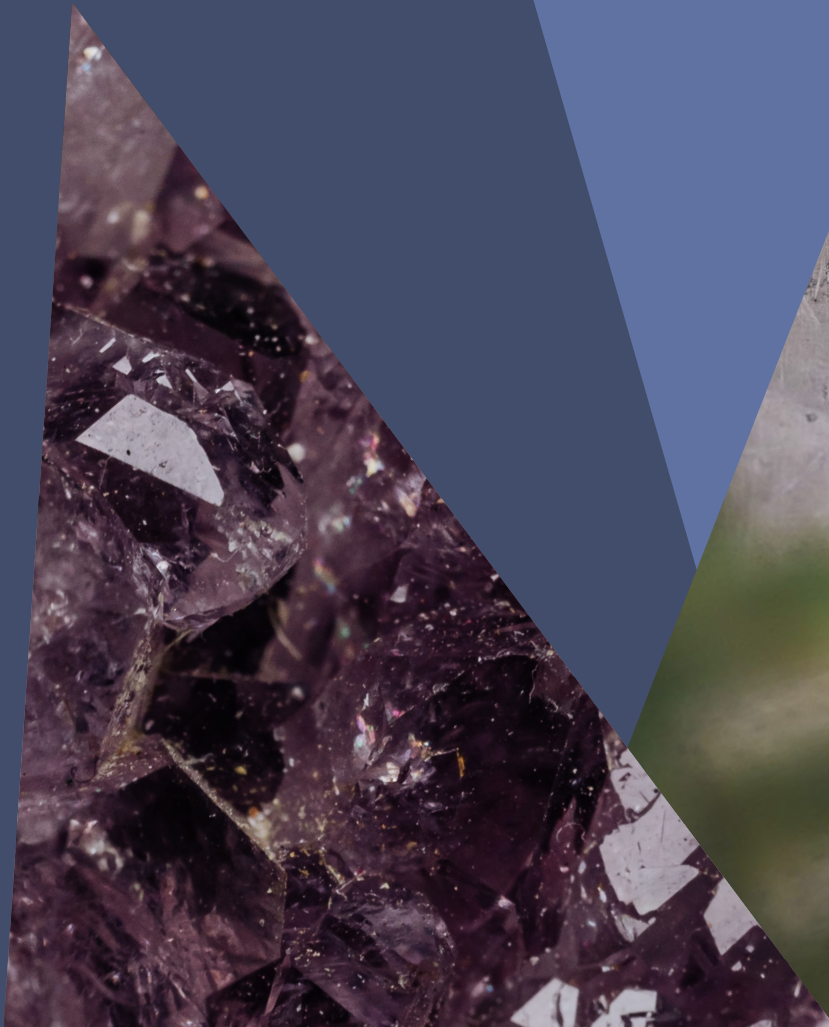




The London Gem & Mineral Show

Partner Interest Info



We cannot wait to welcome you to London's first 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 think it's time to put London on the map!

WOW is excited to present the first ever LONDON Gem & Mineral Show, taking place at Sandown Park Racecourse on Saturday 25th and Sunday 26th November 2023.

Over two days, we are bringing together the crème de la crème of gems, minerals and fossils the industry has to offer. Showcasing the most reliable and respected UK and International wholesalers and retailers, we're curating an Exhibition Space line up that embodies genuine passion and unwavering expertise.

Join us as we open up the magical world of gems and minerals for both traders and public enthusiasts in our highly anticipated debut show.

love Alix & Mary



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.



wisdom



wellness



community



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Exhibitor

Speaker



Event *details*



Date: 25th – 26th Nov 2023



When: 8am until 6pm



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



Tickets: £6 entry for public
£40 entry for traders



Setup: Friday 24th November from
3pm



Expected Visitors: 3000



B2B Times: 8am – 6pm
Public Times: 10am – 4.30pm



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

Event details



Exhibition space

We are bringing together the best gems, minerals and fossils the industry has to offer. Showcasing the most reliable and respected UK and International wholesalers and retailers, we're curating our Exhibition Space line up to be one that embodies genuine passion and unwavering expertise.



The Opal whisperers

Isaac Andreou from team Opal Whisperers, featured on Discovery Channel is making a special trip to join us, flying in all the way from Australia. Offering a selection of the world's finest opals, he will be presenting exclusive pieces from their channels, accessible solely to event attendees.



WOW Rocks live cracking station

Crack open your own Geodes or Ammonite nodules in our immersive WOW Rocks experience (or watch the pros). With fossils from the UK's Jurassic Coastline, in association with Yorkshire Fossils, you could be the first to see inside these 180 million year old specimens!



WOW talks

We are excited to introduce WOW Talks, where you can hear from well-known industry experts and keynote speakers. We will be delving into a wide range of engaging topics, from how to start a crystal business, to discerning real from fake crystals and so much more...



Why exhibit with us?

With a proven record of success in events, we are excited to bring this expo to London for the first time. We are looking for a wide range of exhibitors to join our trade and public fairs to cover all facets of the gem, mineral and fossil industry.

In return, we can offer:

- Excellent ratio of visitors to exhibitors.
- Two days of trading, engaging with around 3000 potential trade and public customers.
- Exposure through email marketing to our database of over 20,000 people.
- Entry to market in a very affluent area and engagement with visitors from other events happening within the venue that attract a similar demographic.
- Positive brand association and awareness- 100% positive feedback received on Wisdom on Wellness (WOW) events to date.
- Immediate ROI seen through show sales.
- Opportunities for capture of lucrative visitor data throughout the show for your future marketing activity.
- Dedicated and friendly account management.
- 5 x complimentary tickets for your best potential customers.
- Shell scheme, signage and power all provided with the introductory offer.



Our Customer feedback

Clair, Customer

I thought it was a wonderful event and so carefully planned and organised. It was a huge success and the template could be replicated for following years. I left feeling very nourished, relaxed and energised and ready for the week ahead – thank you!

Nicolas, Customer

I thought it was a great, beautiful venue and some really interesting exhibits and events. Especially liked the mandala dance early on the first day. Key thing is that it moved beyond physical wellness and into areas of mental wellness which is really important. The food options were great.

Jennifer, Exhibitor

Community fantastic. Organisation fantastic Any issues staff very approachable.

Elena, Exhibitor

A beautiful weekend, grounding in nature, connecting with the expanding community, held by crystal caves, bathed in singing sound vibrations, journeying into ourselves and source. A great collection and variety of activities, also the WOW team were lovely, helpful and attentive.

Anika, Exhibitor

It was such a wonderful event full of so many lovely souls and good vibes. Set up flowed easily and the staff were all kind and happy to help. Also the exhibitor information pack was SO informative and covered everything, very organised! Love it!

Rob, Speaker

Very enjoyable. Good relaxed atmosphere with happy people keen to explore new things



What do guests receive?

The admission fee grants our 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.
- **UK Exclusives:** Flying in from Australia, Isaac from team **Opal Whisperers** and Discovery Channel's Opal Hunters will be presenting exclusive items from their channels, accessible solely to event attendees.
- **Immersive Experiences:** WOW Rocks: Live Cracking Station.
- **Free Educational Talks** led by industry experts on topics including:
 - How crystals can be ethically sourced
 - Crystal suppliers and their countries of origin
 - How to start a crystal business
 - How to discern between fake and authentic crystals
 - Crystal meanings & spiritual properties
- **Nourishing food & drink:** healthy food, quality tea & coffee.



Event promotion & marketing strategy

We intend to have our event publicised in the following ways:

Online promotion & advertisement via:

- Website: www.thegemandmineralshow.com & www.wisdomonwellness.co.uk.
- Social media platforms [@thegemandmineralshow](https://twitter.com/thegemandmineralshow) & [@wisdomonwellness](https://twitter.com/wisdomonwellness).



- The famous Isaac Andreou from team Opal Whisperers, featured on Discovery Channel is making a special trip to join us, flying in all the way from Australia and attracting his UK following.
- Mail shots to around 20,000 database.
- Print advertisements with local and national magazines & wellness related publications. Our last shows seen in Time Out, Citizen Femme & Harpers Bazaar.
- Radio interviews with local & national radio.
- Association with local chambers of commerce & shopping centres.
- Posters & flyers within local shops.
- Over 100 x street signage (road signage, large banners etc) around Esher, Cobham and the local areas, due to go up in October 2023.
- Publicity to over 4000 guests during our July WOW Fest.
- Posters & flyers around the venue location.
- Working with social media influencers to promote the Gem & Mineral Show & Wisdom on Wellness.
- Dedicated budgets for advertising via social media, google ads etc.
- Targeted SEO management across all web content.
- Sponsorship from well-known industry figures.
- Supplying all exhibitors and stallholders with pre-made social media promotion pack to support and increase reach.
- Specific press release created and sent out to local and national contacts for official press coverage.



Exhibitor *pricing structure*

The package below is for attendance at the 2-day event

As an introductory offer we will be offering the following:

6m x 3m stands: £700

3m x 3m stands: £400

Other trade stand sizes are available upon request

This includes:

- Professional shell scheme structure (with options to upgrade).
- Power supply.
- Free wifi access.
- Name boards (Wholesale traders will have a colour coded name board to make it clear for wholesale customers).
- 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.
- 5 entry wrist bands for your staff.
- 5 complimentary tickets for your best potential customers.
- Website listing: company details and bio with backlinks.
- Dedicated social media activity (1 x post, resharing of all of your @thegemandmineralshow tagged posts & stories shared throughout the show).
- Complimentary tickets for competitions to promote the show on your channels.

Please note, we would be very grateful for all exhibitors to provide a donation for our charity raffle in aid of the Kimbilio Congo Children Trust.

Exhibitor



Sponsorship & marketing opportunities

There are lots of sponsorship opportunities available throughout the show, 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. There are packages to suit every type of business and budget.

Main Sponsorship

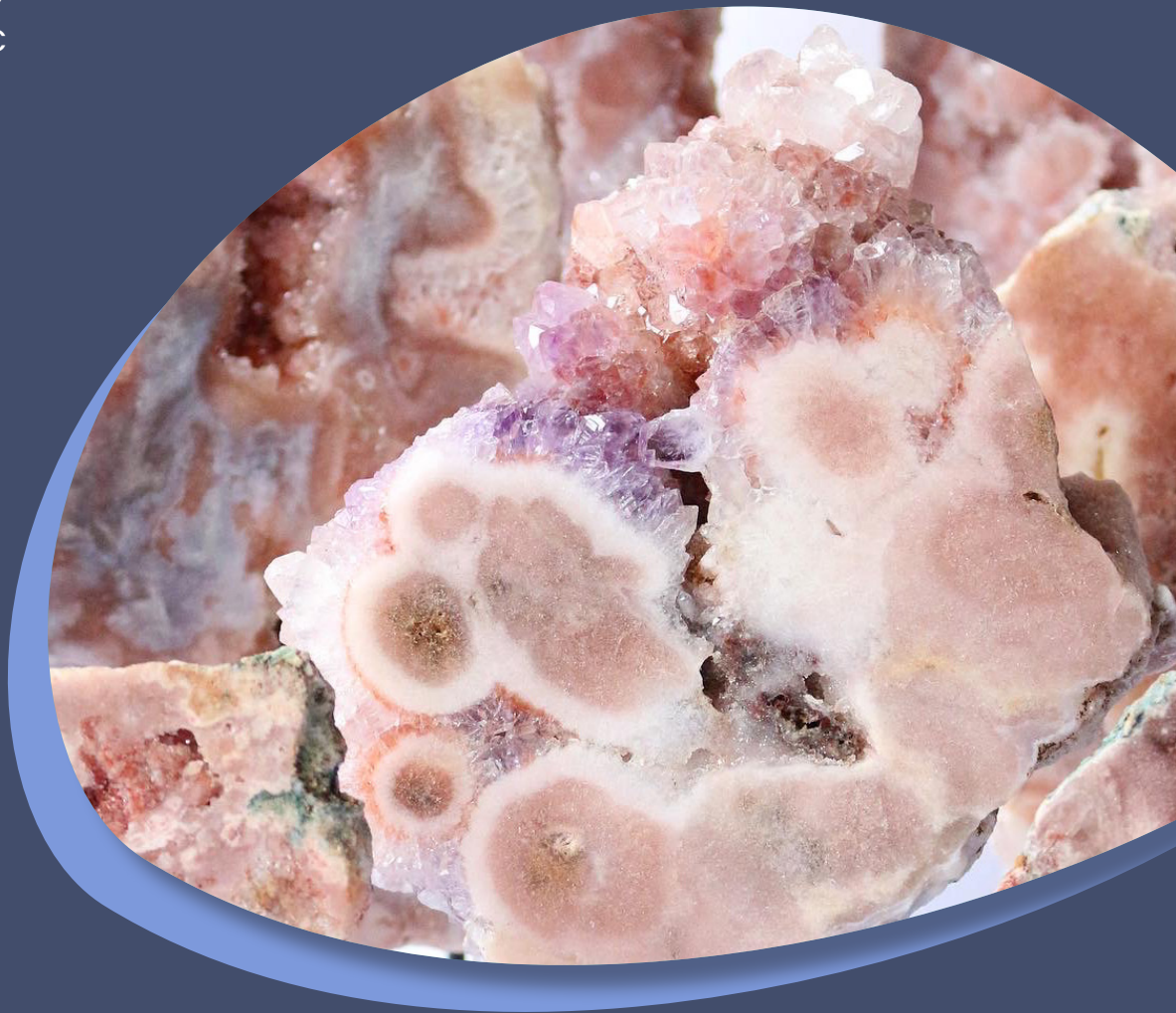
- Exhibition Hall promo & naming rights eg. *Company Name* Hall.
- Pre-event social media coverage.
- Brand association mentioned in press release & other promotional activity, including road-side banners and posters.
- On-the-day shout outs.
- On-site advertising as agreed between venue & sponsor (open to suggestions).
- Stand on the main entrance in prime location.
- 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 show guide.
- Optional space in the educational speakers area for promotion of your company.
- Included in mail shots to around 20,000 extensive mailing list.
- Regular sharing of stories and posts via social media for increased brand awareness and exposure.
- Opportunity to share data of on-day paying guests upon entry (permission granted).

Sub-Sponsors (£2.5k)

- On-site advertising on our sub sponsors board / branding.
- Pre-event and on-the-day social media coverage.
- Stand in the main entrance area.
- On-the-day shout outs.
- Full page advert in our show guide.
- 20 free tickets for your customers.
- Website listing and advertising

Show Brochure Advertising

- Quarter page: £60
 - Half page: £100
 - Full Page: £150
- DEADLINES TBC



WOW Talks

Speakers

Should you wish to be a speaker on our WOW Talks Stage, please contact the Wisdom on Wellness Team to discuss in more detail, availability limited.

Talk topics we are looking for:

- How crystals can be ethically sourced
- Crystal suppliers and their countries of origin
- How to start a crystal business
- How to spot fake crystal
- Crystal meanings & spiritual properties

... any other talk you think would be relevant to introduce to the community!

Speaker





Payment information

All bookings made before 1st May 2023 will require a 50% deposit payment to be made within seven days. The remaining balance must be paid 12-weeks prior to the exhibition date. Any bookings made after 1st May 2023 will require full payment at the time of booking. Should you need any assistance with payment, please speak to the WOW Team.

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.



Congo
Children
Trust

Kimbilio
Children's Sanctuary
in the D.R Congo

Charity partner

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

@thegemandmineralshow