

NORWICH SCIENCE FESTIVAL

13-20 FEBRUARY 2027

Presented by:

the
forum

Exhibitor Information Pack

Photography by Beth Moseley

Apply by
7 September

About the Festival

Norwich Science Festival will take place from Saturday 13 February until Saturday 20 February 2027.

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.

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 is 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 Forum's Atrium 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.



NSF26

At a Glance



77,412

Visits to The Explorium

103 Exhibitors
in The Explorium

97% of visitors
enjoyed the Festival

58% of visitors
reported feeling
connected to other
people and to Norwich

93% of visitors felt
motivated by the
Festival



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.

The Explorium opens every day of the Festival. The first hour is a Quiet Hour, for pre-booked visitors only. After that, The Explorium is open to all visitors until 4pm.

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).

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 2026, this was 35% of the total programme.

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

Small Space
Approx 3m x 3m
£350 +VAT per day

Large Space
Approx 6m x 3m
£500 +VAT per day

Bespoke / Outdoor Space
Prices start at
£500 +VAT per day



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, under event listings for The Explorium. Your activity may also be featured on the Festival's social media channels and in wider marketing activities - such as press, e-newsletters, blogs and in event photography, 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.

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.

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 each day, in preparation for the Quiet Hour opening, for which times will be confirmed for closer to the Festival. Once Quiet Hour closes, the Explorium will open to all visitors for the rest of the day.

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!

Important Dates

Wednesday 10 June

Exhibitor application opens

Thursday 25 June

Prospective Exhibitor Teams Session

Tuesday 28 July

Prospective Exhibitor Teams Session

Friday 12 September

Deadline for applications by 5pm

October 2027

Successful exhibitors contacted

Wednesday 2 December

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

13-20 February

Norwich Science Festival 2027 takes place!



NSF27: Reconnect

Each year, the Festival team develops a central theme to explore through our programme of events and activities. You may wish to shape your Explorium activities around this theme - though this is not essential! Our theme for 2027 is Reconnect:

From going analogue to rewilding our gardens, we all seem to be seeking a reconnection with something – the hobbies of our teen years or the skills of our grandparents; the concentration levels of a pre-smart phone era or the joy of physical media; or more simply, a reconnection with our communities and with our selves.

At the heart of this year's Norwich Science Festival is an exploration of what it means to be human today. That's why our theme in 2027 is **Reconnect**. Can a person be rewilded, the way that a landscape can? Can vast technological change be balanced with slow living? Can where we've been shape where we're going?

Through the lens of science, we'll investigate the connections that shape our lives – from our brains and bodies to the natural world, technology and the universe beyond.

Perhaps you've always wanted to grow your own food or understand your own brain. Maybe you've always dreamed of identifying bird calls, or to understand the solar system. Or you might simply be looking for engaging and fun ways to spend time with loved ones. Whatever reconnection you're seeking, we'd love for you to join us in this joyful celebration of science and humanity.



Application Process

Applications to exhibit at Norwich Science Festival 2027 will open on **Wednesday 10 June**. To apply, please complete the application form on [this page of our website](#) by 5pm on Monday 7 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 2027 Festival.

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

Find out more

If you'd like to find out more about The Explorium, or the types of activities our visitors enjoy, then you can join the Festival team in a dedicated Teams session, on:-

- **Thursday 9 July 10.30am-11am.**
- **Tuesday 28 July 2pm-2.30pm**

To book onto a Teams session, or for any general exhibitor enquiries, please email samantha.joyce@theforumnorwich.co.uk.

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


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To apply, visit:

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**