

## Norwich Science Festival 2020 Information for Stand Holders

Thank you for your interest in having a stand at Norwich Science Festival at The Forum in October 2020. Please read the information below carefully. Once you have done this, please complete a Stand Application Form at <https://www.surveymonkey.co.uk/r/applyNSF>. For further information or to discuss this opportunity further, please contact [science@theforumnorwich.co.uk](mailto:science@theforumnorwich.co.uk)

### A bit about the Festival and The Forum Trust

Norwich Science Festival is a celebration of the groundbreaking scientific research and knowledge associated with the city and a fantastic opportunity for all ages to explore the world around them through science. It takes place in the October half-term each year with an eight-day programme jam packed with hands on fun, inspiring talks, entertaining family shows and intriguing discoveries.

The Festival began in 2016 and has grown enormously in the last three years, attracting 137,000 visits in 2019 across nine days. The event is organised by The Forum Trust, with support from a range of partners including Anglian Water, UEA and the wider Norwich Research Park, the Institute of Physics and venues around Norwich.

The Forum Trust is an independent, educational charity which runs the Millennium building for the East of England. We receive no public subsidy, and operate independently, with a board of Trustees. The Forum organises an annual programme of, predominantly free, events, which are funded through our car park income and rent from our tenants. These include the Norwich Science Festival, Norfolk Makers Festival, Norwich Games Festival, Heritage Open Days and annual exhibitions.

### Festival dates and themes

Each day of the Festival explores a different theme in The Forum's Explorium (in The Forum's Atrium and outside The Forum in a heated marquee on the amphitheatre). When you apply to have a stand at the event, you can choose which day you'd like to attend. It may be possible to join us for more than one day if your work crosses multiple themes. The themes for 2020 will be as follows (final titles to follow):

Saturday 24 Oct	Digital Technology
Sunday 25 Oct	Physics and Astronomy
Monday 26 Oct	Engineering
Tuesday 27 Oct	Chemistry and Materials Science
Wednesday 28 Oct	Norwich Research Park (NRP stands only)
Thursday 29 Oct	Health, Wellbeing and Medicine/Human Biology
Friday 30 Oct	Nature and Zoology
Saturday 31 Oct	Environment and Sustainability

## What can you expect?

The Festival gets extremely busy with an average of 12,500 visits per day (10am–4pm), so prepare to be exhausted but buzzing by 4pm! We recommend that there is a minimum of two/three people manning your stand at all times, so please do rally as much support as possible to allow you to have a lunch break. Organisations that have taken part in the Festival have all given us very positive feedback about their experience and thoroughly enjoyed themselves. Organisations that hope to recruit new members or support generally find the Festival to prove very successful.

We can provide 6ft trestle tables with cloths, display boards, a power supply and free wi-fi (all need to be requested in advance). We also have a contributors' lounge offering free tea and coffee for all stand holders.

## Our visitors enjoy:

- Hands-on and interactive activities
- Something for all ages to enjoy. Parents love their children to be entertained so they can talk to you
- Something relevant to take away with them
- Chatting to friendly and enthusiastic people who can tell them about their work in an accessible way
- Activities that only take a few seconds/minutes to complete, so that more people can have a go

## They don't enjoy (so much!):

- Being handed leaflets or brochures in place of someone talking to them
- Reading lots of text on display boards
- Being spoken to at the wrong level (find out their level of understanding before you start explaining in more detail)

## Parking and set up

Our Explorium events run from 10am–4pm each day. You can arrive on site from 8am to set up. We ask that all stands are set up and ready by 9:30am. Unfortunately, because our events are funded by car park income we are not able to offer stand holders free parking in The Forum's car park. However, if you would prefer to park elsewhere for the day, you are able to drive up to The Forum to unload your vehicle whilst setting up. If you have a vehicle which is too large for our car park, you will need to let us know at least 4 weeks before the event and we may be able to offer you a parking space in our loading bay.

## Stand cost

The Festival has to fundraise a significant amount each year to fund the event, which allows us to keep many events free or at a low price. Therefore there is a very reasonable stand hire cost for commercial organisations to have a stand at the Festival. We hope that due to the number of visitors the Festival

receives and the visibility the Festival offers organisations, this stand hire price offers excellent value for money, and is very competitive compared to other similar events. There will be no charge for charities and community groups. Please note that your stand's location will be determined by Festival organisers as we have to ensure all stands are positioned to complement each other and offer the best use of space/flow of traffic.

<b>Organisation type</b>	<b>Cost per day (single day only)</b>	<b>Cost per day (multiple days)</b>
Commercial stand	£125 +VAT	£100 +VAT
Charity/community stand	FREE	FREE

If you have any questions or would like to chat about your organisation's involvement in the Festival in more detail, please contact [natalie.bailey@theforumnorwich.co.uk](mailto:natalie.bailey@theforumnorwich.co.uk)

We hope you will be able to join us for NSF 2020!