

# GEM

We connect &  
learn together

## **GEM Conference 2022: *Thinking Outwards: A Way Forward for Museum Learning***

**7 - 9 September 2022, Museum of Making, Derby**

### **Information for Exhibitors & Advertisers**



The banner features a central photograph of a tall brick building with a clock tower, set against a blue sky with white clouds. The image is framed by geometric shapes in shades of blue and purple. On the left, the GEM logo is displayed in white on a blue background, with the tagline 'We connect & learn together' below it. On the right, the text 'GEM CONFERENCE 2022' is written in a bold, dark blue font, followed by '7 - 9 SEPTEMBER' and 'Thinking Outwards: A Way Forward for Museum Learning' in a smaller, dark blue font. At the bottom, there are three logos: 'MUSEUM MAKING' in a blue hexagon, 'DERBY MUSEUMS' with a colorful circular graphic, and 'Art Fund' written vertically in white on a blue background.

Don't miss out on these great opportunities to promote your projects, services and products to around **150 in-person conference delegates and 2,700+ digital GEM subscribers** who are enthusiastic about learning within museums, heritage and cultural settings.

### **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 which in 2022 will be held at Derby's Museum of Making, 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 GEM will be offering a hybrid conference model, with all keynotes, panel discussions and presentations on the main stage being available to join live online for those who are unable to travel to Derby. Both physical and digital advertising opportunities are available!

## 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?

- 1) On-site **exhibit** opportunities
- 2) On-site delegate bag **inserts**
- 3) Programme **advertisements**
- 4) Digital **email advertisements**
- 5) Bespoke **sponsorship opportunities**

## 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 on the GEM website and within the 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 11,000+ 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> (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> (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> (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.  <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, in the conference delegate pack instead from just £40 for an insert.

Type	Delegate	Non-delegates
<b>Small/medium insert</b> (up to 250g) e.g. A5 flyer, postcard	<b>£40</b>	<b>£60</b>
<b>Large insert</b> (more than 250g) 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. <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 175 copies of your materials to the conference venue to arrive by Tuesday 6 September 2022 (details will be provided after booking).

### 3. Programme advertisements

Market your museum, heritage site, learning programme, engagement tool and more to a captive audience of 150+ GEM Conference delegates. The GEM programme is the go-to conference publication and is kept on-hand by delegates and read cover to cover over the course of the 3-day conference.

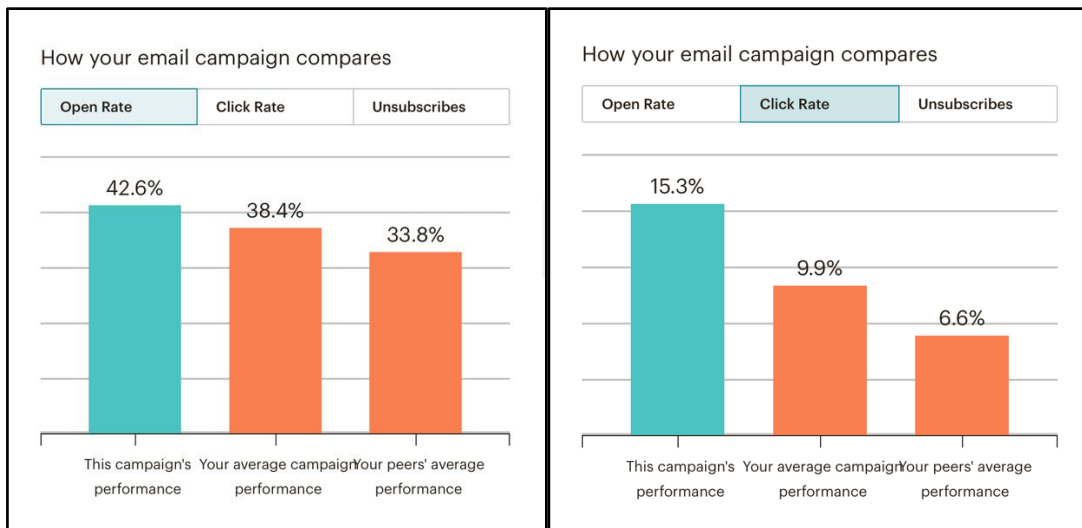
As the 2022 GEM Conference is hybrid and taking place digitally as well as in-person, the conference programme will be distributed digitally as well as physically maximising advertising opportunities.

Programme advertisements	Delegates	Non-delegates
Quarter page	<b>£52.00</b>	<b>£68.00</b>
Half page	<b>£84.00</b>	<b>£110.00</b>
Full page	<b>£143.00</b>	<b>£186.00</b>
Inside back cover	<b>£165.00</b>	<b>£215.00</b>
<i>If you're attending GEM conference you can benefit from the delegate rate. <b>GEM members or suppliers get an extra £10 off the above rates!</b></i>		

### 4. Digital advertisement opportunities

GEM's digital audience has expanded significantly over the past few years and is now a trusted source of information and engagement for museum and heritage enthusiasts located around the globe.

Email marketing engagement for GEM regularly surpasses industry benchmarks reporting open and clickthrough rates that shoot past the industry standard. Note the statistics from an April 2022 GEM Update that was sent to our list of members and non-members below:



1,142 Opened	409 Clicked	53 Bounced	6 Unsubscribed	
Successful deliveries	2,679	98.1%	Clicks per unique opens	35.8%
Total opens	1,984		Total clicks	2,176
Last opened	5/6/22 12:57		Last clicked	5/6/22 12:58
Forwarded	0		Abuse reports	0

GEM Conference 2022 email advertisements will be circulated to our list of members and non-members which contains 2,700+ readers sourced from Eventbrite sessions, social media, our website and GEM membership.

Send a targeted email to this list by selecting the sponsored GEM Update option or play a part in a conference email campaign by choosing an email spotlight (circulated in 1 email campaign.)

Email advertisements	Delegates	Non-delegates
Sponsored GEM Update	<b>£62.00</b>	<b>£108.00</b>
Conference email feature spotlight (large image and 150 words of text)	<b>£40.00</b>	<b>£52.00</b>
Conference email spotlight (small image and 50 words of text)	<b>£20.00</b>	<b>£26.00</b>
<i>If you're attending GEM conference you can benefit from the delegate rate. <b>GEM members or suppliers get an extra £10 off the above rates!</b></i>		

If you'd like to book a digital advertisement, please send us an email detailing what type of advertisement you'd like as well as appropriately sized image/text to [office@gem.org.uk](mailto:office@gem.org.uk) and we will get back to you with dates and details.

## 5. 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 museum and 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 B7, Admirals Office, The Historic Dockyard, Chatham, Kent, ME4 4TZ

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

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

