

The logo for UK Games Expo is centered in the upper half of the image. It consists of the words 'UK', 'GAMES', and 'EXPO' arranged in three rows. Each letter is contained within a yellow hexagon. The background is a photograph of a large exhibition hall with a high, industrial-style ceiling and many people seated at tables, some facing away from the camera.

UK GAMES EXPO

EVENT ORGANISERS GUIDE

EXHIBITOR TOURNAMENTS

2027



RUNNING EVENTS AT UKGE

Each year UKGE hosts hundreds of events over 3 days. These happen in the NEC, Hilton Metropole Hotel and outside in the Living History Village.

WHAT TYPES OF EVENT DOES UKGE HOST?

Role Playing Games

Role Playing Game events are aimed at new and experienced players. Games are typically expected to be four hours long, and accommodate six players, although other game lengths and player counts will be considered.

Live Entertainment

Live Entertainment events are comedy, music and theatre acts and entertainers that bring their shows to UKGE.

We do not take open submissions for these events, they are curated by UKGE staff and are by arrangement only.

Seminars

This category covers all talks, lectures and workshops, as well as panels, podcasts, "actual play" events.

Tournaments & Gaming events.

These events are aimed at gamers who would like to take part in larger scale events. They include miniature, card and dice, and board gaming tournaments. Mega Games and organised multiplayer games, such as Watch The Skies or Blood on the Clocktower are also part of this category.

There are two ways to host a tournament or gaming event. Hire Exhibitor Event Space, called an **Exhibitor Tournament**, or submit an event to the UKGE Event Space, called a **Community Tournament**.

WHO RUNS THESE EVENTS?

A very small number of these are organised and run by UKGE. The overwhelming majority of events come from members of the boardgaming and tabletop community. Individuals, community groups, academics and companies exhibiting at UKGE are all welcome to submit events for consideration.

Due to limited time and space available over the 3 days of UKGE we are not able to host all events that are submitted.

THIS GUIDE COVERS DETAILS FOR APPLYING FOR EXHIBITOR EVENT SPACE AND RUNNING EXHIBITOR TOURNAMENTS

Information for hosting events in other categories is available on the UKGE website.

<https://www.ukgamesexpo.co.uk/events/running-event/>



EXHIBITOR TOURNAMENTS

Exhibitors can hire event space in our Gaming Halls and event rooms 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.

EXHIBITOR EVENT SPACE REQUIREMENTS

This space differs from normal exhibition space in the following ways and it is important that you consider your requirements carefully as all conditions will be strictly enforced.

The space is for organised play events only. This includes tournaments, draft and on demand events. All events in this area must have some element of organised play.

These areas may not be used for free to play demonstrations or learn to play events.

These types of events should be undertaken in your demo space at your Exhibition stand. Each event in this area must be subject to an event ticket fee.

Events must be planned for all three days of the UK Games Expo. They can be individual events occurring on each day, longer events spanning multiple days, or a mix of both.

When applying for the space the exhibitor will need to provide an outline of proposed events which must be approved by UK Games Expo before the allocation of space is confirmed.

You can not sell ANY items from this space.

Events that require product to play, such as draft or sealed events must be priced to include this product in the ticket cost. Extra products, booster boxes, card sleeves etc, cannot be sold from Exhibitor Event space.

Location of tournament space is at the discretion of the UKGE both in advance and on the day. Layout will be decided by UK Games Expo.

Carrying out activities and staging events which are not in accordance with the agreed outline and these requirements may lead to termination of the activities and forfeiture of the space.

COSTS

The cost for Exhibitor Event Space is **£22 per sqm** (excludes VAT)

This rate covers the floor space only.

FURNITURE

You have two choices when it comes to furnishing your event space.

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. It will be supplied directly to your event space by UKGE.

Item cost (excludes VAT)

- Chair plastic black – £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
- Table Cloth – £6.00 per table

Show contractor

Please see Event Exhibition Services Ltd in third party companies section of the UKGE Exhibitor Guide.

A copy of the Exhibitor Guide can be found here <https://www.ukgamesexpo.co.uk/exhibit/>



EXHIBITOR TOURNAMENTS

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 laptop and an event timer then look into a battery pack option as these can often be far less costly.

Tournament HQ Desks

£585 per desk (excludes VAT)

There are a limited number of event desks at Tournament HQ. This is typically situated at the center of the event hall, and offers a location away from your event area for your tournament admin needs. These desks include shared internet, suitable for emails, most online tournament software and social media, as well as power suitable for laptops, event timers and printers.

Power Direct To Your Event Space

If you choose to have power direct to your event area you will need to consider your power needs. The NEC do not release 2027 power rates until January 2027. Below is a guide based on 2026 rates.

The minimum size mains we can install in a block is 6A which can supply 1500 watts power.
A 6A mains in 2026 costs £367+vat to supply.
Each socket to the mains supply was £115+vat.

Sample Power Installation 6A mains and 1 socket in 2026 was £343+£115 = £482+vat.

For greater detail please see the Exhibitor Guide, or contact us to talk through your event requirements.

Internet Direct To Your Event Space

Again, internet supply costs from the NEC can be significant, and 2027 rates will not be released until January. Below is a guide on rates based on 2026 prices.

10Mbps = £2321.92 + VAT / 5Mbps = £862.31 + VAT

PA Systems

UKGE can assist in providing a PA system to help you communicate with your players. Exact costs vary on your needs, but a simple system with one microphone and two speakers costs approximately £225 + VAT.

STAFFING & UMPIRES

UKGE would supply a number of entry tickets for you to run your events based on the size of the events you are planning to run. Umpires of events run in Exhibitor Event Space would not fall under our volunteer policies and so would not be entitled to accommodation or other volunteer support.

TICKETING

All players in your events will need a UK Games Expo Entry ticket for the day(s) of your events and a valid Event ticket to take part in your event.

Entry Tickets

Income from the Entry Tickets are retained by UKGE.

You and your tournament staff will be expected to check all your players have a valid UKGE entry ticket for each event they are participating in. If the tournament lasts multiple days, the player will need a valid UKGE Entry ticket for each day.

Players without a valid UKGE entry ticket must not be allowed to play in an event until they have purchased a valid ticket.

Event Tickets

You decide on the fee you wish to charge for your events. Your event tickets can be processed via the UKGE website or we can arrange for your event listings to link your own website. We will discuss this with you during your application.

If processed via the UKGE website all income from event tickets, less VAT, will be returned to you after UKGE.

If you allow players to take part in your event without a valid event ticket this may be considered to be circumventing the Exhibitor Events requirements as outlined earlier and may lead to termination of the activities and forfeiture of the space.

Access

You will have access to your event space starting on Thursday. We will communicate the specific access times to you in advance. If you have a unique or complex setup, please inform us during your application so we can understand your needs and how we could accommodate them.

The event space will be available for you and your



EXHIBITOR TOURNAMENTS

staff from 8:00 AM each day until 11:30 PM on Friday and Saturday and until 7:00 PM on Sunday. Players can access the halls starting at 9:00 AM each day.

We recommend scheduling the first round or player registration to begin no earlier than 9:30 AM. This allows players time to collect their entry tickets and make their way to your tournament block.

Please ensure that your events on Sunday are scheduled to conclude by 4:00 PM.

EVENT PROMOTION

The event details would be submitted by you and then listed on our website. We can link to your own events pages also.

We would promote the events schedule in social media and emails. We may choose to highlight some of your events in UKGE marketing.

You will also need to promote your events to your player communities.

COMMUNITY TOURNAMENTS

WHAT IS THE DIFFERENCE?

You do not have to be from an official organised play organisation or company to run a Community Tournament. Many events are organised by people from passionate community groups or enthusiastic individuals who wish to support their game communities and play their favourite game systems and formats.

Submissions that are Learn to Play, Casual, Fire on Demand or ad hoc events will not be approved. All events in the tournament hall **must** have an element of organised play. We do not host free tournaments or events as part of the Tournament schedule.

Community Tournaments offer flexibility to organisers to run an event at UKGE without needing a longer schedule. These tournaments can vary from a few hours to multiple days.

More information on Community Tournaments is available on the UKGE website

<https://www.ukgamesexpo.co.uk/events/running-event/>

APPLYING FOR EXHIBITOR EVENT SPACE

If you would like to apply for Exhibitor Event Space please email Millie Lavelle to discuss your plans.

millie@ukgamesexpo.co.uk

