



**AFRICA**  
CONFERENCE

**GESGB**



# EXHIBITION GUIDE

**#AFRICA2025**



## Africa Conference 2025 is going digital!

We're introducing a high-impact digital exhibition floor featuring sleek, touch-screen totems. These are designed to increase engagement with your audience, with options to enhance your stand, based on its location, ensuring maximum visibility and impact!

With these digital touch-screen totems, you'll be able to display dynamic and eye-catching visuals, in a sustainable way —all within a modern, visually striking design.

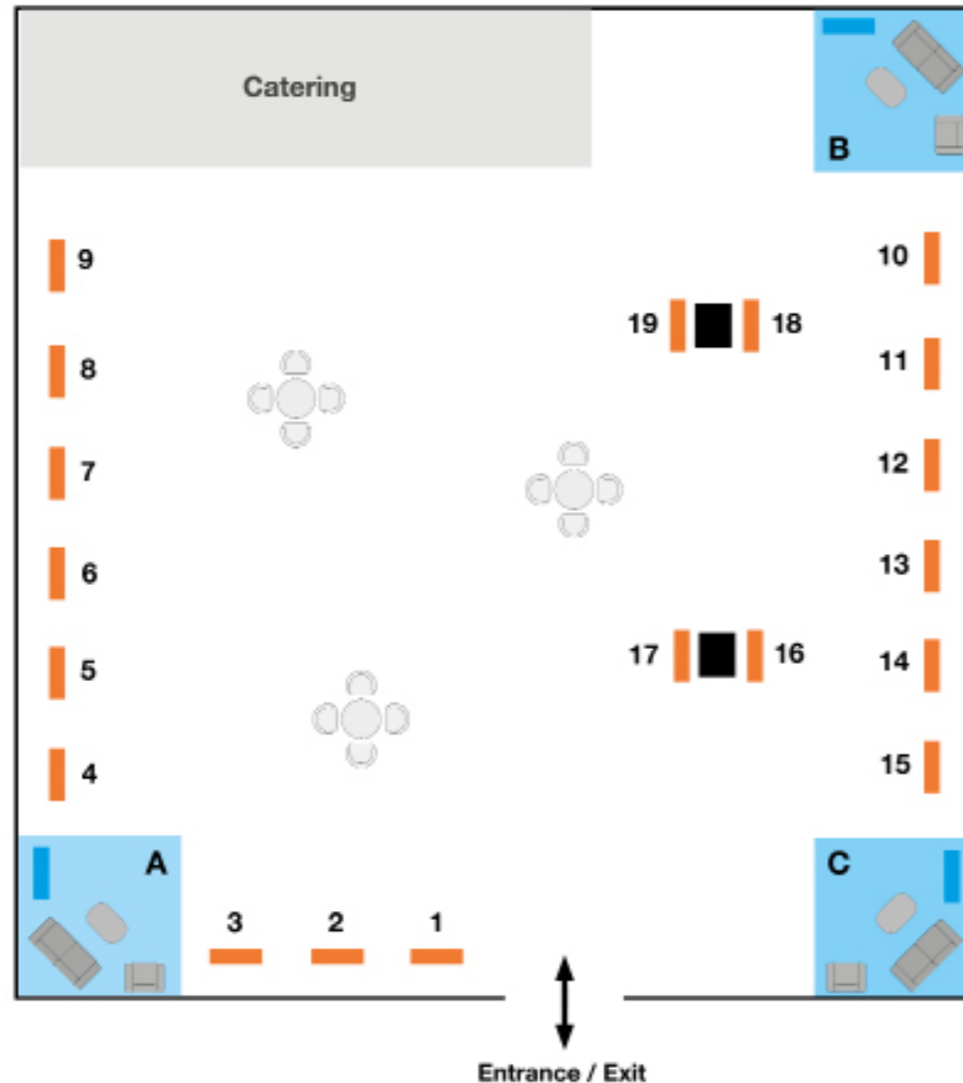
Your company will have the opportunity to design the graphics for both the digital screen and the vinyl branding that surrounds your stand. They'll be installed ready for your arrival - giving an easy, effective, and dynamic way to showcase your brand and key messages.

**CLICK HERE TO BOOK** your Exhibition Stand by completing the **ONLINE BOOKING FORM**

## EXHIBITION FLOORPLAN

### Osler & Long Room

**VIEW THE  
ACTIVE  
FLOORPLAN**



## YOUR DIGITAL EXHIBITION STAND:



### DIGITAL TOTEM

**£2,200 +VAT | Standard Stands 1-19**

**£3,800 +VAT | Premium Stands A, B & C**

- 1 x Digital Totem with 49" 4K touchscreen and built in media player.
- Digital & dynamic graphic display, designed and uploaded by exhibitor.
- Digital Totem dimensions: 185cm (H) x 67cm (W) x 45cm (D)
- 1 x High stool.
- **Stands 1-19:** 1 x Complimentary conference registration.
- **Stands A, B & C:** 2 x Complimentary conference registrations.
- **Stands A, B & C:** Includes furniture package: 1 x sofa, 1 x armchair and 1 x coffee table. *A space that feels welcoming and professional, while increasing your visibility—perfect for meetings, networking, or just hanging out.*

## CHOOSE YOUR ADDITIONAL UPGRADES:

Enhance your Digital Stand with our upgrade options below, designed to maximise your impact and offer a more dynamic and immersive experience for attendees.

You can add features such as customised branding, additional digital screens and interactive elements, depending on your chosen stand.

### BRAND YOUR STAND - £500 +VAT | All Stands

Brand your Digital Totem with an adhesive vinyl wrap.

- Create a unique and fresh look by designing a custom adhesive vinyl wrap for your totem.
- Printed & installed ready for your arrival.
- Branding template, upload instructions & deadline will be sent on completion of booking.

### ADD A SECOND DIGITAL TOTEM - £1,000 +VAT | Stands A, B & C

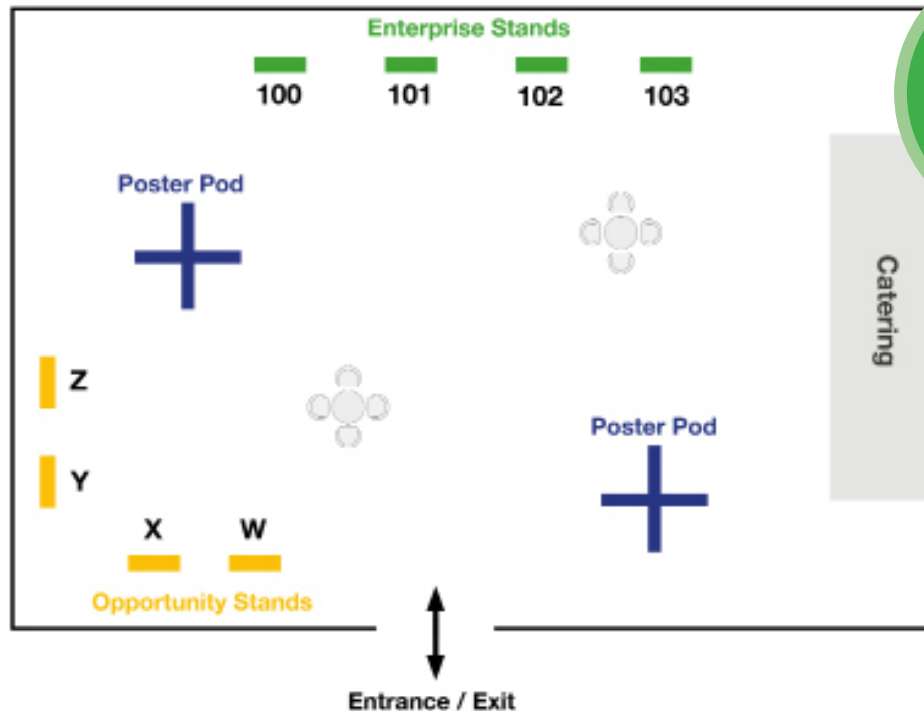
An additional digital display will provide extra visibility and allow you to showcase more content, engage a wider audience and increase your presence on the exhibition floor.





# ENTERPRISE & OPPORTUNITY ZONE FLOORPLAN

## Dorchester Library



### ENTERPRISE & OPPORTUNITY ZONE:

Please contact Natalie [natalie@ges-gb.org.uk](mailto:natalie@ges-gb.org.uk) to discuss your requirements and ensure your organisation qualifies before booking one of our Enterprise or Opportunity Stands.

#### ENTERPRISE STAND

**£500 +VAT | Stands 100-103**

The Enterprise Zone offers discounted stands exclusively for small businesses (<10 employees), organisations and universities.

- Opportunity for company to bring up to 2 x roller banners to display.
- 1 x High stool
- 1 x Complimentary registration

[CLICK HERE TO COMPLETE THE ONLINE BOOKING FORM](#)

#### OPPORTUNITY STAND

**£1,000 +VAT | Stands W-Z**

Whether you are unable to attend the Conference in person, or you are a small business with a modest budget - these digital stands can provide you with the opportunity to have a presence, without being present!

- 1 x Digital Totem with 49" 4K touchscreen and built in media player.
- Digital & dynamic graphic display, designed and uploaded by exhibitor.



**ADDITIONAL REGISTRATIONS** can be purchased at the GESGB / HGS Early Bird Member rate of £420 +VAT per ticket, when invoiced with your stand booking. Please add these to your online booking form.