



Gem-A

THE GEMMOLOGICAL ASSOCIATION
OF GREAT BRITAIN



Gem-A Conference 2019

Saturday 2 and
Sunday 3 November

Become a sponsor of the
Gem-A Conference



etc.venues
County Hall
London, UK



SPONSORSHIP OPPORTUNITIES

Gem-A host the world's most prestigious gemmological conference in London each year. We bring together a range of globally-renowned speakers and international delegates that meet to discuss a variety of important issues within the gem and jewellery trade. We are a charitable organisation and our conference is made possible by our generous sponsors who help us to keep delegate fees low and therefore accessible to all.

We would love for you to be a sponsor of the 2019 Gem-A Conference. With our international audience of gemmology students and professionals, as well as key players in the gem and jewellery trade, sponsoring our conference will give you optimal visibility and reach worldwide.

There are five packages for sponsors, details of which are enclosed:

- Platinum Sponsor (page 5)
- Gold Sponsor (page 6)
- Silver Sponsor (page 7)
- Bronze Sponsor (page 8)
- Diamond Sponsor of the Graduation Ceremony and Presentation of Awards (page 9)

On behalf of Gem-A, I very much hope that you will consider sponsoring our conference. A sponsorship package form is enclosed; please complete and return to Elaine Ruddle, Marketing and Events Manager, Gem-A, 21 Ely Place, London EC1N 6TD.

If you have any questions please feel free to contact me (AlanHart@gem-a.com). You can also contact me by telephone at +44 (0)20 7404 3334.

I look forward to hearing from you soon.



Alan Hart
CEO
AlanHart@gem-a.com



OVERVIEW

KEY NUMBERS

- 10 international speakers
- 400 places available for delegates from around the world

GEM-A SOCIAL MEDIA REACH



Gem-A social media channels reach an engaged audience of over 20,000 people. A mixture of aspiring gemmologists and experienced professionals.

APPEAR IN OUR PUBLICATIONS

- **[3000+]** Gem-A publications are circulated to all Members of Gem-A, with more than 3,000 professionals across the globe receiving the printed edition.
- *Gems&Jewellery* is distributed to key institutions across the UK, and our in-house teaching facilities at Gem-A headquarters.
- *The Journal of Gemmology* is also available to direct subscribers at various libraries, universities, institutions and publishing agencies. It is indexed by many important scholarly databases, including Thomas Reuters' Web of Science.
- **[1500+]** Gem-A students around the world have access to an online version of both publications through Gem-A's online education website.

DATE

2 – 3 November 2019

VENUE

etc.venues County Hall
Belvedere Road
London
SE1 7PB



ETC.VENUES COUNTY HALL

Gem-A return to etc.venues County Hall for the third year.

etc.venues County Hall is situated on the Southbank of The Thames with stunning views of the river. It has an enviable location next to The London Eye and opposite The Houses of Parliament & Big Ben and has a range of hotel and transport options close by.

The venue opened in January 2017 after a multi-million pound investment restoring original parquet floors and art deco windows. It features 43,000 sq ft of event space and is equipped with high spec AV and WIFI connectivity.

An iconic building in an exceptional location: this is the perfect venue for the Gem-A Conference 2019.



5 mins walk to Waterloo Station



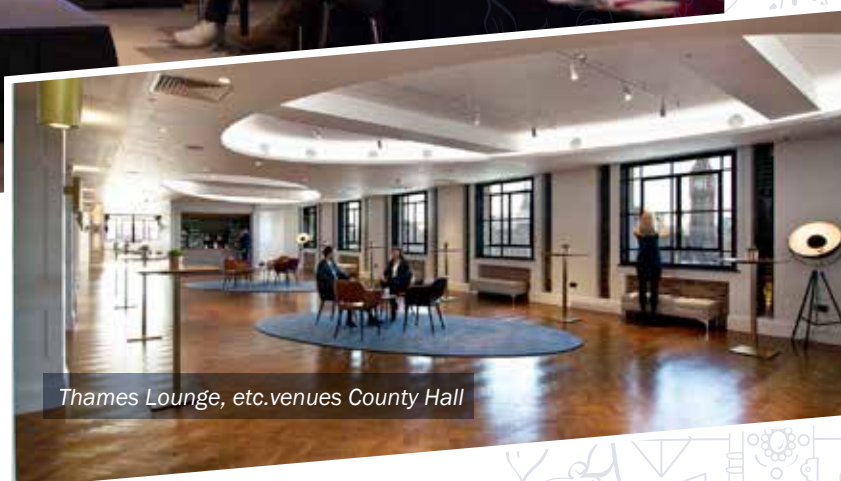
10 mins walk to Victoria Station

Westminster 5 mins -
Jubilee, District, Circle lines

Waterloo 5 mins - Jubilee,
Northern, Bakerloo,
Waterloo & City lines



County Suite, etc.venues County Hall



Thames Lounge, etc.venues County Hall

PLATINUM SPONSOR

£15,000 (Maximum 1 platinum sponsor)

You receive:

MEDIA COVERAGE

- **Two full page advertisements** (appearing over two issues) in *The Journal of Gemmology* and **four full page advertisements** in *Gems&Jewellery* (one advert in each issue of 2020), worth £8,400
- **Social media coverage** across Gem-A Facebook, Instagram, WeChat, LinkedIn and Twitter.
- **Mentions as Platinum Sponsor in Gem-A press releases** and in published reports of the conference in *The Journal of Gemmology* and *Gems&Jewellery*

BRAND EXPOSURE

- **A table at the conference venue** to display promotional material, worth £250
- **A full page advertisement** in the conference brochure (to be distributed at the conference)
- **Your logo will be displayed prominently** in all conference literature including the conference brochure, Gem-A website, at the venue, on the holding slide in between presentations and on all Gem-A promotional materials related to the conference (distributed at international tradeshows)
- **The opportunity to place your promotional material** in the conference delegate packs*
- **Permission to state 'Platinum Sponsor of the Gem-A Conference, London 2019'** on your marketing materials worldwide, including your website
- **Prominent acknowledgement** as the Platinum Sponsor of the conference by the CEO during opening and closing speeches
- **Logo, description of business** and a direct link to your website from the official Gem-A Conference app
- **Promotional material and giveaways:** option for sponsor to provide giveaways such as water, notebooks etc. in delegate packs

ADDITIONAL BENEFITS

- **Four places at the conference** (Saturday and Sunday), including the evening dinner on Saturday 2 November, worth £1,300
- **Corporate Membership** for one year, worth £295

GOLD SPONSOR

£7,500

You receive:

MEDIA COVERAGE

- **One full page advertisement** in *The Journal of Gemmology* and two full page advertisements (appearing over two issues in 2020) in *Gems&Jewellery*, worth £4,200
- **Social media coverage** across Gem-A Facebook, Instagram, WeChat, LinkedIn and Twitter.
- **Mentions as Gold Sponsor in Gem-A press releases** and in published reports of the conference in *The Journal of Gemmology* and *Gems&Jewellery*

BRAND EXPOSURE

- **A table at the conference venue** to display promotional material, worth £250
- **Your logo will be displayed** in conference literature including the conference brochure, conference page of the Gem-A website, at the venue, on the holding slide in between presentations and on all Gem-A promotional materials related to the conference (distributed at international tradeshows)
- **The opportunity to place your promotional material** in the conference delegate packs*
- **Logo, description of business** and a direct link to your website from the official Gem-A Conference app
- **Acknowledgement as Gold Sponsor of the conference** by the CEO during opening and closing speeches

ADDITIONAL BENEFITS

- **Three places at the conference** (Saturday and Sunday), including the evening dinner on Saturday 2 November, worth £1,110
- **Corporate Membership** for one year, worth £295

SILVER SPONSOR

£3,000

You receive:

MEDIA COVERAGE

- **One full page advertisement** in *Gems&Jewellery* (2020 issue), worth £1,400
- **Social media coverage** across Gem-A Facebook, Instagram, WeChat, LinkedIn and Twitter.
- **Mentions as Silver Sponsor in Gem-A press releases** and in published reports of the conference in *The Journal of Gemmology* and *Gems&Jewellery* magazine

BRAND EXPOSURE

- **A table at the conference venue** to display promotional material, worth £250
- **Your logo will be displayed** in conference literature including the conference brochure, conference page of the Gem-A website, at the venue, on the holding slide in between presentations and on all Gem-A promotional materials related to the conference (distributed at international tradeshows)
- **The opportunity to place your promotional material** in the conference delegate packs*
- **Logo, description of business** and a direct link to your website from the official Gem-A Conference app
- **Acknowledgement as Silver Sponsor of the conference** by the CEO during opening and closing speeches

ADDITIONAL BENEFITS

- **Two places at the conference** (Saturday and Sunday) including the evening dinner on Saturday 2 November, worth £740
- **Corporate Membership** for one year, worth £295

BRONZE SPONSOR

£1,500

You receive:

MEDIA COVERAGE

- **One half page advertisement** in *Gems&Jewellery* (2020 issue), worth £1,400
- **Social media coverage** across Gem-A Facebook, Instagram, WeChat, LinkedIn and Twitter.
- **Mentions as a Bronze Sponsor in Gem-A press releases** and in published reports of the conference in *The Journal of Gemmology* and *Gems&Jewellery* magazine

BRAND EXPOSURE

- **Your logo will be displayed in conference literature** including the conference brochure, conference page of the Gem-A website, at the venue, on the holding slide in between presentations and on all Gem-A promotional materials related to the conference (distributed at international tradeshows)
- **The opportunity to place your promotional material** in the conference delegate packs*
- **Logo, description of business** and a direct link to your website from the official Gem-A Conference app
- **Acknowledgement as Bronze Sponsor of the conference** by the CEO during opening and closing speeches

ADDITIONAL BENEFITS

- **One place at the conference** (Saturday and Sunday) including the evening dinner on Saturday 2 November, worth £370

Exclusive sponsorship opportunity

DIAMOND SPONSOR OF THE GRADUATION CEREMONY

£8,000

The Gem-A Graduation Ceremony and Presentation of Awards, to be held this year at The Royal Institution of Great Britain, will draw together graduates from around the world to receive their Diplomas. We look forward to welcoming up to 400 guests and graduates to the Graduation Ceremony taking place in the evening of the 4 November 2019.

This is a prime opportunity to engage with the next generation of gemmologists and a direct way to introduce them to your brand.

You receive:

MEDIA COVERAGE

- **One full page advertisement** in *The Journal of Gemmology* and **four full page advertisements** in *Gems&Jewellery* (2020 issues), worth £7,000
- **Social media coverage** across Gem-A Facebook, Instagram, WeChat, LinkedIn and Twitter.
- **Mentions as Diamond Sponsor of the Graduation Ceremony** in Gem-A press releases and in published reports of the conference in *The Journal of Gemmology* and *Gems&Jewellery*

BRAND EXPOSURE

- **Your logo will be displayed** in the Graduation brochure, on the Gem-A website, Graduation booking site and at the venue on the holding slide in between presentations and on all Gem-A promotional materials related to the Gem-A Graduation.
- **Promotional material and giveaways:** option for sponsor to provide giveaways such as water, notebooks or promotional material on the night.
- **The opportunity to address the graduates during the Graduation Ceremony** – approx. 10 mins

ADDITIONAL BENEFITS

- **Corporate Membership** for 2020, worth £295

THE ROYAL INSTITUTION OF GREAT BRITAIN

A Grade I listed building in the heart of Mayfair, The Royal Institution of Great Britain was founded in March 1799 with the aim of introducing new technologies and teaching science to the general public. It is home to the world-famous Faraday lecture theatre where scientists, artists, authors and politicians have come to share their ideas for over 200 years and this year it is where Gem-A Graduates from around the world will receive their diplomas.

On the night, attendees will have access to The Library and Georgian Room; traditional book-lined rooms with graceful Georgian architecture and to the Faraday Museum situated on the ground floor.

The Royal Institution has a long history in science and has produced 14 Nobel Prize Winners, it is the perfect venue to celebrate our graduates' achievements during Gem-A's prestigious Graduation Ceremony and Presentation of Awards.



Royal Institution Lecture Theatre



2018 Graduates



Royal Institution Georgian Room



Royal Institution Library

GEM-A CONFERENCE 2019 SPONSORSHIP APPLICATION FORM

I/We would like to support the Gem-A Conference at the following level (please tick appropriate box):

Platinum Sponsor ☐ Gold Sponsor ☐ Silver Sponsor ☐ Bronze Sponsor ☐ Diamond Sponsor ☐

Name (as it should appear in publicity) _____

Address _____

Post Code _____

Telephone N° _____ Email address _____

Signature _____ Date ____/____/____

Payment information

Payments by bank transfer

(bank charges must be included)

Sort Code: 20-37-83

Account number: 90360929

IBAN:

GB51BUKB20378390360929

SWIFT: BUKBGB22

Payment by cheque (cheques

must be drawn on a British

Bank and be made payable in

British Pounds Sterling to The

Gemmological Association of

Great Britain).

For payments via Credit Card/

Debit Card (Visa or MasterCard

only), please call Gem-A on +44

(0) 2074043334 Please do not

communicate your card details to

us in writing.

Privacy statement: Gem-A is a data controller and will collect and process the data on this form to provide you with the service you requested. Gem-A shares your personal data with its subsidiaries and other third parties to fulfil its legal, public or contractual obligations. Gem-A retains your personal data for as long as is necessary for the relevant purpose. If you want to know more about how Gem-A will use your information please take a look at our privacy policy: www.gem-a.com/privacypolicy

Terms and Conditions: The information you supply will be used by the Chief Executive of Skills Funding to issue you with a Unique Learner Number (ULN) and create your Personal Learning Record. Further details of how your information is processed and shared can be found at www.learningrecordsservice.org.uk/privacy notice. As the ULN is required for the administration of services within the education and training sector (such as the issuing of certain qualifications) you cannot opt out of being issued with a ULN on the Learner Register. You can opt out of sharing your participation and achievement data through the Learning Records Service. Details of how you may opt out of sharing your participation and achievement data within the Learning Records Service can be found at www.learningrecordsservice.org.uk or by telephoning their help desk on 0845 602 2589.

Please send completed form to elaine@gem-a.com or post to: Gem-A, 21 Ely Place, London EC1N 6TD.

* Please note: Promotional materials should be no larger than A4 size (except where specified).

400 copies should be delivered to the Gem-A offices by Wednesday 23 October. Bulkier items may have to be distributed to delegates separately.

Gem-A reserves the right to turn down sponsorship offers if it feels that the business of the potential sponsor is in competition with Gem-A or is any way not in tune with the aims and ethos of Gem-A.

Creating gemmologists since 1908



Gem-A, 21 Ely Place, London, EC1N 6TD, UK. T: +44 (0)20 7404 3334 Registered charity no. 1109555.