



# The London Gem & Mineral Show

2025  
Exhibitor  
brochure



The Gem & Mineral  
Shows UK Ltd

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

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



While you may be familiar with world-renowned gem and mineral expos in iconic locations like Tucson, Sainte-Marie-aux-Mines, and Munich, we thought it was time to put London firmly on the map and create our own version of these celebrated shows.

We are absolutely thrilled to announce that The Gem & Mineral Shows UK will, for the third year in a row, bring you London's Best Gem & Mineral Show, returning to Sandown Park Racecourse, Surrey, Greater London on Saturday 22nd November & Sunday 23rd November 2025.

Adding to the excitement, we're overjoyed to share that the 2024 show will feature on Outback Opal Hunters, airing on Discovery+ and Quest in 2025! This incredible opportunity will boost the show's profile and audience reach, broadcasting to a staggering billion viewers worldwide, with an impressive 50% of those based in the UK alone.

Experience the pinnacle of the gem, mineral, and fossil industry over two unforgettable days. Our Exhibition Space will be a showcase of excellence, hosting the most esteemed UK and international wholesalers and retailers, all celebrated for their passion, expertise, and commitment to quality.

Whether you're a seasoned trader or an enthusiastic collector, join us for an immersive journey into the mesmerising world of gems and minerals.



We can't wait to welcome you!

*love from Alix & the LGAMS Team x*



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[Exhibitor Booking Form](#)

[Workshop Booking Form](#)

[Speaker Booking Form](#)



## Event details



**Date:** Saturday 22nd – Sunday 23rd November 2025



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



**Setup:** Friday 21st November from 3pm



**Opening Times:**  
**Saturday:** 10am – 5pm  
**Sunday:** 10am – 4.30pm



**Tickets:** £10 entry for public in advance, £12 on the day. £30 entry for traders



**Expected Visitors:**  
3500 – 4000



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

# 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 talks and 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.



Explore The Gallery, a free space within the gem, mineral, and crystal exhibition. Discover dazzling specimens, watch live demonstrations, and uncover the stories behind Earth's natural treasures. Perfect for all ages, it's a captivating blend of education and wonder.




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




WOW  
expo




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 £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**.



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



**Free Educational Talks, Demonstrations & Museum Pieces** 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.

2024 Footfall

2,971

202 Expected Footfall

3,500

# 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  
@thegemandmineralshow & @wisdomonwellness

26.4k +

# Website traffic

Total Website Sessions  
(Dec 2023-Dec 2024)

81,938





# Event promotion & marketing strategy



## Website Promo:

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



## Social Media:

@thegemandmineralshow &  
@wisdomonwellness



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



**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



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

Some of 2024 Press Coverage





# Pricing structure



## EXHIBITION SPACE

[Exhibitor Booking Form](#)

The prices listed are inclusive for the two-day event; Saturday 22nd & Sunday 23rd November 2025. To apply for a stand space, please fill in our exhibitor booking form.

### A Stand Includes:

- Professional shell scheme structure (with options to upgrade) & 2 chairs.
- Power supply (dependent on size of stand vs number of outlets).
- Free Wifi access.
- Name Boards (Colour-Coded to highlight Wholesale Exhibitors).
- 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 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. This includes track + 8 Spotlights.

### 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.
- As standard, any corner stands will be open. Should you wish to change this, let us know.



# Pricing structure



## EXHIBITION SPACE – TABLE

The prices listed are inclusive for the two-day event; Saturday 22nd & Sunday 23rd November 2025. To apply for a stand space, please fill in our exhibitor booking form.

[Exhibitor Booking Form](#)

**Please note, table stands are reserved for non-crystal sellers, such as charities, lapidary companies, and educational organisations; the organisers reserve the right to decline applications that do not align with the show's vision for this area.**

### A Table Stand Includes:

- 6ft Trestle Table
- 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. 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 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.

# Stands pricing

Please note, there will be zero tolerance on sub-let stands.

Click to view a larger version.

Stand Number	Stand Size	Sqm	2025 Price
1 - Main Entrance VIP	6m x 6m	36	£10,000
2 - Spotlight Package	12m x 3m	36	£3,500.00
3	6m x 3m	18	£1,200.00
4	6m x 3m	18	£1,250.00
5	6m x 3m	18	£1,250.00
6	6m x 3m	18	£1,100.00
7	6m x 3m	18	£1,100.00
8	6m x 3m	18	£1,150.00
9	6m x 3m	18	£1,150.00
10	6m x 3m	18	£1,150.00
11	6m x 3m	18	£1,150.00
12	3m x 3m	9	£750.00
13	3m x 3m	9	£600.00
14	3m x 3m	9	£600.00
15	3m x 3m	9	£750.00
16	6m x 3m	18	£1,150.00
17	6m x 3m	18	£1,150.00
18	4m x 2m	8	£600.00
19	6m x 3m	18	£1,350.00
20	6m x 3m	18	£1,150.00
21	6m x 3m	18	£1,500.00
22 - Spotlight Package	6m x 3m	18	£2,500.00
23 - Spotlight Package	6m x 3m	18	£2,500.00
24	6m x 3m	18	£1,500.00
25	6m x 3m	18	£1,500.00
26 - Spotlight Package	6m x 3m	18	£2,500.00
27	6m x 3m	18	£2,300.00
28	6m x 3m	18	£2,300.00
29	3m x 3m	9	£750.00
30	3m x 3m	9	£600.00
31	6m x 3m	18	£1,250.00
32	3m x 3m	9	£750.00
33	3m x 3m	9	£600.00
34	3m x 3m	9	£600.00
35	3m x 3m	9	£750.00
36	6m x 3m	18	£1,150.00
37	6m x 3m	18	£1,150.00
38	6m x 6m	36	£2,000.00
39	6m x 6m	36	£2,000.00

Spotlight Package Info: Please see [Page 16](#)



# Stands pricing

Please note, there will be zero tolerance on sub-let stands.

[Click to view a larger version.](#)

Stand Number	Stand Size	Sqm	2025 Price
40	6m x 3m	18	£1,150.00
41	6m x 3m	18	£1,000.00
42	6m x 3m	18	£1,150.00
43	6m x 3m	18	£1,150.00
44	6m x 3m	18	£1,100.00
45	6m x 6m	36	£2,100.00
46	6m x 3m	18	£1,400.00
47	6m x 3m	18	£1,400.00
48	6m x 3m	18	£1,400.00
49	10.5m x 1m	10.5	£500.00
T1	6ft Table	n/a	£350
T2	6ft Table	n/a	£350
T3	6ft Table	n/a	£350
T4	6ft Table	n/a	£350
T5	6ft Table	n/a	£350
T6	6ft Table	n/a	£350
T7	6ft Table	n/a	£350
T8	6ft Table	n/a	£350
T9	6ft Table	n/a	£350
T10	6ft Table	n/a	£350





# 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 2025, please fill out the form to apply - availability limited. We will aim to respond to those applications by 8 weeks prior to the show.

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 – Price on Application

- Main event promo rights – stand Number 1 in the main foyer
- Featured on TV Promotion throughout the venue
- Dual-branded uniform
- 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.
- Double page advert in our exhibition brochure.
- Optional space on the stage for talk / promotion about brand / service benefits etc.
- 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

## Spotlight Package

- **Prime location stand numbers:**
  - Stand 2 (£3,500) – 12m x 3m
  - Stand 22 (£2,500) – 6m x 3m
  - Stand 23 (£2,500) – 6m x 3m
  - Stand 26 (£2,500) – 6m x 3m
- 5 x 6ft Trestle Tables included
- 2 Chairs
- Lighting Package included
- Sub-sponsor on our website
- Pre-event social media coverage.
- Social media plugs.
- 10 free wrist bands for your clients / guests.
- Dedicated space on our website on sub-sponsor banners and separate space with bio etc.
- Full page advert in our exhibition brochure.
- Included via sub-sponsor banner in mail shots to around 20,000 members through our extensive mailing lists

# 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 £1000

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 £1500

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

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 £200

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 London Gem & Mineral Show.

## Exhibition Brochure Advertising

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

DEADLINE: 23RD OCTOBER 2025



## Payment information

All bookings made before 1st September 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 September 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 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](#).





# The Gem & Mineral Shows UK Ltd

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