

A large, golden dragon sculpture is the central focus, perched on a white pillar. The dragon has intricate scales, large wings, and a long, curled tail. In the background, a convention hall is visible with blue structural beams and red awnings. People are walking through the hall, some carrying boxes and bags, suggesting a busy event. The lighting is warm and golden, matching the dragon's color.

U K
G A M E S
E X P O

2020 EXHIBITOR GUIDE

BIRMINGHAM
21st to 23rd
August

UK GAMES EXPO

UK GAMES EXPO (UKGE) IS THE UK'S LARGEST HOBBY GAMING EVENT HELD ANNUALLY AT THE NATIONAL EXHIBITION CENTRE, NEC HILTON METROPOLE AND OTHER PARTNER HOTELS IN LATE MAY OR EARLY JUNE.

WHY SHOULD I EXHIBIT AT UKGE?

- In 2019 the UK tabletop games market is worth 425 million pounds and is growing all the time.
- Attendance at UKGE has steadily increased each year. In 2019 UKGE attracted around

25,000 unique visitors comprising not just the hobby enthusiast, but new gamers and the family market. In 2020 we expect even more visitors. In 2019 we had almost 450 exhibitors. Again, this is expected to rise in 2020.

- UKGE provides the opportunity to meet and



- network with games designers, publishers and distributors.
- UKGE also allows you to engage directly with your audience, test designs, sell existing products, launch new games and apply for awards.
- UKGE is the place to connect with all aspects of the tabletop gaming world in the UK over three days.

WHEN IS IT?

The next UK Games Expo will be held from 21st to 23rd August 2020.

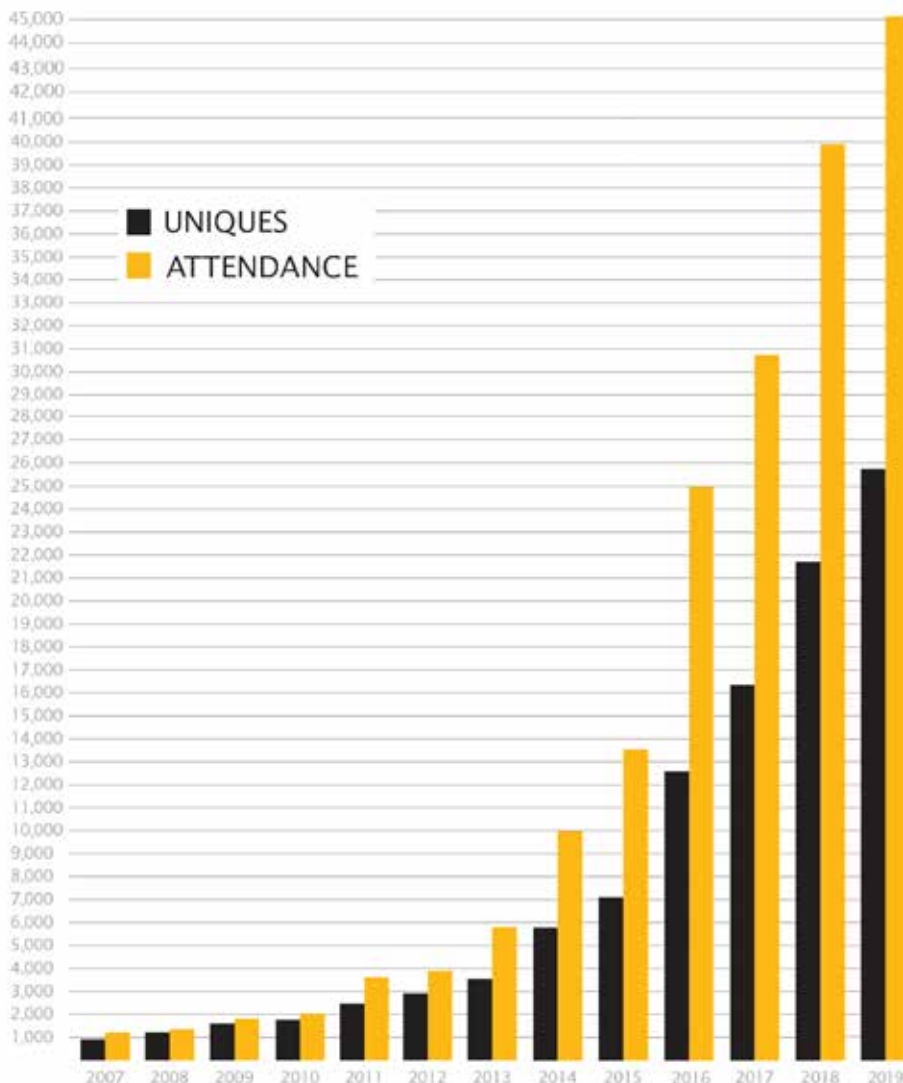
WHERE IS IT?

The UKGE 2020 is located in Hall 1, Hall 2, Hall 3, the Piazza and Tote Suites of the National Exhibition Centre as well as in the NEC lakeside area and the Hilton NEC Hotel.

WHAT FEATURES ARE IN THE EXHIBITION HALLS?

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

- The largest tabletop games exhibition in the UK with 450+ exhibitors including publishers, retailers, manufacturers and others.
- **The Children's Zone.** An area where the focus is on games for ages 3 to 9. Come and learn games to play with your



THE NEC

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.



- children.
- **The Family Zone.** Staffed by specially trained demonstrators, designed to attract families where they can learn and play new games together.
- **Shop and Drop.** Where attendees can leave their games while they go and explore the exhibition halls.
- **Chill Zones.** Areas where visitors can rest and relax.
- **Bring and Buy.** UKGE holds what we believe to be the world's largest games bring and buy. In 2019 over £200,000 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

"I would consider UKGE now one of the top conventions worldwide and one of the must attend events."

Tom Vasel

- for 16 to 400 players!
- **The Board Games Library.** Thirsty Meeples Gaming Cafe will again be running the UKGE board games library consisting of nearly a thousand board games that the public can borrow.
- **Open Gaming Area.** There will be enough space set aside in the exhibition hall and at the Hilton for 3,000+ gamers to sit and play at any one time, free of charge.
- **Play testing.** Dedicated and free to use space for budding designers to try out new game ideas and get feedback from gamers.
- **Children's RPG.** An area where specialist GMs run roleplaying games for children.

OPENING TIMES OF EXHIBITION HALLS

Setup:

Wednesday 19th August
Large Deliveries
pre-approval only Thursday
20th August:
Set up from 7.30 am until
9.00pm.
Friday 21st August: set up
from 7.30am until 9.00am.

Opening Hours:

Friday 21st and Saturday
22nd August: The exhibition
halls will open from 9.00am
until 6.00pm.
Sunday 23rd August: The
exhibition halls will open
from 9.00am until 4.00pm.

The gaming and tournament
areas are open from 8.00am
until midnight on Friday
21st August and Saturday
22nd August from 8.00am
until 6.00pm on Sunday.



WHAT GOES ON IN THE TOUTE SUITE?

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

WHAT GOES ON IN THE PIAZZA SUITES?

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

WHAT GOES ON IN THE HILTON HOTEL?

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

- The UK's largest and most varied roleplaying schedule with hundreds of games over eight sessions on three days.
- LARP type events.
- Open gaming space for 600+ throughout the weekend.
- Complimentary shuttle service to Halls 1,2 and 3 of the NEC, Birmingham International Airport and Birmingham International Station.
- Spa, heated indoor swimming pool and 24-hour fitness centre.
- Complimentary Wi-Fi in all public areas and in guest rooms for all HHonors members.
- A second board game library.
- Evening entertainment and live gaming events.
- The Chow Street Food Festival is here with all sorts of different food options.
- Bars and craft beer stand.
- There are no exhibitor stands in the Hilton.



Had a great time at UK Games Expo. Great set up, with loads of friendly people. Looking forward to next year.

@andypidy

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 AT THE LAKESIDE?

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

EXHIBITOR BLOCK ACCOMMODATION

New for this year we have a block of rooms available at the Hilton Metropole for exhibitors.

The supply is limited and is handled on a first come first served basis. Prices are £140 + VAT per night for a twin/double or £120 + VAT for a single. All rooms include full breakfast. If you would like more information email Tess on admin@ukgamesexpo.co.uk





ACCOMMODATION AROUND THE NEC

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. We have a deal with the Hilton offering a rate that is 20% below their best available rate. The rate includes breakfast. A link for accommodation in the hotel is on our website.

Crowne Plaza Birmingham Nec

The NEC Birmingham, Pendigo Way, Marston Green, Birmingham B40 1N +44 (0)871 942 9160. The Crowne Plaza Hotel is on the opposite side of the lake to the Hilton and is about a ten minute walk away.

Genting Hotel At Resorts World Birmingham

The NEC Birmingham, Pendigo Way, Birmingham B40 1PU +44 (0)121 273 1000. The closest Hotel to Hall 1 is the Genting Hotel. It is part of the Resort World complex of shops, cinema, casino and restaurants.



Many games were played. Much fun was had. Vast amounts of money was spent.

@AndyCr15

Ibis Styles Hotel

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

Other Options

Assuming you can't get a local room, there are options. With gaming going on till midnight in the NEC as well as till late in the Hilton, Ibis and elsewhere you might consider staying a bit further away. The last train from Birmingham International to Birmingham New Street is after 1.00am on the Friday night and around midnight on the Saturday night. The last train to Coventry is around midnight on the Friday and 11.30 on the Saturday. Both trains take around 15 to 18 minutes. So why not look at cheaper hotels in both city centres. Got a car? Solihull is just 4 miles away. Taxis and car options allow you to stay in Solihull where hotels are currently listed at much lower prices. What about Warwick, Meriden, Kenilworth or Leamington? These are only 20 minutes away by car.

BCD M&E AND HOTEL MAP

BCD M&E and Hotel Map offers a searchable service you can access via our website or alternatively, if you would like assistance with your hotel booking, you can contact the dedicated hotel adviser for this event.

The email address is Sarah@bcdme.com. Send your requirements, phone number and the event reference code M2NMD and they will get back to you with hotel options. You can also phone them, seven days a week on +44 (0) 207 870 4100.



STEP BY STEP GUIDE TO OPTIONS WITH YOUR BOOKING

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

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

Steps 6 to 9 take you through add on options you may wish to book at the same time as your stand, like sponsorships, marketing, advertising and demonstrators.

Steps 10 to 13 look at what you will access via your exhibitor portal after we have accepted your booking. This includes furniture, power, submissions to the awards and booking space at the Show Preview.

Steps 14 to 17 detail options you can order via third party companies such as the NEC or our show contractors. This includes logistics services, internet, carpet and stand walling.

Steps 18 to 21 deal with other questions exhibitors ask such as exhibitor passes, accommodation, car parking and access for setup.



BOOKING A STAND 1 CO-EXHIBITORS

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

£25 + VAT administration fee for each co-exhibitor payable by the hirer as part of the stand fee. Each exhibitor and co-exhibitor will be listed on the UKGE website as well as in the programme.

Example: If you are the only exhibitor then this doesn't apply. If you book a stand and allow two smaller companies to exhibit on that stand space, then each additional company



#ukgames
expo was
hella cool.

@fishnetsnmalice

will be required to submit their company details and you, as the hirer, book the stand but also give us details of co-exhibitors. Please download and fill in co-exhibitor forms for each co-exhibitor from the UKGE website.

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

2 YOUR STAND

STARTER STANDS

If you are new to exhibiting at UKGE and wish to test out if UKGE is the best place for you to attend, a starter stand may be for you. The starter stand is a set size and configuration and its position is decided by UKGE. However, it comes at a discounted price.

Please note that starter stands:

- are for new exhibitors who have never exhibited

with us before.

- are for exhibitors who want a single 2mx2m, 2mx3m or 3mx3m stand only. That is 4m², 6m² or 9m²
- can not be combined with other stands.
- are placed at the discretion of the organisers.
- are priced at £33 per square meter.
Example: A 2m x3m Starter Stand will cost £198+ VAT



Is it being over eager to have reserved a hotel room for next year's #ukgames expo already?

@ProfessorOdessa

ALL OTHER STANDS

When choosing your stand size, you may take as much space as you are happy to pay for, but the minimum stand size is 2mx2m = 4m². Stands are charged at £52 per square metre.

Example: A stand that is 5mx2m = 10m² is calculated at £52m 2 x 10 = £520 + VAT

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 = £160 supplement
- End cap stand with three customer facing sides = £400 supplement
- Island stand with four customer facing sides = £1000 supplement.

For Example: A 5m x 2m standard stand attracts no supplement. It costs £520 + VAT as detailed in the stand size example.

A 5m x 2m corner stand will attract a £160 supplement. £520 + £160 = £680 + VAT

A 5m x 2m end cap stand will attract a £400 supplement. £520+ £400 = £920 + VAT.

A 6m x 6m island stand will attract a £1000 supplement. £1872 + £1000 = £2872 + VAT.



4 LOCATION

Certain areas of each of Hall 1 and Hall 2 will naturally have greater footfall or places where people will congregate giving 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 £14 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

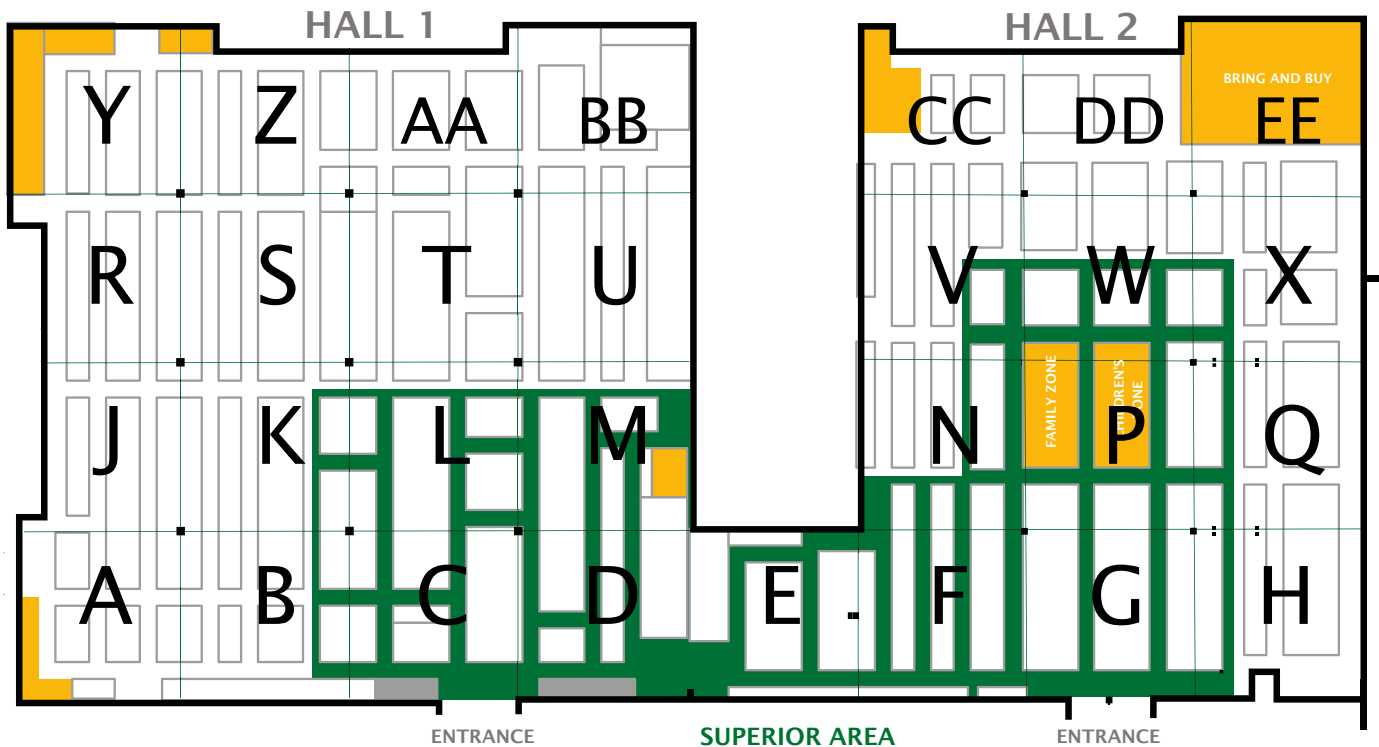


#ukgames expo was awesome this year. Had a great time!

@Kaiberie

square to the booking form. See map of Hall 1 and Hall 2.

For example, a 5m x 2m corner stand = £680 + VAT but in a superior position this would cost an additional £140 + VAT = 10m² x £14 which is a total of £820 + VAT.



5 BOOKING YOUR STAND

- Preliminary enquiries should be made in person with us at shows we attend, online via our website, or by email to richard@ukgamesexpo.co.uk. If you need to speak on the phone contact us on 01562 69391.
- Once an agreement has been reached you will be issued with an invoice.
- The deposit (25% of your stand fee) must be paid within 28 days of issue of the invoice to secure your stand.
- We can accept payment via bank transfer, sterling cheque or Transferwise. Some forms of payment attract additional fees due to bank charges. All these details will be on your invoice issued after you book your stand.
- For full details on payments see terms and conditions which are available from page 24 and online. Please do read them all carefully. You agree to abide by these terms when you pay your deposit.

PLEASE NOTE THAT YOUR STAND IS SOLD AS SPACE ONLY.

- THERE IS:
- NO POWER.
 - NO FURNITURE.
 - NO WALLS.

Options on adding these are detailed further on in this guide.



ADD ON OPTIONS

6 SPONSORSHIPS

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

We aim to offer promotional opportunities that suit a range of budgets which give you increased visibility and, in many cases, continue to promote you long after the show has finished.

It is best to get in contact with us as soon as possible if you are interested in any of the sponsorship opportunities.

MAJOR SPONSOR

Max of 4

Cost £9000 + VAT

Major sponsors/co-sponsors receive several benefits including:

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

ASSOCIATE SPONSORSHIP

Max of 6

Cost £4500 + VAT

Associate sponsors receive several benefits including:

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

SUPPORTING SPONSORSHIP

Cost £1000 + VAT

Supporting sponsors receive several benefits including:

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

OPEN GAMING AREA SPONSORSHIP

Max of 1

Cost £4000 + VAT

The open gaming space at UKGE seats over 2,000 gamers in either Hall 3 NEC or in the Hilton Hotel. Open gaming zone sponsors receive several benefits including:

- Branding of the open gaming space in the form of café barriers and pull up banners which UKGE will print and supply.
- Logo on the sponsor page of the UKGE



website and in the programme.

- 6 pull up banners with your logo on will appear at the Hilton Hotel.
- Option to add a drop banner above the open gaming area in the NEC (at sponsor's cost)
- Option to supply branded tablecloths to several hundred tables.
- Mention in an email covering sponsors.

UKGE APP SPONSOR

Max of 1

Cost £1500 + VAT

Subject to blind bid

App has exhibitor and event listings, reminders etc. The app was launched in 2017 and has been downloaded 8,000+ times. We anticipate increased downloads due to planned increase in functionality. Your logo will be on the app flash screen and we will add a page about your company/product information with a URL to your site. We will send out push notifications to the app about your

company in the two months before UKGE.

FAMILY ZONE SPONSORSHIP

Max of 1

Cost £1500 + VAT

The UKGE Family Zone attracts hundreds of families. Benefits of Family Zone sponsorship:

- Family Zone will be called "Sponsor Name Family Zone"
- Your logo on all Family Zone print materials and banners.
- You may place marketing material on tables in the Family Zone.
- Your games will be available for play in the zone (subject to suitability).
- Street name.
- A Gold Marketing package.
- Half page advert in the programme.

CHILDREN'S ZONE SPONSORSHIP

Max of 1

Cost £1500 + VAT

The UKGE Children's Zone attracts hundreds

of children and their parents. Benefits of Children's Zone sponsorship:

- Children's Zone will be called "Sponsor Name Children's Zone".
- Your logo on all Children's Zone print materials and banners.
- You may place marketing material on tables in the Children's Zone.
- Your games will be available for play in the zone (subject to suitability)
- Street name.
- A Gold Marketing package.
- Half page advert in the programme.

UKGE BRING AND BUY SPONSOR

Max of 1

Cost £1000 + VAT

The UKGE Bring and Buy is a very popular and busy part of the convention. In 2019 over £200,000 value of goods were sold through it and around £19,000 of charity donations made from the commission. Your sponsorship would help cover the costs of this feature. Benefits of Sponsorship:

- The Bring and Buy would be called "Your company name Bring and Buy."
- Your branding would appear on the website/customer account Bring and Buy Section.
- The area would be branded with your logo.
- Newsletters and articles relating to the





- Bring and Buy would feature your logo.
- You will have the right to provide branded bags that visitors can use.

PUBLISHER-DESIGNER TRACK SPONSORSHIP

Max of 1

Cost £1000 +VAT

Benefits of sponsorship:

- The Publisher-Designer Zone will be branded with your logo.
- The Publisher-Designer page in the programme and on the website will be branded with your logo.
- The Publisher-Designer room screen will show your logo and/or promotional message between seminars.
- 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 the option to sponsor the bar for that event (provisional additional cost £1000).

FIRST TIMER'S GUIDE SPONSOR

Max of 1

Cost: £1000 + VAT

The First Timer's guide is a pamphlet/brochure handed out to attendees but particularly targeted at first time visitors. It points out key features of UKGE and explains how to have fun at the show.

Benefits of sponsorship include:

- The First Timer's guide will feature the sponsor's logo and the rear page will be reserved for their advert.
- Mention in an email covering sponsors.

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

SHOP AND DROP SPONSORSHIP

Max of 1

Cost £700 + 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.
- You have the option to supply carrier bags to be used by all shop and drop visitors to put their games in. They can then take the games away in these bags.

SEMINAR SPONSORSHIP

Max of 1

Cost £500 + VAT

Benefits of Seminar Sponsorship:

- The Seminar Zone will be branded with your logo.
- The Seminar page in the

programme and on the website will be branded with your logo.

- Seminar room screen will show your logo and/or a promotional message between seminars.
- Your logo on the pull up banners in the seminar rooms.

LIVE ENTERTAINMENT SPONSORSHIP

Max of 1

Cost £500 + VAT

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

- The Live Entertainment zone will be branded with your logo.
- The Live Entertainment page in the programme and on the website will be branded with your logo.
- Your logo on the pull up banners in the seminar rooms.
- Option to supply prizes or 'freebies' to be given out to live entertainment track attendees.

CHILDREN'S ROLEPLAYING AREA SPONSORSHIP

Max of 1

Cost £500 + VAT

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

- The children's RPG zone will be branded with your logo and name
- The children's RPG page in the programme and on the website will be branded with your logo.
- Option to supply materials, figures, terrain and prizes or freebies to be used in the zone (subject to suitability).

SOLED OUT

SHOW PREVIEW SPONSOR

Max of 1

Cost: £1000 + VAT

- 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.

- UKGE will provide 2 x 1m full up banners at the show preview.
- Logo, URL and a prominent mention as sponsor in the mailshots to publishers and exhibitors about the Preview.
- Logo, URL and a prominent mention on the preview brochure pdf for exhibitors and press.
- Logo on show preview page.

SOLED OUT

- Logo on show preview portal application tab or the application form (whichever is used for exhibitor applications).

the form of prize support for an event or running and branding a particular tournament. More details available on request.

TOURNAMENT SPONSOR

Cost: varies

– please contact us

UK Games Expo holds many tournaments over the course of the weekend including several major board game and miniatures tournaments. Sponsorship for these events can take

TREASURE HUNT SPONSOR

Max of 3

Cost: varies

– please contact us

This is a children's activity where they find clues around the venue to win a small prize. Every child has a chance of winning a larger prize.

SOLED OUT

BLIND BIDDING FOR LIMITED OPPORTUNITIES

Where there is a strictly limited number of sponsorships or adverts, such as the back page of the programme and the app sponsorship, we will use a system of blind bids to allocate the opportunity. The price shown is a minimum bid that must be offered

to possibly take the sponsorship or advert location. The highest bid will win the opportunity to take the sponsorship or advert. Blind bids must be received by 15th January 2020. The results of the bids will be announced on 31st January 2020.



7 MARKETING OPPORTUNITIES

THESE ARE OPTIONS FOR GETTING YOUR MESSAGE ACROSS ONLINE VIA OUR OWN, AND OUR MEDIA PARTNER'S, SOCIAL MEDIA CHANNELS OR IN THE FORM OF BRANDED SIGNAGE AND PHYSICAL PRESENCE AT THE SHOW.

UK Games Expo has a large social media following:

- Twitter: 16500+
- Facebook: 13000+
- Instagram: 2750+
- Opted in emails: 4750

(Figures correct as of September 2019)

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





7.1 ONLINE PACKAGES

UK GAMES EXPO NEWS FEATURE

Cost: None

This one is free. That's right - we offer you the opportunity to send us one news story during the year prior to the Expo, to place on our UKGE news page and to be reinforced by Facebook, Twitter and Instagram posts. Tell us about your new games, special events etc in a maximum of 250 words. Include social media messages of suitable length.

Accompany the text with JPG images sized to the following pixels: 1200x1200, 1200x600, 464x261, 304x217 and 100x100.

All free news articles must be submitted before 15th March 2020. June and July are reserved for paid for marketing and we cannot use free articles during those months. We do not guarantee to post all articles (note that there is a difference between the news article on the website and a newsletter which

is an email sent to our database. The free service is only for the news articles and social media posts).

MARKETING EMAIL

Cost £200 + VAT

We have 4,750+ opted in contacts as of September 2019. You can send out one dedicated email newsletter to the entire mail list as well as to focused groups interested in your game genre (available year round).

PLATINUM MARKETING PACKAGE

Max of 5

Cost: £1500 + VAT

This package includes:

- Your logo on a drop banner 4m wide x 2.4m drop - suspended from the ceiling to 4m above your stand.
- We will print and erect five pull up banners which will be placed in high traffic areas of UK Games Expo and be passed by 25,000+ visitors. Your logo to be on these banners.
- One dedicated email newsletter sent to all our

4,750 contacts.

- One news page article on a day of your choice subject to availability during the month of June or July 2020.
- Two Facebook posts of 100 words and an image.
- Two Tweets which may include an image.
- Two Instagram posts of an image and text.

GOLD ONLINE MARKETING PACKAGE

Cost £350 + VAT

This package includes:

- One dedicated email newsletter sent to all our 4,750 contacts.
- One news page article on a day of your choice subject to availability during the month of June of July 2020.
- Two Facebook posts of 100 words and an image.
- Two Tweets which may include an image.
- Two Instagram posts of an image and text.

SILVER ONLINE MARKETING PACKAGE

Cost £175 + VAT

- One news page article on a day of your choice subject to availability during the month of June of July 2020.
- One Facebook post of 100 words and an image.
- One Tweet which may include an image.
- One Instagram post of an image and text.

7.2 ONTABLETOP MARKETING PACKAGES

ONTABLETOP, OUR OFFICIAL MEDIA PARTNER, OFFERS TWO LEVELS OF MARKETING PACKAGES TO HELP PROMOTE YOUR BRAND AND GAMES.

LIVE-STREAM DEMONSTRATION

Cost £175 + VAT

This popular service was launched in 2018. Broadcast your game demo live from and during UKGE. You will get:

- A 30 minute timeslot at UK Games Expo with the OnTableTop team and studio.
- 20 minutes of on camera time to show off your game(s) during show.
- After UKGE recorded video will be edited and uploaded to OnTableTop Website and YouTube.
- Edited video can also be provided to you directly.

EXHIBITION PROMOTION PACKAGE

Cost £1000+VAT

With this service you can access OnTableTop's massive online presence to give you a promotion in the lead up to UKGE 2020 via OnTableTop's website, YouTube, Facebook and Twitter channels and their newsletter. Optional visit to OnTableTop's Studios to film "Let's Play" / Demonstration of your game.



7.3 MARKETING AT THE SHOW

HALL 1 ENTRANCE FLOOR SIGNAGE

Max of 1

Cost £1500 + VAT

The entrance to Hall 1 is a high traffic area. The sponsors receive several benefits including:

- Branding of entrance area in the form of a 1.5m x 3m floor logo which UKGE will print and supply.
- Logo on the sponsor page of the UKGE website and in the programme.

HALL 2 ENTRANCE FLOOR SIGNAGE

Max of 1

Cost £1500 + VAT

The entrance to Hall 2 is a high traffic area. The sponsors receive several benefits including:

- Branding of entrance area in the form of a 1.5m x 3m floor logo which UKGE will print

and supply.

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

PLAYERS NEEDED SIGNAGE

Max of 1

Cost £1500 + VAT

The open gaming space at UKGE seats over 2,000 gamers in either Hall 2 NEC or in the Hilton Hotel. Gamers can indicate

in the table looking for additional players for their games using tabletop signage. Benefits of sponsorship include:

- Your artwork to be used on all of the signs giving you brand exposure to thousands of gamers.
- Mention in an email covering sponsors.
- Logo on the sponsor page of the UKGE website and in the programme.



SOLD OUT

HALL STAIR FLOOR STICKERS TOP

Cost £500 + VAT

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

HALL STAIR FLOOR STICKERS BOTTOM

Cost £500 + VAT

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

DISPLAY CASE

Cost: £400 + VAT

Lockable glass cabinets will be placed in high profile areas of the NEC and Hilton. Your product can be placed in a dedicated cabinet and be seen by thousands of visitors.

PULL UP BANNER PACKAGES

Max of 4

Cost: £400 + VAT

for 4 banners

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

FLYING FEE

Cost £400 + VAT

You may rig a drop, ring or box banner.

This fee is for the marketing opportunity only. You must supply the banner. Rigging fees will also apply.

See section 17 in Third Party Options for Rigging and Manufacturing options.

HILTON FLOOR STICKERS

Cost £300 + 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 £200 + 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 up the length of the street.

PAGE IN COUPON BOOK

Cost £200 + VAT

UK Games Expo will print books of coupons which will be given out to visitors on arrival and available at several locations. The coupon can be used to drive traffic to your stand, promote a product and announce special offers.



NEC BRANDING AND MEDIA OPTIONS

UKGE has obtained various options for media sites at the NEC. Your brand can be promoted all over the NEC site. Please review our UKGE NEC media pack on our website.

8 ADVERTISING

PROGRAMME ADVERT

The UK Games Expo programme is far more than just a set of maps. It is a full colour glossy magazine with exciting articles by guest writers on games and the gaming world, mini games and details of everything that is available at UK Games Expo. This publication is free to every person who attends Expo and is produced as a souvenir. We have found that many people who come to Expo keep the programme and many advertisers find they are still gaining new customers long after the show has finished. Adverts should meet all artwork specifications although we are happy to work with you if this is something you

have not produced before. Adverts are an effective method of reaching all the convention goers and raising awareness of your brand amongst attendees. Due to the demand for inside front, inside back and the back cover adverts, these are allocated on a Blind Bid basis.

INSERTS

Price for inserts available on enquiry

We can offer a service of a loose insert into the programme:

- Inserts must be supplied by the exhibitor or at the exhibitor's expense.
- Inserts can be no larger than the programme specification.
- Inserts will only be accepted for the full programme run (18,000)



- A maximum of three inserts will be allowed in the programme.

ADVERT ARTWORK SPECIFICATIONS

Adverts must be submitted using the following artwork specifications:

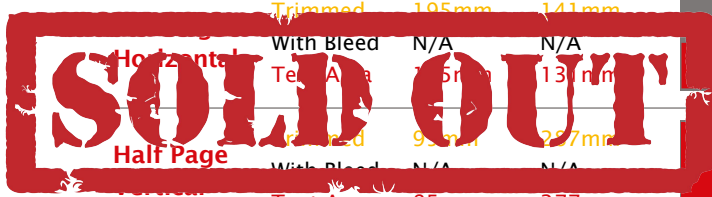
- In PDFs all fonts must be embedded.
- Uncompressed JPEG or PDF.
- Colour Space: CMYK.
- Size as per specifications in table below.
- Resolution: 300 dpi.

We've created a detailed advert specification guide that can be found on our website. <https://www.ukgamesexpo.co.uk/downloads/UKGEProgrammeAdvertGuidelines.pdf>

PROGRAMME ADVERT SPECIFICATIONS



ADVERT SIZE		WIDTH	HEIGHT		COST
Quarter Page	Trimmed	95mm	141mm		£125
	With Bleed	N/A	N/A		
	Text Area	85mm	131mm		
Horizontal Half Page	Trimmed	195mm	141mm		£200
	With Bleed	N/A	N/A		
	Text Area	185mm	131mm		
Vertical Half Page	Trimmed	95mm	297mm		£200
	With Bleed	N/A	N/A		
	Text Area	85mm	277mm		
Full Page	Trimmed	210mm	297mm		Standard Page £330 Back Cover £660* Inside Front £450* Inside Back £450*
	With Bleed	216mm	303mm		
	Text Area	180mm	267mm		
Double Page Spread	Trimmed	420mm	297mm		£550
	With Bleed	426mm	303mm		
	Text Area	390mm	267mm		



TRIMMED

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

WITH BLEED

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

TEXT AREA

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

* Subject to blind bid.

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

VAT AT 20% WILL BE ADDED TO ALL PRICES

8.1 COMBINED PROGRAMME ADVERT AND ONLINE MARKETING PACKAGE

You might want to take both an online package and a programme advert. Buy both together and save money. In the table on the right choose an online marketing package (on the left) and an advert in the programme (along the top) for the following prices which are savings over the items taken individually.

Package	2 Page	1 Page	½ Page
Gold	£800 +VAT	£605 +VAT	£500 +VAT
Savings:	Save £100	Save £75	Save £50
Silver	£650 +VAT	£455 +VAT	£350+VAT
Savings:	Save £75	Save £50	Save £25

For Example: Take a Gold Package and 1 page advert for £605 – saving £75 over the usual price.

9 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 £600 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. 1 copy per demonstrator of each game to be sent to:
UK Games Expo Ltd
FAO Richard Denning
Third Floor, Suite 12
Elgar House Green Street
Business Centre
Green Street
Kidderminster
DY10 1JF
by 1st July 2020 to allow for training of the demonstration team. Package to be labelled clearly “games for demo use” If a production copy version is not available then a suitable mock up is to be provided instead.
3. UKGE will provide and train your demonstrators in advance of the 2020 Expo. These individuals will learn games chosen by you which will be demonstrated on these tables and briefed on how you want the games demonstrated.
- 4 The team will maintain a demonstrator at all times on your table during the duration of the exhibition show, i.e. 9.00 to 6.00pm Friday, 9.00am to 6.00pm



A week after #ukgames expo and I'm still recovering.
@druggeddwarf

Another year and another #ukgames expo over excellent as ever.
@BBBBforum

#ukgames expo was awesome this year. Had a great time!
@Kaiberie

- 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.
5. Demonstrators will wear company branded clothing if supplied by the exhibitor. A minimum of 3 shirts per demonstrator is required. Occasionally a reserve demonstrator may take over and may be wearing a UK Games Expo shirt. Exhibitors will be asked if they wish to supply additional shirts.
6. 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.
7. All invoices must be paid in full on or before 31st April 2020. For more information or to arrange a demonstration team please contact richard@ukgamesexpo.co.uk

OPTIONS AVAILABLE VIA YOUR EXHIBITOR PORTAL

EXHIBITOR PORTAL

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

All Exhibitors and Co-Exhibitors are required to register an account on the UKGE website. We will send instructions at the time you book your stand. The exhibitor portal is the focal point for all exhibitor

information. It will contain all you need to know about your booking, passes, access and setup, deadlines etc. Please login and see if your question is answered there before emailing us.

10 FURNITURE

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

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.

YOUR OWN FURNITURE

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

VALUE SUPPLIER

The value supplier gives you the option of hiring basic tables and chairs for the duration of the show. There is a limited availability of these tables both in size and number. The furniture is ordered through

your exhibitor portal which you will be able to access after your stand order is placed.

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

- Chair plastic black - £4.00 each
- 6'x2'6" Trestle Table - £7.50 each
- 5'x2' Trestle Table - £7.00 each
- 4'x2' Trestle Table - £6.50 each
- 3' Diameter Tables - £10.00 each
- 4' Diameter Tables - £11.00 each

SHOW CONTRACTOR

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

PALLET STORAGE

UK Games Expo offers a service to larger retailers and publishers who are looking for a stock room to store their products and to restock their stands from. You can hire spaces for pallets at the cost of £100+vat per pallet. Book via your exhibitor portal.

Note that if you deliver your games to the NEC via truck on palettes you either need to bring a forklift or a pallet truck to get your goods off the truck or hire a forklift via

your exhibitor portal. Prices will be found there for either a per Pallett option or expressed in terms of half hour hire periods.





11 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 **£255+vat** to supply.
- Each socket we add to the mains supply costs **£70+vat**.

Sample Power Installation 6A mains and 1 socket = £255+£70 = £325+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 £255+vat.
- 10A Main (2400watts) costs £375+vat.
- 16A Main (3800 watts) costs £507 +vat.

Sockets are an additional £70+vat each per socket.

Sample Power Installation 16A mains and 3 sockets = £507+£210 = £617+vat

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

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 500 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 and see if you can agree that you share the costs of a 6A mains supply and each of you then pays your share plus your own socket fee.

If two of you agree to split a 6A mains then you will each pay £112.50 for the mains and £70 for the socket = £182.50+vat.

If three of you agree to split

a 6A mains then you will each pay £85 for the mains and £70 for the socket = £155+vat.

Whilst you will need at least 1 socket, we advise you make use of 4 way extensions to add sockets rather than ordering multiple sockets at £70 each.

Consider portable battery solutions for power which can often save you a lot of money.

OTHER NOTES ON POWER

The power is shut off 1 hour after the exhibition halls close so if you wish 24 hour power please inform us. 24 hour power adds a 20% surcharge.

Please consult the UKGE website for guidance on power installation. Power is ordered through your exhibitor portal which you will be able to access after your stand order is placed. For enquiries about power email richard@ukgames.co.uk

12 UKGE AWARDS

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

ELIGIBILITY

A game is eligible to be entered for the 2020 awards if it meets the following criteria:

- The publisher must be exhibiting at the 2020 show or be represented at it.
- The game must be on sale at UK Games Expo 2020.
- The game's release date must be between 15th March 2019 and 31st May 2020.
- 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. If the game was published before 31st December 2019 you must send a copy

or sample by 31st January 2020.

5. For any games published in 2020 you must send a copy or sample by 30th April 2020. (If a final version is not available please send a mock up of the game).
6. All samples, prototypes and products submitted cannot be returned.
7. It is your responsibility to ensure the timely and safe delivery of your entry. **If you miss the deadline your game will not be entered.**

Post all entries (except Roleplaying) to:
UK Games Expo Ltd
Third Floor, Suite 12
Elgar House Green Street
Green Street
Kidderminster, DY10 1JF

For RPG games, adventures and expansions send to:
John Dodd UK Games Expo Ltd,
432 Carlton Road,
Barnsley, S71 3HX



JUDGING

Before the show all eligible games are passed to appropriate judges who will rate them. The short lists will be selected according to the judges' ratings and published on 15th July 2020. One of the shortlisted games will be chosen as the Judges Award Winner. At the show, there is an opportunity for the public to vote on the short-listed entries to choose the People's Choice Award.

RESULTS

Awards will be announced at the show on Sunday 23rd August 2020 at 3.00pm.

13 SHOW PREVIEW

EXHIBITORS, DISTRIBUTORS, PRESS AND RETAILERS WILL BE INVITED TO ATTEND A SHOW PREVIEW TO BE HELD BETWEEN 6.00PM AND 9.00PM ON THU 20TH AUGUST.

This event will take place in Hall 3. This area will have tables laid out and exhibitors who wish to bring new games and products to show can reserve a table to lay out their wares.

We expect to have over 200 press and media journalists and podcasters present as well as retailers. If you are an exhibitor wishing to show your games, then **you need to reserve space in the show preview**. Full details available on the website.



THIRD PARTY SERVICES

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

Please note that any contract entered into between an Exhibitor and these contractors is a matter between those parties. UK Games Expo Ltd does not accept any liability for any losses,

claims, demands, actions, proceedings, damages, costs or expenses or other liability incurred by either the exhibitor or the contractor in relation to any such contract.

14 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.

add water to your stand or even a gas supply. If you need to add any of these facilities to your stand they are hired direct from the NEC. A catalogue of the

items available and prices will be linked to on the exhibitor menu item on the UK Games Expo website.

You may wish to hire IT and AV equipment,

15 LOGISTICS SERVICES

THE FOLLOWING THIRD PARTY COMPANIES CAN OFFER LOGISTIC SERVICES FOR GETTING YOUR GAMES TO THE NEC IN TIME FOR SETUP AND ALSO ARRANGE TO TAKE THEM AWAY AT THE END OF THE EVENT FOR ONWARD TRANSPORTATION. THEY SHOULD BE ABLE TO OFFER ADVICE ON RELEVANT CUSTOMS CHARGES.

Links to these services and more details will appear under 'exhibitor' on our website:

GAMESQUEST

Tel- +44 (0) 1730 891346

Email: fulfilment@gamesquest.co.uk

SPIRAL GALAXY

Tel +44 (0) 1952 587482

Email sales@spiralgalaxygames.co.uk

ASMODEE UK

Tel +44 (0)1420 593593

Email purchasingadmin@asmodee.co.uk



16 STAND CONSTRUCTION OPTIONS

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

Event Exhibition Services are our show contractors and offer services such as full stand builds, shell scheme, special furniture items and carpet. Order forms are available on our website or else contact them direct:

Event Exhibition Services Ltd

Tracy Ferraro
Orders Administrator
orders@eventexhibitions.co.uk
T: 01933 224127

It is advisable to make contact with neighbouring exhibitors before placing your walling order as it is

possible to save money by placing a single order between you at Event Exhibition Services Ltd.

BESPOKE STAND CONSTRUCTION

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

Contact Jack Penn jack@periscopelive.com

Periscope Live

The Old Boatyard South March Daventry
Northamptonshire NN11 4PH

Tel: +44 (0) 1327 304055

Info@TheNealeAgency.com

www.periscopelive.com

17 BANNER MANUFACTURE AND RIGGING

If you would you want any sort of banner that will be suspended from the ceiling the following must be done:-

- 1. PERMISSION** - ALL banners must be cleared by UKGE for, position, size and content. ALL banners must pay flying fee of £400.00 +VAT. If you order a banner directly with the NEC you MUST get permission from UKGE otherwise the banner will not be erected.
- 2. PRODUCTION** - All banners must meet the NEC rigging requirements (pdf can be found in your exhibitor portal). You may source your own banner, use the NEC's graphics production team (jane.carter@thenec.co.uk) or if we have your banner, re use a previous banner. UKGE no longer offer the production service as we could not compete on price.
- 3. RIGGING** - The NEC charges a rigging cost for hanging your banner. This cost varies depending on the construction of your banner or other hanging construction. The NEC rigging pdf will help you calculate the cost or you can contact UKGE through your portal for further help. Note: If you are using the NEC Graphics team they will often calculate the rigging cost for you.

IMPORTANT NOTICE UK GAMES EXPO FLYING FEE

Please remember that if you bring your own banner or order one from the NEC Commercial Graphics team you will also need to pay UK Games Expo a £400+vat Flying fee.

EXAMPLE COST

Flying Fee: £400

Production of 4m x 2m double sided pvc: £396 (NEC)

Rigging: £245

TOTAL : £1041 + VAT

BESPOKE RIGGING

If you require rigging advice or quote you can contact the NEC Rigging Department. Daniel Smith

t. +44 (0)121 780 4141 (reception)

e. daniel.smith@thenec.co.uk

BANNER REMOVAL

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

BANNER STORAGE

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

FINAL DETAILS

18 PASSES

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

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

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

Example 2: Exhibitor “SMALL GAMES R US” booked 2m x 2m of space. They will receive 2 passes.

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

Additional Exhibitor passes can be purchased by an exhibitor at the cost of £10

for the weekend. Purchase these on arrival when you collect your passes. The number you can buy is connected to the size of your stand.

Up to 10m²: 2 Passes.

For each additional 10m² you can buy 2 further passes.

19 PARKING FOR EXHIBITORS

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

The number of passes you qualify for is based on the size of your stand. The formula and number of passes you will receive can be found in your Exhibitor Portal

These can be collected from Exhibitor services.



20 ACCESS

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

Your access pass is a pdf you must use to gain access during the setup period and will be posted to the exhibitor tab on the website. Please note

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

21 SOCIAL MEDIA

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

   **#UKGAMESEXPO**



TERMS AND CONDITIONS

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

INTERPRETATION AND GENERAL

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

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

3) For the purpose of these terms and conditions:
a) References to the "Venue" include both the Hilton and the NEC as appropriate;
b) References to the "Event" are to the iteration of the Event at which the exhibition space is to be hired.

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

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

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

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

APPLICATIONS FOR AND ALLOCATIONS OF EXHIBITION SPACE

7) The following procedures should be followed when booking exhibition space:
a) Potential Exhibitors should contact Richard Denning in the first instance by e-mail to richard@ukgamesexpo.co.uk stating their preferences (if any) as to type or location of stand, and confirming

the amount of exhibition space they are seeking.

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

c) The Organisers will issue a quotation confirming the total cost for the proposed stand, the initial stand allocation and the deposit required to secure it.

d) Invoices are valid for 28 days. The Exhibitor then has 28 days from the date of issue of the quotation to complete the booking by paying the deposit as stated on the invoice (typically 25% of the total expected stand cost unless the quotation is issued after 31st May of the relevant year when the full stand cost will be due by any of the permitted payment methods (see below).
e) If a quotation is issued within 28 days of the commencement of the Event, the Exhibitor must pay the full value of the invoice as soon as possible and in any event at least 48 hours prior to the commencement of the Event.

8) Any special requirements (e.g. access to power points and furniture orders) should be placed by the Exhibitor via the Exhibitor Portal.

9) The Organisers will allocate space

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

However:

a) in deciding on allocations the Organisers shall take account (inter alia) 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, but may also give weight to other factors.

b) all decisions as to space allocation by the Organisers shall be final and binding on all Exhibitors who shall not be entitled to know the reasoning behind those allocations; and
c) the Organisers reserve the right to alter allocations (and if appropriate refund appropriate amounts of the stand fee to take account of any such alterations) without prior notice.

FEES, PAYMENT METHODS AND CANCELLATION POLICY

10) The due dates for payment are as follows:
a) The deposit (25% of your stand fee) must be paid within 28 days

of issue of the invoice to secure your stand.

b) The balance of the stand fees as set out in the quotation and any additional features requested via the Exhibitor Portal e.g. power and furniture, must be paid in full by the later of:

i) ten days from the date of issue of the quotation (unless the quotation is issued within ten days of the commencement of the Event in which case they are payable within 48 hours of that issue); and

ii) 31st May of the year for which the booking is made.

c) Payment for sponsorship opportunities and marketing packages are due as follows:

i) All Major, Associate, Family Zone and App sponsorship fees as set out in the invoice must be paid in full within 28 days of the issuing of the invoice.

ii) All marketing package fees as set out in the invoice must be paid in full before UK Games Expo will run the marketing package.

iii) All other sponsorships follow the standard rules on payment dates as laid out above.

11) Payment may be made using any of the methods specified on the invoice

12) If an Exhibitor fails to pay the amount owed by 31st May the Organisers will apply a late payment penalty of 5% of the amount outstanding. If the balance is not settled after a further

28 days an additional late payment penalty of 5% of the amount still outstanding will be added. If after a further 14 days the balance is not settled then the debt will be passed to a debt collection agency to pursue further. Any fees and charges that the pursuit of this debt involves will be added to the debt owed by the exhibitor. The organiser will then cancel any booking, reallocate exhibition space and retain any deposit that has been paid.

13) 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.

14) 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) In the event of cancellations received between 30 and 59 days before the Event the exhibitor would still be liable for a cancellation charge of 50% of the invoiced fees.

c) If the exhibitor cancels his or her participation less than 30 days before the Event the full Invoiced fee must be paid to the organizer.

SET-UP AND ATTENDANCE

15) Access to the Venue for setup will be available between 7.30 am and 9.00pm on the Thursday immediately prior to the Event and between 7.30am 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.

16) An Exhibitor must ensure that his stand is manned during the following periods: a) The Show Preview, taking place between 6.00pm and 9.00pm on Thursday 20th August (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.

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

18) If an Exhibitor fails to set up and man a

stand by 9.30am 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.

19) 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.

MERCHANDISE AND DISPLAY MATERIAL

20) 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.

a) If the Organisers at their absolute discretion consider that any material displayed or activities undertaken:

i) Pose risks to the health and safety of Exhibitors and others attending the Event; and/or

ii) Contravene the terms and conditions of the NEC or the Hilton as appropriate; and/or

iii) May cause damage to the structure or any part of the fabric of the Venue; and/or

iv) Are likely to cause offense or distress to other Exhibitors, Expo volunteers or members of the public attending the Event and/or

v) Are unsuitable for an

Event aimed at a family audience and attended by small children. The Organisers will request the Exhibitor to cease any such activities and remove any offending items from the Venue.

b) 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.

c) 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.

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

FURNITURE AND EQUIPMENT

21) No furniture or additional equipment will be provided to an Exhibitor as part of the stand fee.

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

23) All other equipment and furniture used by the Exhibitor, regardless of whether that equipment or furniture is brought by the Exhibitor to the Event or is obtained by contract between the Exhibitor and any contractor or supplier recommended by the Organisers, are the sole responsibility of the Exhibitor.

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 details in a list of intending attendees. 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

Exhibitors from time to time. By expressing a willingness, whether by e-mail or otherwise in writing, to take part in any such promotion an Exhibitor irrevocably undertakes to participate in that programme.

SAFETY, SECURITY AND LIABILITY

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

34) The Organisers in conjunction with the management of the Venue will seek to control access to the Event and reserve the right to refuse admittance to anyone, whether or not an Exhibitor or

person connected with an Exhibitor, if the Organisers reasonably consider it necessary for the safety and comfort of other Exhibitors or 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, or if the Venue is damaged whether maliciously or by accident or the management of the Venue are unable to provide the expected facilities. In the event of such cancellation, the liability of the Organisers shall be limited to refunding any fees paid by an Exhibitor in advance of the Event subject to a pro rata reduction for that portion of the anticipated time for which the Event was scheduled to run which in fact fell before any such cancellation.



IMPORTANT INFO

BOOKING YOUR STAND

- Decide on the stand size, layout, configuration and location. [Steps 1 to 5.](#)
- Look at marketing, sponsorship and advertising options. [Steps 6 to 9.](#)
- Make your enquiries in person, via our website, by email to richard@ukgamesexpo.co.uk or by phone on 01562 69391.
- You will be issued with an invoice.
- Pay the deposit within 28 days of issue of the invoice to secure your stand.
- Log in to your exhibitor portal to book power and furniture and to enter the awards. [Steps 10 to 13.](#)
- See third party section for walls, carpet, banner rigging and manufacture, special items and logistics. [Steps 14 to 17.](#)
- Check [steps 18 to 21](#) for info on passes, parking, access and keeping in touch.

IMPORTANT DEADLINES

- Deposit of 25% to be paid within 28 days.
- Balance must be paid in full by 31st May 2020.
- Order Furniture and Power by 30th June 2020.
- Awards: All games and/or samples to be received by 30th April 2020 if published in 2020.
- Adverts: Artwork To be received by June 30th 2020.

CONTACT DETAILS

Exhibition enquiries to
richard@ukgamesexpo.co.uk

Awards enquiries should
in the first instance be
by email to
pat@ukgamesexpo.co.uk
or if an RPG game then contact
John@ukgamesexpo.co.uk

Website, policies and ticketing
issues enquiries should in the
first instance be by email to
at tony@ukgamesexpo.co.uk

Anything about exhibitor
logistics, delivery, access
etc. after the booking has
been made:
keith@ukgamesexpo.co.uk

General enquiries may
be sent to
admin@ukgamesexpo.co.uk

