

## GEM Conference 2019: *Connection, Action, Innovation*

11 September – 13 September 2019, Torquay Museum

### Information for Exhibitors & Advertisers



Don't miss out on these great opportunities to promote your projects, services and products to around **150 GEM conference delegates** who are enthusiastic about heritage learning.

## What's the event?

GEM's annual conference has been bringing together active and passionate heritage learning professionals for over 70 years. GEM's annual conference keeps you up-to-date with the sector's cutting edge, with high profile keynote speakers and participatory workshops sharing practice, innovations and challenges. The three-day conference is packed with networking opportunities and has a lively, welcoming and collaborative atmosphere, with delegates keen to meet new people and find new opportunities and partners. This year we are exploring forging dynamic and lasting partnerships with communities and are working with South West Museum Development and DCN to celebrate the expertise in the local area and make the conference as accessible as possible in terms of sensory, physical and cognitive needs.

## Who can I reach?

GEM's annual conference attracts around 150 delegates, these include:

- directors & chief executives
- learning & education staff
- project managers & officers
- outreach & access staff
- policy & fundraising staff
- volunteer co-ordinators & managers
- curators & collection managers
- event & exhibition staff
- museum & heritage site managers

## How can I get involved?

Already attending conference? Pay as little as £20 per day to **exhibit** at GEM conference this year! Don't have time to look after a stand? Pay just £20 to have an **insert** in the GEM conference delegate bags. Or looking for a more bespoke package? Then maybe a **sponsorship opportunity** is for you! More information can be found below.

## 1. Exhibitors

Exhibit at our networking and exhibition marketplace, share information about your project and market your services or goods.

### Why exhibit?

Exhibiting at GEM conference allows you to:

- meet a niche audience
- disseminate information & materials
- explain in-depth your latest project
- demonstrate new products
- be part of a professional setting with a relaxed & friendly environment
- meet potential clients face-to-face
- sell yourself & your organisation
- maximise interactions as refreshments & lunch (included in fee) are served within the exhibition area

## Exhibitor Package

Each exhibition stand comes as a package including:

- **Stand Area**  
Approx 1.5m by 1m. Exhibitors may bring their own pop-up or stand-alone displays.
- **Furniture**  
One table and two chairs will be provided.
- **Listing**  
Your stand description, website address and social media tags will be displayed in the GEM website and conference programme.
- **A free delegate bag insert**  
Include an insert in conference delegate packs, such as a leaflet or booklet.
- **Special exhibitor tweets**  
Before and during conference we'll let our Twitter followers (over 7,000 of them!) know about your organisation/offer.

*Please note, stands must be staffed by at least one member of staff.*

## Exhibition Stand Fees

Our GEM members and suppliers receive special rates. To find out more about joining GEM or becoming a supplier, please visit [www.gem.org.uk/suppliers-listing](http://www.gem.org.uk/suppliers-listing).

| Type of exhibitor package   | GEM Members or Suppliers       | Non-member                     |
|---|--------------------------------|--------------------------------|
| <b>Conference Delegate Stand</b><br>(You must be a paying conference delegate to benefit from these rates.)   | <b>£30 per day</b>             | <b>£50 per day</b>             |
| <b>Non-delegate Stand</b><br>(Includes stand, lunch and refreshments for one member of staff.) <i>This does not include attendance to conference sessions.</i>  | <b>£70 per day</b>             | <b>£90 per day</b>             |
| <b>Additional add-ons:</b>  |                                |                                |
| <b>Staff</b><br>(The fee covers 2 members of staff. If you require additional staff for your stand, this rate will include lunch and refreshments.) This does not include attendance to conference sessions.<br><i>Please note, this does not apply to paying conference delegates.</i> | <b>£15 per person, per day</b> | <b>£30 per person, per day</b> |

The exhibition marketplace will be open 9:15 to 17:00 on all three conference days.

If you'd like to book an exhibitor stand, please send us an email detailing your requirements to [office@gem.org.uk](mailto:office@gem.org.uk) and we will get back to you.

## 2. Delegate pack inserts

Can't look after a stand at conference? Include your materials such as leaflets, flyers, booklets, CDs/DVDs, in the conference delegate pack instead from just £40 for an insert.

| Type  | Delegate   | Non-delegates |
|---|------------|---------------|
| <b>Small/medium insert</b> (up to 250g)<br>e.g. A5 flyer, postcard  | <b>£40</b> | <b>£60</b>    |
| <b>Large insert</b> (more than 250g)<br>e.g. A4 booklet 9-32pp  | <b>£60</b> | <b>£80</b>    |
| <i>If you're attending GEM conference you can benefit from the delegate rate.<br/><b>GEM members or suppliers get an extra £10 off the above rates!</b></i> |            |               |

If you'd like to book a delegate bag insert, please send us an email detailing what type of insert you'd like to include to [office@gem.org.uk](mailto:office@gem.org.uk) and we will get back to you.

You will need to send 150 copies of your materials to the conference venue to arrive by Tuesday 10 September 2019 (details will be provided after booking).

## 3. Sponsorship opportunities

There are a number of sponsorship opportunities available such as:

- sponsoring conference activities
- funding bursaries to enable those who would otherwise be unable to attend to do so, such as volunteers and staff from under-funded heritage organisations

Sponsors will have their logos displayed in the conference website and programme. We are happy to discuss any other arrangements with you.

For more information, please contact us on [office@gem.org.uk](mailto:office@gem.org.uk)

### For further details about any of the above, please contact us:

GEM Office, Unit 10, The Joiners Shop, The Historic Dockyard, Chatham, Kent, ME4 4TZ.

Tel/Fax: +44 (0) 1634 816280

[office@gem.org.uk](mailto:office@gem.org.uk)

[www.gem.org.uk](http://www.gem.org.uk)

***We look forward to sharing your work at GEM conference!***