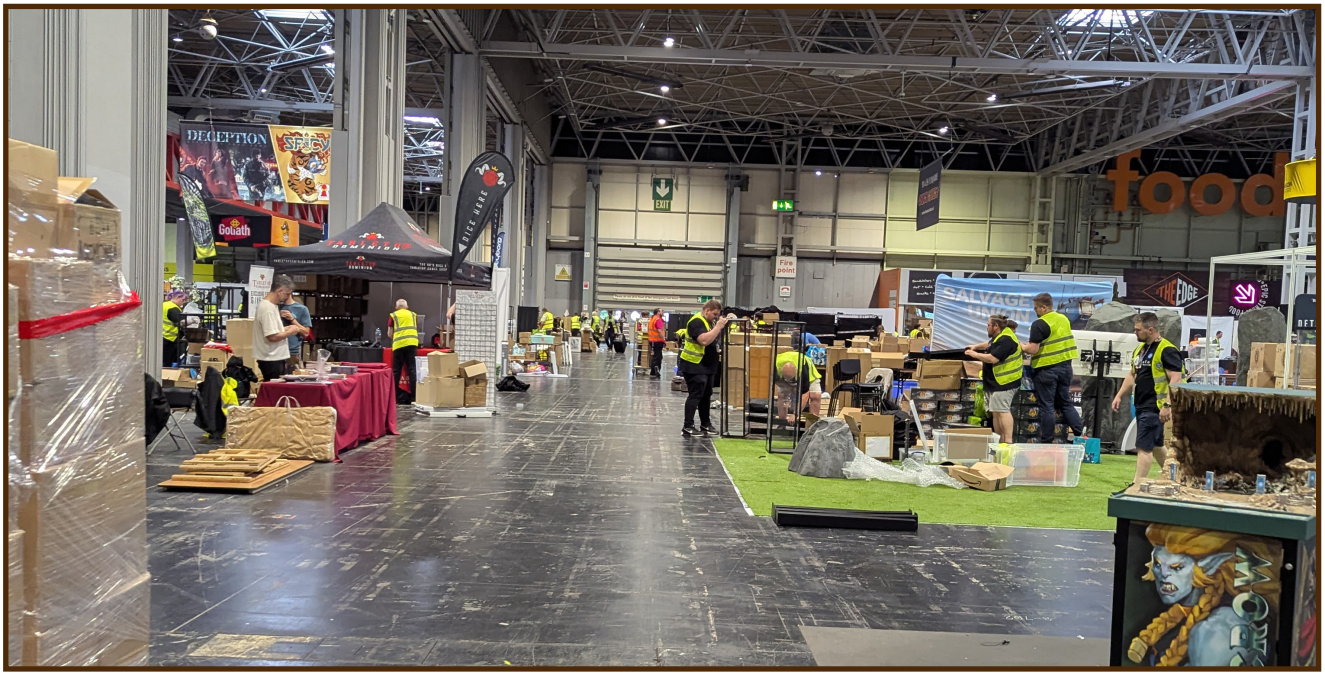
-Setup/Teardown

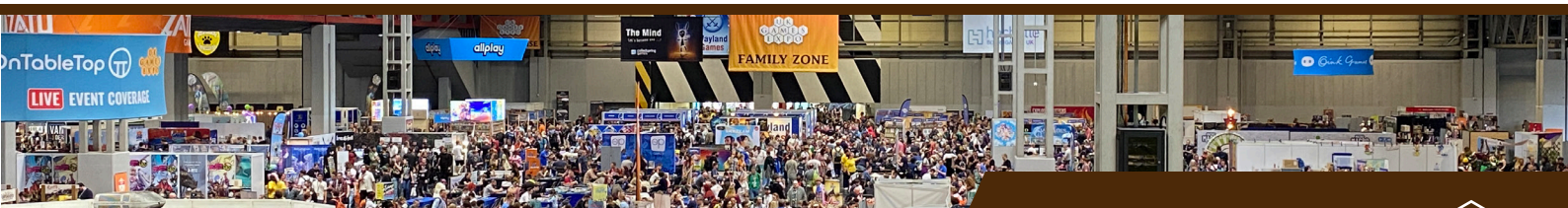
-Staffing and Booth Management

-Product Demonstration and Promotion.

You can hand over as much or as little of the process to us as you'd like, freeing up valuable time in the office and letting you focus on other important tasks. At the Expo, you can let our team handle the customer facing roles so that you can focus on creating new business opportunities without compromising on the great experience your customers deserve.

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





THIRD PARTY SERVICES

STAND CONSTRUCTION OPTIONS

NOTE THAT YOUR STAND COMES AS SPACE ONLY WITH NO WALLS. YOU CAN ADD A SHELL SCHEME IF YOU PREFER, WHICH YOU ORDER FROM THE SHOW CONTRACTOR. SEE BELOW.

20. 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

21. SHELL SCHEME AND WALLING

Creative Hire

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

22. FORKLIFT HIRE

Periscope Live

Contact - Jack Penn
jack@periscopelive.com
Tel: +44 (0) 1327 304055

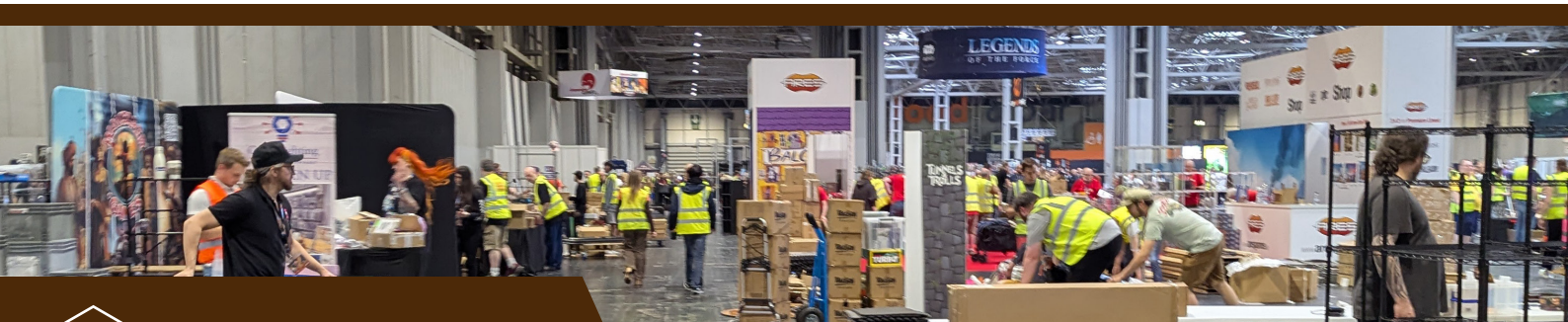
You can also bring your own *Moffett but you must comply with Health and Safety regulations as laid out below. *Moffett's are not permitted within the exhibition halls.

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

23. 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.



FINAL DETAILS

IMPORTANT STAND INFORMATION

24. STAND INSPECTIONS

If you have a complex stand build completed on your behalf, you may require a stand inspection. Please submit your plans to jack@periscopelive.com. If you have not submitted your plans, you will be subject to an inspection fee of £200 + vat.

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.

25. 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.

26. 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.

27. 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.

28. 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.

29. 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

30. WEAPONS POLICY

Exhibitors may not bring, display, or sell any items classified as offensive weapons under the Criminal Justice Act 1988 and the Offensive Weapons Act 2019. This includes (but is not limited to):

- Knives, axes, blades
- Items adapted for use in causing injury
- Live firearms, deactivated firearms, air rifles, and similar items

Any such items found on a stand must be removed immediately at the request of the organisers.

- Permitted: Movie replica prop guns, if clearly packaged and labelled as replicas
- Permitted: Non-lethal foam LARP weapons

31. MYSTERY BAGS AND BOXES POLICY

Exhibitors **MAY NOT** bring any stock of, display, take subscriptions for or sell items such as Mystery Boxes, Mystery Bags or anything Mystery, where the buyer does not know exactly what items they are purchasing.

- Items in violation of this rule must be removed from the stand.
- Exception: Booster packs for collectible games are allowed.
- If you are unsure in any way, please contact bookings@ukgamesexpo.co.uk, **before** the show.

32. FURNITURE

Standard stands do not include tables or chairs. You'll need to order these via your exhibitor portal. A link will be provided after your booking is confirmed.

33. NEED CLARIFICATION

When ordering, please:

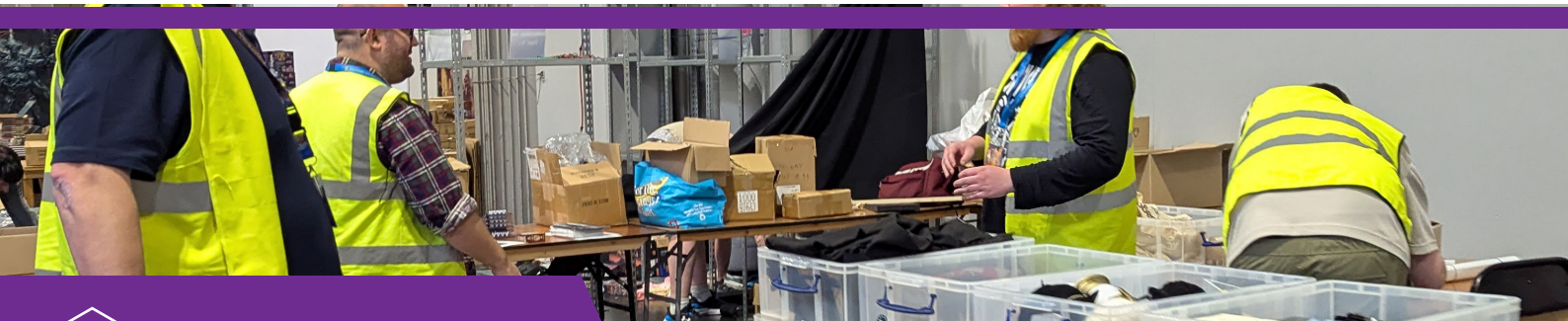
- Check your stand dimensions
- Plan your layout accordingly to ensure the furniture fits comfortably.

If you have any questions about these restrictions or how they may apply to your products, please contact bookings@ukgamesexpo.co.uk.

34. 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?



FINAL DETAILS

35. 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.

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 at Exhibition Services.

For stands of up to 50sqm Size:

You will receive 1 pass per Exhibitor or Co-Exhibitor plus 1 for every 4sqm of space (rounded up).

Example 1: TRADER "BIG GAMES LTD" booked 8m x 4m of space will receive 9 passes.

Example 2: TRADER "SMALL GAMES R US" booked 3m x 2m of space will receive 3 passes.

For stands of 51 to 75sqm Size:

You will receive 15 Passes

For stands of 76 to 100sqm Size:

You will receive 25 Passes

For stands of 101sqm to 200 sqm

You will receive 35 Passes

For stands of 200sqm to 500 sqm

You will receive 60 passes

For stands of 501 sqm +

You will receive 80 passes per 500 sqm

36. 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.

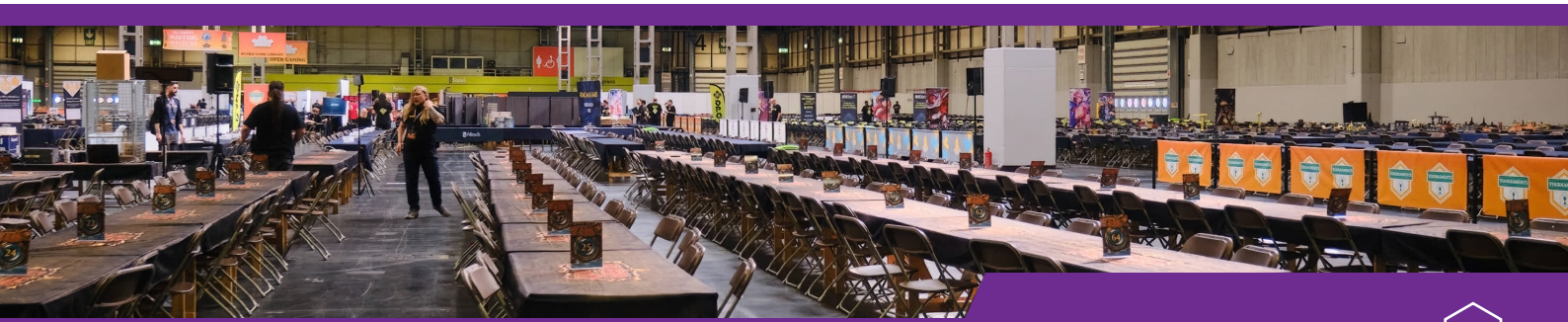
37. PARKING FOR EXHIBITORS

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 and 6 sqm you get 1 car park pass;
If your stand is between 7 and 19 sqm 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 get 5 car park passes;
If your stand is between 50 and 99 sqm you get 6 car park passes;
If your stand is over 100 sqm you get 10 car park passes.

Each coexhibitor grants you one extra pass.
These can be collected from Exhibition services.



FINAL DETAILS

BANNER MANUFACTURING AND RIGGING

38. Permission

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

- All hanging banners must be approved by UKGE for position, size, and content.
- A Flying Fee of £400 + VAT must be paid to UKGE for all ceiling-suspended banners.
- Banners must remain within the footprint of your stand and must not overhang other exhibitors or aisles.
- If ordering a banner via the NEC, you must still gain UKGE approval—unapproved banners will not be installed.
- This fee does not apply to floor-based roll-up or pull-up banners.

To confirm approval and pay the Flying Fee, please contact: bookings@ukgamesexpo.co.uk

39. Production

- All banners must comply with the NEC's rigging specifications. The NEC Rigging PDF is available via our website.

You can:

- Supply your own compliant banner
- Use Big Print Shop (see page 24) or the NEC's graphics team (simon.lane@thenec.co.uk)
- Reuse a previously approved drop banner

To access the UKGE special drop banner rate, email: richard@ukgamesexpo.co.uk

40. Rigging

- The NEC charges a rigging fee, which varies depending on banner type and construction.
- UKGE has negotiated a special drop banner rigging rate of £438 + VAT for banners up to 6m x 2.4m. If you have ordered a ring or square banner, please get in touch for a quote.
- If using the NEC graphics team, they will calculate the exact rigging cost for non-standard sizes. For custom rigging for larger banner types, consult the NEC Rigging PDF or contact:
  TechnicalSales@thenec.co.uk
  0844 3388 338 (Option 2)

41. Banner Removal & Storage

- Banners will be removed post-show by the NEC.
- Hoisted banners will be lowered during de-rig; PVC banners will be retrieved within 10 days.
- Exhibitors can collect banners themselves, or UKGE will store them for future use.

Storage Option:

- UKGE can store and return your banner to the NEC for the following year's show: £125 + VAT
- You may also collect your banner from the UKGE warehouse during the year (at your own cost).



IMPORTANT INFO

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 via your exhibitor portal.

BOOKING YOUR STAND

- *Decide on your stand size, layout, configuration and location.* — **Steps 1 to 5 (Pages 6-8)**
- *Look at sponsorship, marketing, advertising and demo options.* — **Steps 6 to 14 (Pages 9-19)**
- *Log in to your exhibitor portal to book power, furniture and to enter the awards.* — **Steps 15 to 18 (Pages 20-22)**
- *See third party sections for printing, walls, carpet, banner rigging and manufacture, special items and logistics.* — **Step 19 to 23 (Pages 23-26)**
- *Key information on passes, parking, access and checklist.* — **Steps 24 to 41 (Pages 27-30)**

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 on receipt of invoice**
- ***Balance must be paid in full by*** — **27th February 2026**
- ***Awards: All games and/or samples to be received by*** — **27th February 2026**
- ***Adverts: Artwork to be received by*** — **27th March 2026**
- ***Order Furniture and Power by*** — **21st April 2026**

CONTACT DETAILS

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

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

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

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

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

General enquries 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.

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 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 additional rules and regulations from time to time adopted or prescribed by the Organisers for the management of the Event. 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.

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.
e. 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

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 2026 by an Exhibitor from a previous show ("Rolled- Over Funds"), will automatically be applied as a credit against this deposit.

TERMS AND CONDITIONS

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.
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.

An Exhibitor must ensure that his stand is manned during the following periods:
a. The Show Preview, taking place between 6.00pm and 8.30pm 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.
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:
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 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.

TERMS AND CONDITIONS

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.

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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As an exhibitor, you'll enjoy exclusive rates on a wide range of high-quality print and display solutions—designed to make your stand truly stand out. We take care of everything so you can focus on your event.

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