



# Gem-A

THE GEMMOLOGICAL ASSOCIATION  
OF GREAT BRITAIN

## Gem-A Conference 2015

Saturday 21 and  
Sunday 22 November

Become a sponsor of the Gem-A Conference,  
incorporating the 18th International FEEG Symposium



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# SPONSORSHIP OPPORTUNITIES

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As hosts of an exciting gemmological conference in London each year, we bring together a range of globally-renowned speakers and international delegates who meet to discuss a variety of important issues within the gem and jewellery trade. We are a charitable organization and our conference is made possible by our generous sponsors who help us to keep delegate fees low and therefore accessible to all. This year the conference will also host the Federation for European Education in Gemmology's (FEEG) Symposium, meaning more international delegates than ever before.

We would love for you to be a sponsor of the 2015 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, Gem-A, 21 Ely Place, London EC1N 6TD.

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

I look forward to hearing from you soon.



Elaine Ruddle  
Marketing and Events Manager  
[elaine@gem-a.com](mailto:elaine@gem-a.com)



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# OVERVIEW

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## Key numbers

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- 12 international speakers
- 250 delegates from around the world

## Gem-A Social Media reach

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**Facebook** 3000+ followers



**Twitter** 2000+ followers



**LinkedIn**, LinkedIn Graduates Page

## Date

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21 – 22 November 2015

## Venue

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Royal Institute of British Architects  
(RIBA)

66 Portland Place  
London  
W1B 1AD

## Appear in our publications

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- *The Journal of Gemmology* (distribution 3,000 worldwide)
- *Gems&Jewellery*, in conjunction with *The Jeweller* magazine (distribution 5,000 worldwide, readership approximately 24,000)



Florence Hall, RIBA. Image courtesy of RIBA.

# THE ROYAL INSTITUTE OF BRITISH ARCHITECTS (RIBA)

The Royal Institute of British Architects (RIBA) building, located at 66 Portland Place, Marylebone, is the headquarters of RIBA. A light-flooded art deco venue, RIBA now boasts a number of event spaces for conferences, weddings and creative events, as well as three terraces with fantastic views of London.

The purpose-built 400-seat Jarvis auditorium will ensure maximum comfort for delegates, while the impressive Florence Hall will accommodate our sponsors and delegates during the breaks.

Following on from grand locations such as The Russell Hotel, Goldsmiths' Hall and The Business Design Centre, RIBA is the perfect venue for Gem-A's 2015 Conference and the 18th FEEG Symposium.



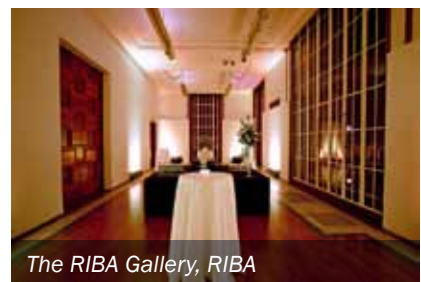
*The grand staircase, RIBA*



*The Jarvis auditorium, RIBA*



*The RIBA building*



*The RIBA Gallery, RIBA*



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# PLATINUM SPONSOR — £12,500

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(Maximum 1 major sponsor)

You receive:

## Media Coverage

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- **Two full page advertisements** (appearing over two issues) in *The Journal of Gemmology* and **seven full page advertisements** in *Gems&Jewellery* (one advert in each issue of 2016), worth £9,765
- **Social media coverage** through Gem-A Facebook, Twitter and LinkedIn pages
- **One exclusive press release** sent to major publications within the industry worldwide
- **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

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- **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 2015'** 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
- **Promotional material and giveaways:** option for sponsor to provide giveaways such as water, notebooks etc. in delegate packs

## Additional Benefits

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- **Six places at the conference** (Saturday and Sunday), including the evening dinner at the Royal Institute of British Architects on Saturday 21 November, worth £1,950
- **Corporate Membership** for one year, worth £300



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# GOLD SPONSOR — £5,000

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You receive:

## Media Coverage

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- **One full page advertisement** in *The Journal of Gemmology* and **two full page advertisements** (appearing over two issues in 2016) in *Gems&Jewellery*, worth £3,240
- **Social media coverage** through Gem-A Facebook, Twitter and LinkedIn pages
- **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

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- **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\*
- **Acknowledgement as Gold Sponsor of the conference** by the CEO during opening and closing speeches

## Additional Benefits

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- **Three places at the conference** (Saturday and Sunday), including the evening dinner at the Royal Institute of British Architects on Saturday 21 November, worth £975
- **Corporate Membership** for one year, worth £300



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# SILVER SPONSOR — £2,500

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You receive:

## Media Coverage

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- **One full page advertisement** in *Gems&Jewellery* (2016 issue), worth £1,095
- **Social media coverage** through Gem-A Facebook, Twitter and LinkedIn pages
- **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

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- **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\*
- **Acknowledgement as Silver Sponsor of the conference** by the CEO during opening and closing speeches

## Additional Benefits

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- **Two places at the conference** (Saturday and Sunday) including the evening dinner at the Royal Institute of British Architects on Saturday 21 November, worth £650
- **Corporate Membership** for one year, worth £300



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# BRONZE SPONSOR — £1,000

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You receive:

## Media Coverage

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- **One half page advertisement** in *Gems&Jewellery* (2016 issue), worth £690
- **Social media coverage** through Gem-A Facebook, Twitter and LinkedIn pages
- **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

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- **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\*
- **Acknowledgement as Bronze Sponsor of the conference** by the CEO during opening and closing speeches

## Additional Benefits

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- **One place at the conference** (Saturday and Sunday) including the evening dinner at the Royal Institute of British Architects on Saturday 21 November, worth £325





Exclusive sponsorship opportunity

NEW  
FOR  
2015

# DIAMOND SPONSOR OF THE GRADUATION CEREMONY — £8,000

The Gem-A Graduation Ceremony and Presentation of Awards, to be held this year at The Mermaid Conference & Events Centre, will draw graduates together from around the world to receive their Diplomas. Alongside our own graduation we are also pleased to welcome 11 gemmological organizations from 8 European countries who will receive a European Certificate in Gemmology, awarded by the Federation for European Education in Gemmology (FEEG).

The addition of FEEG and our own ever-growing tally of graduates mean that this year's graduation ceremony is going to be expanding into a new venue in London. 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* (2016 issues), worth £5,430
- **Social media coverage** through Gem-A Facebook, Twitter and LinkedIn pages
- **One exclusives press release** sent to major publications within the industry worldwide
- **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 appear on all conference literature in relation to the graduation** including the conference brochure, graduation booking form and on the Gem-A website
- **Your logo will be featured** on plasma screens at the venue and projected onto the walls of the auditorium
- **Promotional material and giveaways:** option for sponsor to provide giveaways such as water, notebooks or promotional material in graduate bags
- **The opportunity to address the graduates during the Graduation Ceremony** – approx. 10mins

## Additional Benefits

- **Corporate Membership** for 2016, worth £300



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# THE MERMAID CONFERENCE & EVENTS CENTRE

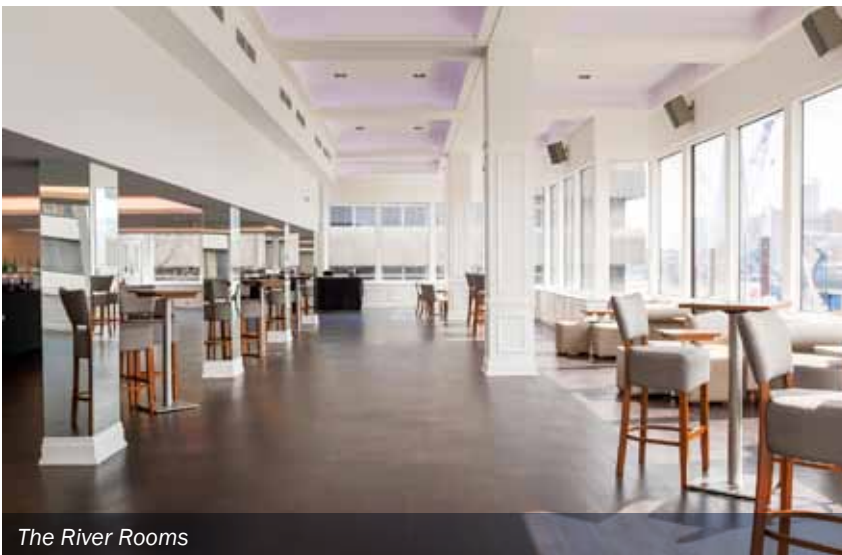
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Originally set up as a theatre, The Mermaid was initially housed in an old school in London which had been converted into a Jacobean playhouse in 1948. In 1952 the Corporation of London offered the Mermaid Trustees the lease of a blitzed warehouse in Blackfriars – the current home of the centre. The Mermaid ran as a theatre from 1952–2011, and from 2011–2012 was refurbished and upgraded into the magnificent building overlooking the Thames that we see today.

Featuring a 600-seat auditorium and stunning views of the Tate Modern and The Shard, The Mermaid is the perfect venue to celebrate our graduates' achievements during Gem-A's prestigious Graduation Ceremony and Presentation of Awards.



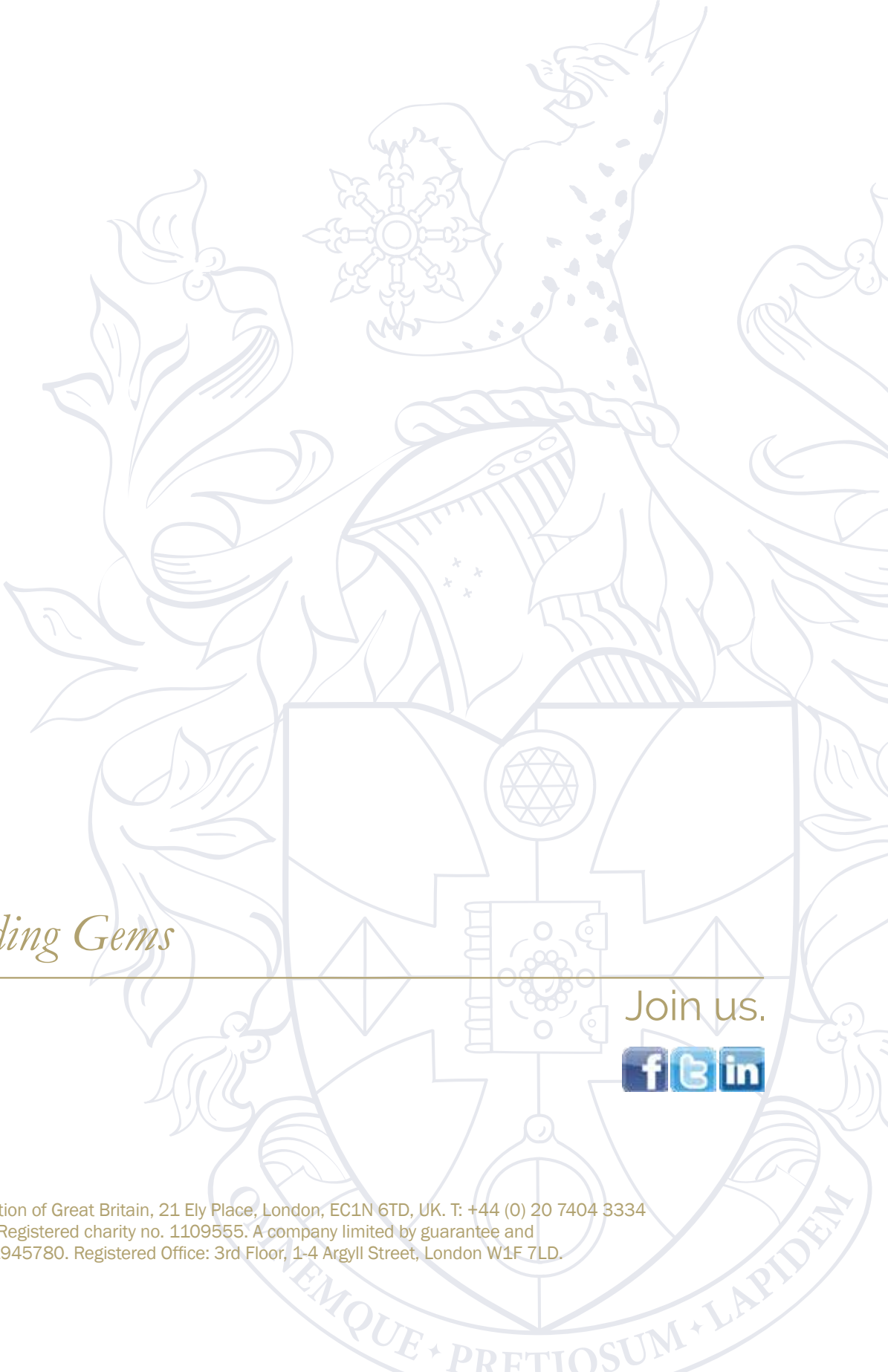
*The Mermaid Theatre auditorium*



*The River Rooms*







# *Understanding Gems*

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Join us.



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F: +44 (0) 20 7404 8843. Registered charity no. 1109555. A company limited by guarantee and registered in England No. 1945780. Registered Office: 3rd Floor, 1-4 Argyll Street, London W1F 7LD.