



NORWICH GAMES CON

Exhibitor Information Pack

SATURDAY 22nd AUGUST 2026



**NORFOLK
SHOWGROUND**

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INTRODUCTION

Thanks for your interest in exhibiting at this year's event. We're excited to bring NGC back for our fourth - and biggest - year yet!

We've been pushing against size constraints consistently since 2023, so our big news for 2026 is that *we've been able to take a big step in floorspace*; up from ~930 m² to ~3,000m². Finally some room to spread out a little!

Whether you're a game designer, publisher, artist, retailer, community group, or anybody else involved with tabletop games, we would love to welcome you to Norwich Games Convention 2026. Share your work, connect with fellow creatives, and engage with a passionate audience... which includes the NGC staff and our wonderful volunteers!

This pack includes what you need to know about this year's convention, from stand options to sponsorship opportunities. We can't wait to see what everybody brings to NGC 2026 - let's make it a magical event!



Norwich Games Convention 2025 @ Epic Studios, Norwich

THE VENUE



Norfolk Showground & Events Centre is a very large multi-purpose venue in Norwich that has hosted a myriad of conventions, markets, expos and more! It's considered Norwich's most premier events centre, and boasts ample indoor and outdoor space. This is the largest venue we have had so far, and we are so excited to be able to provide space for everyone that wants to join us in 2026. The main indoor area is an extremely large warehouse, with electricity and temperature control, two things we know are always valued. It also has ample onsite parking... no more worrying about which car park to use!

You may be able to tell that we're very excited to be at the Showground this year. When we started this convention in 2023 we had no idea just how big it would get... so this is a very exciting year for team NGC!

Norfolk Showground, Dereham Road, New Costessey, Norwich, NR5 0TT

[Venue's Website](#)

[Google Maps](#)

STAND INFORMATION

If you've exhibited with us before, there are no big surprises here: hire is for a 2m x 2m square space, arranged as you like. Tables and chairs are hired individually, charged at the same rate we pay for them.

2m x 2m space	£55
Trestly tables (6ft)	£5 each
Folding chairs	£2.50 each

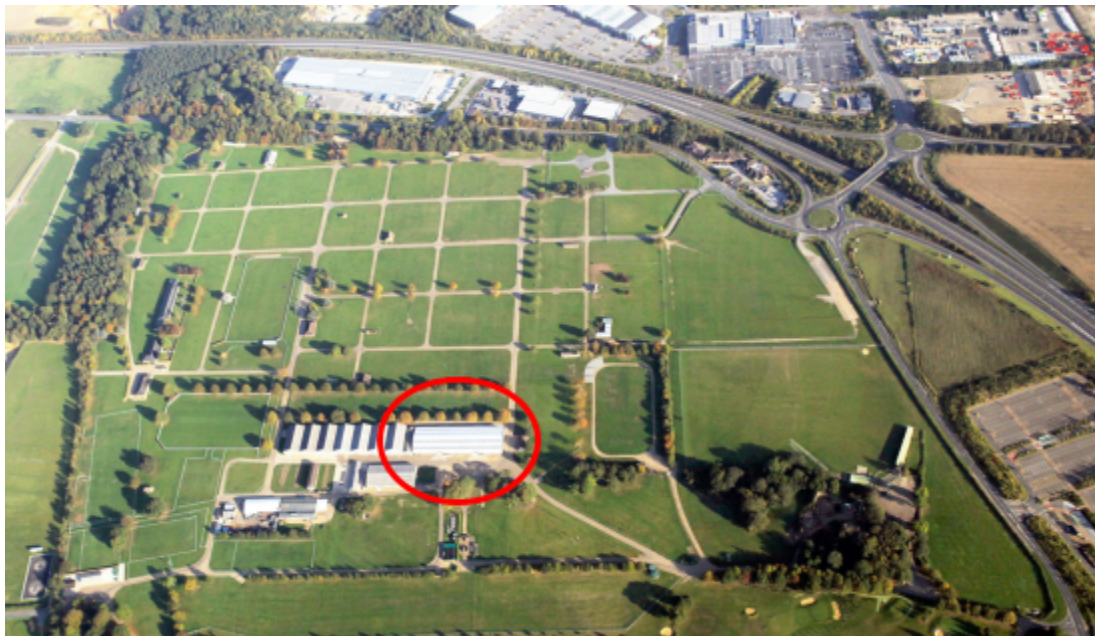
Please follow this [link](#) to apply, and we will get back to you as soon as possible!

Charity/Community Stands

We have a limited number of stands that are available for charities or community projects. If you're interested in one of these please contact stacey@norwichgames.uk.

EVENT MAP

Below is our current working map of the indoor area of Norfolk Showground. We're in the process of creating a detailed map of the venue's layout with exhibitor spaces marked, which we will share as soon as possible.



EXHIBITOR ACCESS

Setup

Friday 11am - 5pm

Saturday 8am - 10am

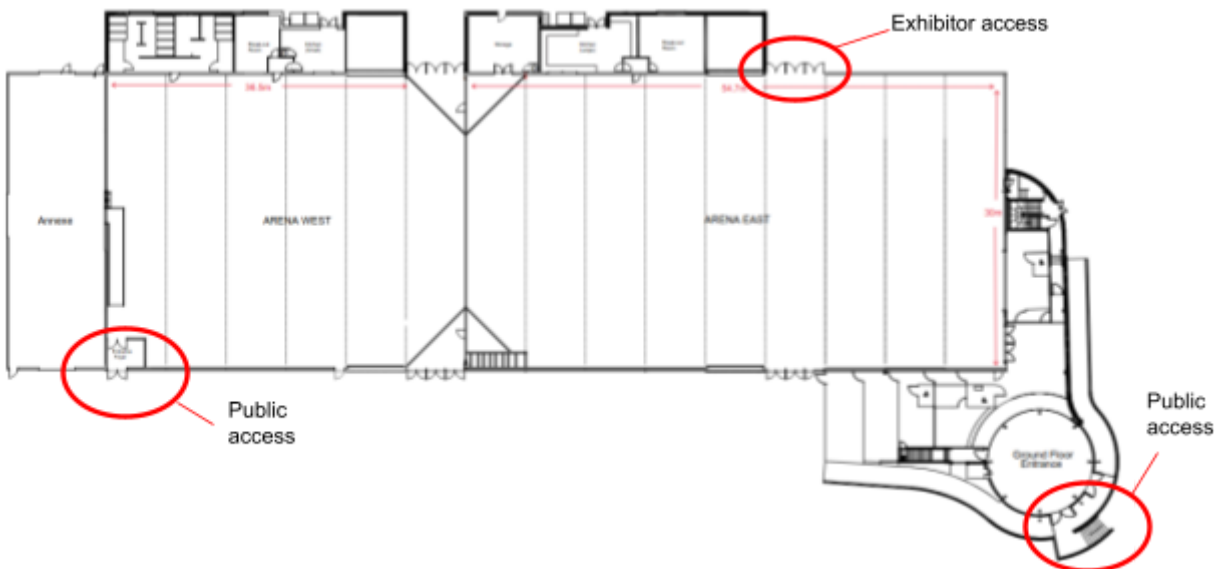
We have access to the venue on Friday (the day before the convention) for setup, and our staff will be on site all day. We will also be on site early on Saturday, opening doors to exhibitors for setup from 8am!

Teardown

Saturday 5pm - 7pm*

Sunday 11am - 3pm

Teardown is from 5pm to 7pm on Saturday, with additional exhibitor access on Sunday between 11am and 3pm. If your preference is to teardown on Saturday but you think you'll need more than two hours, just let us know and we can likely accommodate.



PARKING

Parking is available on-site, is free of charge for all exhibitors and attendees, and our staff will be on hand to assist.

On **Friday** unloading can occur at the main building all day. On **Saturday** all vehicles must be parked away from the main building, as there will be pedestrian hazards starting from around 9am.



SCHEDULE

Below is an overview of the day, covering important times for exhibitors around setup/cleardown and interactions with attendees.

Friday

- 11am
 - Trade Hall opens for exhibitor setup.
 - Bring and Buy Drop off opens.
- 5pm
 - Trade Hall closes for exhibitor setup.
- 7pm
 - Pre-event meet up and drinksies! (*Venue to be announced*)

Saturday

- 8am
 - Good morning!
 - Trade Hall opens for exhibitor setup.
- 10am
 - Doors open to the public.
 - Bring & Buy, Open Gaming area and pre-booked events start.
- 5pm
 - Trade in the Trade Hall closes.
 - Charity Orction.
- 7pm
 - Main hall space is turned over to tournaments, and other activities.
 - 'Open Gaming Area' expands into space as it becomes available.
- 11pm
 - Doors close to the public.
 - Convention staff begin to work with venue staff on tidy-up.
- 12pm
 - Venues closes its doors to convention staff.
 - Good night!

Sunday

- 11am
 - Trade Hall opens for exhibitor teardown.
- 4pm
 - Trade Hall closes for exhibitor teardown.
- 5pm
 - Our access to the venue ends.

SPONSORSHIP & PARTNERSHIP

Many thanks to those who have helped us refine our sponsorship and partnership opportunities the last three years - including Chaosium, Mystery Dice Goblin and Evil Genius Games! We now have a general list of sponsorship and partnership opportunities to pick from.

Sponsorship

We define a sponsor as someone who has provided funds or items in exchange for a benefit (usually Brand Activation). Sponsorships are an opportunity for us to work closely with exhibitors to create partnerships that will not only aid in our expansion, but also help us make the convention a better experience for all involved!

We have a number of promotional opportunities, with the aim of giving exhibitors the increased visibility not only during the event, but throughout the year. Please contact us as early as possible if you are interested in any of these sponsorship opportunities.

Supporting Sponsor

Cost £750, maximum of 4

- Logo and bio on the NGC website, in the *highlighted sponsors* section
- Logo on the front cover of the NGC programme
- Logo on the trade hall maps highlighting your stand location
- Priority choice for stand placement at planning stage
- A half-page advert in the programme
- Right to have off-stand promotion at the convention
- 3 x social media pushes

Programme

Cost £250, exclusive

- Logo on the NGC website, in the sponsors section
- Full page advert on the back of the programme
- Right to off-stand promotion at the convention

Open Gaming Area

Cost £300, exclusive

- Logo on the NGC website, in the sponsors section
- Open gaming area will be called "<Sponsor Name> Open Gaming Area"
- Logo features on all open play area promotions
- Right to display promotional material in this area

Roleplaying Games

Cost £300, exclusive

- Logo on the NGC website, in the sponsors section
- Logo features on all RPG promotions
- Right to display promotional material in this area

Play Test Area

Cost £250, exclusive

- Logo on the NGC website, in the sponsors section
- Play test area will be called "<Sponsor Name> Play Test Area"
- Logo features on all play test area promotions
- Right to display promotional material in this area

Map

Cost £150, exclusive

- Logo on the NGC website, in the sponsors section
- Logo featured on the map, online and printed
- Social media post

Wristbands

Cost £100, exclusive

- Logo on the NGC website, in the sponsors section
- Logo printed on the wristbands
- Social media post

Tournaments

Cost negotiable

- Price will vary depending on the size of the event
- These will be advertised as we organise them.

Merch packs & Charity Orction

Cost negotiable, likely nothing

- If you would rather donate products, we have 'merch packs' that we sell alongside our tickets. These can include some promotional material as well as a small product that will fit into a large tote bag.
- The charity Orction runs every year and we happily accept any size donations to this. The Octioneer gives a shout out to exhibitors that have offered donations.

I have a great idea that's not on this list

Drop us a line and we'll be happy to discuss! stacey@norwichgames.uk.

Advertising

Cost negotiable

- Price varies depending on what space you require and printing costs
- Get in touch to discuss

Partnerships

We define a partner as someone who has an active role to play, as opposed to someone who simply provides funds or items. They allow us to expand what's available at the convention outside of our circle of staff and volunteers, and our venue.

Here are some examples:

1. Tournament Organisers
2. External Venue Events (external)
3. Guesting on podcasts (any time, external)
4. Live Streaming (all day, internal)

We are always open to discussing and tailoring packages to your needs. Let us know if you are interested in any of the above by contacting stacey@norwichgames.uk.

OTHER INFORMATION

Table setup

Prior to the arrival of exhibitors, the setup team will ensure that all tables are placed within your booked area. You will be asked how many tables you need on the application form. Please be aware that for a single 2m area it is advised that only one table is booked. The floor plan will be shared with you in advance, and if for any reason the floor plan has to change you will be informed.

No table backers or tablecloths will be provided, so please make sure you bring everything you need with you. Tables and chairs will be hired from the venue on your behalf. These are standard 6ft trestle tables and foldable chairs.

Identification

Exhibitor identification (usually wristbands) will be provided upon arrival. Please speak to a member of our staff to get your exhibiting team one per person. This grants you access to the convention and charity events, but not to any paid events such as role-playing games. You are more than welcome to purchase these separately however, and we hope you find some time to have fun as well!

Electrical equipment

If you need access to a power supply, please let us know in advance and we will attempt to provide this for you.

The venue requires any electrical items that will be plugged in to be PAT tested. Please send proof of PAT testing to stacey@norwichgames.uk no later than **July 22nd 2026**.

Insurance

A standard requirement of the venues we partner with is that we must hold public liability insurance, and the terms of our public liability insurance require all exhibitors to also hold some form of public liability insurance. We have opted to be as relaxed as possible with exhibitor insurance requirements, all exhibitors will be required to confirm that they hold some form of public liability insurance and may be required to provide proof.

Photography

Please be advised that photography and filming will take place throughout the day. By participating as an exhibitor, you acknowledge and consent to the possibility of being photographed or filmed. These visual recordings may be used for promotional materials, social media, press coverage, and other marketing purposes associated with the convention. If you have specific concerns or require certain accommodations regarding photography and filming, please inform us in advance. We appreciate your understanding and cooperation in helping us showcase the fun and exciting atmosphere of our convention!

Health & Safety

We aim to provide a safe and secure environment so that everyone who attends the event can do so comfortably. We have clear emergency procedures, and have staff on-site who can respond swiftly to any health issues. Furthermore, crowd control measures are enforced to prevent overcrowding and ensure safe and smooth movement within the event space.

Our team of volunteers are available throughout the day, and will be conducting regular checks to identify and mitigate potential hazards. They can be contacted if an incident should arise, or if you have any H&S concerns at all.

Accessibility

Norfolk Showground is all on a single floor, making mobility much easier. This year we have planned for even more extra space behind exhibitor stands, extra wide aisles, and additional seating areas to accommodate those with mobility challenges. If you have any concerns regarding accessibility, please do get in touch.

Additionally, clear and visible signage throughout the event space will help with navigation for individuals with visual impairments. We also have noise reducing headphones available, and have identified a small room that we can use as a quiet space.

We proactively gather and act upon accessibility feedback, and hope to continue to improve our accessibility measures. Our main aim is always to be as inclusive as possible, making the event welcoming and accessible to all.

Generative AI

We have a policy internally against using generative AI for images, text, music, or anything else. We love artists and our community, and well before we opened our doors to the public we were commissioning art. Generative AI just doesn't play a part in how we choose to present ourselves.

For exhibitors, a part of our screening process is to *feel out* quality and relevance, and we screen out applicants whose visual style is wholly or predominantly AI generated.

If you make use of generative AI, clear labelling and explanation of intent goes a long way. Feel free to reach out to us for a discussion, and as always we'll try to treat each case on its own merit.

REFUNDS & CANCELLATIONS

Things happen, we'll figure it out. There are two factors to if and how we can refund you - how much notice you can give us, and how you would like to be refunded.

Notice

If you're able to give us 30 days notice of your cancellation, we'll give you a refund. If you need to cancel with less than 30 days remaining to the event please still get into contact and we'll do what we can.

Refund Mechanism

Refunds are paid back via your original payment method, less 3% to cover processing fees and other unrecoverable costs. If you'd prefer we're also happy to provide credit towards exhibiting at future events, which has no such costs.

POINT OF CONTACT

In Advance

If you need help with anything in the run up to the event, please email stacey@norwichgames.uk.

On The Day



Although we sometimes differentiate between “Staff” and “Volunteers” at Norwich Games Convention, everyone operating on behalf of the convention will be recognisably wearing a convention t-shirt and is a suitable person to speak to about any issue. If the person you speak to isn’t able to help, they will know how to escalate the question/problem to someone who can.

INVITATION

We're happy to announce that our (extremely popular) night-before-the-convention social will be returning **Friday 21st of August**. This is just for informal drinks so that exhibitors, NGC staff, and others involved in making NGC a success can get to know each other and have some fun before the big day.

The venue is TBD, we'll be in touch when this is arranged!

THANKS

Bringing an event of this size - even to the planning stage - is a daunting task and many people have signed on individually to help with organisation and staffing. Many local businesses already have plenty to be getting on with and have taken the time to meet with us, share contacts, and provide feedback.

Thank you to all the exhibitors who came and made the last three years such a success. Norwich is a wonderful place to play games and we can't express how much we appreciate the community that has supported our convention so far.

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