



The Liverpool Gem & Mineral Show

2025
Exhibitor
brochure

Saturday 12th & Sunday 13th July 2025

*As featured on Series 8 of "Outback Opal Hunters", on
Discovery & Quest*

We cannot wait to welcome you to The Liverpool Gem & Mineral Show 2025

Hello and welcome!

Thanks for taking the time to look through our exhibitor brochure for The Gem & Mineral Shows UK – Liverpool edition.

You might already know that we run a variety of trade shows, crystal and fossil tours, educational workshops, and more across the UK. Listening to our community and keeping up with market demand, we've decided to introduce a sister show to our flagship event, The London Gem & Mineral Show.

Our Liverpool show is new – both to us as organisers and to the UK gem and mineral scene. But running events is what we do best, and we've been doing it for years. With this show, our goal is to:

- Offer exhibitors an affordable platform during uncertain financial times.
- Explore and test the market in Liverpool and the North.
- Bring a fresh, modern feel to attract the right audience.
- Use targeted marketing and PR, both locally and via our existing network.

The Liverpool show is designed to be a smaller, more accessible event compared to London. That's intentional. We see it as part of a wider journey, leading up to The London Gem & Mineral Show – our big, end-of-year celebration.

Over two exciting days, our Exhibition Space will bring together some of the best UK and international wholesalers and retailers, all chosen for their passion, knowledge, and dedication to quality. Whether you're a trader or a collector, this is your chance to immerse yourself in the world of gems, minerals, and fossils.

We can't wait to welcome you!

Love from Alix & the Team x



NEEDS SORTING



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[Exhibitor Booking Form](#)





Event details



Date: Saturday 12th – Sunday 13th July 2025



Tickets: £5 entry for public in advance, £6 on the day.



Where: Ormskirk Rd, Aintree, Liverpool L9 5AS



Expected Visitors:
600 – 1000



Setup: Friday 11th July from midday until 6pm



Directions: Aintree Racecourse is located on the A59, just one mile from the M57 and M58, which link the M62 and M6. Follow the A59 to Liverpool and the yellow/tourism signs as you approach the racecourse for routes to the car parks.



Opening Times:
Saturday: 10am – 4pm
Sunday: 10am – 4pm

Event details



Crystal marketplace

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.



WOW Rocks live cracking station & crystal panning

Immerse yourself in the WOW Rocks experience at our live cracking station, where you can crack open your own geodes. This hands-on activity offers a thrilling opportunity to discover what's inside these special specimens.

Community feedback

Thank you very much for putting on such a great show. It was extremely well organised and your team were all so helpful, efficient & friendly. The show was a success for our business and was also a lot of fun. There was a great atmosphere from start to finish and our team all really enjoyed it. We look forward to being part of this wonderful event again next year!

Arya, Exhibitor

Amazing, the most wonderful atmosphere. From the second of being there we felt extremely welcomed. Great raffle at the beginning (that I won) also participated in the Calm Corner Sound bath and loved every second of it.

Verity, Show Attendee

Very well organised show and racecourse. Staff friendly and welcoming. Very professional and pressure free. Complete and comprehensive information. Organisation was friendly and effective really faultless from my perspective.

Mark, Exhibitor

Such a lovely time surrounded by other mineral lovers. Brilliant talks and workshops on offer, great value for money. Bring on next year!!

Sally, Show Attendee

I and my team had a thoroughly good and busy time. It's how a crystal show should be run, so top marks to all of your team because you are getting it right. Awesome show, guys, and easily the best in the UK

Doug, Exhibitor

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 £5 admission fee grants guests entry to The Liverpool Gem & Mineral Show, including:



Access to the best UK and International gem & mineral traders and retailers in our extensive **Exhibition Space**.



Family Friendly Immersive Experiences: Including WOW Rocks: Live Cracking Station, Chip n' Mix Station & Crystal Panning



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.

Expected Footfall
1000

Social Media reach

Facebook reach
209k

Instagram reach
991.1k

Paid reach
229,478

Facebook visits
20.6k

Instagram visits
91.5k

Combined Social Media Following
@thegemandmineralshowsuk & @wisdomonwellness
26.4k +

Website traffic

Total Website Sessions
(Dec 2023–Dec 2024)
81,938



Event promotion & marketing strategy



Website Promo:

www.thegemandmineralshow.com



Social Media:

@thegemandmineralshowsuk



External PR Agency: Partnership agreed, promotion in 2024 reaching 5m database and growing.



Posters: Flyers in local businesses. Street Banners around local areas



Email Marketing: Utilising our mailing list of circa 20k



Radio: Interviews with local & national radio stations.



Aintree 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



Industry Related Collaborations: Working with industry specific societies and groups to promote the event.

Some of LGAMS 2024
Press Coverage





Pricing structure



EXHIBITION SPACE – TABLE

The prices listed are inclusive for the two-day event; Saturday 12th & Sunday 13th July 2025. To apply for a stand space, please fill in our exhibitor booking form (link to the right).

[Exhibitor Booking Form](#)

- 6ft Trestle Table
- White table cloth
- 2 Chairs
- Free Wifi access.
- Show guide listing with company details and exhibition location.
- Online exhibitor profile (2 weeks after payment received).
- 2 weekend wrist bands for your staff
- 2 complimentary day entry tickets for your customers.
- Website listing: company details and links to online presence.
- Dedicated social media activity (1 x post pre-show, resharing of your tagged posts & stories to @thegemandmineralshow shared throughout the show).

Exhibitor Expectations

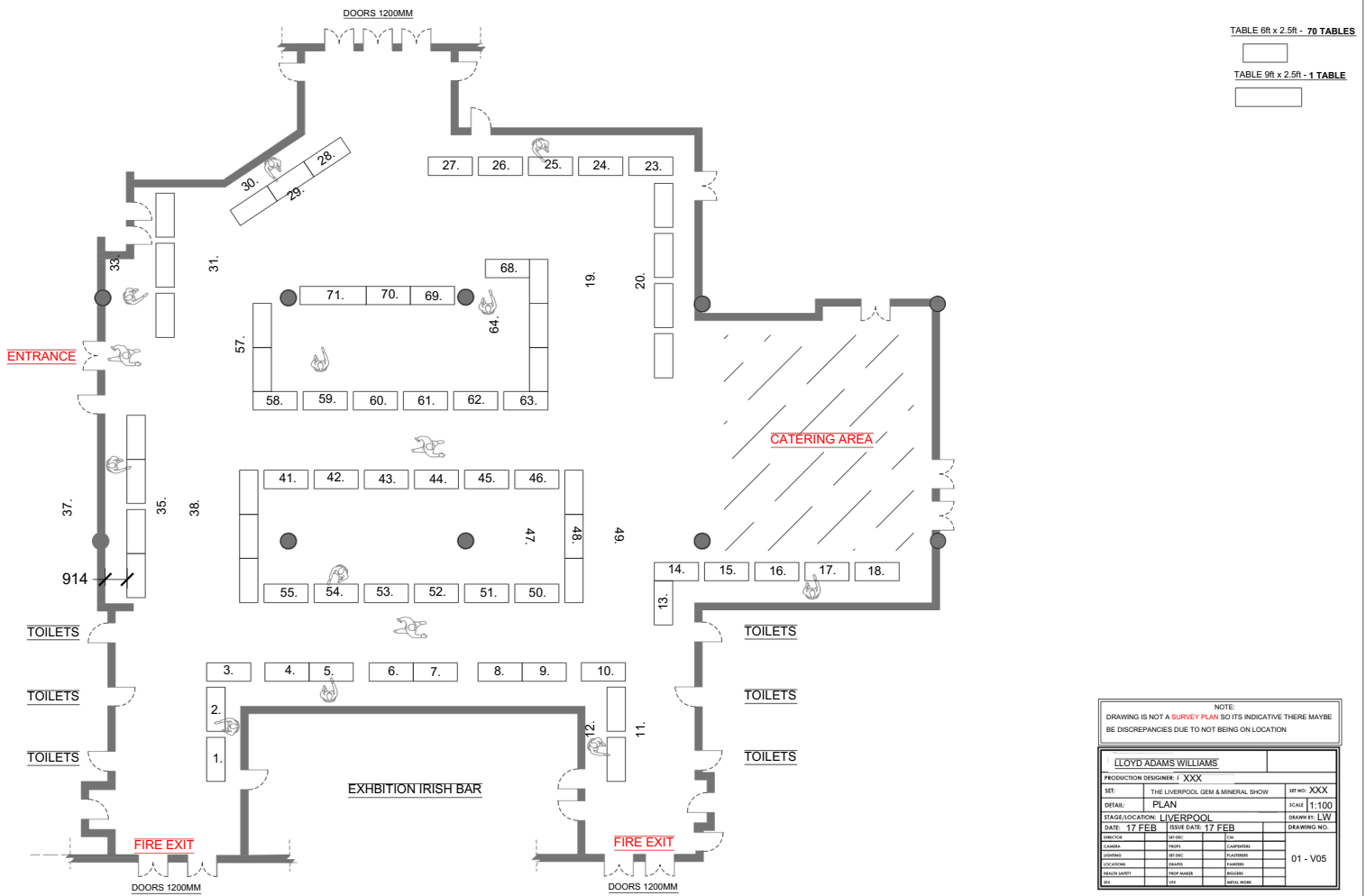
- Exhibitors must fully utilise and professionally dress their stands, with **no sub-letting allowed under any circumstances.**
- Active promotion of the show is required, including social media, mailing lists, and customer engagement through collaborations, competitions, or ticket offers where appropriate.

Floorplan

DWG: 01

THE LIVERPOOL GEM & MINERAL SHOW 12TH & 13TH JULY 2025
PLAN - SCALE 1:100 @A2

DRAWN BY: LLOYD A WILLIAMS
ART DIRECTOR - 07572047851





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 – Price on Application

- Main event promo rights – stand in the main foyer/ entrance
- Dual-branded uniform.
- Pre-event social media coverage.
- Brand association mentioned in press release & other promotion locally & nationally, including roadside 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 a separate space with bio, etc.
- Double page advert in our exhibition brochure.
- Included in mail shots to around 20,000 members through our extensive mailing lists
- Regularly share stories and posts via social media to increase brand awareness and exposure.
- Post-show promo video – “As Sponsored By”
- 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

TV Sponsor – From £100

Maximise 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 Liverpool Gem & Mineral Show.

Exhibition Brochure Advertising

- Half page (A6 Landscape): £50
- Full Page (A5 Portrait): £90

DEADLINE: 25th June 2025



Payment information

All bookings made before 1st April 2025 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 April 2025 must pay the balance in full. Should you need any assistance with payment, please let us know.

Your booking is only confirmed once payment and all paperwork has been received, and you have received confirmation in writing from The Gem & Mineral Shows UK Team.

Please refer to the full [Terms and Conditions of Business](#) for further information.



Charity partner



CONGO
CHILDREN
TRUST

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

The Gem & Mineral Shows UK 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](#).





 www.thegemandmineralshow.com

 info@thegemandmineralshow.com



@thegemandmineralshowsuk