



**GAMES
INDUSTRY
CONFERENCE**



EXHIBITOR GUIDE

February 13th 2023

Hilton Birmingham Metropole Hotel

www.gic-uk.co.uk

Games Industry Conference (GIC) aims to provide a focal point for the tabletop games industry in the UK to meet with the aim of supporting the industry, growing the marketplace and disseminating knowledge and expertise.

GIC will feature these key elements:

Publisher Summit:

Publishers will be able to book a table to show information about their titles to buyers, retailers and distributors.

Games Industry Business Track:

Where industry figures present seminars and workshops on key aspects of the tabletop games industry.

Opportunities for Industry Networking:

Ample time during registration, coffee breaks and over lunch to make new contacts and network.

There will also be the potential for 1:1 meetings, breakout sessions and an informal games evening.

Who do we expect to attend?

Day delegate passes will be on sale for anyone with a business interest in the Tabletop Games Industry including publishers, designers, retailers, buyers and distributors. Prices £50 + vat.

Why Exhibit?

GIC provides an ideal opportunity to make contacts and network with fellow members of the industry. It also provides a platform to showcase your products and services.

How to Contact us

To enquire further please email admin@ukgamesexpo.co.uk or via our website www.gic-uk.co.uk.

Please also see the GIC social media pages on the following platforms -



@gicconference



ABOUT THE HILTON HOTEL

The Hilton Birmingham Metropole is a large, versatile conference space situated next to the NEC (National Exhibition Centre), Birmingham International Airport and Birmingham International Train Station.

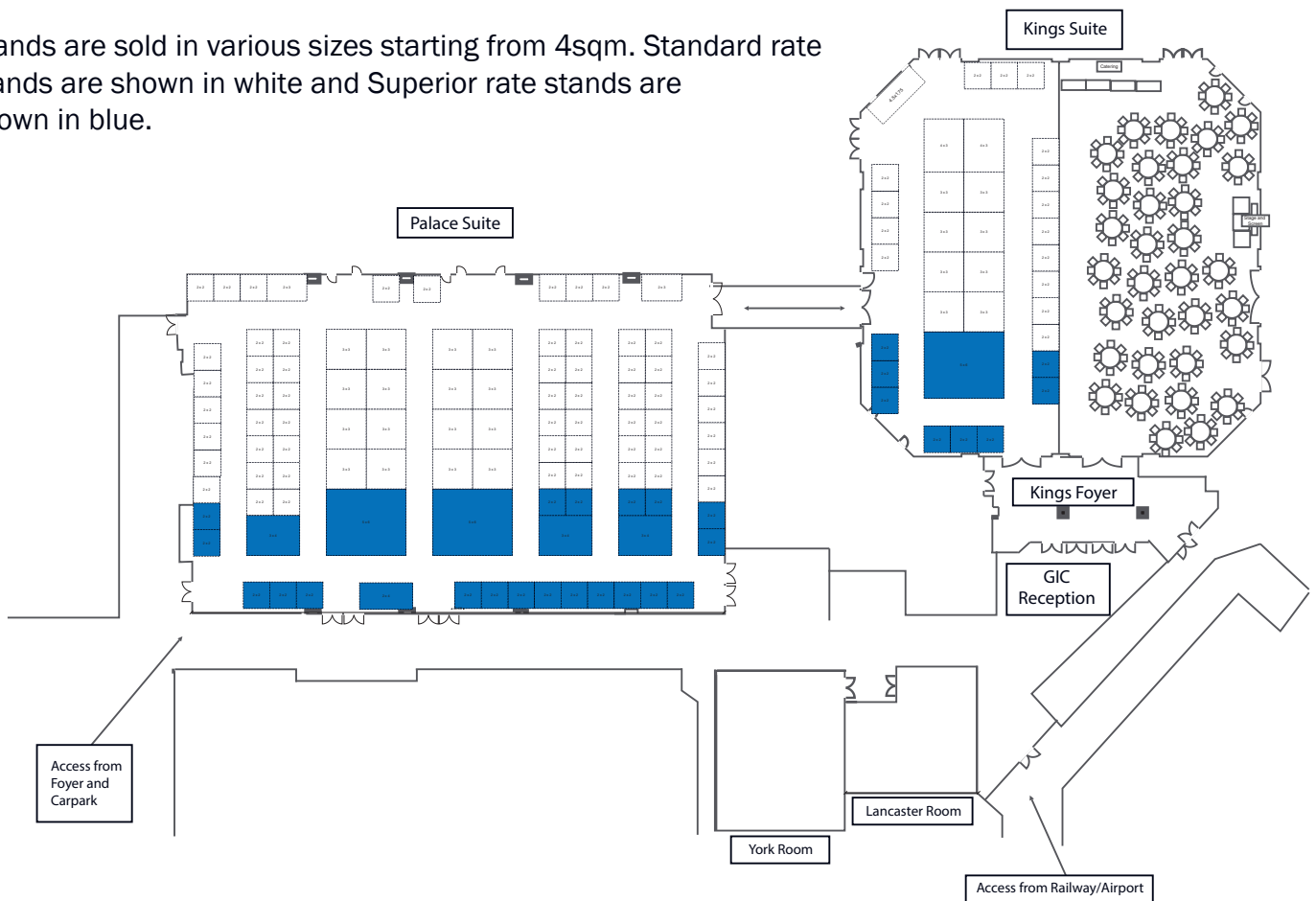
The Hilton hotel has the following features -

- Spa, heated indoor swimming pool and 24-hour fitness centre.
- Complimentary Wi-Fi in all public areas and in guest rooms for all HHonors (Hilton Honors) members.

SHOW LAYOUT

We will be using the two main suites at the Hilton Metropole, which are the Kings and Palace. There will also be two large breakout rooms for further meetings and relaxation.

Stands are sold in various sizes starting from 4sqm. Standard rate stands are shown in white and Superior rate stands are shown in blue.





WHAT IS INCLUDED IN THE STAND FEES?

Stands consist of a high quality shell scheme including fascia, exhibitor name board and spot lights.

Each stand is supplied with a table and 2 chairs per 4sqm. Stands are supplied with free power sockets suitable for laptops, TVs and phone chargers.

Publishers get one free Delegate ticket (value £50+vat) per 4sqm of stand space which includes Lunch, Coffee and Tea servings, mineral water and access to the seminars, workshops and networking opportunities.

Publishers have the ability to provide quality product for placement in gift boxes that will be given to retailers attending the show. This is an ideal way to raise retail awareness of your most important brands.

STANDARD 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 £100 per square metre.



SUPERIOR STANDS

Superior areas and stands placed in these areas cost are charged at £125 per square metre. A stand is considered in a superior area if any part of the stand is in a superior area.



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.



- Corner Stands supplement £250
- End Caps Stands supplement £600
- Island Stands supplement £1500



The Games Industry Conference enables attendees to network, educate and open conversation with professionals in the Games Industry. Through the support of our sponsors, the show will be able to grow and help encourage better business practice throughout our industry.

By joining the GIC as a sponsor your company and your brand will be attached to the show, identifying you as a company that cares about the longevity and development of tabletop gaming as an industry.

Our aim is to offer promotional opportunities that help you increase your visibility at the show and encourage attendees to think favourably of your brand. These include:

HOSPITALITY SPONSORSHIP

Max of 1
Cost £5000+ VAT

Our hospitality sponsor is a one-of-a-kind opportunity to sponsor the dining area of the event. Every attendee's pass includes lunchtime catering from the Hilton kitchen, served in a dedicated seating area with approximately 30 tables and seating for over 200 delegates simultaneously. Your branding will be featured on every table and your logo will be present at the entrance to the dining space.

REGISTRATION DESK SPONSORSHIP

Max of 2
Cost £2000+ VAT

Every attendee and exhibitor will need to visit the registration desk to gain access to the event. On either side of the registration/reception area we will have prominent banners featuring the GIC branding. Our registration Desk Sponsors will also feature on these banners, with options to include your logo or a simple advertisement for your services.

DRINKS RECEPTION SPONSORSHIP

Max of 1
Cost £3000+ VAT

A chance to sponsor the pre-show networking event which takes place in a private room at the Hilton hotel on the evening before the main event, with adequate opportunity for informal socialising and networking between publishers and partners prior to the show beginning. Sponsorship includes - room sponsorship plus option to cover bartab for attendees.

SEMINAR ROOM SPONSORSHIP

Max of 2
Cost £4000+ VAT

Our seminar program is designed to offer insightful and educational content for our attendees, helping them to grow their business and learn from senior figures and veterans of the industry. There will be two separate rooms dedicated to these seminars, and this Sponsorship opportunity allows you to attach your company's name to one of them. Your name and branding will be included on the seminar

scheduling documentation as well as in the actual room itself. Both before, after and in between seminars you will be able to advertise on the screen, so attendees will see your content while waiting for a seminar to begin and after Q&As with speakers.

SOCIAL MEDIA SHOWCASE



Cost £200+ VAT

UK Games Expo offers exposure to a significant audience across the main platforms. UK Games Expo has a large social media following and has been built up over the last 10+ years. Followers are enthusiastic and engaged.

They commonly like, share and retweet posts to their friends. Each showcase will receive -

- 1x Facebook post of 100 words and an image of 1200x1200 pixels.
- 1x Tweet of 280 characters and an image of 1200x675 pixels
- 1x Instagram post of an image (1200 x 1200 pixels) and text.



The following terms and conditions apply to the hire of exhibition space at GIC.

INTERPRETATION AND GENERAL

1. GIC (the "Event") is a convention for members of the tabletop games industry. The Event is organised as a joint venture between UK Games Expo Ltd and All About Games consultancy (the "Organisers").
2. The Event takes place in The NEC Hilton Metropole Hotel, Birmingham B40 1PP (the "venue").
3. 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 comply with any terms and conditions specified by the Organisers of the Event as well as the management of the Venue to the extent that they are communicated to 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.
4. These terms and conditions shall be subject to the laws of England and Wales.
5. 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, SECURING OF AND ALLOCATIONS OF EXHIBITION SPACE

6. 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 and either confirm that those requirements can be met or contact the intending Exhibitor to discuss alternative allocations.
 - c. Once an agreement has been reached, the Organisers will issue an invoice confirming the total cost for the proposed stand and the deposit required to secure it.
7. To secure a stand, the Exhibitor must complete the booking by paying the deposit as stated on the invoice. The required deposit will be:
 - a. Where an invoice is issued before the 31st of December -25% of the total expected stand cost and is due within 28 days of the issue of the invoice.
 - b. Where an invoice is issued after 31st December, the Exhibitor must pay the full value of the invoice within 28 days to secure the stand and in any event at least 48 hours prior to the commencement of the Event.

8. In the event of an exhibitor failing to pay the deposit, or full fee as appropriate, within the time periods set out in paragraphs a and b of Clause 7, the Organisers will cancel the booking and release the allocated space for re-sale without further notice to the exhibitor.

9. The Organisers will allocate space within the Venue taking account of the requirements and preferences indicated 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 of the total anticipated contributions of the intending Exhibitor to the Event, including level of sponsorship, but may also give weight to other factors.
- b. all decisions as to space allocation by the Organisers shall be final and binding on all Exhibitors who shall not be entitled to know the reasoning behind those allocations; and
- c. the Organisers reserve the right to alter allocations (and if appropriate refund appropriate amounts of the stand fee to take account of any such alterations) without prior notice.

FEES AND PAYMENT METHODS

10. The due dates for payment are as follows:
 - a. If the booking is made prior to 31st December an invoice for the 25% deposit will be issued and must be paid within 28 days of receipt to secure your stand.
 - b. If the booking is made after 31st December then an invoice for the full fee will be issued, payable within 7 days to secure the stand.
 - c. Where an invoice for a deposit has been issued an invoice for the remaining balance of the stand fees as set out in the quotation will then be issued for payment by 31st December.
 - d. All sponsorship fees are payable in full within 28 days of the issue of the invoice.
11. Payment may be made using any of the methods specified on the invoice.
12. If the payment remains outstanding on the due date this will result in the organisers cancelling the booking and releasing the allocated space for re-sale without further notice to the exhibitor. An Exhibitor will not be allowed to set up a stand at the event unless all fees for that stand have been paid in full.

CANCELLATIONS

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. If the exhibitor cancels his or her participation less than 60 days before the Event the full Invoiced fee must be paid to the organizer.

SET-UP AND ATTENDANCE

14. Access to the Venue for setup will be available between 16.00 and 20.00 on Sunday 12th February and between 7.00am and 9.00am on the day of the event.
 - a. The Exhibitor must ensure that their stand is fully set up by 9.00am and must ensure that his stand is staffed between 9.00am and 5.00pm
 - b. If an Exhibitor fails to set up and man a stand by 9.00am 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.
 - c. At the conclusion of the Event Exhibitors must vacate the Venue and ensure that all their belongings have been removed from the Venue by 6.00pm

FURNITURE AND EQUIPMENT

15. The trade halls at GIC are carpeted. Each stand will have shell scheme walling where it backs on to or is adjacent to a wall or another exhibitor. Stands will have name boards listing exhibitor name and stand number and spot lights. Stands will receive a table and 2 chairs for each 4sqm of space booked. A basic power supply sufficient for laptops, mobile phones and TV's will be supplied. Exhibitors planning to power items requiring more than 500 watts must request a bespoke power solution.
16. All other equipment and furniture used by the Exhibitor, regardless of whether that equipment or furniture is brought by the Exhibitor to the Event or is obtained by contract between the Exhibitor and any contractor or supplier recommended by the Organisers or any other third party are the sole responsibility of the Exhibitor. Any disputes regarding the hire and supply of such equipment by any third party including the show contractor is a matter between the exhibitor and the third party.
17. 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.
18. Exhibitors may not sub-let or assign any of their allocated exhibition space without the prior written consent of the Organisers. Such consent should not be unreasonably withheld.

MERCHANDISE, DISPLAY AND PROMOTIONAL 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. If the Organisers, at their absolute discretion, consider that any material displayed or activities undertaken:

a. Pose risks to the health and safety of Exhibitors and others attending the Event; and/or contravene the terms and conditions of the venue as appropriate; and/or

b. Are not in compliance with laws and regulations in force in England and Wales pertaining to toys and games and other items on sale at the event including the need to display appropriate safety markings and/or.

c. May cause damage to the structure or any part of the fabric of the Venue; and/or are likely to cause offense or distress to other Exhibitors, Expo volunteers or members of the public attending the Event. The Organisers will request the Exhibitor to cease any such activities and remove any offending items from the Venue.

20. 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:

a. Removing or procuring the removal of any such offending material from the Venue.

b. Ejecting the Exhibitor or any partner, employee or other associate of the Exhibitor from the Event.

c. 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.

21. 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.

22. 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.

23. By submitting a Booking Form and applying to hire a stand at the Event an Exhibitor agrees:

a. to the use of the Exhibitor's name on the Organisers' website and in any promotional materials prepared or distributed by the organisers in connection with the Event PROVIDED THAT such agreement extends only to including the Exhibitor's name, stand number, logo and description in a list of intending exhibitors.

b. 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.

24. Use of any product by any Exhibitor, their employee agent or associate containing the GIC 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.

25. 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.

26. Exhibitors may post and distribute their own promotional materials freely from within their assigned exhibition space. The following rules apply to promotional materials:

a. Distribution of materials outside an exhibitor's stand is restricted to sponsors as specified in the Sponsorship section of the exhibitor 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.

b. Any promotional material used by an Exhibitor must be in accordance with the standards set out in these terms and on the Organiser's website. The Organisers reserve the right to require the removal of any materials which the Organisers deem to fall below those standards.

c. 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.

d. The Organisers may choose to offer promotional programs outlined on the Organisers' website and e-mailed to visitors and exhibitors from time to time. By expressing a willingness, whether by e-mail or otherwise in writing, to take part in any such promotion an Exhibitor irrevocably undertakes to participate in that programme.

SAFETY, SECURITY AND LIABILITY

27. 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.

28. 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.

29. 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.

30. 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.

31. 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

32. Exhibitors are responsible for removing all their waste. The Organisers reserve the right to charge an Exhibitor if 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

33. The Organisers reserve the right to cancel the Event at any time if they deem this necessary, including if the Event is interrupted and/or discontinued, or access to the Venue is prevented or interfered with by reason of any industrial dispute, act of war, civil disturbance, terrorist action, act of God, or instruction from the police, the local authority or any other governmental agency, a pandemic infection or if the Venue is damaged whether maliciously or by accident or the management of the Venue are unable to provide the expected facilities.

34. Where an Event is cancelled, but the Organisers reasonably consider that the Event will be able to take place at a later date: the Organisers shall inform the Exhibitors as soon as possible of the cancellation; any amounts already received by the Organisers from an Exhibitor shall be retained by the organisers as Rolled - Over Funds to be applied in relation to stand fees for the next viable Event; but no further funds shall be due from the Exhibitor in relation to the Event until such time as the details of the next iteration of the Event have been finalised at which point the Organisers will confirm to the Exhibitor the timetable for payment of the remaining amounts.

34. Where an Event is cancelled and the Organisers have no expectation of being able to hold any further iteration of the Event in the future, the liability of the Organisers shall be limited to refunding any fees paid by an Exhibitor in advance of the Event subject to a pro rata reduction for that portion of the anticipated time for which the Event was scheduled to run which in fact fell before any such cancellation.

www.ukgamesexpo.co.uk

UK GAMES EXPO

NEC, BIRMINGHAM, UK

2nd to 4th JUNE 2023

Tickets on sale December 2022



SCAN TO VISIT
FACEBOOK PAGE

Email: info@aagc.games

All About
Games



All About Games Consulting Your partner in the games industry

WE BELIEVE LONG-TERM PARTNERSHIPS ARE
KEY TO YIELDING THE BEST RESULTS

With over 60 years of combined experience in the tabletop games industry, we have the expertise and connections to take your business to the next level.

Working with us gives you access to our dedicated, reliable team and our vast network of industry talent.

OUR SERVICE PACKAGES INCLUDE:

- × Manufacturing Reviews ×
- Localisation and Distribution Sales ○
- × Recruitment ×
- Business Development ○
- × License & IP Acquisition ×
- And more ○

