

# NORWICH SCIENCE FESTIVAL

14-21 FEBRUARY 2026

Presented by:

the  
**forum**



Apply by  
19 September

## EXHIBITOR INFORMATION PACK





Image credit: Beth Moseley

# ABOUT THE FESTIVAL

**NORWICH SCIENCE FESTIVAL WILL TAKE PLACE FROM SATURDAY 14 FEBRUARY UNTIL SATURDAY 21 FEBRUARY 2026.**

Presented by The Forum, Norwich Science Festival is a city-wide celebration of science and technology which takes place every year during the February half term.

In 2026, Norwich Science Festival will celebrate its ten-year anniversary! Since the very first event in 2016, the Festival has become a much-loved feature of Norwich's calendar – with its vibrant programme of talks, workshops, shows, experiences and free hands-on science activities.

At the very heart of the Festival The Explorium at The Forum - a place for visitors of all ages to get stuck into science in a fun, hands-on and accessible way. For eight days the space is completely transformed as more than 100 exhibitors come together across the week to showcase science, share their work, and engage with visitors and families. The Explorium is completely free to enter for everyone, providing a fantastic and low-cost offering for families during the half term.

We welcome on average 8,000 visitors per day to The Explorium – so it's an incredibly busy but rewarding experience to exhibit with us at Norwich Science Festival! The Forum is an iconic landmark in the city, and our exhibitors at the Festival can enjoy the benefit of being situated within the city centre, in a high-traffic venue.

There are a wide variety of exhibitor opportunities at Norwich Science Festival – from bespoke outdoor exhibitor spaces that capitalise on local footfall, to indoor exhibitor floor space, or the chance to bring in large pieces of machinery and vehicles that help showcase your work.



# 2025 AT A GLANCE

**75,131**

**TOTAL VISITS TO THE FESTIVAL**

**230+**

**EVENTS**

**109**

**EXHIBITORS IN THE EXPLORIUM**

**60%**

**ATTENDED MORE THAN ONCE**

**55%**

**VISITED THE EXPLORIUM**

**21,000+**

**FESTIVAL FOLLOWERS AND  
SUBSCRIBERS**





# EXHIBIT AT THE EXPLORIUM

Exhibiting at Norwich Science Festival is a fantastic way to reach our remarkable and diverse audiences, showcase the work you are doing in your industry, raise brand awareness and share your expertise and passion.

Your involvement also helps the Festival to continue to provide free science events and activities for families during the half term – ensuring that science remains accessible during a time when the cost of living is rising.

In 2026, Norwich Science Festival will celebrate its 10th anniversary, so it's a great time to work with us as we approach such a significant milestone in the Festival's history!

## WHY TAKE PART?

- ★ Reach thousands of visitors per day, and several thousands of visitors over the course of the Festival week by exhibiting in The Explorium.
- ★ Communicate directly with our audiences, creating moments of surprise, joy and connection.
- ★ Share your expertise, passion or your work with an engaged, captured audience.
- ★ Support your CSR objectives by providing free activities, entertainment and learning opportunities for the people of Norwich and Norfolk – particularly families during the half term.
- ★ Build brand awareness and leverage the Festival as a platform to reach new audiences.
- ★ Foster a love of science and inspire the next generation to consider a career in STEAMM (science, technology, engineering, art, maths, medicine).
- ★ Showcase the breadth of career opportunities available at your organisation.

# EXHIBITOR FEES

Norwich Science Festival is presented by The Forum Trust, a self-financing, independent charity. We receive no regular public funding, and so to help support the delivery of this ambitious, much-loved Festival, we apply a charge for commercial and corporate organisations to exhibit in The Explorium. These fees also enable us to ensure that as much of the Festival is free or low-cost – in 2025, this was 75% of the total programme.

There is no charge for registered charities or community groups to exhibit at the Festival.

Exhibitor Space	Exhibitor Fee per day
Commercial - Small space	£350 +VAT
Commercial - Large space	£500 +VAT
Commercial - Outdoor	Starts at £500 +VAT

## WHAT IS INCLUDED IN THE FEE?

- ★ Dedicated advice and support from a member of the Norwich Science Festival team, to help you to plan and develop activities for your exhibitor space, including either in-person or online meetings in the run up to the event.
- ★ Inclusion on the Festival's website, which received 230,000+ website views and 37,700+ unique users between Nov 2024-Feb 2025. Your activity may also be featured on the Festival's social media channels and in wider marketing activities such as press, the e-newsletter and blogs. This is at the discretion of the Marketing Team.
- ★ Support from the Festival Events Team on the day of your booking, who can help with setting up of tables, screens and boards, and troubleshoot on the day.
- ★ A free, temporary set down slot on the day of your booking close to The Forum for ease of unloading.
- ★ Free access to electricity points and WiFi as required.
- ★ Access to free refreshments, including tea and coffee to fuel your day!
- ★ Free access to TV screens as required, subject to availability.





Image credit: Beth Moseley

# USEFUL INFORMATION

## BRING THE TEAM

The Explorium can be incredibly busy, with up to (and sometimes more than!) 8,000 visitors per day. For this reason, we recommend you have a minimum of three members of staff or volunteers as part of your exhibiting team, to allow everyone to take breaks. Enlist as much support as possible from your organisation!

## PREPARE PLENTY OF RESOURCES

You'll be engaging with hundreds of visitors and families at your exhibitor space. If your activity includes resources to take away, or something to make, be sure to prepare as many resources as possible. We would recommend that you prepare for between 500-1,000 visitors.

## AN INCLUSIVE EXPERIENCE

The first hour in The Explorium is a Quiet Hour. This time is pre-booked only, and is a dedicated time for visitors and families who prefer a quieter approach with fewer visitors and less noise.

Our audiences have a diverse range of needs and experiences, and we ask that our exhibitors ensure that activities are accessible to disabled, neurodiverse and SEND visitors.





## TIMING IS KEY

We ask that exhibitors are fully set up by 9am, in preparation for the Quiet Hour opening at 9.30am. The Explorium will open to all visitors from 10.30am.

The Explorium closes at 4pm every day, and we ask that after this time, you do not allow visitors to take part in your activities. It is often useful to establish that the last “orders” at your exhibitor space are 15 minutes before closing, and that new visitors do not join you after this point.

It is essential that exhibitors close their space on time to allow time for de-installation and any set up that the Festival team needs to prepare for the following day. You'll probably also be ready to put your feet up by then!

## KEY DATES

**WEDNESDAY 16 JULY**

Exhibitor applications for Explorium open

**FRIDAY 19 SEPTEMBER**

Deadline for applications by 5pm

**OCTOBER 2025**

Successful exhibitors contacted

**FRIDAY 12 DECEMBER**

Deadline for Exhibitors to supply marketing information for inclusion on the Festival website

**14-21 FEBRUARY**

Norwich Science Festival 2026 takes place!





Image credit: Beth Moseley

# YOUR WORLD, REIMAGINED

The theme for Norwich Science Festival 2026 is, **Your world, reimagined.**

What if we could press pause on the way things are, and imagine something new?

In 2026, Norwich Science Festival invites you to do just that: to step into a space where science meets creativity, and curiosity sparks new possibilities. This year, we're offering the chance to reimagine the world around you, and the things that matter most.

How might new technologies transform your health and well-being? What could climate action mean for the homes and communities we live in? And if you were starting anew, what kind of future would you design?

Next year's Festival will ask: what would you change if you had the tools of science, innovation, technology, creativity, bold thinking, and community at your fingertips?

When developing your activity for The Explorium, you may want to use this theme as a guide. How is your organisation, or your research, or your work, changing the future? Can you encourage visitors, families and young people to imagine something different to the way things are today?





# HOW TO APPLY

Applications to exhibit at Norwich Science Festival 2026 will open on **Wednesday 16 July**. To apply, please complete the application form on [this page of our website](#) by 5pm on Friday 19 September.

In your application, you will need to provide a description of the activity or activities you are proposing to bring with you. This might be a craft or creative activity, a science experiment, a game or challenge, a quiz, or an activity using technology, VR or AR. You will also be asked to select the days on which you would like to exhibit at the Festival - you can apply to exhibit for just one day or multiple days, but please do give us as much availability as possible.

Remember, The Explorium is a place to explore science in a hands-on, fun and engaging way and this is a unique opportunity to showcase your work! You may wish to use your exhibitor space to raise awareness of your organisation, but we ask that you do not directly sell to our visitors, and that your activity has a learning or educational element to it.

Due to high levels of interest, applying to exhibit in The Explorium does not guarantee that you will be offered a place at the 2026 Festival.

If you are successful, you may either be in The Forum's Atrium or be offered a space outside on Upper Millennium Plain or Theatre Plain.

If you'd like to discuss your application, gain support from the team when developing your ideas, or simply find out more about exhibiting at Norwich Science Festival, please contact Sam Joyce: 01603 727 971/[samantha.joyce@theforumnorwich.co.uk](mailto:samantha.joyce@theforumnorwich.co.uk)



# NORWICH SCIENCE FESTIVAL

14-21 FEBRUARY 2026



Presented by:  
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**forum**

To apply, visit:

[norwichsciencefestival.co.uk/get-involved/exhibit-at-nsf](https://norwichsciencefestival.co.uk/get-involved/exhibit-at-nsf)

If you have any questions regarding exhibiting at Norwich Science Festival, please contact Sam Joyce:



Direct Dial: 01603 727 971



[samantha.joyce@theforumnorwich.co.uk](mailto:samantha.joyce@theforumnorwich.co.uk)

