UK GAMES EXPO

EXHIBITOR GUIDE 2027

4th - 6th June 2027
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 £700 million 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 game 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.

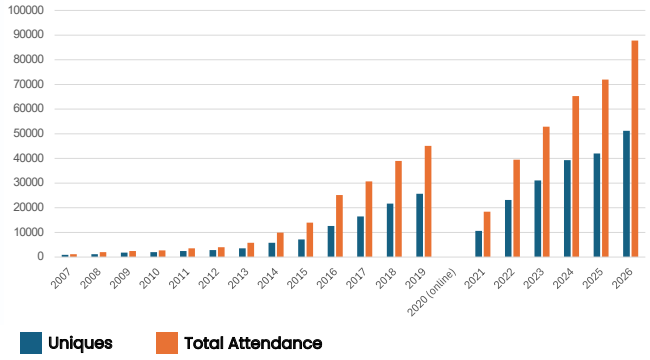
• UKGE is the best place to connect with all aspects of the tabletop gaming world in the UK over three days.

THE EVENT IS GETTING BIGGER!

From its launch in 2007, attendance at UKGE has increased each year and in 2026 UKGE attracted 51,796 unique visitors with a total attendance of 87,837. This comprises of not just the hobby enthusiasts, but also new gamers and the family market. We also attracted over 900 exhibitors.

UK Games Expo first took place in 2007.

The graph below shows our growth over the years.



WHEN IS IT?

The next UK Games Expo will be held from 4th - 6th June 2027.

WHERE IS IT?

UKGE 2027 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.

TESTIMONIAL

"Monte Cook Games always looks forward to UKGE; not only is it the most family-friendly convention we attend worldwide, but it's brilliant for interacting with existing fans and creating new ones via the demos on our booth. Actually, being able to talk to lovely people and answer excited questions is joyous and terrific for our game lines. Plus, in the evenings there's loads of time to see other publishers, catch up, play games, and see some brilliant shows!"

Kate Evans,
Monte Cook Games

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 Hall 1, Hall 2, Hall 3, Hall 3a, Hall 4 and Hall 5 of the NEC. The Halls offer over 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:** Staffed by specially trained demonstrators, designed to entertain families and consisting of these main areas:

The Let's 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 2026 over £213,000 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 game 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 2nd June: 8.00am - Constructed stands or stands over 100sqm only, by prior arrangement.
All exhibitors can set up from 2.00pm until 9.00pm.
Thursday 3rd June: Set up from 8.00am until 9.00pm.
Friday 4th June: Set up from 7.00am until 9.00am.

Opening Hours:

Friday 4th June and Saturday 5th June: The exhibition halls will open from 9.00am until 6.00pm.
Sunday 6th June: The exhibition halls will open from 9.00am until 4.00pm.

The gaming and tournament areas are open from 9.00am until midnight on **Friday 4th June** and **Saturday 5th June** from 9.00am until 6.00pm on **Sunday 6th June**.

UK GAMES EXPO

WHAT GOES ON IN THE HILTON HOTEL?

The Hilton Metropole NEC is a large, versatile conference space with rooms for all types of gaming, organised 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 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 a 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

"2026 marked our second year at UK Games Expo, and it continued to be the smoothest and best event of the year. The staff are very friendly, communication is clear and straightforward, and everything was seamless, from booking our stand and ordering furniture through to set-up and breakdown. It really is the place to be, and behind the scenes it's the smoothest event experience we've had. Long may it continue!"

Josh Spies,
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.

£207.00 GBP – £251.00 GBP per night

AC Hotel Birmingham NEC & Airport

Bickenhill Lane,
Birmingham,
B40 1PQ
+44 (0)121 780 5900

AC Hotel Birmingham NEC & Airport offers sleek rooms, a stylish restaurant and bar, and on-site parking. Just minutes from the airport, with the NEC, Resorts World, and Birmingham International station all easily accessible on foot.

£199.00 GBP – £239.00 GBP per night

Hilton Garden Inn Birmingham Airport

Concorde Road,
Birmingham, B26 3RY
+44 (0)121 289 4555

Make the most of your UK Games Expo experience with a stay at Hilton Garden Inn Birmingham Airport. Ideally located close to the NEC and Resorts World, the hotel is just a 15-minute walk from the venue, making it a convenient and comfortable base for attendees.

£190.00 GBP per night

We have a block with fixed rates on the above hotels. Please see the section within your portal or via the displayed QR codes.

Genting Hotel At Resorts World

The NEC Birmingham,
Pendigo Way,
Birmingham B40 1PU
+44 (0)121 273 1000

This hotel is part of the Resorts World complex of shops, cinema, casino and restaurants.

Moxy Hotel

The NEC Birmingham,
Marston Green,
Birmingham
B40 1NT
+44 (0)121 468 0879

This is the closest hotel to the NEC.

Crowne Plaza

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

Crowne Plaza is adjacent to Resorts World.

Other Options

Trains from Birmingham International run regularly, so why not look at cheaper hotels in both city centres? See website for more details below.

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

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

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
How to apply for a stand at UK Games Expo.
Remember that your booking is space only. You will be responsible for all invoices for your stand.

Steps 6 to 14 - Sponsorships | Marketing | Print Advertising | Demonstrators | Content Creation
Take you through add on options you may wish to book at the same time as your stand, like sponsorships, online and at-show marketing, print advertising, the pin collective, demonstrators and content creation.

Steps 15 to 18 - Exhibitor Portal Services
Look at what you will access via your exhibitor portal after we have accepted your booking. This includes furniture, power, submissions to the awards and the exhibitor checklist.

Step 19 - Third Party Services
Details 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 20 - Final Details and Important Policy Information
Deals 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 **£49 a sqm**

(Note: Starter stands are **NEVER** placed in Superior Space, and 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.
- cannot be combined with other stands.
- are placed at the discretion of the organisers.
- are priced at £49 per sq metre + vat.

STANDARD STANDS **£68 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 £68 per square metre.
Example: A stand that is 5m x 2m - 10m2 is calculated at £68 x 10 = £680 + vat.

SUPERIOR STANDS **£95 a sqm**

Superior stands are situated in high footfall locations near 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). Stands are charged at £95 per square metre.
Example: A stand that is 5m x 2m - 10m2 is calculated at £95 x 10 = £950 + vat.

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) £40 + VAT

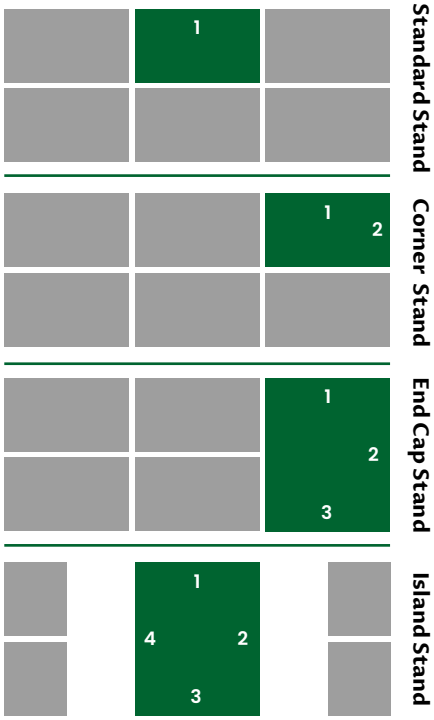
If exhibitors elect to share a stand at UKGE with another company, UK Games Expo Ltd needs to know and have full contact details for each company. The first company on the booking form will be known as the hirer and is solely responsible for all invoices incurred. Each additional company will be known 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.

Do not order a co-exhibitor if you want additional passes for your stand. **See page 29 for information.**

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 = **£230 supplement.**
- End cap stand with three customer facing sides = **£575 supplement.**
- Island stand with four customer facing sides = **£1,365 supplement.**



For example: A 5m x 2m corner stand will attract a £230 supplement. £680 + £230 = £910 + vat.

A 5m x 4m end cap stand will attract a £575 supplement. £1,360+ £575 = £1,935 + vat.

A 5m x 4m island stand will attract a £1,365 supplement. £1,360 + £1,365= £2,725 + 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 **£27** 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) corner stand = £910 + VAT, but in a superior position this would cost an additional £270 + VAT = 10m2 x £27 which is a total of £1,180 + VAT.

5. BOOKING YOUR STAND

- Preliminary enquiries should be made in person with us at shows we attend and online via the booking form on our website.

- 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.

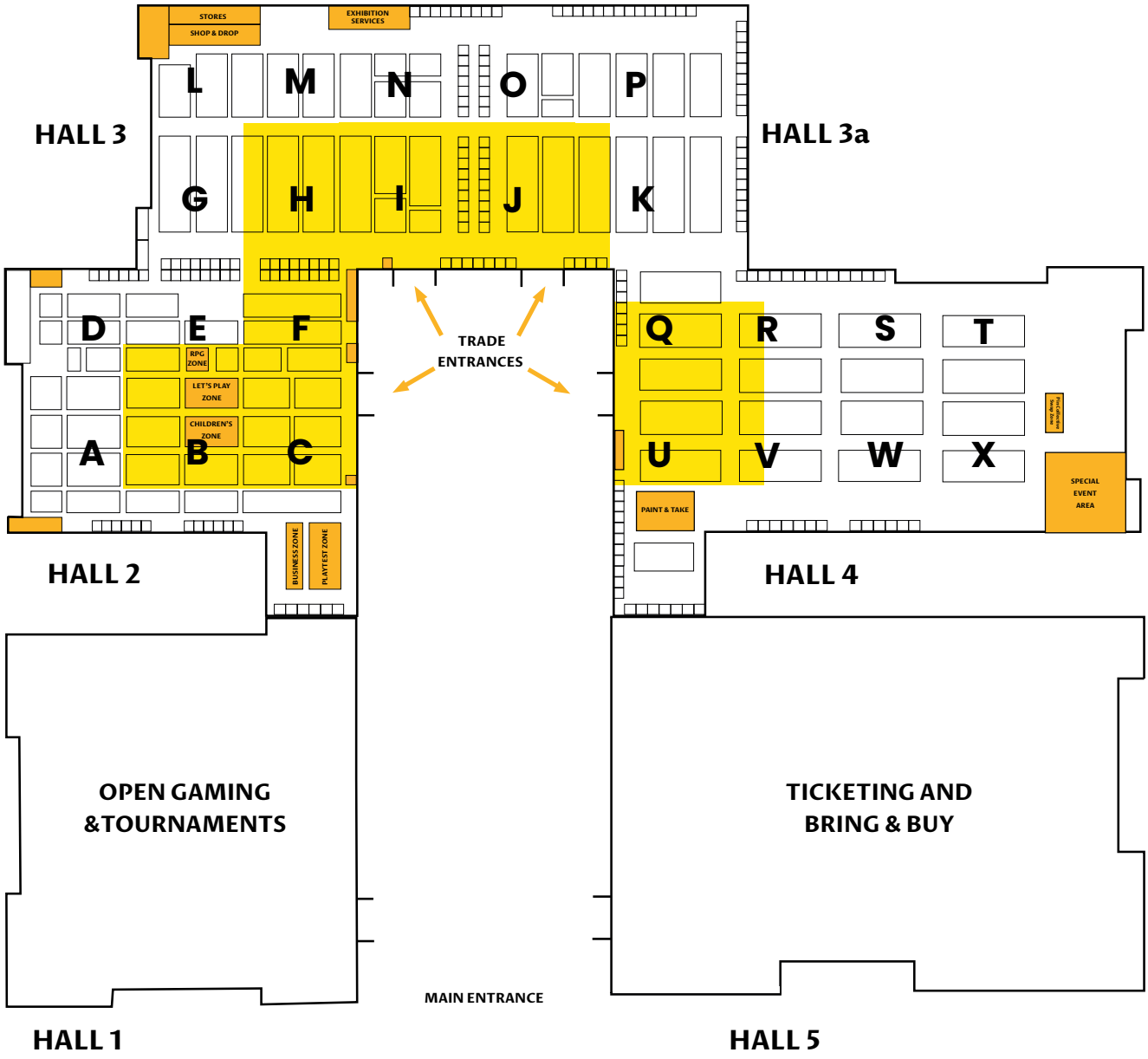
- If a deposit is not received, we will email you to inform you that we will be cancelling the order. Once this is done you will have to rebook your stand. This may mean a change of location.

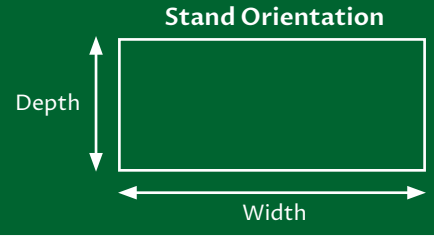
- We can accept payment via bank transfer to Barclays or Transferwise. We reserve the right to notify you of additional fees that may apply in the event of high back charges. For full details on payments see terms and conditions which are available from page 32 and online. Please do read them all carefully. 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 2027 comprise of Halls 2, 3, 3a and 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 UK GAMES EXPO AND EXHIBITORS TO WORK TOGETHER AS PARTNERS IN PRODUCING A BIGGER, BETTER, MORE EXCITING SHOW, AS WELL AS CREATING MORE BRAND-FOCUSED AREAS WITHIN THE SHOW.

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

MAJOR SPONSOR*

Max of 6
Cost £16,000 + 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.
- Dedicated sponsorship announcement.
- Gold marketing package.
- Right to perform off stand promotions at the show.
- Major sponsors get first choice preferred stand placement.
- Street name (long street) (character limit see page 16).

*10% off superior stand space

ASSOCIATE SPONSOR*

Max of 12
Cost £8,000 + 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.
- Dedicated sponsorship announcement.
- Gold marketing package.
- Right to perform off stand promotions at the show.
- Second 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

SUPPORTING SPONSOR

Cost £2,000 + 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.
- Third choice preferred stand placement in the exhibition hall after major and associate sponsors.
- Street name (short street) (character limit see page 16). Whilst we try to get your street name near your stand, this may not be possible.
- Minimum stand size of 16sqm.

6. SPONSORSHIPS

LET'S PLAY ZONE SPONSORSHIP

Max of 1
Cost £2,500 + VAT

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

Benefits of Let's Play Zone sponsorship:

- Let's Play Zone will be called "Sponsor Name Let's Play Zone"
- Your logo on all Let's Play Zone print materials and banners.
- 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.

CHILDREN'S ROLEPLAYING ZONE SPONSORSHIP

Max of 1
Cost £2,500 + VAT

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

Benefits of 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.

CHILDREN'S ZONE SPONSORSHIP

Max of 1
Cost £2,500 + VAT

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

Benefits of Children's Zone sponsorship.

- Children's Zone will be called "Sponsor Name Children's Zone"
- Your logo on all Children's Zone print materials and banners.
- 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.

6. SPONSORSHIPS

PUBLISHER-DESIGNER TRACK SPONSORSHIP

Max of 1
Cost £4,500 + VAT

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.

HALL ENTRANCE SPONSORSHIP

Max of 6 Halls
Cost £6,000 + VAT per hall

Opportunity to sponsor a hall entrance at UK Games Expo.

Available halls are 1, 2, 3, 3a, 4 and 5. Benefits of sponsorship:

• Have the hall entrance decorated with your branding in high traffic entrances.

• Choice of coloured carpet with a space centrally for promotions.

(see image below for example of above)

• Hanging signage between halls with your branding available in halls 2, 3, 3a and 4.

No hanging signage in halls 1 and 5, however hall 1 benefits from longer opening times and hall 5, being the ticketing and bring and buy hall, benefits from higher traffic.

BRING AND BUY SPONSORSHIP

Max of 1
Cost £1,000 + VAT

The UKGE Bring & Buy is a very popular and busy part of the convention. In 2026 over £213,000 value of goods were sold through it and £28,000 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.

6. SPONSORSHIPS

ROLEPLAYING GAME SPONSORSHIP

Max of 4
Cost £2,000 + VAT

4 Credits to Use on Sponsorship Menu Below

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

How It Works

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

RPG SPONSORSHIP MENU

Stickers on RPG Tables (1 credit)

Your 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.

SHOP AND DROP SPONSORSHIP

Max of 1
Cost £1,000 + VAT

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

Benefits of sponsorship of the shop and drop:

- Shop and Drop will be called “Sponsor Name Shop and Drop”.
- Your logo on the map identifying the shop and drop locations.
- Your logo around the shop and drop facility.
- The sponsor must provide branded bags that visitors can use.

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.

7. GET NOTICED

STATISTICS

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

X (Twitter)	23,930 Followers
Facebook	29,280 Followers
Instagram	27,120 Followers
TikTok	2,260 Followers
Opted in Emails	8,500 +
Website Visitors	15,000 per month

(Figures correct as August 2026)

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 £300 + 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 email contacts.

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

• Including links to relevant websites.

SOCIAL MEDIA

Max of 1
Cost £300 + VAT

Our social media following has built up over the last 10+ years and is enthusiastic and engaged. They commonly like, share and repost 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.

TikTok

@ukgamesexpo
#ukgamesexpo #ukge2027

GOLD ONLINE MARKETING BUNDLE

Max of 1
Cost £550 + VAT

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

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

SILVER ONLINE MARKETING BUNDLE

Max of 1
Cost £325 + VAT

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

WEBSITE NEWS FEATURE

Max of 1
Cost £100 + VAT

A news article on our website home and news page. Subject to availability.

• Maximum of 250 words

• Header image of 1200 x 200 pixels

• 1 x Inline image of 358 x 250 pixels

• 4 x gallery images of 400 x 250 pixels

8. MARKETING AT THE SHOW

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

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' i.e. 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.

PULL UP BANNER PACKAGES

Cost £400 + VAT
for 4 banner stands

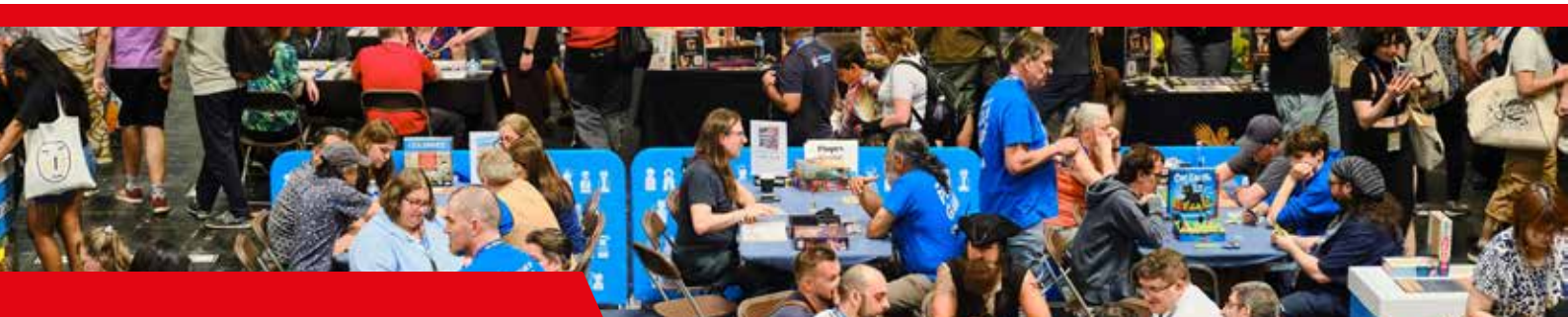
This allows you to place four pull up banners (2m x 0.8m) at high profile locations around the Exhibition halls to promote your company or product.

The exhibitor is responsible for the supply of the banners and UKGE will erect them on site.

NEC BRANDING AND MEDIA OPTIONS

UKGE has obtained various options for media sites at the NEC. e.g. 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 below).

Contact us for more info or see the website via the QR code.



9. MARKETING AT THE SHOW

HALL 2 to 3 LINK FLOOR STICKER

Set of 3
Cost £300 + VAT

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

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 £300 + VAT

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

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 £300 + VAT

• Branding of key link areas between Hall 3a and Hall 4.

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

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.

STREET NAME*

Max of 20
Cost £300 + VAT

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

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

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

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

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

RIGGING

Flat Banner
Cost £464.50 + 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.

Banners need to be with the NEC Rigging Team at least a week before the show. Please send to the following address:

NEC Rigging
Block D
Rigging Stores
The NEC
Birmingham
B40 1NT

0121 767 3710

Ring or Square Banner
Cost £620 + VAT

You may rig a ring or box banner. This fee is for the rigging costs only. The fee is subject to size. Please email paul@ukgamesexpo.co.uk with your size requirement.

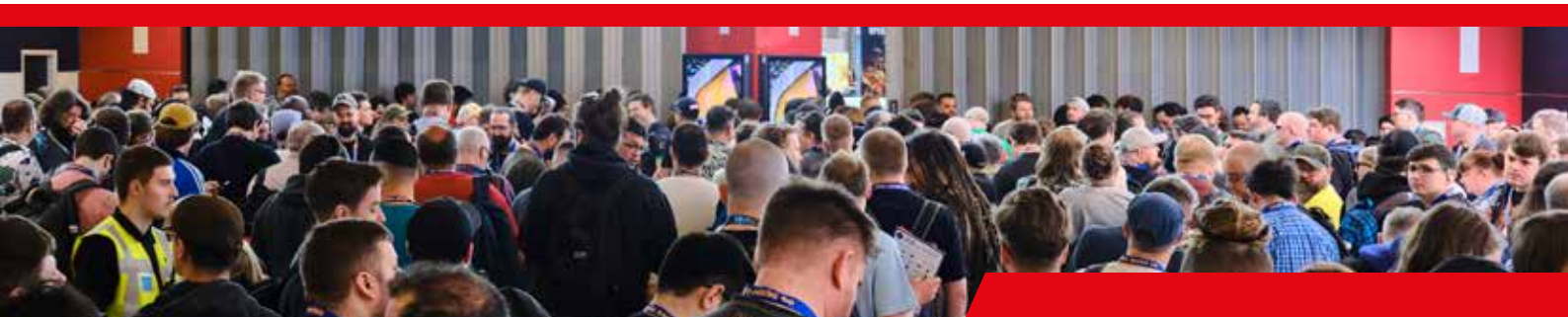
You must supply a compliant banner. If you need it printed, then please see Big Print Shop in the third party section.
Flying fee also required.

FLYING FEE

Cost £500 + VAT

This fee is for the marketing opportunity only for your hanging banner.

Rigging is also required and you must supply or source the compliant banner.



10. 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 exclusively for the event.

UK Games Expo 2026 was the second year of the Pin Collective and the popularity has soared.

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, website 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.

**Illustrations at the top of the page are the UKGE starter sets from 2025 and 2026.*

How It Works:

• Design Your Pins – Create custom pins featuring your brand, game, or logo.

• Soft enamel pins with gold, silver or black plating.

• Artwork supplied in JPEG or PNG.

• Minimum line thickness: 0.25mm.

• Max size of 25mm x 25mm.

• Up to 4 colours.

• Decide How Many You Want - see below for the quantity and price breakdown.

500 to 999 pins	***= £0.95 per pin + vat***
1,000 to 2,999 pins	***= £0.90 per pin + vat***
3,000 to 5,000 pins	***= £0.85 per pin + vat***

• Distribution at Your Stand – The Pin Collective is an expo-wide event that is supposed to be available to all, irrespective of income.

Therefore, each exhibitor who is part of the Pin Collective **MUST** offer a way of obtaining their Pin that does not involve purchasing either the Pin or any other item or service. You may give the Pin away free with a purchase but must still offer a method of getting the Pin without a purchase, for example, doing a demo, social media like or post, survey response.

This is not an exhaustive list, and you are encouraged to come up with creative ways of leveraging the extra visitors to your stand. You may ALSO offer the option to purchase the Pin for a fixed price of £5. Please note that you cannot sell the Pin if you are not offering a reasonable method of obtaining it for free. We expect exhibitors to comply with both the spirit of the Pin Collective as well as the rules.

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

To register your interest in this year's Pin Collective, please email james@ukgamesexpo.co.uk for more information.
Space is subject to availability.

11. 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 ☐

NEXT STEPS

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

Subject to availability.

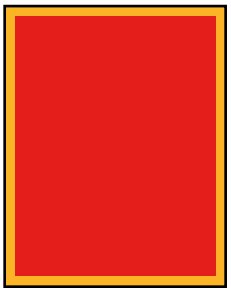
All prices below exclude VAT.

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 25th 2027 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

ADVERT SIZE		WIDTH	HEIGHT	COST
Quarter Page	Trimmed	98mm	141mm	£225
	With Bleed	N/A	N/A	
	Text Area	85mm	131mm	
Half Page Horizontal	Trimmed	200mm	141 mm	£425
	With Bleed	N/A	N/A	
	Text Area	185mm	131mm	
Half Page Vertical	Trimmed	95mm	287mm	£425
	With Bleed	N/A	N/A	
	Text Area	85mm	277mm	
Full Page	Trimmed	210mm	297mm	Standard Page £750 Back Cover £1300* Inside Front £1100* Inside Back £1100*
	With Bleed	216mm	303mm	
	Text Area	180mm	267mm	
Double Page Spread	Trimmed	420mm	297mm	£1400
	With Bleed	426mm	303mm	
	Text Area	390mm	267mm	

MAP PACK ADVERT SIZES AND COSTS

Inside Back Page	Trimmed	210mm	297mm	£1300
	With Bleed	216mm	303mm	
	Text Area	180mm	267mm	

* Subject to blind bid

12. 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
£825 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 addresses of each of the demonstrators so you can send 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. 9.00am 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 and they must be 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 for reserve demonstrators.

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 27th February 2027. Demonstrators will only be provided if we have sufficient applicants.

7. All invoices must be paid in full on or before 31st March 2027 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 night's accommodation. Fee including night's accommodation is **£260**.

13.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. **Space must be issued for ticketing events and not demos**.

Costs

The cost for Exhibitor Event Space is **£22 per sqm + VAT**

This is for floor space only.

Furniture, power and internet are available at the same rates as your stand.

Further options and more details are available in our Exhibitor Event Guide via the link or QR code.

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

Subject to approval, contact millie@ukgamesexpo.co.uk for more information.

14. CONTENT CREATION SERVICES

Done For You Event Content Creation

VANGUARD TACTICS

"I Wish We'd Filmed That" Every Exhibitor, Every Year

It's the same regret every year: incredible reactions, big reveals, and real feedback from the community, with nobody to capture it. Genuine reactions are the best way to help the community see and hear the value of your products. But most exhibitors are busy running the stand, the team doesn't have time to capture what's happening, and you don't have the right equipment or know-how.

The Solution

Vanguard Tactics, the content creation team behind UK Games Expo, gives vendors and exhibitors the chance to have every incredible moment at the show captured properly. UKGE shouldn't be a four-day event. It should be an 8 to 12 week marketing campaign: a done-for-you service that fuels your social, ads, and sales long after the doors close, with fast turnaround on everything from quick images to fully produced, evergreen content.

Proven at UKGE 2026

We ran this exact model for some of the best names in tabletop, including managing UK Games Expo's own content and socials, and creating content for Atomic Mass Games, Trench Crusade, Chaos Cards, Army Painter, and Wayland Games, alongside Corvus Belli, Warmachine, Frontline Gaming, The Nova Open, Harder & Steenbeck, Baron of Dice, and Game Mat EU. Podcasts, carousels, interviews, long-form pieces, and a full visual rebrand for Chaos Cards. Every space was booked, and we're already planning for 2027.

The Content Mix

Everything you need to keep your marketing full for months:

- Podcasts
- Image carousels
- Product reviews & box openings
- Game Playthroughs
- Designer & founder interviews
- Community reactions and reviews

Three Ways In

A package to suit every budget.

- **Bronze**: on-brand stand highlights, 2 long-form pieces, 4 short-form clips, 10 photographs.
- **Silver**: a cinematic brand film, 4 long-form pieces, 8 short-form clips, 20 photographs, and a highlight reel.
- **Gold**: a premium advert, 8 long-form pieces, 16 short-form clips, 30 photographs, and an 8 to 12 week release calendar.

See full package details, add-ons, and pricing via the QR code.

Spaces Are Limited

We take on a small number of brand partners each year. Every slot was filled in 2026. Book a 30-minute discovery call with Stephen at stephen@vanguardtactics.com, receive a tailored proposal, and confirm with a 50% deposit.

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, we will send you a link to access your portal, where 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):

• Plastic Chair – £6 each
• 6'x2'6" Trestle Table – £11 each
• 5'x2' Trestle Table – £10.50 each
• 4'x2' Trestle Table – £10.00 each
• 3' Diameter Tables – £14.00 each
• 4' Diameter Tables – £15.00 each

*Standard Trestle Table 73cm high
*Standard Round Table 77cm high

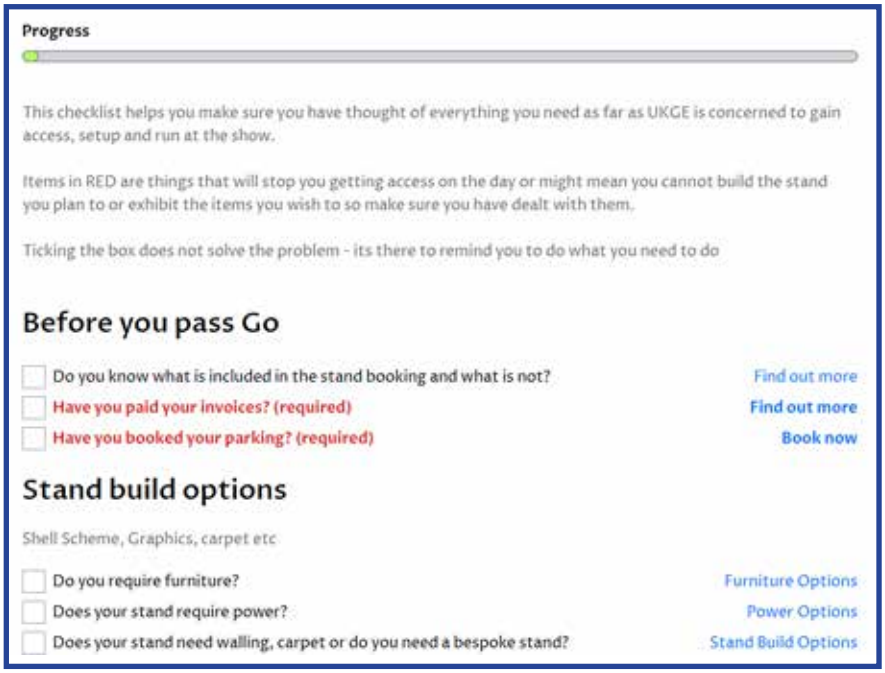
c) SHOW CONTRACTOR

Please see page 26 for more info on shell scheme, walling, carpet and bespoke construction.

EXHIBITOR CHECKLIST

The checklist can be found in your portal and looks like the image below. It is essential you read all the list from top to bottom and tick off once you have done so.

Items displayed in **RED** are things that you need to read carefully.



CAR PARKING

The NEC has an APNR based parking system that REQUIRES you to pre-book your parking.

Please note that if you do not pre-book then you will likely incur a parking charge from the NEC.

STAND INSPECTIONS

All exhibitors are asked to submit a stand inspection if their stands are complex or constructed.
Stand inspections will be free if you submit your plans. If you do not submit a plan and an inspection is needed, a charge of £500 will be made at the show. All exhibitors are advised to check these details and if in doubt to submit plans to jack@periscopelive.com no later than **31st March 2027**.

STAND DESCRIPTIONS

Exhibitors must take action to ensure their logo and description is visible on the interactive map and map pack.

HOW TO EDIT OR ADD YOUR DESCRIPTION:

Login to your exhibitor portal and go to the stands tab.

Click the EDIT STAND button.

Review and edit the Exhibitor Name. Enter or edit the description. (Note: there is a 90-character limit, including spaces).

Click the Save Edits button to save the entry.

You can also add a longer description that can include images, lists and links, which will appear as a pop-up on the online map.

16. POWER OPTIONS VIA YOUR EXHIBITOR PORTAL

***PRICES BASED ON 2026 RATES**
Update due by January 2027

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 *£367+vat to supply.

• Each socket we add to the mains supply costs *£115+vat.

(*Sample Power Installation 6A mains and 1 socket = £367+£115 = £482+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 £367+vat.

• *10A Main (2400watts) costs £549+vat.

• *16A Main (3800 watts) costs £729+vat.

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

(Sample Power Installation 16A mains and 3 sockets = *£729+£345 = £1074+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 exhibitors 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

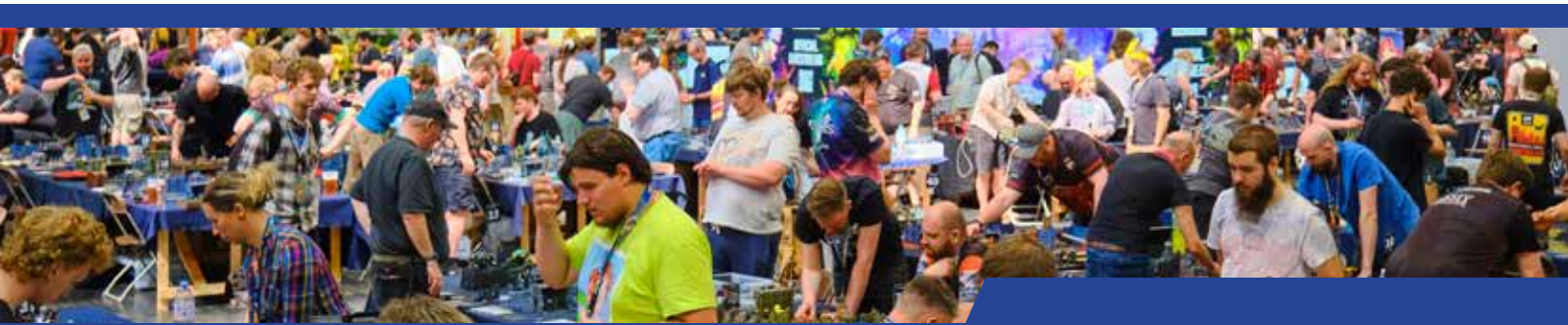
15th April 2027

LATE ORDERS

After this deadline you can order power at the show on Thursday 3rd June. ***Note: The costs will be higher.***

The prices shown on this page are prices calculated for UKGE 2026. The updated mains prices for UKGE 2027 will be available in January 2027.

Socket price change will be £120 + vat.



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 2027 awards if it meets the following criteria:

- The publisher must be exhibiting at the 2027 show or be represented at it by another exhibitor.
- The game must be on sale at UK Games Expo 2027.
- The game's release date must be between 1st March 2026 and 4th June 2027.
- 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 31st January 2027** (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 31st January 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 4th May.

RESULTS

Judges Choice Awards results will be announced via our social media channels and website on 11th May.

Judges Awards ceremony will take place at 5.00pm on Thursday 3rd June before the show preview in the Toute Suite.

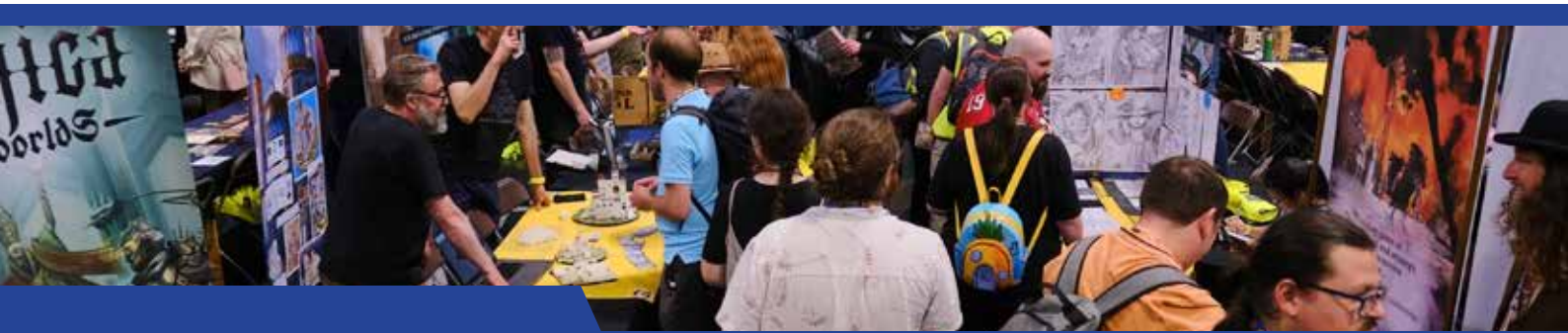
People's Choice Awards will be voted by the public at the show. People's Choice winners will be announced on Sunday 6th June at 3.00pm on the main stage.

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 3rd JUNE 2027.

This event will take place in Hall 5. 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, podcasters, influencers as well as retailers. If you are an exhibitor wishing to show your games, then you need to reserve space in the show.



19.THIRD PARTY SERVICES

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

Please note that any contract entered into between an Exhibitor and these contractors is a matter between both 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

19. THIRD PARTY SERVICES

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

Our exhaustive catalogue of products can be easily accessed via our website and discounts are available to GMS Games Club members.

Additionally, GMS 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.We provide warehousing, proactive promotion, and distribution to publishers who want to see their products on the shelves of game stores and at shows like UK Games Expo.

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

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

Dice & Destiny
Your UK Convention Partner

Whether you're an established publisher, independent creator or launching your first Kickstarter, Dice & Destiny helps brands connect with the UK tabletop community through retail partnerships, demonstrations and professional event support.

As an experienced retailer, convention exhibitor and event organiser, we understand what it takes to create a successful show presence. We become an extension of your team, helping you focus on your products while we handle the retail experience and customer engagement.

Retail Partnerships

· Retail representation at UK conventions

· Dedicated branded display space

· Sales handling & reporting

· UK VAT registered retail partner

Retail Village

Our Retail Village offers a cost-effective way to exhibit at major conventions. Join a shared retail space with your own branded area while we handle sales, customer interaction and event operations, giving you the benefits of a larger presence without the complexity of managing your own stand.

Demo & Event Support

· Learn-to-play demonstrations

· RPG, board game & TCG event support

· Experienced demo teams

· Community engagement

· Flexible convention support tailored to your needs

Looking to expand your UK convention presence?

Drop us an email or explore our website for Event Services, Retail Village and partnership options.

diceanddestiny.co.uk/event-services

events@diceanddestiny.co.uk

19. THIRD PARTY SERVICES

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!

GamesQuest

Let us help you make selling at UK Games Expo a smoother and more successful experience.

Event Logistics

With early access, our experienced team can get your goods to the NEC and delivered direct to your stand ready for when you arrive on site. With warehouses in both the UK and EU our logistics service takes the hassle out of transporting stock.

Till System

We can provide a POS system to record all sales, including VAT representation and post show reporting.

Booth Management

Unable to attend the event yourself? Let us look after your booth for you. We will build and break down your stand, provide you with marketing guidance and retail staff to run your stand during the event.

Speak to our team today

events@gamesquest.co.uk

01730 891346

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.

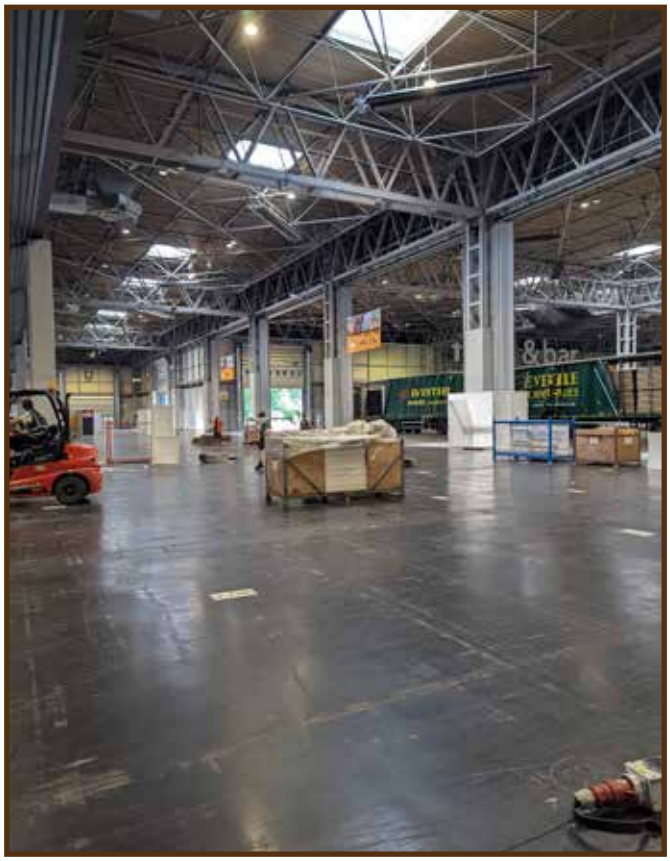
As an exhibitor, you'll enjoy exclusive rates on a wide range of high-quality print and display solutions—designed to make your stand truly stand out.

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



19. 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.

BESPOKE STAND CONSTRUCTION

Periscope Live

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

Contact: Jack Penn - jack@periscopelive.com

SHELL SCHEME, WALLING AND CARPET

Q3 Exhibitions

Q3 Exhibitions provide shell scheme walling and exhibition stand solutions, helping you create a smart and practical space for your event.

We can also assist with all the extras you may need, including **electrics, graphics, carpet and AV**, helping to make your exhibition space fully equipped and ready to go.

Contact: sales@Q3exhibitions.com.

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

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 on the Exhibitor FAQs item on the UK Games Expo website.

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 £130+vat per pallet. Book via your exhibitor portal.

FORKLIFTS 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 above.

20. FINAL DETAILS

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 by Wednesday 31st March, you will be subject to an inspection fee of **£500 + vat**.

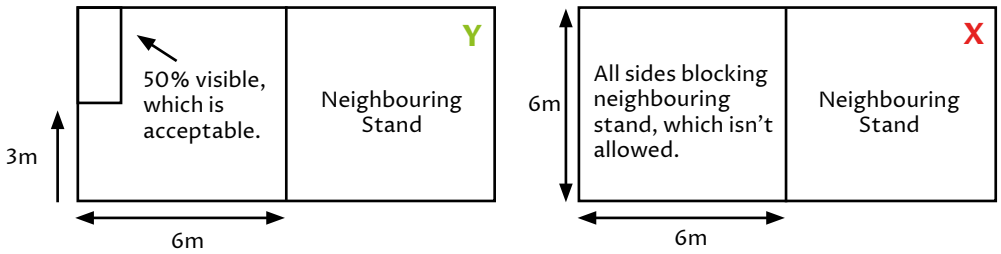
Examples of complex structures:

- 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.

STAND BUILD GUIDELINES

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



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

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

ACCESS TO STANDS

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

TABLE COVERINGS

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

UKCE / CE MARKS

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

20. FINAL DETAILS AND IMPORTANT POLICY INFORMATION

WEAPONS POLICY

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

Movie replica Prop Guns, swords and other weapons may be displayed and sold under these conditions:

-The displayed items must be out of reach of visitors.
-Visitors may handle the items if under supervision of the vendor they are brought into the stand and in a secured area given the item to examine.

Whilst the items can be sold at the show, they cannot be taken away and must be posted out after the show.

Non-lethal foam LARP weapons may be sold.

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.

AI POLICY

An underlying aim of UK Games Expo is to support innovative and exciting ideas by creative individuals from the tabletop games industry. As such we are committed to encouraging the original works of human designers, publishers, artists, illustrators and writers.

We therefore require that our Exhibitors ensure that all products and promotional banners and materials exhibited, displayed or sold have been created by humans using their own skills. Items and products that have been created or generated completely or in significant part by the use of AI tools and programmes are prohibited.

This includes but is not limited to art and text used in all forms of tabletop games and associated products and accessories, craft items, pieces of art, clothing and books both fiction and non- fiction along with banners, displays, flyers and any other marketing or promotional items.

The organisers at their absolute discretion will require Exhibitors who do exhibit, display or sell such items to remove them and in the case that this request is refused may close down such exhibitor's stands and ban them from future participation at UK Games Expo.

UK Games Expo emphasizes that this policy does not preclude the use of computerised tools used for spell checking and minor editing and aiding in production or accessibility. However, the central creative process must be conducted by humans.

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.

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? *See page 20 for more info.*

20. FINAL DETAILS AND IMPORTANT POLICY INFORMATION

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. Cost for additional passes will be £25 per pass.

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

ACCESS

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

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.

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.

PARKING FOR EXHIBITORS

How many passes do I get?

If your stand is 19 sqm or less, you get 1 car park pass plus one for each co-exhibitor.
If your stand is between 20 sqm and 39sqm, you get 2 car park pass plus one for each co-exhibitor.
If your stand is between 40 and 59 sqm, you get 3 car park pass plus one for each co-exhibitor.
If your stand is between 60 and 80 sqm, you get 4 car park pass plus one for each co-exhibitor.
If your stand is between 80 and 99 sqm, you get 5 car park pass plus one for each co-exhibitor.
If your stand is over 100 sqm, you get 6 car park pass plus one for each co-exhibitor.

We cannot emphasize how important it is for you to pre-book your parking in order to obtain free parking.

In order to book your parking follow the procedure below.

- Obtain a parking code (the NEC call this a promo-code). ***See Access/Parking in your Portal.***

- This page lists yours stands and the maximum number of codes you can claim. Please only claim ones you will be using for your staff. They are not for general distribution.

- Your codes will be issued immediately on the page and you can use them on the NEC parking page - link provided on the same page. Once you have prebooked you can park after unloading and the barrier will allow you to exit on the Sunday for no charge.

20. FINAL DETAILS AND IMPORTANT POLICY INFORMATION

BANNER MANUFACTURING AND RIGGING

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 £500 + 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.
- This fee does not apply to floor-based roll-up or pull-up banners.

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

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. Material ideally needs to be PVC with eyelets 0.5m apart.
- Use Big Print Shop (see page 24) or the NEC's graphics team (simon.lane@thenec.co.uk).
- Reuse a previously approved drop banner.

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 £464.50 + VAT for banners up to 6m x 2.4m.
- If you have ordered a ring or square banner the rate is £620 + VAT.
- Any questions on rigging please contact NEC Rigging using the details below:

TechnicalSales@thenec.co.uk

0844 3388 338 (Option 2)

Banners need to be with the NEC Rigging Team at least a week before show. Please send to the following address.

NEC Rigging
Block D, Rigging Stores
The NEC
Birmingham
B40 1NT

0121 767 3710

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: £150 + VAT.
- You may also collect your banner from the UKGE warehouse during the year (at your own cost).

IMPORTANT INFORMATION

BOOKING YOUR STAND

Decide on your stand size, layout etc	Steps 1 to 5 - Pages 6-8
Look at sponsorships, marketing etc	Steps 6 to 14 - Pages 9-19
Log into your portal to book furniture etc	Steps 15 to 18 - Pages 20-22
Third party section for walls, rigging etc	Step 19 - Third Party Services - Pages 23-26
Key information on passes, parking etc	Step 20 - Final Details - Pages 27-30

IMPORTANT DEADLINES

Deposit of 25% to be paid within 28 days on receipt of invoice

Sponsorship Payment within 28 days on receipt of invoice

Balance must be paid in full by 28th February 2027

Awards: All games and/or samples to be received by 31st January 2027

Adverts: Artwork to be received by 25th March 2027

Order Furniture and Power by 15th April 2027

CONTACT DETAILS

Exhibitor General Enquiries
bookings@ukgamesexpo.co.uk

Events, Tournaments, RPGs and Seminar Enquiries
millie@ukgamesexpo.co.uk

Website, Policies and Ticketing Issues Enquiries
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 enquiries and invoice-related payments and questions to
admin@ukgamesexpo.co.uk

TERMS AND CONDITIONS

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

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 and 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 to 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. Date indicated on invoice.
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 cannot be met and discuss alternatives with them.

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.

TERMS AND CONDITIONS

b. If the booking is made after 28th February then an invoice for the full fee will be issued, payable in full within 28 days, or by date of invoice, to secure the stand in full by the date on invoice.
c. 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 date on invoice.
d. Payment for sponsorship opportunities and marketing packages are due as follows:
i. 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. No marketing will be run until payment in full has been made.
ii. All sponsorship fees are payable in full within 28 days of the issue of the invoice.
e. Payment may be made using any of the methods specified on the invoice.
11. If the payment remains outstanding this will result in the Organisers cancelling the booking and releasing the allocated space for re-sale without further notice to the exhibitor. An Exhibitor will not be allowed to set up a stand at the Event unless all fees for that stand have been paid in full.

CANCELLATIONS

12. All cancellations must be made in writing and sent by e-mail to richard@ukgamesexpo. co.uk. The extent to which any fees already paid are refundable shall be determined dependent on how far in advance of the Event for which the booking was made the notice of cancellation is received by the Organisers, as set out below:
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 their 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 from 8.00am on Wednesday morning for constructed stands or stands over 100sqm only, by prior arrangement. All exhibitors can set-up from 2pm.
Also between 8.00am and 9.00pm on the Thursday immediately prior to the Event and between 7.00am and 9.00am on the Friday of the Event. The Exhibitor must ensure that his stand is fully set up by 9.00am on the Friday of the Event.

14. An Exhibitor must ensure that the 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 staff 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.
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 not 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 their 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.
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.

TERMS AND CONDITIONS

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 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.

USE OF ARTIFICIAL INTELLIGENCE (AI)

43. An underlying aim of UK Games Expo is to support innovative and exciting ideas by creative individuals from the tabletop games industry. As such we are committed to encouraging the original works of human designers, publishers, artists, illustrators and writers.
We therefore require that our Exhibitors ensure that all products and promotional banners and materials exhibited, displayed or sold have been created by humans using their own skills. Items and products that have been created or generated completely or in significant part by the use of AI tools and programmes are prohibited. This includes but is not limited to art and text used in all forms of tabletop games and associated products and accessories, craft items, pieces of art, clothing and books both fiction and non- fiction along with banners, displays, flyers and any other marketing or promotional items.
The organisers at their absolute discretion will require Exhibitors who do exhibit, display or sell such items to remove them and in the case that this request is refused may close down such exhibitor's stands and ban them from future participation at UK Games Expo.
UK Games Expo emphasizes that this policy does not preclude the use of computerised tools used for spell checking and minor editing and aiding in production or accessibility. However, the central creative process must be conducted by humans.

www.ukgamesexpo.co.uk