



UK  
GAMES  
EXPO

**2018**  
**EXHIBITOR GUIDE**

**BIRMINGHAM**  
**1<sup>ST</sup> – 3<sup>RD</sup> JUNE 2018**



# THE 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 2017 the UK games market is worth 200 million pounds and is growing all the time.
- Attendance has steadily increased each year. In 2017 UKGE attracted over 16,300 unique visitors comprising not just the hobby enthusiast, but new gamers and the family market. In 2018 we expect 18,000+.
- UKGE provides the opportunity to meet and network with games designers, publishers and distributors.
- Test new designs, sell existing products, launch new games and apply for awards.
- UKGE is the place to connect with all aspects of the hobby gaming world in the UK over three days.

**"I go to a lot of conventions but UKGE is by far the most organised of all of them all. They put the big ones to shame."**

Tom Vasel

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

Tom Vasel

## WHEN IS IT?

UKGE 2018 will be held from 1st June – 3rd June 2018.

## WHERE IS IT?

The UKGE 2018 trade hall is located in Hall 1 of the NEC with most tournaments occurring in Hall 2 and more organised play and open gaming continuing through the day and evening in the close by Hilton NEC Hotel.

## THE NEC

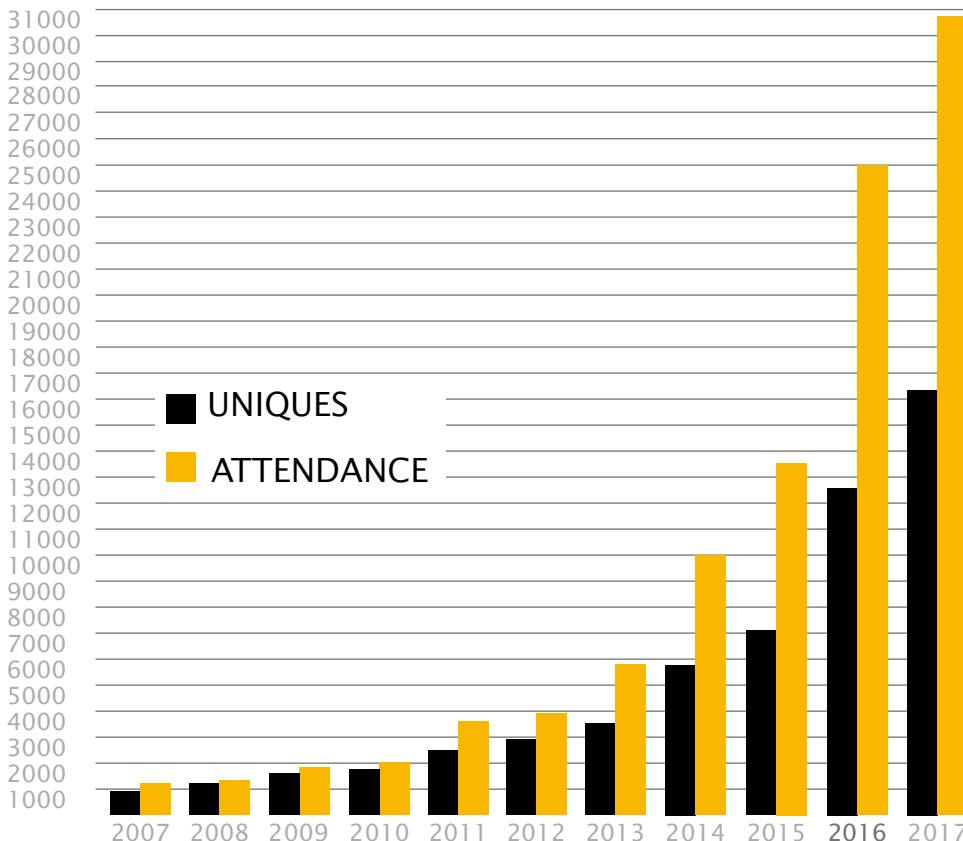
The NEC is the UK's best connected venue:

- It is the only UK exhibition venue with an airport and railway station on site near an intersection of the UK's primary motorways.
- Easy to get to as 75% of the UK population are within a three hour drive time.
- Easy parking with 16,500 car park spaces.

## What is in the Trade Hall?

The trade hall this year will be located in Hall 1 of the NEC. This trade hall comprises of 14,000m<sup>2</sup> of space. In addition to trade, Hall 1 will also contain:

- **The Family Zone** – Large specially designed area to attract families to learn and play new games together staffed by specially trained demonstrators.



### ■ **Cosplay**

Last year we expanded the cosplay element significantly and it has proven a superb way to attract the mainstream audience and entertain it.

### ■ **Bring and Buy**

UKGE holds the UK's largest games bring and buy. In 2015 it was computerised to deal with the volume of transactions. In 2017 over £90,000 was spent at the bring and buy with our profits going to charity and much of the visitor's proceeds recycled in the trade halls.

### **Opening Times of Hall 1 (The Trade Hall)**

Friday 1st June the trade halls will open 9.30am till 6pm.

On Saturday 2nd June trade halls will open 9.30am until 6pm.

On Sunday 3rd June trade halls will open 9.30am until 4pm.

Traders will be able to set up from Noon on Thursday 31st May until 9pm or from 7.30am on Friday 1st June until 9.00am.

### **Toute Suite**

Close to Hall 1 the Toute Suite is our dedicated seminar space. Capable of seating 300+.

### **What will be in Hall 2?**

- Tournaments for 16 to 400 players! This will become the main space for UKGE's tournaments.

### ■ **The Board Games Library**

Thirsty Meeples Gaming Cafe will again be staffing the UKGE board games library consisting of nearly a thousand board games that the general public can borrow.

### ■ **Open Gaming Area**

– There will be enough space set aside in the trade hall for hundreds of gamers to sit and play at any one time free of charge augmented with additional space in Hall 2, Hilton Hotel and locations in other hotels.

### ■ **Playtesting**

Dedicated and free to use space for budding designers to try out new game ideas and get feedback from gamers. Details on our website.



### **THE HILTON METROPOLE NEC PRIME LOCATION CLOSE TO THE NEC**

This is a large, versatile conference space with rooms for all types of gaming, organised play and open gaming.

- The UK's largest and most varied roleplaying schedule – hundreds of games over eight sessions on three days.
- LARP type events.
- Open gaming space for 1200+ throughout the weekend.
- Complimentary shuttle service to Halls 1 and 2 of the NEC, Birmingham International Airport and rail 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 including concerts and live gaming events.
- Bars and craft beer stand.
- There are no trade stands in the Hilton. However if exhibitors wish to sponsor areas of the tournament or open gaming space please get in touch.

# THE CONVENTION AROUND THE LAKE

**THE CONVENTION IS NOT RESTRICTED TO THE NEC ONLY BUT ALSO OCCURS IN LOCATIONS AROUND THE LAKE. IN ADDITION WE HAVE ARRANGEMENTS WITH A NUMBER OF PARTNER HOTELS AROUND THE NEC TO OFFER BOTH SPECIAL RATES AND ALSO IN SOME CASES ADDITIONAL GAMING SPACE.**

At the lake side, on and near the beach we will have "Cook Street" which will include

- Food festival.
- Viking weapon and combat displays.

## A BIGGER CONVENTION – A LARGER NETWORK OF PARTNERS

For the 2018 UK Games Expo we are building a network of partner hotels who offer special rates on accommodation, affordable food options and open gaming space.

### HILTON BIRMINGHAM METROPOLE NEC

The NEC Birmingham, Pendigo Way, Birmingham, B40 1PP  
**+44 (0)121 780 4242**

**Metropole offers us hundreds of hotel rooms and the largest open gaming space and evening gaming facilities plus on site food options.**

The deal with the Hilton is a rate that is 20% below the current market rate. The rate includes breakfast and carparking. A link for accommodation in the



**#ukgames expo was hella cool.**

@fishnetsmalice

**Home from #ukgames expo, had an amazing time. Roll on next year!**

@PeterMoho

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

@AndyCr15

hotel will be available summer 2017.

### CROWNE PLAZA BIRMINGHAM NEC

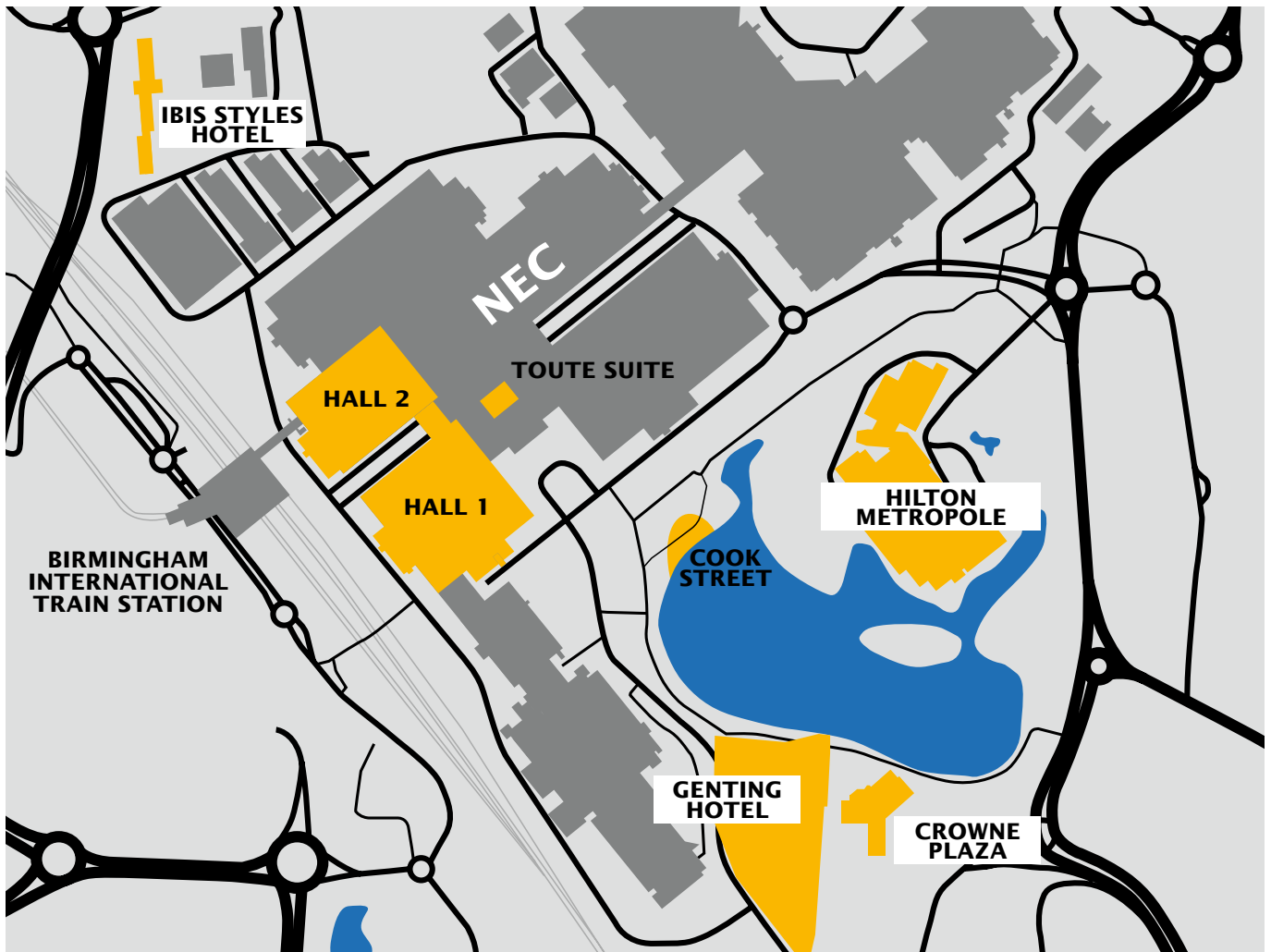
The NEC Birmingham, Pendigo Way, Marston Green, Birmingham B40 1NT  
**+44 (0)871 942 9160**

The Plaza Hotel is on the opposite side of the lake to the Hilton and is about a ten minute walk away. Shuttle buses connect the hotel during UK Games Expo.

We have special rates during the UKGE. Example rates from 2017  
£139 for single room B+B  
£149 for a twin room B+B  
both with car parking included.

Photo: Ben Broomfield





**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.

We have a special rate during the UKGE: - example rates in 2017: £120 for single room B+B and £130 for a twin/double room B+B. Both include a fully cooked breakfast buffet served in the Robata Bar & Grill.

Rates are based on standard room type accommodation and include free Wi-Fi, VAT, service, use of the spa & gym facilities. The Santai Spa is an adults only area – no under 18 year olds are allowed.

**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 and airport into the NEC.

Sample rates from 2017:

Rates are £129 per double room inclusive of continental breakfast. This rate requires a minimum of three nights stay from Thursday – Sunday and must be pre-paid at the time of booking with guest credit card.

**OTHER OPTIONS**

Assuming you can't get a local room, there are options. With gaming going on till 11ish 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 listed currently on trainline as 1.29 AM. On the Friday night and 23.49 on the Saturday night.

The last train to Coventry is around midnight on the Friday and 23.30 on the Saturday. Both trains take around 15 to 18 minutes. So why not look at cheaper hotels in both city centers.

Got a car? Solihull is just 4 miles away. Taxis and car options allow you to stay in Solihull where currently hotels are listed at much lower prices.

What about Warwick, Meriden, Kenilworth or Leamington? These are only 20 mins away by car.

# THERE ARE THREE ELEMENTS TO THE BASIC COST OF YOUR STAND:

**STAND SIZE**  
**+ STAND CONFIGURATION**  
**+ STAND POSITION**  
**= STAND COST**

**ALL PRICES ARE EXCLUSIVE OF VAT**

## 01 CO-EXHIBITING

If exhibitors elect to share a stand at UK Games Expo, UK Games Expo Ltd needs to know and have full contact details for each company.

The first company in 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 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.

*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 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 co-exhibitor forms for each co-exhibitor from the UKGE website.**

## 02 STAND SIZE

### STARTER STAND

If you are new to exhibiting at UKGE and wish to test out if the 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.

- Starter stands are for new exhibitors who have never exhibited with us before.
- They are for exhibitors

who are wanting a single 2mx2m or a single 2mx3m stand only. That is 4m<sup>2</sup> or 6m<sup>2</sup>.

- Starter stands cannot be combined with other stands.
- Starter stands are placed entirely at the discretion of the organisers in standard areas.
- Starter stands are priced at £30.00 per square meter.

*Example:  
A 2m x3m Starter Stand will cost £180+ VAT*

### 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 4m<sup>2</sup>.

**Stands are charged at £47.50m<sup>2</sup>**

*Example:  
A stand that is 5mx2m = 10m<sup>2</sup>  
£47.5m<sup>2</sup> x 10 = £475 + VAT*



Photo: Ben Broomfield

# 03 STAND CONFIGURATION

Stand configurations are based on the number of customer facing sides that the stand has.

- Standard Stand**  
 One Customer facing side = zero supplement
- Corner Stand**  
 Two customer facing sides = £80 supplement
- End Cap Stand**  
 Three customer facing sides = £200 supplement
- Island Stand**  
 Four customer facing sides = £500 supplement

If you require a stand configuration other than standard then a supplement is added to your cost. The size of the stand does not matter,

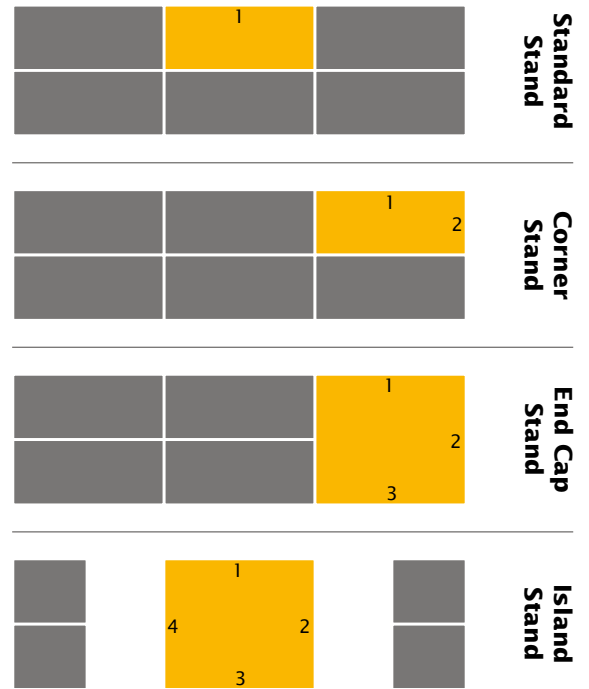
the supplement is a one off charge; not per square metre.

*For Example:*  
 A 5m x 2m stand at a standard configuration attracts no supplement. £475+VAT as detailed in the stand size example.

A 5m x 2m corner stand will attract a £80 supplement.  
 £475 + £80 = £555 + VAT

A 5m x 2m End Cap stand will attract a £200 supplement.  
 £475+ £200 = £675 + VAT

A 5m x 2m Island stand will attract a £500 supplement.  
 £475 + £500 = £975 + VAT



# 04 STAND POSITION

Certain areas of Hall 1 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 £10 per m<sup>2</sup>. 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 1.

*For example*  
 A 5m x 2m corner stand = £555 + VAT  
 In a Superior position this would cost an additional £100 + VAT = 10m<sup>2</sup> x £10

**Map is provisional only - locations may change.**

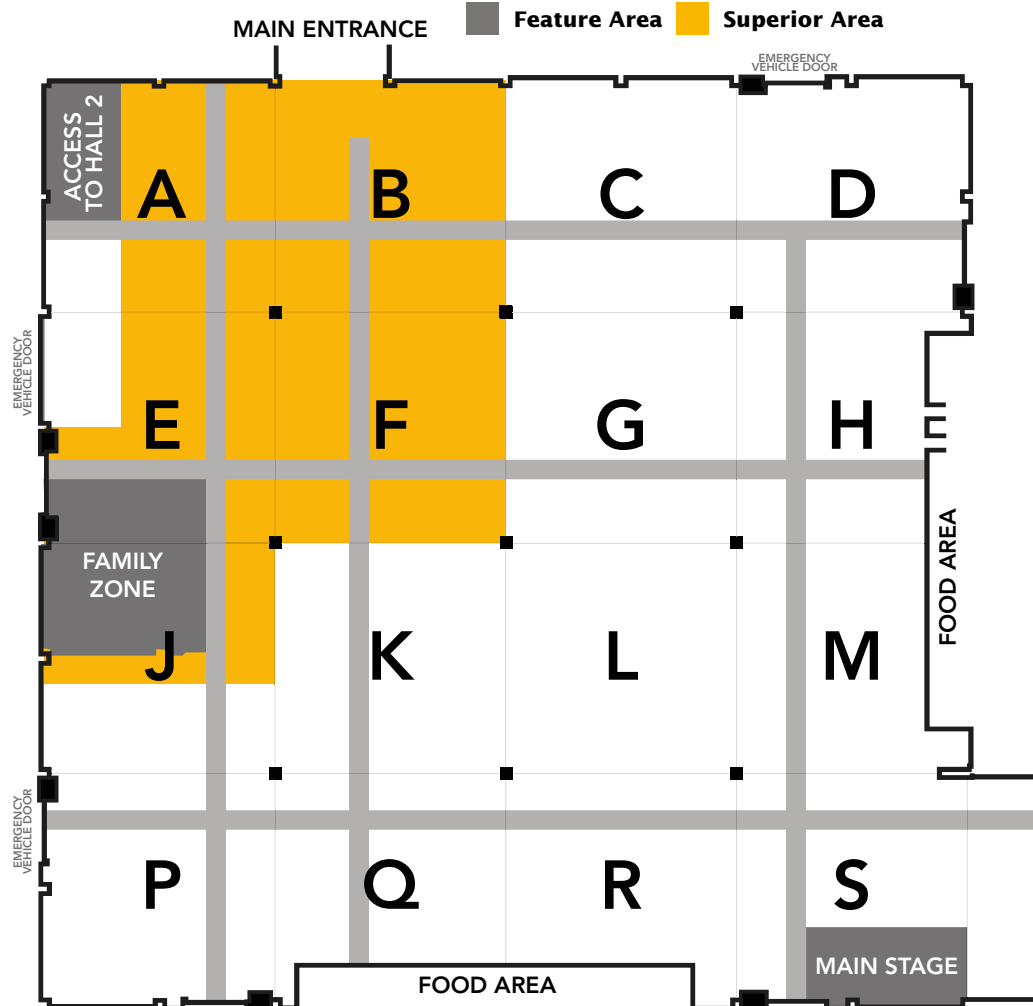




Photo: Ben Broomfield

## 05 STAND 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.

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 our trader website portal and 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

### FURNITURE CONTRACTOR

The following contractor has a full range of furniture as well as AV and lighting options for hire and installation into your stand.

#### Index Group

1 Lomax Street, Radcliffe,  
Manchester, M26 1PX  
furniture@indexgroup.org  
0800 085 9885

A link to the catalogue of the items available and prices can be found under exhibitor on the UK Games Expo website.

### BESPOKE STAND CONSTRUCTION

Want to build something special? The Neale Agency construct one of a kind exhibition stands.

#### The Neale Agency

Moot Hall, Market Square,  
Daventry, NN11 4BH, UK  
+44 (0) 1327 304050  
Info@TheNealeAgency.com  
www.thenealeagency.com

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.

**If you make arrangements with any other contractor for bespoke stand construction or installation, you must tell us who that contractor will be.**

## 06 POWER

The cost of supplying power at the NEC varies according to a number of factors.

Power supply has three components:

1. Mains Supply.
2. Power draw required in Watts.
3. Number of sockets required.

We have included the supply of mains in the cost of supplying the power to simplify

To calculate your power costs:

1. Work out your required power draw in watts.
2. Supply cost = £75 per 500W.
3. Now add your socket requirements = £60 per socket.

### ALL PRICES EXCLUDE VAT

*Example:*

- 500W supply with two sockets.
- Power in Watts  $1500/500 = 3$
- $3 \times £75 = £225$
- Sockets  $2 \times £60 = £120$
- Total = £345 + vat

Note: The £75 per 500w charge only applies if 3 stands or more in a block request power. If fewer than 3 stands in your block request power we will contact you to discuss the cost of power for your block. Island stands require their own mains supply and MUST request a bespoke quote. Please contact [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk).

Please consult the UKGE website for guidance on power installation.



## 07 INTERNET AND PHONE LINES

There is Wi-Fi in Hall 1 but if your sales point requires the internet you may want the reliability of a wired connection. If you need to add these facilities to your stand they are hired direct from the NEC. A catalogue of the items available and prices will be linked to under exhibitor on the UK Games Expo website.

## 08 TERMS AND CONDITIONS

These are available from page 16. Please do read them all carefully.

## 09 BOOKING FOR YOUR STAND

Preliminary enquiries should be made by email to [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk). If you need to speak on the phone that can be arranged on request.

Once an agreement has been reached and in order to book your stand we now require a signed booking form. This may be posted or scanned in and emailed to [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk).

We can accept payment via bank transfer, sterling cheque or Paypal. 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.

## 10 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 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.



Photo: Ben Broomfield



Photo: Ben Broomfield



Photo: Ben Broomfield



Photo: Ben Broomfield

# 11 SPONSORSHIP

**WE AIM TO OFFER PROMOTIONAL OPPORTUNITIES THAT SUIT A RANGE OF BUDGETS 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. We operate on a first come first served basis so we would not like you to miss out.

## MAJOR SPONSOR /CO-SPONSORS

(Max of 3)

**Cost £7000 + VAT**

Major sponsors/co-sponsors receive several benefits including:

- Logo on the header of the UKGE website in top tier location.
- Logo on all UK Games Expo print advertising.
- Logo on the front cover of the UK Games Expo programme.
- Logo on UK Games Expo entrance tickets.
- A full page advert in the programme.
- Mention of your company in at least three emails to our 10000+ visitor list.
- Right to perform off stand promotions at the show.
- Major/Co-Sponsors get preferred stand placement.

## ASSOCIATE SPONSORSHIP

(Max of 5)

**Cost £3500 + VAT**

Associate sponsors receive several benefits including:

- Logo on the header of the UKGE website in second tier location.
- Logo on all UK Games Expo paper advertising.

- Half page advert in the programme.
- Preferred stand placement in the trade hall after major/co-sponsors.
- Mention of your company in at least two emails to our 10000+ visitor list.
- Right to perform off stand promotions at the show.

## UKGE APP SPONSOR

(Max of 1)

**£3500 + VAT**

**(Subject to blind bid)**

Our app has exhibitor and event listings, reminders etc. The app was launched in 2017 and was downloaded by 4000+. 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 weekly Push notifications to the app about your company in the two months before UKGE and monthly push notifications at other times.

## UKGE BRING AND BUY SPONSOR

(Max of 1)

**£1000 + VAT**

The UKGE Bring and Buy is a very popular and busy part of the convention. In 2017 over £90,000 value of goods were sold through it and around £9000 of charity donations made from the commission.

Your sponsorship would help cover the costs of this feature. 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. News letters and articles relating to the Bring and Buy would feature your logo. You have the right to provide branded bags that visitors can use.

## DROP BANNER PACKAGE

**Cost £800 + VAT per banner**

We will supply and fit a single drop banner 4m wide by 2.4m drop to be hung in Hall 1 of the NEC over your stand.

## PULL UP BANNER PACKAGES

(Max of 4)

**Cost: £400 + VAT for 4 banners**

This allows you to place four pull up banners dimensions height 205cm max by 90cm width, at high profile locations around the trade halls to promote your company or product. The exhibitor is responsible for the supply of the banners and UKGE will erect them. The location of placement is at the discretion of the organisers.

## 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 the form of prize support for an event or running and branding the particular tournament.

## FAMILY ZONE SPONSORSHIP

(Max of 1)

**Cost £1500 + VAT**

The UKGE Family Zone attracts hundreds of children and parents.

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).

## SHOP AND DROP SPONSORSHIP

**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 location.

- Your logo around the shop and drop facility.
- Your carrier bags used by all shop and drop visitors to put their games in. They can then take the games away in these bags.

## STREET NAME SPONSORSHIP

(Max of 20)

**Cost £200 + VAT**

UK Games Expo labels the streets and avenues of the trade hall. Benefits of sponsorship of a street name:

- 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.

## SEMINAR SPONSORSHIP

**Cost £500 + VAT**

Benefits of seminar sponsorship:

- The seminar zone will be branded with your logo.
- The seminar page in the programme 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.

## TREASURE HUNT SPONSOR

(Max of 3)

**Cost: varies**

**(please contact us)**

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

## PASSPORT SPONSOR

(Max of 12)

**Cost: £300**

This is an activity that uses the app whereby visitors have to visit Passport Sponsors stands and scan in a QR code on each. Every entrant has a chance of winning a daily prize of £300 of vouchers valid at UK Games Expo exhibitors. Passport Sponsors need to leave space for an A4 sized poster on their stand easily accessible. Visitors must be able to access and scan the code without any restriction or requirements to make purchases or demo product.

# 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 bid 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 in October or November 2017. The results of the bids will be announced on 1st December 2017.

# 12 MARKETING

## UK GAMES EXPO NEWS FEATURE

**Cost: None**

This one is free. That is right – we offer to each and every exhibitor the opportunity to send us one news story during the year prior to the Expo up to one month before the convention to place on our UKGE news page and to be reinforced by Facebook, Twitter and other social media posts.

Tell us about your new games, special events etc. Maximum of 250 words, a single landscape orientated 464 x 261 pixels JPG image and a single square 100 pixels x 100 pixels JPG image will be included. All free news articles to be submitted before 31st March 2018. April and May is reserved for paid for marketing and we cannot guarantee to use free articles in those months. In the event of receiving multiple entries on a given day UKGE will select the order to post them. 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.**

## MARKETING EMAIL

**Cost £175 + VAT**

We have 10,000+ contacts. One dedicated email newsletter sent to focused groups interested in your game genre (available year round).

## APP PUSH NOTIFICATION

**Cost £100 + VAT**

4000+ Apps installed.

A push notification will be sent to the app.

## PLATINUM MARKETING PACKAGE

(Max of 5)

**Cost: £1500 + VAT**

- 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 18000+ visitors. Your logo to be on these banners.
- One dedicated email newsletter sent to all our 10,000 contacts.
- One additional news page article (as above) on a day of your choice subject to availability.
- Two Facebook posts of 100 words and an image.
- Two Tweets which may include an image.

## GOLD ONLINE MARKETING PACKAGE

**Cost £300 + VAT**

- One dedicated email newsletter sent to all our contacts in the month of May 2018.
- 1 additional news page article (as above) on a day of your choice subject to availability.
- 2 Facebook posts of 100 words and an image.
- 2 Tweets which may include an image.
- 1 Instagram post of an image and text.

## SILVER ONLINE MARKETING PACKAGE

**Cost £150 + VAT**

- 1 additional news page article (as above) on a day of your choice subject to availability during the month of April or May 2018.
- 1 Facebook post of 100 words and an image.
- 1 Tweet which may include an image.
- 1 Instagram post of an image and text.

## 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 £s. In the table below 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.

*For Example:*

*Take a gold package and a one page advert for £525 – saving £75 over the usual price.*

Package	2 Page	1 Page	1/2 Page
<b>Gold</b>	£700	£525	£430
	save	save	save
<b>Silver</b>	£575	£400	£305
	save	save	save
	£75	£50	£25

# 13 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 the UK Games Expo. This publication is free to every person who attends the Expo and is produced as a souvenir. We have found that many people who come to the 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



**#ukgames expo gets better every year! Really pleased with our spoils.**  
@magicalbassoon

**#ukgames expo. Epic.**  
@wartrader

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

not produced before. Adverts are an effective method of reaching all the convention goers and raising awareness of your brand amongst attendees. The front cover of the programme is by arrangement only. However the inside front, inside back and the back covers are available at the prices shown. These are allocated on a first come basis.

## INSERTS

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

- Inserts must be supplied by the trader or at the trader'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.

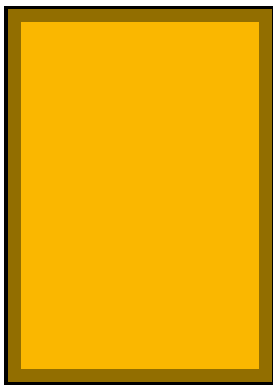
## ARTWORK SPECIFICATIONS

Adverts must be submitted using the following artwork specifications.

### 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.

## PROGRAMME ADVERT SPECS.



### 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 adverts edge may be illegible due to the binding. Keep all important copy, logos, etc within this area.

ADVERT SIZE		WIDTH	HEIGHT		COST
<b>Quarter Page</b>	Trimmed	97.5mm	141mm		<b>£110</b>
	With Bleed	N/A	N/A		
	Text Area	87.5mm	131mm		
<b>Half Page Horizontal</b>	Trimmed	200mm	141mm		<b>£180</b>
	With Bleed	N/A	N/A		
	Text Area	190mm	131mm		
<b>Half Page Vertical</b>	Trimmed	97.5mm	287mm		<b>£180</b>
	With Bleed	N/A	N/A		
	Text Area	87.5mm	277mm		
<b>Full Page</b>	Trimmed	210mm	297mm		<b>Standard Page £300</b> <b>Back Cover £600*</b> <b>Inside Front £400*</b> <b>Inside Back £400*</b>
	With Bleed	216mm	303mm		
	Text Area	190mm	277mm		
<b>Double Page Spread</b>	Trimmed	420mm	297mm		<b>£500</b>
	With Bleed	426mm	303mm		
	Text Area	400mm	277mm		

\* Subject to blind bid.

**If you want to place an advert or put an insert in to the programme then please contact [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk)**

**VAT AT 20% WILL BE ADDED TO ALL PRICES**



# 14 UKGE AWARDS

THE EXPO AWARDS WERE DEVELOPED AND INTRODUCED AT UK GAMES EXPO IN 2007 TO RECOGNISE THE ACHIEVEMENTS OF MANUFACTURERS AND PUBLISHERS IN A VARIETY OF GAME GENRES.

## ELIGIBILITY

A game is eligible to be entered for the 2018 awards if it meets the following criteria:

- The publisher must be exhibiting at the 2018 show or be represented at it.
- The game must be on sale at UK Games Expo 2018.
- The game's release date must be between 5th June 2017 and 3rd June 2018
- If a large number of games are submitted for a category UKGE reserves the right to shortlist games for that category.

## ENTERING A GAME

1. Entrants may suggest a category in which to enter their game. However the final decision is made by the UKGE judges.
2. Only one category per product is permissible.
3. If the game was published before 31st December 2017 it must be submitted to UKGE by 31st January 2018.
4. For any games published in 2018 you must send a copy or sample by 15th April 2018. (In the miniatures category a representative range of the figures must be sent.)
5. All samples, prototypes and products submitted cannot be returned.

## JUDGING

- Before the show eligible games are passed to appropriate judges who will rate them. This year we are introducing short lists of the top games in each category where there are more than 3 entries. The short lists will be selected according to the judge's ratings and published on 15th May 2018.
- At the show there is an opportunity for the public to vote using forms handed out at the convention.
- The winner in each category is determined by a combined system of the public vote and the votes of a panel of judges.
- Awards will be announced at the show on Sunday 3rd June 2018 at 3pm.

## WHAT TO DO

If you have a roleplaying game then contact [John@ukgamesexpo.co.uk](mailto:John@ukgamesexpo.co.uk).

If you have any other game you wish to submit in the first instance contact Patrick Campbell via email at [pat@ukgamesexpo.co.uk](mailto:pat@ukgamesexpo.co.uk) stating what you wish to enter in to the awards.

John or Pat will then contact you with details of how to send your game and samples to us. Ensure your game/sample reaches UK Games Expo by 31st December 2017 or 15th April 2018 as applicable. 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

## CATEGORIES

Dependent on the number of entries we may move games between categories. We may add additional categories.

- Best Board Game
- Best Abstract Game
- Best Card Game
- Best Family Game
- Best General Game
- Best Miniatures
- Best Party Game
- Best Roleplaying Game

For more details on categories check our website. The categories may change before the convention.

A special logo will be available for use by winners of each category.



Photo: Ben Broomfield

# 15 DEMO TEAMS

DO YOU HAVE A GAME YOU WISH TO DEMO AT THE UK GAMES EXPO BUT THE COST OF SENDING A TEAM TO THE UK IS PUTTING YOU OFF?

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 then please get in contact with us to discuss your requirements.

## **Price of Demo Teams £500 PER demonstrator**

Demonstrators are paid at UK minimum wage by UKGE for 25 hours (this includes time to learn the games). UKGE pays and accounts for the income tax and any National Insurance.

We also provide two night's accommodation and a food voucher each day, and cover demonstrators' travel expenses.

Demo Team for Hire Terms and Conditions : 1. Trader will supply UK Games Expo with a list of games to be demonstrated on their tables. 2. A copy of each game to be sent to Richard Denning by 1st April 2018 to allow for training of the demonstration team. If a production copy version is not available then a suitable mock up is to be provided instead. 3. If you have hired a demonstrator UKGE will provide and train your demonstrators in advance of the 2018 Expo. These individuals will learn games chosen by you which will be demonstrated on these tables and briefed on how you want the



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

@druggeddwarf

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

@BBBBforum

**Wow, #ukgames expo had 25,000 visitors (12,500 unique). That's as much as the last two years combined!!!**

@cdlftw

games to be presented. The team will maintain a demonstrator at all times on your table during the duration of the trade show, i.e. 9.00 to 6pm Friday, 9.00am to 6pm Saturday and 9.00am to 4pm Sunday. 4. Demonstrators will wear company branded clothing if supplied by the trader. A minimum of 3 shirts per demonstrator are required. Occasionally a reserve demonstrator may take over and may be wearing a UK Games Expo shirt. 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 invoices must be paid in full on or before 31st March 2018. For more information or to arrange a demonstration team please contact [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk)

# 16 PRESS AND RETAILER PREVIEW

Press and retailers will be invited to attend a show preview to be held between 18.00 and 20.00 on Thu 31st May. This event will take place in Hall 2. 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 50 to 100 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 press and retailer preview. Email Richard on [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk). He needs to know you want a table by April 20th 2018.

**If you are press or gaming media please visit our press page for information on getting a press pass. You will then receive an invitation to attend the press preview. Details of how this will work will be circulated nearer the time.**

Photo: Ben Broomfield



# 17 FAQ

## HOW MANY TRADE PASSES DO I RECEIVE?

All exhibitors at UK Games Expo will require trade passes to enter the trade hall – this will allow you to get in during trader access hours.

We use a simple formula to calculate how many passes you are entitled to.

One per exhibitor/co-exhibitor plus one for every 4m<sup>2</sup> block of space (rounded up)

*Example 1: Trader "BIG GAMES Ltd" booked 20m x 2m of space (40m<sup>2</sup>). He will receive 11 passes.*

*Example 2: Trader "SMALL GAMES R US" booked 2m x 2m of space. He will receive 2 passes.*

We do not post out passes. These passes will be ready for you on arrival.

Additional trader passes can be purchased by a trader 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 10m<sup>2</sup>: 2 Passes. For each additional 10m<sup>2</sup> you can buy 2 further passes.

## HOW CAN I TELL YOU ABOUT MY GAMES?

We make heavy use of an extensive Facebook, Twitter, Instagram and newsletter following and we are developing other social media audiences. They are always very eager to hear of news of what is planned at UKGE, what new games we have, what events are going on and which gaming celebrities will be there. You can help by emailing us your news and images. Send us press releases

relevant to your attendance and we will send them out. See the marketing section for details on free and paid for marketing opportunities.

## CAN YOU TELL ME ABOUT ACCESS TO SET UP?

Keith Thomasson will send out details instructions for traders regarding access several months before the convention. These will then be posted to the exhibitor tab on the website.

## CAN I SELL MY GAMES AT UK GAMES EXPO?

Absolutely. UKGE is a great sales opportunity.

## WHAT ACCOMMODATION IS THERE AT UK GAMES EXPO?

On our website we will list a number of hotels that you may

# 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, Harbet Drive, 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)** Intending Exhibitors should contact Richard Denning in the first instance by e-mail to [richard@ukgamesexpo.co.uk](mailto: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



wish to stay in including the Hilton Hotel itself and other nearby venues. Use the links on our site for the best rates.

## WHAT ARRANGEMENTS ARE THERE FOR PARKING FOR TRADERS AND 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 trader car park. Larger exhibitors may be given more than one pass. The sizes required will be published on the website. You will not pay for these passes.

## WHAT ARE THE IMPORTANT DEADLINES I NEED TO KNOW ABOUT?

### Advert Artwork

To be received by April 20th 2018.

### Awards

All games and or samples to be

received by 31st January 2018 if published in 2017 or April 15th 2018 if published in 2017.

### Trade Stand Payment

Deposit of 25% to be paid within 28 days. Balance must be paid in full by 31st March 2018.

## WHAT ARE THE CONTACT DETAILS FOR DIFFERENT TEAM MEMBERS?

Enquiries should in the first instance be by email. If you prefer to talk on the phone, email us and we will arrange a suitable time for a conversation.

### Trade stands, sponsorship, advertising and marketing:

Enquires to [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk)

### Awards

Enquiries should in the first instance be by email to [pat@ukgamesexpo.co.uk](mailto:pat@ukgamesexpo.co.uk) or if a RPG game then contact [John@ukgamesexpo.co.uk](mailto:John@ukgamesexpo.co.uk)

### Website, policies

### and ticketing issues

Enquiries should in the first instance be by email to at [tony@ukgamesexpo.co.uk](mailto:tony@ukgamesexpo.co.uk)

### Anything about trader logistics, delivery, access etc. after the booking has been made:

[keith@ukgamesexpo.co.uk](mailto:keith@ukgamesexpo.co.uk)

### General Enquiries

May be sent to [hayley@ukgamesexpo.co.uk](mailto:hayley@ukgamesexpo.co.uk)

## WHAT ABOUT DELIVERIES TO THE HALL?

We are arranging with a contractor for them to handle delivery to the show of pallets and consignments of product you cannot bring yourself and then to collect it at the end of the show and take it away pending a courier's arrival. Details will be published on the website.

and either confirm that those requirements can be met or contact the intending Exhibitor to discuss alternative allocations.

**c)** The Exhibitor should formally apply for exhibition space by completing the Booking Form contained in the Print Exhibitors pack, or the PDF version available on the Organisers' website [www.UKGamesExpo.co.uk](http://www.UKGamesExpo.co.uk). This form must be printed off and signed and then scanned and emailed to [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk).

**d)** The Organisers will acknowledge receipt of the Booking Form and issue a quotation confirming the total cost for the proposed stand, the initial stand allocation and the deposit required to secure it.

**e)** The Exhibitor then has 28 days from the date of issue of the quotation to complete the booking by:

**i)** Registering at the Exhibitor Portal on the UK Games EXPO website, and

**ii)** paying the deposit as stated on the written quotation (typically 25% of the total expected stand cost

unless the quotation is issued after 31st March of the relevant year when the full stand cost will be due by any of the permitted payment methods (see below)).

**f)** If a quotation is issued within 28 days of the commencement of the Event, the Exhibitor must complete the booking 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 March 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 quotation or subsequent invoice.

**12)** If an Exhibitor fails to pay the amount owed by 31st March the Organisers reserves the right to:

**a)** apply a late payment penalty of 5% of the amount outstanding; or

**b)** cancel any booking, reallocate exhibition space and forfeit any deposit.

**13)** 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

**14)** Access to the Venue for set-up will be available between noon and 9.00pm on the Thursday immediately prior to the Event and between 7.30am and 8.00am 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.

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

**a)** The The Press and Retailer Preview taking place between 7pm and 9pm on Thursday 31st May (if you have a table there).

**b)** Opening hours as set out below:

**i)** Friday – 9.30am to 6pm

**ii)** Saturday – 9.30 am to 6pm

**iii)** Sunday – 9.30 am to 4pm

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 before thirty minutes after the end of opening hours.

**16)** The Organisers have confirmed with Birmingham Trading Standards that for the purpose of the Sunday trading laws the Event is categorized as a fair or market and thus is permitted to open to the public at 9.30am (reference number ENVTRA01366018).

**17)** 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.

**18)** 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 6pm on Sunday.

## MERCHANDISE AND DISPLAY MATERIAL

**19)** 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 in 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 in their absolute discretion decide the trader 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

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

**21)** 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.

**22)** 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.

**23)** 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.

**24)** 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**

**25)** 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.

**26)** 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.

**27)** 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.

**28)** 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.

**29)** 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.

**30)** 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.

**31)** 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**

**32)** 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.

**33)** 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.

**34)** 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.

**35)** 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.

**36)** 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**

**37)** Exhibitors are responsible for removing all their waste.

**38)** 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**

**39)** 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.

# UK GAMES EXPO 2018 BOOKING FORM



Company Name:			
Address:		City:	
Website:			
VAT Number	Ignore if from UK or a non EU country:		
Post Code:		Country:	
Telephone:			
Email:			

Please indicate what type of trader you are:

Board Game Publisher

Historical Miniatures

Sci-fi/Fantasy Miniatures

Roleplaying Publisher

Collectible Card Games

Games Retailer

Games Publisher

Artist/Comics

Other (e.g. clothing)

\_\_\_\_\_

I have read the Terms & Conditions as published in the exhibitor pack and have the authority to agree on behalf of the exhibiting company, organisation or individuals named above to be bound by the provisions of this application, including the Terms & Conditions, as though repeated here in full. By signing below I commit to pay UK Games Expo all fees as shown in this application form and to abide by the Terms & Conditions.

STAND		Cost
Starter Stand: 4sqm £120 <input type="checkbox"/> 6sqm £180 <input type="checkbox"/> Limited – check first		
Standard <input type="checkbox"/> Superior <input type="checkbox"/>	Width _____ Depth _____ m <sup>2</sup> _____	Cost per m <sup>2</sup> Standard – £47.50 Superior – £57.50
Stand configuration supplement		Row – £0 Corner – £80 End cap – £200 Island – £500
Co exhibitor	How many _____	Each – £25
SPONSORSHIP AND MARKETING		Cost
Programme advert	Type: _____	
Sponsorship	Type: _____	
Marketing package	Type: _____	
		Total:
<b>Add VAT at 20 % of Total (unless company is EU based with a VAT number OR external to the European Union)</b>		
		<b>Grand total:</b>

Please download and fill co-exhibitor forms for each co-exhibitor. Co-exhibitor forms are on the UKGE website.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Enquiries should in first instance be by email: [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk) If you prefer to talk on the phone email and someone will call you back. Once a verbal or email agreement has been reached the booking is only provisionally booked by completing, signing and posting us this form (you may scan and attach to an email or fax to 01562 913246) and by payment of deposit following receipt of a quote or invoice from UK Games Expo. Please Send completed form to: [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk)

PLEASE DO NOT SEND ANY CHEQUES WITH THIS FORM. RICHARD WILL PROCESS THE FORM, CONFIRM BOOKING AND THEN SEND YOU A QUOTE OR INVOICE.