



# The London Gem & Mineral *show*

## 2024 Exhibitor *brochure*



# We cannot wait to welcome you to The London Gem & Mineral Show.



While you may have heard of esteemed gem and mineral expos across the globe in iconic locations like Tucson, Sainte-Marie-aux-Mines, and Munich... We thought it was time to put London on the map and begin to create our very own version of these shows.

WOW is excited to bring back London's Best Gem & Mineral Show, taking place at Sandown Park Racecourse on Saturday 23rd and Sunday 24th November 2024.

Experience the best of the gem, mineral, and fossil industry as we gather the finest specimens over two unforgettable days. Our Exhibition Space will be a showcase of excellence, featuring top UK and international wholesalers and retailers renowned for their expertise and dedication.

Join us for an immersive journey into the captivating world of gems and minerals, where traders and enthusiasts alike are invited to discover treasures beyond compare.



*love from the LGAMS Team x*

## Who are we?

Wisdom on Wellness are an events company with a unique focus on the holistic and wellbeing worlds, driven by our passion for promoting physical, mental and spiritual wellbeing. We are also behind The London Gem & Mineral Show, bringing our passion for crystals, gems and minerals, and celebrating the beauty of the Earth's treasures in London's first International Exhibition.





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[Exhibitor Booking Form](#)

[Workshop Booking Form](#)

[Speaker Booking Form](#)



## Event details



**Date:** Saturday 23rd – Sunday  
24th Nov 2024



**Tickets:** £10 entry for public  
£30 entry for traders



**Where:** Sandown Park Racecourse,  
Esher, Surrey, KT10 9AJ



**Expected Visitors:** 3000



**Setup:** Friday 22nd November from  
3pm



**Directions:** Easy access from  
the M25, A3, local railway  
stations and bus stops. Ample  
free parking on-site.



**Opening Times:**  
**Saturday:** 10am – 6pm  
**Sunday:** 10am – 4.30pm

# Event details



We are bringing together the best gems, minerals and fossils the industry has to offer. Our Exhibition Space boasts a carefully curated lineup of trusted UK and international wholesalers and retailers, embodying a true dedication to passion and expertise.



Discover a variety of engaging workshops and learn from the industry experts. From interactive sessions on Gemstone Identification to hands-on skill workshops like Lapidary and Crystal Jewellery Making, there's something for the whole family to get involved and learn more about the world of crystals.



Immerse yourself in the WOW Rocks experience at our live cracking station, where you can crack open your own geodes or ammonite nodules. This hands-on activity offers a thrilling opportunity to explore geodes and fossils from the UK's Jurassic Coastline and beyond. Be the first to witness what is within these 180 million-year-old specimens!



Delve into talks from the industry experts, covering geological, practical, historical, scientific and spiritual aspects of crystals. From their geological formation and practical application to their cultural significance and healing properties, our WOW Talks stage will appeal to both scientific and spiritual interests.

# Community feedback



We look forward to the show returning next year. There was a very good vibe at the show especially as we heard several exhibitors commenting on how well the show was organised and how considerate the organisers had been to the stall holders.

**L, Show Attendee**

It was an amazing day with lots of useful talks happening throughout the day. The teams and exhibitors were great and really nice to meet. Lots of great crystal variety.

**Halil, Show Attendee**

As I've seen on another's big events around the world, this one have a big potential to be the best of all over UK!

**J, Exhibitor**

Overall the experience was good. Venue was easily accessible and registration was quick and simple. It was great to have some international vendors for trade/wholesale.

**Candice, Show Attendee**

Extremely friendly atmosphere, staff were welcoming & professional. Liked the interactive things such as crack your own geode, chip & mix station etc. Talks were well thought out, mix of different subjects & highly organised with timings. Show guide leaflet was comprehensive & well laid out. Social media account always updated & responsive to messages. Appreciated the wholesale only time, was nice to be able to speak to vendors before the general public came in.

**Jaiyana, Show Attendee**

Both days felt very different to other similar events. Much more professional but also lighter and brighter - you had created a really modern vibe which this industry needs. All the customers I spoke to were having a lovely time, they only said positive things.

**G, Exhibitor**



## What do guests receive?

The £10 admission fee grants guests entry to The London Gem & Mineral Show, including:



**Access to the best** UK and International gem & mineral traders and retailers in our extensive **Exhibition Space** with discounts for WOW Community customers.



**Family Friendly Immersive Experiences:** Including WOW Rocks: Live Cracking Station, Chip n' Mix Station.



**Free Educational Talks** led by industry experts on topics covering geological, practical, historical, scientific and spiritual aspects of crystals.



**Engaging Workshops** including Gemstone Identification, Lapidary and Faceting, Crystal Jewellery Making and so much more!



**Nourishing food & drink:** healthy food, quality tea & coffee and a relaxed seating area situated in the warmth of the venue - perfect for networking.

# Attendance & footfall

We believe in quality over quantity, setting realistic targets for 2024. The below analytics are from our website & social media accounts.

2023 Footfall

2,449

2024 Expected Footfall

3,000

# Social Media reach

Facebook reach

194k

↑ 1.1M%

Instagram reach

400k

↑ 485K%

Paid reach

157,141

↑ 100%

Facebook visits

8,867

↑ 21.5K%

Instagram visits

61,445

↑ 292.1K%

Combined Social Media Following  
@thegemandmineralshow & @wisdomonwellness

12k +

# Website traffic

Total Website Sessions  
(Feb 2023-Feb 2024)

41,025





# Event promotion & marketing strategy



## Website Promo:

www.thegemandmineralshow.com  
www.wisdomonwellness.co.uk



## Social Media:

@thegemandmineralshow &  
@wisdomonwellness



**Time Out:** Partnership agreed, promotion reaching 550k database & 1 m followers



**Posters:** Flyers in local businesses. 200 x Street Banners around Surrey & local areas



**Email Marketing:** Utilising our mailing list of circa 20k



**Radio:** Interviews with local & national radio stations.



**Sandown Park Racecourse:** Posters & Flyers around the grounds and exposure to over 250,000 attendees



**Influencer Advertising:** Increasing scope of audience & attendees with social media influencers



**Social Media Ads:** Across Instagram, Facebook, Tik Tok and Linked In with dedicated budget



**SEO:** Targeted SEO management across all web content



**Promo Packs:** Supplying exhibitors with pre-made social media promotion to support event reach



**Print Advertising:** Press release sent to local & national Magazines & Newspapers





# Pricing structure



## EXHIBITION SPACE

[Exhibitor Booking Form](#)

The prices listed are inclusive for the two-day event; Saturday 23rd & Sunday 24th November 2024. To apply for a stand space, please fill in our exhibitor booking form.

### A Stand Includes:

- Professional shell scheme structure (with options to upgrade).
- Power supply.
- Free Wifi access.
- Name Boards (Colour-Coded to highlight Wholesale Traders).
- Show guide listing with company details and exhibition location.
- Online exhibitor profile (2 weeks after payment received).
- Direct marketing to our 20,000-prospect database.
- 3 weekend wrist bands for your staff (per 6m stand) & 5 complimentary day entry tickets for your customers. Any additional staff £20 for a weekend ticket.
- Website listing: company details and links to online presence.
- Dedicated social media activity (1 x post pre-show, resharing of all of your tagged posts & stories to @thegemandmineralshow shared throughout the show).

### Add-ons

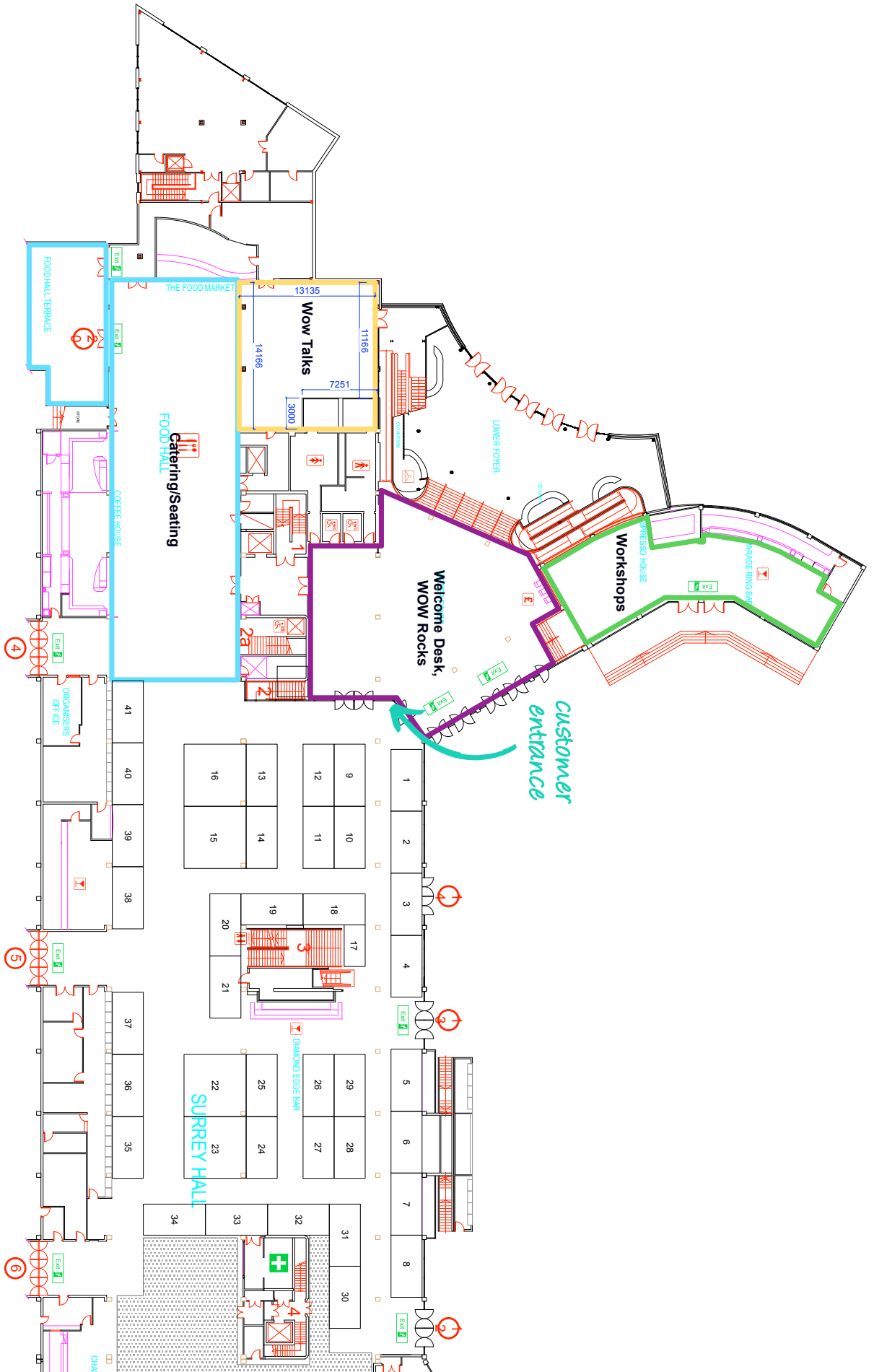
- Should you wish to add on tables, these will be 6ft Trestle Tables and will be charged at £20 each to hire. Please ensure you note this on your booking form upon application.
- Should you wish to add on a lighting package included on your stand, these will be charged at an additional £200.

# Stands pricing

Stand No	Stand Size	Stand Price
1	6m x 3m	£1,500.00
2	6m x 3m	£1,000.00
3	6m x 3m	£1,000.00
4	6m x 3m	£1,250.00
5	6m x 3m	£1,250.00
6	6m x 3m	£1,000.00
7	6m x 3m	£1,000.00
8	6m x 3m	£1,000.00
9	6m x 3m	SOLD
10	6m x 3m	SOLD
11	6m x 3m	£1,250.00
12	6m x 3m	£1,500.00
13	6m x 3m	£1,500.00
14	6m x 3m	£1,250.00
15	6m x 6m	£2,200.00
16	6m x 6m	£2,200.00
17	4m x 2m	£500.00
18	6m x 3m	£1,250.00
19	6m x 3m	£1,000.00
20	6m x 3m	£1,250.00
21	6m x 3m	£1,250.00

Stand No	Stand Size	Stand Price
22	6m x 6m	£2,000.00
23	6m x 6m	£2,000.00
24	6m x 3m	£1,250.00
25	6m x 3m	£1,250.00
26	6m x 3m	£1,250.00
27	6m x 3m	£1,250.00
28	6m x 3m	£1,250.00
29	6m x 3m	£1,250.00
30	6m x 3m	£1,000.00
31	6m x 3m	£1,000.00
32	6m x 3m	£1,000.00
33	6m x 3m	£1,000.00
34	6m x 3m	£1,000.00
35	6m x 3m	£1,000.00
36	6m x 3m	£1,000.00
37	6m x 3m	£1,000.00
38	6m x 3m	£1,250.00
39	6m x 3m	£1,000.00
40	6m x 3m	£1,000.00
41	6m x 3m	£1,250.00

# Floor plan



VEHICLE ACCESS VIA GRANDSTAND APRON



# WOW Talks

Join the conversation at WOW Talks! We bring industry experts to share their wisdom. If you're passionate about a particular area of expertise and want to contribute at The London Gem & Mineral Show 2024, please fill out the form to apply - availability limited.

Talk topics we are looking for about crystals, minerals & gemstones, surrounding:



Scientific & Geological



Spiritual & Metaphysical

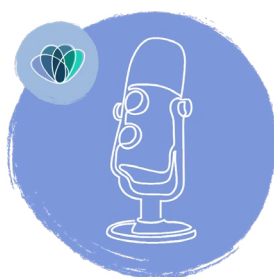
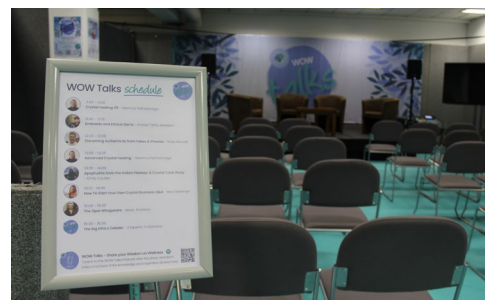


Historical & Cultural



Practical Applications

[Speaker Booking Form](#)



Talks will also be recorded for our WOW Talks Podcast!  
**WOW Talks - Share your Wisdom on Wellness**



# Activities & workshops

Workshop Booking Form

Explore the opportunity to host complimentary taster sessions or paid workshops during the London Gem & Mineral Show weekend. Availability is limited, so contact us soon to secure your spot. We operate on a commission basis and will tailor agreements individually with practitioners and teachers interested in participating.

## Some examples of workshops we are looking for:



Geology of Gems



Crystal Identification



Lapidary Skills



Crystals for Kids



Crystal Jewellery



Wire Wrapping

**And any anything else you'd like to bring to our crystal community...**



## Sponsorship & marketing opportunities

There are sponsorship opportunities available throughout the exhibition, which are all focused around the key touchpoints for visitors. This means they feature in places where there is the most footfall, providing the best value for maximum brand exposure at the event. Please contact us for more info and to discuss sponsorship opportunities further.

### Main Sponsor – £8,000 + VAT

- Main event promo rights.
- Pre-event social media coverage.
- Brand association mentioned in press release & other promotion locally & nationally, including road-side banners and posters.
- On-site advertising as agreed between venue & sponsor (open to suggestions).
- Stand on the main entrance in prime location.
- Social media plugs.
- 20 free wrist bands for clients / guests.
- Dedicated space on our website on banners and separate space with bio etc.
- Full page advert in our festival brochure.
- Product / service discount included in goodie bags.
- 20 free vouchers for paid classes for clients.
- Optional space on the stage for talk / promotion about brand / service benefits etc.
- Included in mail shots to around 16,000 annual Painshill trust members and our own extensive mailing list
- Regularly share stories and posts via social media to increase brand awareness and exposure.
- Opportunity to share data of on-day paying guests upon entry (permission granted).

If there is anything additional you feel would benefit your brand, please get in touch and we would love to discuss further.

# Sponsorship & marketing opportunities

Explore other sponsorship opportunities strategically placed throughout the exhibition at key visitor touchpoints, ensuring maximum brand exposure in high-traffic areas. Contact us for more information and to discuss sponsorship options.

## Workshops Sponsor – From £1500 + VAT

Sponsoring the area where our chargeable workshops take place offers a unique opportunity to reach a highly engaged audience at the festival. Sponsors are guaranteed exposure to a captivated crowd eager to learn and explore. From interactive sessions on Gemstone Identification to hands-on skill workshops like Lapidary and Crystal Jewellery Making, attendees can immerse themselves in a diverse range of engaging workshops led by industry experts. It's the perfect platform to showcase your brand and connect with visitors passionate about the fascinating world of crystals.

## Talks Sponsor – From £2000 + VAT

Sponsor the WOW Talks Stage, the pulsating heart of dynamic discussions and intellectual discourse. As the focal point of the London Gem & Mineral Show, this stage promises to captivate audiences with a diverse agenda of talks and panel discussions spanning two exhilarating days. The WOW Talks Stage offers a platform to engage both scientific minds and spiritual seekers alike. Elevate your brand by aligning with this center of knowledge and discovery, and make a lasting impact on the attendees of the London Gem & Mineral Show.

## Floor Vinyl Sponsor – From £1000 + VAT

Elevate your brand visibility by sponsoring the floor graphics and vinyls throughout the venue! With prime placement in high-traffic areas, your logo and messaging will command attention from every attendee, ensuring maximum exposure for your brand. Don't miss this opportunity to make a lasting impression on visitors as they navigate the event space. Contact us today to secure your sponsorship and elevate your brand presence at the London Gem & Mineral Show.



# Sponsorship & marketing opportunities

## TV Sponsor – From £400 + VAT

Maximize your brand exposure by sponsoring the TVs at our exhibition! Positioned strategically throughout the venue, your logo and promotional content will be showcased to a captive audience, ensuring your brand receives widespread visibility and recognition. Don't miss this opportunity to engage with attendees and leave a lasting impression. Contact us now to secure your sponsorship and take your brand to the next level at the London Gem & Mineral Show.

## Exhibition Brochure Advertising

- Half page (A6 Landscape): £100 + VAT
- Full Page (A5 Portrait): £150 + VAT

DEADLINE: 23RD OCTOBER 2024

## Payment information

All bookings made before 1st September 2024 will require a 50% deposit payment to be made within seven days of being accepted. The remaining balance must be paid 12-weeks prior to the exhibition date. Any bookings made after the 1st September 2024 must pay the balance in full. Should you need any assistance with payment, please contact [info@thegemandmineralshow.com](mailto:info@thegemandmineralshow.com).

Your booking is only confirmed once payment and all paperwork has been received, and you have received confirmation in writing from the WOW Team.

Please refer to the full Wisdom on Wellness Ltd. Terms and Conditions of Business for further information.



## Charity partner



CONGO  
CHILDREN  
TRUST

**Kimbilio**  
Children's Sanctuary in the D.R. Congo

The London Gem & Mineral Show is proud to be partnering with Congo Children Trust Kimbilio to raise money and awareness to help take child miners from the Cobalt mines in Congo off the streets and out of the mines, improving their quality of life.

The money they raise provides housing, education, and sanctuary. Since 2009, they have been actively working to turn the lives of children around, offering them renewed hope for the future.

Find out more [here](#).





✉ [info@thegemandmineralshow.com](mailto:info@thegemandmineralshow.com)

[@thegemandmineralshow](https://www.instagram.com/thegemandmineralshow)

