



Cultural Enterprises
Conference & Trade Show
ICC Wales | March 2024

Exhibitor Guide

#SustainingCulture





Cultural Enterprises Conference & Trade Show

ICC Wales

13-14 March 2024

We are delighted to be welcoming our community to join us in Wales in 2024. We are always striving to evolve our Conference and Trade Show to ensure we remain the number one destination for commercial teams working within and supporting the cultural sector. If you would like to learn more about the work that we do and how to get involved, please get in touch – we'd love you to join us.

Exhibit at the Trade Show // 03

A unique opportunity to grow your business and build relationships in the arts, cultural and heritage sector.

A Targeted Audience // 04

Meet buyers and decision makers looking to grow income and enhance visitor experience at their venues.

Sponsorship Packages // 09

A range of opportunities for you to engage with attendees, with options to suit all budgets and requirements.

Get in Touch // 10

Contact us for a conversation to see how we can help you achieve your business goals.



Why exhibit with Cultural Enterprises?

90% of this year's exhibitors plan to join us again in 2024



A unique opportunity to grow your business at the only UK trade show designed especially for commercial teams in the arts, cultural and heritage sector.

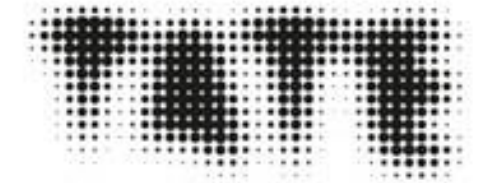
- Showcase your latest products and services
- Network with a targeted audience of buyers and decision makers from arts, cultural and heritage venues in the UK and overseas
- Build your audience and develop viable and rewarding partnerships
- Learn from our inspiring and insightful speakers
- Meet new and existing customers, as well as like-minded suppliers

Your gateway to hundreds of organisations in a valued sector



Our Conference and Trade Show is attended by over 400 professionals from all types of arts, cultural and heritage venues in the UK and overseas.

- Museums, galleries, theatres, libraries, cathedrals, gardens and historic houses as well as national organisations such as English Heritage, National Trust and National Trust for Scotland
- Meet buyers and key decision makers working in retail, ecommerce, visitor experience, venue hire, publishing, licensing, image libraries, front of house, catering and more



Who exhibits?

“A one stop shop – the real opportunity of the year for buyers.”

Matthew Henderson, Consultant



Our delegates are looking to add value to their shops and enhance their visitor experience with unique products and tailored solutions.

- Design-led, sustainable and bespoke gifts and homewares, books, toys, jewellery, stationery and more
- Consultancy services in retail, visual merchandising, catering and other areas of commercial activity
- Suppliers of epos, ecommerce and ticketing solutions



Time to Connect

“You really have that time to speak to people, so they can get to know you and what your business is about.”

Rebecca Cox, Artcuts

Our delegates are actively encouraged to spend time in the Trade Show.

- Plenty of time is allocated for show browsing between Conference sessions, with lunch and all refreshments served in the Trade Show Hall
- A programme of **free talks** runs in the Trade Show Hall throughout the Conference – these are very popular (and you can [take part](#))
- The show includes engaging features such as a **Retail Trends** display and **Designer Makers** area showcasing artisan makers
- All attendees are invited to join our free **Welcome Drinks Reception** held in the Trade Show Hall at the end of Day 1





Your Exhibitor Package

“I love working with heritage clients, and they all come here. Everyone’s helpful and it’s very collaborative.”

Rory Hutton, Designer

Your exhibitor package includes:

- Stand hire for two days
- Top quality fully carpeted shell scheme
- Electrical package, two spotlights, plug socket and testing
- Stand name board
- Your company listing in the Conference app
- Your company listing on the Conference website
- Delegate list with pre- and post-event networking via the app
- Welcome Drinks Reception for up to two members of staff
- Refreshments and lunch for two members of staff on each day
- Access to a wide variety of seminars

Additional optional upgrades are also available for your stand.



73% of this year's exhibitors made new contacts via the app

Enhance Your Experience

“Supplier Spotlight talks allow us to position ourselves as experts in our field with a topical session delivered in a non-selling style.”

Rod Barlow, Rod Barlow Consulting

There are a number of ways to raise your profile at the show. Select an option or talk to us about creating a bespoke package tailored to your objectives.

Supplier Spotlight – host a 20 minute talk in our Showcase Sessions programme, a great opportunity to talk directly to delegates about your company, services and experiences

Sponsorship – a number of opportunities are available which can be tailored to your budget and needs – from sponsoring a Conference session or a social event, to creating a promotional video for your brand





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culturalenterprises.org.uk/conference

Book a Stand

Ready to book? Visit our [website](#) to view the floor plan and book your stand.

Get in Touch

[Contact us](#) for a conversation to see how we can help you achieve your business goals.

