



2026 Show Guide



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THE BIG CATCH-UP

Welcome to the 34th Museums + Heritage Show.

We're so glad you're here for this year's Big Catch-Up. Over these two days, you'll find inspiring talks, hands-on demonstrations, cutting-edge products and plenty of opportunities to connect with the people who make this sector so special.

Whether you're on a mission to learn something new, reconnect with familiar faces, or simply soak up the energy of being together - we hope you enjoy every moment of it.

Here's to a great Show!

@MuseumsAndHeritage
 museums-heritage-show

Museums + Heritage Show is organised by M and H Media Ltd

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Scan to check for the latest programme updates at show.museumsandheritage.com



A huge thank you to our sponsors



What's On?

From thought-provoking talks to cutting-edge suppliers, the Museums + Heritage Show brings together everything the sector needs in one place. Explore the exhibition floor, hear from inspiring speakers, and forge the connections that will drive your organisation forward. This is where ideas meet opportunity — and where the sector comes together.

Talks

This year's programme offers a packed schedule of inspiration and practical insight. Join sector leaders and practitioners as they share ideas, explore innovation, and discuss real-world solutions to the challenges facing museums and heritage organisations today. All sessions will be recorded and shared after the event, so you won't miss a thing!

Check out the full programme **on pages 14 to 32**

Scan to check for the latest programme updates



Please refer to the programme pages (14 to 32) to see which sessions are being interpreted and, for BSL support in other areas of the event, please head to Remark!'s exhibition stand, A6.



National Science and Media Museum
Wednesday 3.15pm Talk: Designing wonder: Creating digital interactive experience YOU:MATTER

Networking

Head over to the Ambience Networking Lounge, hosted by Stephen Spencer + Associates, for a relaxed space where great conversations happen. With a line-up of informal sessions led by sector partners, it's the perfect place to share ideas, get support, and grow your network – one chat at a time.

Check out the networking schedule on **page 7**

Sector Support Zone

Located on stands A8 to A15, the Sector Support Zone is your must-do for advice, guidance and friendly faces. It brings together many of the sector's key organisations and networks – all ready to share their expertise and help you find the support you need.

See who's doing what, when: **page 5**

Sensory Zone

The hustle and bustle of the Show can be a little intense so if you need to take a short break, head to our new Sensory Zone, located at the back of the Show, and enjoy up to 20 minutes in one of Nook's sensory pods.

Exhibitor Demos

Our exhibitors know their stuff! Tap into a wealth of knowledge in these short on-stand sessions which pack a punch!

View the programme on **pages 14 to 32**

Discover the Next Big Thing

From cutting-edge tech and interactive displays to must-have products and game-changing services, the Show is where fresh ideas meet practical solutions. Explore the exhibition to meet the people behind the products, get hands-on with new tools, and walk away with real insights to take back to your team. It's not just about keeping up – it's about staying ahead.

View the exhibitor list on **page 38**



Sector Support Zone

Located on stands A8 to A15, the Sector Support Zone brings together many of the sector's key organisations and networks who are on hand to offer advice, guidance and support. Further information about the talks and networking can be viewed on the programme pages of this guide.

AIM – Association of Independent Museums

Exhibiting Thursday Only: Stand A11
Talk: Thursday 15:45-16:25, Theatre 1

Art Fund

Exhibiting Both Days: Stand B8
Talk: Thursday 10:00-10:30, Theatre 4

Arts Marketing Association

Exhibiting Wednesday Only: Stand A12
Networking: Wednesday 14:00-14:45

Association for Cultural Enterprises

Exhibiting Both Days: Stand A9
Networking: Thursday 12:00-12:45
Talks: chairing Theatre 1 on Thursday

Association for Heritage Interpretation

Exhibiting Thursday Only: Stand A12
Networking: Thursday 11:00-11:45

Audience Agency

Exhibiting Wednesday Only: Stand A13

Collections Trust

Exhibiting Thursday Only: Stand A10

DACS

Exhibiting Both Days: Stand B6

GEM – Group for Education in Museums

Exhibiting Both Days: Stand A8
Networking: Wednesday 11:00-11:45
Talks: chairing Theatre 3 on Thursday

Heritage Alliance

Exhibiting Wednesday Only: Stand A11
Networking: Wednesday 15:00-15:45

Heritage Open Days

Exhibiting Both Days: Stand V1

Heritage Volunteering Group

Exhibiting Wednesday Only: Stand A15

ICOM UK

Exhibiting Thursday Only: Stand A15

ICON

Exhibiting Wednesday Only: Stand A10
Networking: Wednesday 13:00-13:45

Kids in Museums

Exhibiting Thursday Only: Stand A13
Talk: Thursday 13:15-13:55, Theatre 3

Museums Association

Exhibiting Both Days: Stand V5

Museum Detox

Networking: Thursday 13:00-13:45

Queer Heritage & Collections Network

Networking: Wednesday 12:00-12:45

TEG – The Exhibitions Group

Exhibiting Thursday Only: Stand A14
Networking: Thursday 11:00-11:45

The National Archives

Exhibiting Wednesday Only: Stand A14
Talk: Wednesday 14:45-15:25, Theatre 1

Ambience Networking Lounge

Swing by the Ambience Networking Lounge, kindly hosted by Stephen Spencer + Associates, to meet like-minded people and explore new opportunities. Facilitated by our sector partners, these relaxed networking sessions are all about sparking conversation, building connections, and sharing ideas. Check out the schedule opposite and head to the programme pages 14 to 32 for more info.

1:1 Advice Clinics

The Ambience Networking Lounge also hosts 1:1 Advice Clinics by Stephen Spencer + Associates, offering 15-minute consultations with experts in experience design, commercial sustainability, and communication. Walk away with a tailored action plan to elevate your goals and enhance the Visitor Experience. Drop in and book a session on one of the topics below:

- How does empathising with our audiences to understand their context and motivations lead to a deeper impact?
- How can we offer the right services in our spaces + places to maximise the experience and revenue?
- How can we communicate a clear message, brand, and content through improving the quality of our storytelling?

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Networking Schedule

Wednesday

See pages 14–15 for further information

11:00–11:45 Connecting and learning together

Join GEM to network with colleagues working in learning and engagement.

12:00–12:45 A sector for everyone

Join Queer Heritage and Collections Network for a welcoming session, especially for those from LGBTQ+ communities and/or working with LGBTQ+ heritage.

13:00–13:45 The conservator's perspective: Caring for collections today

Hosted by ICON, this networking session is for conservation professionals across museums, galleries, archives and heritage collections.

14:00–14:45 Marketing, communications and audiences

This informal networking session, hosted by AMA, is for anyone with an interest in marcomms and audience development.

15:00–15:45 Speed networking: Heritage connections

Join Heritage Alliance for short three-minute conversations on engaging themes—from AI & heritage to traditional skills, and tourism.

Thursday

See pages 24–25 for further information

11:00–11:45 Creating engaging exhibitions

A networking session for everyone involved in creating exhibitions, from interpretation to design and curation, hosted by TEG and AHI.

12:00–12:45 Boosting growth: Trading & commerce

For professionals driving commercial and trading activities in the cultural sector. Hosted by AfCE

13:00–13:45 Radical Connections

A networking session hosted by Museum Detox where you get to meet members, hear about the work of Museum Detox and learn about opportunities to support the collective.

Where Preservation Meets Precision

Stands L2, N2 & M3



Genus is a family-owned business with over 50 years of expertise in the digitisation of heritage materials and the creation of bespoke archive management solutions. We take pride in our capability to handle your collections through the entire digitisation process so that you can make the best of your precious archive however fits you best; from consultations with our experts to discuss how we can help you achieve your ideal outcome, through capture and editing, to accessibility and archival storage. We are proudly ISO 9001:2015 and ISO 27001:2022 certified with a continuing commitment to excellence.

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H9



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See Surface ID in action—a live demo is available at the show.



Wednesday morning sessions

Strategy	09:45–10:25 Redesigning V&A volunteering: foundations for the future p.16	10:45–11:25 Museum Accreditation: how do you define a well-run museum? p.17	11:45–12:25 Object DNA: How physical authentication is ending the era of the unverifiable artefact p.18
Theatre 1 Chaired by Anra Kennedy, Audience Agency			
Projects		10:00–10:40 Greater than the sum of our parts: Collective approaches to sustainability p.16	11:00–11:40 From store to store: Reviewing archaeology storage at the Museum of Gloucester p.17
Theatre 2 Chaired by Jamie McCall, PLB			
Digital		10:15–10:55 Doom scrolling, fake news and AI slop: is authenticity the key to successful social media? p.16	11:15–11:55 Wellcome Collection, new collections landing page and thematic browse p.18
Theatre 3 Chaired by Linda Spurdle, Digital Strategist			
Business Matters	10:00–10:30 From boxes to data engines: Monetising archives ethically. How technology turns collections into sustainable, active assets p.16	10:45–11:15 Widening access for D/deaf visitors in museums and heritage sites p.17	11:30–12:00 From memory to merchandise: designing collectible museum moments p.18
Theatre 4 Chaired by Paul Marden			
Networking			11:00–11:45 Connecting and learning together p.17
Ambience Lounge			
Exhibitor Demos		10:30–10:50 Stand S4 Beyond the usual suspects: choosing channels that actually deliver p.16	11:30–11:50 Stand K4 The perfect blend: Human led digital assisted experiences p.18

Attending a session?

Pick up a Vox earpiece from the front desk.

BSL Interpretation by Remark!



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RELIX™



Wednesday afternoon sessions

12:45–13:25 Supporting innovation in heritage workforce p.19	13:45–14:25 Predicting the unpredictable: Visitor trends, sentiment and the need for joy p.21	14:45–15:25 Support and funding for museums and heritage organisations' archives p.22	15:45–16:25 Class inequality in museums p.25	
				
12:00–12:40 Decolonisation in practice: Protecting the long term legacy of reinterpretation work p.18	13:00–13:40 Voices of resistance: Slavery and post in the Caribbean p.20	14:00–14:40 Funding the future: Making museums net zero p.21	15:00–15:40 Big impact, small budget, delivering the Melsonby Hoard exhibition p.22	16:00–16:40 "One cannot have too large a party": planning and delivering the 250th birthday for one of the world's most famous authors p.23
12:15–12:55 Reimagining the digital gallery experience p.19	13:15–13:55 Bloomberg Connects: Empowering cultural partners p.20	14:15–14:55 How can AI help audiences connect with the remote past? p.21	15:15–15:55 Designing wonder: Creating digital interactive experience YOU:MATTER p.22	16:15–16:55 It's not you, it's me: How to date your data and fall in love with your visitors (again) p.23
				
12:15–12:45 More than personas: How synthetic audiences will transform museum & heritage marketing p.19	13:00–13:30 Beyond translation: How multilingual guiding can widen access, improve tours and grow income p.20	13:45–14:15 Monitoring is caring p.20	14:30–15:00 You do what? Oh – actually, that's interesting p.22	15:15–15:45 Making the Museum of the Viking Age p.22
				16:00–16:30 Digital workflow in artefact installation p.23
12:00–12:45 A sector for everyone p.18	13:00–13:45 The conservator's perspective: Caring for collections today p.20	14:00–14:45 Marketing, communications and audiences p.21	15:00–15:45 Speed networking: Heritage connections p.22	
12:30–12:50 Stand R11 Making collections management an institution-wide mission, and the tools to achieve it p.19	13:30–13:50 Stand D2 AI Queen Eleanor: A New Way to Engage with History p.20	14:30–14:50 Stand H8 Behind the seams: Costume & textile storage uncovered p.21	15:30–15:50 Stand W18a Bringing exhibitions to life through scent with AirParfum p.23	16:30–16:50 Stand A4 Don't just scan it - prove it: The power of imaging standards p.23

Theatre 1

Wednesday 09:45–10:25

Stephen Hill, Head of Volunteering AND Francesca Goff, Volunteering Advisor, V&A

Redesigning V&A volunteering: foundations for the future

The V&A is embarking on a revitalisation of how and why we involve volunteers. This session explores how we approached redesigning our volunteering model as we opened three new sites, while continuing to support, celebrate and learn from existing volunteers at V&A South Kensington. Attendees will reflect on how strengthening the foundations of a volunteer programme can power its future growth.

Widening access for D/deaf visitors in museums and heritage sites

Remark! a Deaf-led organisation, will share insights on improving the visitor experience for d/Deaf people in museums and heritage sites, highlighting the importance of Deaf Awareness and British Sign Language (BSL) in public spaces, with an introduction to basic BSL.

Theatre 4

Wednesday 10:45–11:15

Robert Morgan, Head of Service, Remark!

Theatre 4

Wednesday 10:00–10:30

Andrew Austin, Head of Digitisation, Genus

From boxes to data engines: Monetising archives ethically. How technology turns collections into sustainable, active assets

Innovative technologies open new avenues for archives to generate income from historic collections. Learn how to monetise unstructured content — handwritten volumes, objects and photographs — through media licensing, subscriptions, print fulfilment and merchandising, unlocking hidden value and turning archivists into gatekeepers.



Theatre 2

Wednesday 10:00–10:40

Tiva Montalbano, Exhibition Road Cultural Group, Jon Ray, Oxford University Gardens, Libraries & Museums, Simon Curtis, Gmast and Elise Foster Vander Elst, the Design Museum

Greater than the sum of our parts: Collective approaches to sustainability

Museums and Cultural institutions have a big responsibility tackle the Climate & Biodiversity crisis - not least, to set an example for our audiences... But sometimes keeping the roof on and the doors open is just about all we can manage. Here's an innovative approach that might help.

Theatre 3

Wednesday 10:15–10:55

Florence Symington, Director of Brand and Audience Royal Amouries, Connor Murphy, Head of Cummications and Marketing, Manchester Museum, Ultan Moran, Digital Marketing and Heritage Officer, Glasnevin Cemetary

Doom scrolling, fake news and AI slop: is authenticity the key to successful social media?

As social media becomes engulfed by fakery, how can museums cut through noise and connect with their audiences? This panel brings together museum social media experts to discuss how museum content can thrive.

Museum Accreditation: how do you define a well-run museum?

Arts Council England discuss their redesign of the UK wide Museum Accreditation Scheme and how alongside their UK partners they're using this opportunity to re-consider what it means to be a well-run museum with the right core elements in place for a sustainable, thriving future.

Theatre 1

Wednesday 10:45–11:25

Sarah Hartshorne, Senior Manager, Museums and Cultural Property, Arts Council England

Stand S4

Wednesday 10:30–10:50

Hosted by Altair Media on [Stand S4](#)

Beyond the usual suspects: choosing channels that actually deliver

Too many campaigns rely on the same default channels. In this session, we'll challenge the status quo by exploring alternative routes to reach audiences more effectively and match channels to real visitor behaviour.

From store to store: Reviewing archaeology storage at the Museum of Gloucester

Amid the archaeological archive crisis and with our own stores full, the Museum of Gloucester partnered with Cotswold Archaeology on this NLHF project—putting collections management at the heart of public engagement. Through the Discovery Centre, a former pharmacy, volunteers reviewed collections and engaged local residents.

Theatre 2

Wednesday 11:00–11:40

Elizabeth Johansson-Hartley, Collections Officer, Museum of Gloucester

Connecting and learning together

Join us to network with colleagues across museums and heritage who work in learning and engagement, providing enriching educational experiences for all ages. Share opportunities and challenges educators face and find out about the support that GEM can offer you and your organisation.

Ambience Networking Lounge

Wednesday 11:00–11:45

Hosted by GEM, the Group for Education in Museums

Theatre 3

Wednesday 11:15–11:55

Jonathan Cates, Head of Digital Experience and Insights, Wellcome Collection

Wellcome Collection, new collections landing page and thematic browse

Discover Wellcome Collection's approach to exploring the opportunities for applying new and emerging 'AI' technologies to its diverse collection.

More than personas: How synthetic audiences will transform museum & heritage marketing

Traditional audience personas are no longer enough. Synthetic audiences enable marketing and data teams to model, test and optimise campaigns using privacy-safe simulations before any budget is spent. This session shows how museums and heritage organisations of all sizes can use audience data to improve targeting, stress test marketing plans and critique creative at pace.

Theatre 4

Wednesday 12:15–12:45

Lyndsey Best, Co-Founder, David Harvey, Co-Founder, Altair Media

Stand K4

Wednesday 11:30–11:50

Hosted by ATS Heritage on [Stand K4](#)

The perfect blend: Human led digital assisted experiences

The best digital feels deeply human. Discover how human and digital elements can, and should, work together in a blended approach to deliver richer storytelling and a more connected experience for your visitors.

Reimagining the digital gallery experience

Discover how the National Gallery has reimagined its digital visitor experience—expanding content creation, integrating large-scale digital infrastructure, and transforming its entrance into a dynamic, welcoming space that orients, inspires, and connects visitors from the moment they arrive.

Theatre 3

Wednesday 12:15–12:55

Lawrence Chiles, Head of Digital, National Gallery and Matt Wade, Designer, Academic Author and Founder, the Office of Future Interactions

Theatre 4

Wednesday 11:30–12:00

Lucy Hay, Founder and Head Artist, Art on Scarves

From memory to merchandise, designing collectible museum moments

This talk explores how collectible giftware allows visitors to take their experience home and deepen their connection to the institution. By partnering with artisan creators, museums can move beyond mass-produced merchandise to create meaningful retail that drives loyalty, repeat visits and sustainable revenue.

Theatre 1

Wednesday 11:45–12:25

Martynas Kasiulis, Growth Officer, Relik

Object DNA: How physical authentication is ending the era of the unverifiable artefact

Every museum holds objects whose authenticity depends on paperwork, memory, or trust. Relik's Surface ID™ technology creates a permanent physical fingerprint from the object itself - no chips, no QR codes. In 40 minutes, learn how authentication is transforming.



Theatre 2

Wednesday 12:00–12:40

Madylene Beardmore, Head of Collections, Powell-Cotton Museum

Decolonisation in practice: Protecting the long term legacy of reinterpretation work

After the completion of funded reinterpretation programmes, how do you keep the momentum going to carry on the work? This session will explore the second phase of reinterpretation across the museum and taking the lessons learnt to create a 'business as usual' approach to reinterpretation work around the decolonisation process.

Making collections management an institution-wide mission, and the tools to achieve it

Join us for a 15min lightning talk on the ways your entire workforce can contribute to documentation efforts. And how the right tools keep your collections data accurate, connected, and delivering value back to the whole organisation.

Stand R11

Wednesday 12:30–12:50

Hosted by Axiell on [Stand R11](#)

Ambience Networking Lounge

Wednesday 12:00–12:45

Hosted by the Queer Heritage and Collections Network

A sector for everyone

Join us for a welcoming and inclusive networking session designed for anyone working in the cultural sector, especially those from LGBTQ+ communities and/or working with LGBTQ+ heritage. This is a safe space to connect, share experiences, and support one another in navigating the sector. Whether you're seeking advice, new connections, or just a sense of community, you're warmly invited to be part of the conversation.

Supporting innovation in heritage workforce

A discussion with grantees from the Heritage Innovation where we will reflect on the programme and what it means to support innovation in heritage organisations.

Theatre 1

Wednesday 12:45–13:25

George Stanley-Jones, NLHF, Jenna Marrison, AIM, Emma Dakin, Butterfly Conservation and Anna Dinnen, Young Foundation

<p>Theatre 4</p> <p>Wednesday 13:00–13:30</p> <p>John Boulding, Senior Industry Advisor and Global Brand Ambassador, Vox Group</p>	<p>Beyond translation: How multilingual guiding can widen access, improve tours and grow income</p> <p>Beyond translation, multilingual guiding can help museums widen access, improve visitor satisfaction, support guides and create stronger commercial returns. This session explores how new approaches to live guided interpretation can serve more audiences while making guided tours more viable and effective.</p>	<p>Predicting the unpredictable: Visitor trends, sentiment and the need for joy</p> <p>Latest ALVA data on consumer sentiment, programming that's working, and providing joyful escapes.</p>	<p>Theatre 1</p> <p>Wednesday 13:45–14:25</p> <p>Bernard Donoghue OBE, CEO, Association of Leading Visitor Attractions</p>
<p>Theatre 2</p> <p>Wednesday 13:00–13:40</p> <p>Joanna Espin, Senior Curator, Georgina Tomlinson, Curator (content), Bethany Smith, Family Programmes Producer, Sharondeep Jawanda, Community Programmes Producer, The Postal Museum</p>	<p>Voices of resistance: Slavery and post in the Caribbean</p> <p>From 2019 to 2025, The Postal Museum worked collaboratively with African Caribbean community partners and academics to co-produce the temporary exhibition Voices of Resistance: Slavery and Post in the Caribbean. The team behind the project proposes a panel to highlight the display's content and participatory approach.</p>	<p>Funding the future: Making museums net zero</p> <p>Museums, galleries, and theatres urgently need to cut carbon emissions & energy costs, but funding is a major barrier. Figurative is researching retrofit economics and developing a Decarbonisation of Cultural Assets Fund. Fran and Sarah share insights to help the sector reach net zero.</p>	<p>Theatre 2</p> <p>Wednesday 14:00–14:40</p> <p>Fran Sanderson, CEO, Figurative, Sarah Newman, Head, Russell-Cotes Art Gallery and Museum and Andrew Wylie, Partner, Buro Happold</p>
<p>Ambience Networking Lounge</p> <p>Wednesday 13:00–13:45</p> <p>Hosted by ICON</p>	<p>The conservator's perspective: Caring for collections today</p> <p>Conservators play a vital role in safeguarding collections for future generations. This networking session is for conservation professionals across museums, galleries, archives and heritage collections. Join colleagues to discuss challenges in collections care — from preventative conservation and environmental management to balancing treatment needs with limited resources — and share ideas with like-minded peers.</p>	<p>Marketing, communications and audiences</p> <p>Marketing and communications play a crucial role in engaging with new audiences, maintaining relationships with loyal visitors, and building organisation profile and awareness. This informal networking session is for anyone responsible for, or with an interest in, marketing, communications, and audience development.</p>	<p>Ambience Networking Lounge</p> <p>Wednesday 14:00–14:45</p> <p>Hosted by the Arts Marketing Association</p>
<p>Theatre 3</p> <p>Wednesday 13:15–13:55</p> <p>Kripa Gurung, Corporate Philanthropy Arts EMEA, Bloomberg and guest speakers</p>	<p>Bloomberg Connects: Empowering cultural partners</p> <p>Bloomberg Connects benefits our partners – over 1250 museums, galleries, gardens, and cultural spaces, with more joining every month – by providing a pre-built, easy-to-use app interface that can be customised to their content and mission. At the same time, the app brings thousands of works of art, hundreds of videos, and countless stories of creativity and community.</p>	<p>How can AI help audiences connect with the remote past?</p> <p>This talk explores Leeds Castle's creation of an AI avatar of Queen Eleanor of Castile for "Pilgrimage of Love," sharing the curatorial, operational and technical process behind it and the challenges of AI-driven heritage interpretation.</p>	<p>Theatre 3</p> <p>Wednesday 14:15–14:55</p> <p>Dr Dominique Bouchard, Heritage and Engagement Director, Sue Prichard, Senior Research Curator, Leeds Castle and Jason Wilson, Art Director, 1956 Individuals</p>
<p>Stand D2</p> <p>Wednesday 13:30–13:50</p> <p>Hosted by 1956 Individuals on Stand D2</p>	<p>AI Queen Eleanor: A New Way to Engage with History</p> <p>What if history could talk back? This behind-the-scenes session reveals how we brought 13th-century Queen Eleanor into the 21st century. Our creative team combined the storytelling of one of England's most remarkable queens with ethically governed AI to create something entirely new: information you can talk to. Powered by 1956 Individuals, this experience blends art, narrative and technology.</p>	<p>Behind the seams: Costume & textile storage uncovered</p> <p>Explore practical and creative methods used to store textiles safely. What are the dos and don'ts? Should you hang? Box? Or run for a cover? Hosted by Jenny Mathiasson of Kuriosa Conservation, join us to unravel the secrets of textile care, one thread at a time.</p>	<p>Stand H8</p> <p>Wednesday 14:30–14:50</p> <p>Hosted by Preservation Equipment on Stand H8</p>
<p>Theatre 4</p> <p>Wednesday 13:45–14:15</p> <p>Geert Bauwens, Managing Director, CHARP</p>	<p>Monitoring is caring</p> <p>Environmental monitoring is vital to preventive conservation but still relies on manual, fragmented workflows. As sustainability pressures grow, data must be interpreted into meaningful insights. This talk shows how expert collection care teams can turn monitoring into clearer decisions and real impact.</p>		

<p>Theatre 4</p> <p>Wednesday 14:30–15:00</p> <p>Patrick Gray, Chief Sales Officer, Expian Ltd</p>	<p>You do what? Oh – actually, that’s interesting</p> <p>Sometimes its not about doing what everyone else is doing, it's about doing what no-one else is doing. How stepping outside of your peer group can help unlock revenues and operational efficiency.</p>	<p>Bringing exhibitions to life through scent with AirParfum</p> <p>Join us for a live demo of AirParfum and discover how scent can enhance storytelling and deepen emotional engagement. Dry diffusion technology that delivers scent without contamination, ensuring strict conservation standards. From Museo del Prado to Christie's London, discover how scent could enhance your next exhibition.</p>	<p>Stand W18a</p> <p>Wednesday 15:30–15:50</p> <p>Hosted by ScentXP on Stand W18a</p>
<p>Theatre 1</p> <p>Wednesday 14:45–15:25</p> <p>Philippa Turner, Sector Development Manager, London and Business Archives and André Santos, Digitisation Production Manager, the National Archives</p>	<p>Support and funding for museums and heritage organisations’ archives</p> <p>This talk will highlight The National Archives’ free advice and guidance to museums and heritage organisations about looking after archive collections and engaging audiences with them. Our digitisation specialists will also explain how they support all types of organisations to digitise their archival holdings, making them more accessible.</p>	<p>Class inequality in museums: A case study with Museum as Muck, Royal Holloway University and Birmingham Museums Trust</p> <p>This session shares insights from Museum as Muck, Royal Holloway and Birmingham Museums Trust’s project tackling class inequality in museum work. Learn how class shapes workforce experiences, how museums unintentionally reinforce inequity, and practical actions organisations can take to become more class-inclusive.</p>	<p>Theatre 1</p> <p>Wednesday 15:45–16:25</p> <p>Dr Samantha Evans, Royal Holloway Business School, Michelle McGrath, Museum As Muck, Robert Lewis, Wayne Dixon and Rafailia Thiraiou, Birmingham Museums Trust</p>
<p>Theatre 2</p> <p>Wednesday 15:00–15:40</p> <p>Jamie McCall, Creative Director, PLB Projects Ltd and Glynn Davis, Senior Curator, Yorkshire Museums Trust</p>	<p>Big impact, small budget, delivering the Melsonby Hoard exhibition</p> <p>Discover how the stunning Melsonby Hoard exhibition at the Yorkshire Museum was delivered on a restricted budget. This session shares how they will achieve a blockbuster feel without blockbuster spend, balancing storytelling, design, collections care and delivery realities and what others can take away for their own projects.</p>	<p>Digital workflow in artefact installation</p> <p>The digitisation of artefact installation workflow allows for greater creative freedom in design and the simplification of the installation process. The 3D model of the showcase with artefacts can be published on the web, incorporating it into the visitor journey and allowing for an attractive, interactive knowledge transfer.</p>	<p>Theatre 4</p> <p>Wednesday 16:00–16:30</p> <p>Daniel Taraczky, Lead Designer and CEO, art1st design studio Kft</p>
<p>Ambience Networking Lounge</p> <p>Wednesday 15:00–15:45</p> <p>Hosted by the Heritage Alliance</p>	<p>Speed networking: Heritage connections</p> <p>Connect with colleagues from across the entire heritage sector in this fast-paced, structured networking session. Join us for short three-minute conversations on engaging themes—from AI & heritage to traditional skills, and tourism. Discover new perspectives, expand your network, and explore collaborations. Perfect for professionals from museums, historic sites, conservation, archaeology, and beyond.</p>	<p>“One cannot have too large a party”: planning and delivering the 250th birthday for one of the world’s most famous authors</p> <p>Jane Austen’s House in Chawton has had an incredible year in 2025 celebrating Austen’s 250th birthday. This has been the result of years of planning and has seen us successfully host festivals, open new exhibitions, launch a podcast, and publish a book. In this talk we will reflect on the lessons learned from celebrating a major anniversary year.</p>	<p>Theatre 2</p> <p>Wednesday 16:00–16:40</p> <p>Lizzie Dunford, Director, Sophie Reynolds, Head of Collections, Interpretation & Events, Rebecca Wood, Museum Officer and Jessica Halmshaw, Marketing and Communications Officer, Jane Austen’s House</p>
<p>Theatre 4</p> <p>Wednesday 15:15–15:45</p> <p>Bruno Goppion, Business Development and Design Assist Director, Goppion, Tim Ventimiglia, Director, Ralph Appelbaum Associates and Göran Joryd, Project Manager for Museum of the Viking Age, Museum of Cultural History, University of Oslo</p>	<p>Making the Museum of the Viking Age</p> <p>A look inside the process of developing the forthcoming Museum of the Viking Age in Oslo, Norway, exploring how conservation, storytelling, exhibition design and engineering are interwoven to protect and present artefacts while creating a powerful visitor experience.</p>	<p>It’s not you, it’s me: How to date your data and fall in love with your visitors (again)</p> <p>How can museums build strong visitor relationships and long-lasting loyalty, if they have fragmented or missing customer data? Discover how Museum Wales, Tessitura and Action Links collaborated to combat this in a service design match-made-in-heaven.</p>	<p>Theatre 3</p> <p>Wednesday 16:15–16:55</p> <p>Kirsty Alexander, CRM and Data Manager, Amgueddfa Cymru - Museum Wales, Rosie Field, Co-Founder, Action Links and Rachael Easton, Director, Regional Growth EU, Tessitura Network</p>
<p>Theatre 3</p> <p>Wednesday 15:15–15:55</p> <p>Theresa Macaulay, Digital Experience Manager Science Museum Group</p>	<p>Designing wonder: Creating digital interactive experience YOU: MATTER</p> <p>An in-depth look at how YOU:MATTER was created through museum/artist collaboration, balancing scientific rigour, creative freedom and audience needs — resulting in a playful, intergenerational digital experience with lasting impact.</p>	<p>Don’t just scan it - prove it: The power of imaging standards</p> <p>In this session, we’ll walk through the key international imaging standards—FADGI, Metamorfoze, and ISO 19264—in a clear, practical way, looking at what they mean, how they compare, and how you can actually use them in your day-to-day digitisation work.</p>	<p>Stand A4</p> <p>Wednesday 16:30–16:50</p> <p>Hosted by Automated Document Service on Stand A4</p>

Thursday morning sessions

Revenue Theatre 1 Chaired by Association for Cultural Enterprises	09:45–10:25 Resetting the spend – A case study on income generation at V&A South Kensington p. 26	10:45–11:25 When commercial and visitor experience meet p. 27	11:45–12:25 How mixed-use models drive sustainable heritage regeneration p. 28
Communities Theatre 2 Chaired by Colin Mulberg		10:00–10:40 Supported internships in arts organisations – Learning from each other p. 26	11:00–11:40 Sanctuary at The Roman Baths: Sustainable programming with people seeking refuge p. 27
Learning Theatre 3 Chaired by GEM		10:15–10:55 What does the curriculum review mean for museums and heritage? p. 26	11:15–11:55 Innovative approaches to museum learning outreach p. 28
Business Matters Theatre 4 Chaired by Paul Marden	10:00–10:30 Insights from Art Fund's Museum Directors research 2026 p. 26	10:45–11:15 House hunting for collections management software p. 27	11:30–12:00 Website tips, tools and AI advice p. 28
Networking Ambience Lounge			11:00–11:45 Creating engaging exhibitions p. 27
Exhibitor Demos	10:00–10:20 Stand Q11 The Curio App - Inform and Engage your visitors p. 26	10:30–10:50 Stand B6 Copyright essentials for museums and heritage: use images confidently p. 26	11:30–11:50 Stand K4 The perfect blend: Human led digital assisted experiences p. 28

Attending a session?

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Thursday afternoon sessions

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12:00–12:40 The Sensational Museum: Discover our open access tools and resources p. 28	13:00–13:40 Making Space: bringing community organisations into the fold & the co-curation power of small museums p. 30	14:00–14:40 Breaking the house rules! A toolkit for queer stories in unexpected places p. 31	15:00–15:40 Reimagining heritage: Lessons from the UnMuseum project p. 31	16:00–16:40 SENsory Atelier: Transforming SEN/D education through arts and culture p. 32
12:15–12:55 What are the big questions facing museum learning? p. 29	13:15–13:55 Hurdles to participation at ten: What are the barriers to children, young people and families visiting museums in 2026? p. 30	14:15–14:55 Sharing the learning from the GEM Inclusive Pathways Action Research Programme p. 31	15:15–15:55 Audiences at the forefront p. 32	16:15–16:55 Museums as centres for care p. 32
12:15–12:45 Think Small, a case study: How sensory pods support Great North Museum: Hancock p. 29	13:00–13:30 The Future of Visitor Experience: Insights from Castle Howard p. 30	13:45–14:15 Tours, tours, glorious tours! p. 30	14:30–15:00 Rethinking visitor experience: Turning operational challenges into growth opportunities p. 31	
12:00–12:45 Boosting growth: Trading & commerce p. 29	13:00–13:45 Radical Connections p. 29			
12:30–12:50 Stand S4 From awareness to action: the media decisions that drive visits p. 29	13:30–13:50 Stand D2 AI Queen Eleanor: A New Way to Engage with History p. 30	14:30–14:50 Stand W18a Bringing exhibitions to life through scent with AirParfum p. 31	15:30–15:50 Stand E9 From static displays to living conversations: How Ailias avatars transform engagement p. 32	

Theatre 1

Thursday 09:45–10:25

Jonathan Curzon, Head of Front of House, Nell Guy, Senior Front of House Manager, V&A

Resetting the spend – A case study on income generation at V&A South Kensington

This talk looks at how we use our ticket strategy and onsite income generation to encourage onsite spending at V&A SK. We'll look at how we manage our member and ticketing split for exhibitions, where visitors are spending when they're onsite, how we monitor and adjust, and share our workings with other cultural and heritage leads.

Stand Q11

Thursday 10:00–10:20

Hosted by The Curiozone Ltd on [Stand Q11](#)

The Curio App - Inform and Engage your visitors

The visitor app providing accessibility, information and engagement with your collections. Fully featured and Easy-to-Use for all demographics.

Theatre 4

Thursday 10:00–10:30

Lucy Bird, Policy and Research Lead, Art Fund

Insights from Art Fund's Museum Directors research 2026

What do UK museum directors actually need? This session presents findings from Art Fund's fifth survey of museum leadership. Lucy Bird (Policy and Research Lead) will present headline findings from the 2026 research, discuss what they reveal about the sector right now, and highlight what museums need from funders, policymakers, and the wider cultural infrastructure in the future.

Theatre 2

Thursday 10:00–10:40

Joanna Quilty, Assistant Visitor Experience Manager, the Design Museum and Neil Taylor, Supported Employment Coordinator, Action on Disability

Supported internships in arts organisations – Learning from each other

We partner with a charity to offer supported internships for SEND students, giving them work experience in our Visitor Experience team. We've seen interns grow in confidence and skills, with one moving into paid work. I'll share our experience, the charity's role, and how we support disabled and neurodivergent young people.

Theatre 3

Thursday 10:15–10:55

Kate Fellows, Head of Learning and Access, Leeds Museums and Galleries, Sally Bacon, Co-Chair, Cultural Learning Alliance

What does the curriculum review mean for museums and heritage?

This session will unpack the Curriculum and Assessment Review Report, discussing the proposed changes and what it might mean for our sector.

Stand B6

Thursday 10:30–10:50

Hosted by DACS on [Stand B6](#)

Copyright essentials for museums and heritage: use images confidently

A practical introduction to copyright for museum and heritage teams. Learn what you can do with permission, when you need a licence, and how to handle common scenarios such as social media, exhibition marketing, website reuse and learning materials. Walk away with a simple checklist you can apply immediately.

House hunting for collections management software

This session uses the home-buying process as an analogy for selecting collections management software. It covers defining requirements, evaluating workflows, data structure, and long-term value, giving attendees a practical framework to compare systems and make confident, future-ready decisions.

When commercial and visitor experience meet

Chaired by Paul Griffiths (CEO, Association for Cultural Enterprises), this panel session explores how commercial success and exceptional visitor experience can work hand in hand. Speakers from a variety of cultural attractions share real-world examples of programming, retail, and cultural activity that enhance engagement while driving revenue

Theatre 4

Thursday 10:45–11:15

Maria Scherrers, Solutions Consultant, Gallery Systems

Theatre 1

Thursday 10:45–11:25

Laura Read, CEO, Marwell Wildlife, Will Desmond, Operations Manager, Hever Castle and Sandra Lynes Timbrell, Director of Visitor Engagement, St Paul's Cathedral



Sanctuary at The Roman Baths: Sustainable programming with people seeking refuge

The Roman Baths has a co-produced programme with people seeking refuge and B&NES Council Resettlement Team. Sanctuary at The Roman Baths is reliable and sustainable; these principles enable us to create a safe space for the community. This talk explores the steps we took to have a reliable, core audience who champion the programme.

Theatre 2

Thursday 11:00–11:40

Meliha Hussain-Marchbank, Community Engagement Manager, Roman Baths

Creating engaging exhibitions

Join us for a dynamic networking session dedicated to everyone involved in creating museum exhibitions, from interpretation and storytelling to design and curation. Connect with like-minded professionals, share ideas, and explore fresh approaches to bringing collections to life. Whether you're crafting immersive experiences or refining interpretive techniques, this is your chance to exchange insights and spark new collaborations!

Ambience Networking Lounge

Thursday 11:00–11:45

Hosted by The Association for Heritage Interpretation and The Exhibitions Group

<p>Theatre 3</p> <p>Thursday 11:15–11:55</p> <p>Laura Beattie, Engagement Officer, University of Edinburgh, Ellen Lee, Schools Programme Manager, Old Royal Naval College and Penelope Thomas, Creative Programmes Manager, Wolverhampton Arts and Culture</p>	<p>Innovative approaches to museum learning outreach</p> <p>Discover how museums are leading the way in innovative approaches to outreach with their communities and beyond working in hospitals, prisons and other venues connecting directly with participants in meaningful ways.</p>	<p>Boosting growth: Trading & commerce</p> <p>Join us for a dedicated networking session for professionals driving commercial and trading activities in the cultural sector. Whether you manage retail, catering, venue hire, or other income-generating ventures, this is your chance to connect, share challenges, and exchange ideas on boosting revenue and sustainability. Let's talk shop - literally!</p>	<p>Ambience Networking Lounge</p> <p>Thursday 12:00–12:45</p> <p>Hosted by the Association for Cultural Enterprises</p>
<p>Stand K4</p> <p>Thursday 11:30–11:50</p> <p>Hosted by ATS Heritage on Stand K4</p>	<p>The perfect blend: Human led digital assisted experiences</p> <p>The best digital feels deeply human. Discover how human and digital elements can, and should, work together in a blended approach to deliver richer storytelling and a more connected experience for your visitors</p>	<p>Think Small, a case study: How sensory pods support Great North Museum: Hancock</p> <p>Think Small explores how a simple sensory pod transformed visitor experience at Great North Museum: Hancock Using real user feedback and staff insight, this case study shows how small, thoughtful spaces can improve accessibility, wellbeing, and time spent in cultural environments.</p>	<p>Theatre 4</p> <p>Thursday 12:15–12:45</p> <p>Dr Kate Holden, Learning Officer, Great North Museum and David O'Coimin, Director, Nook</p>
<p>Theatre 4</p> <p>Thursday 11:30–12:00</p> <p>Neil Lewin, Managing Director, LOOP by Semantic</p>	<p>Website tips, tools and AI advice</p> <p>Websites are more than brochures for museums and heritage brands, they're the answer layer that converts demand to booking and revenue and one of your most important brand assets. This practical session will give you actionable takeaways and insights to help you bring your museum to life online, and ensure you stay ahead of shifting technology and guest expectations.</p>	<p>What are the big questions facing museum learning?</p> <p>What does the future of museum learning look like? How can we navigate the challenges and opportunities the sector is facing? Join us for this panel discussion to explore these questions together.</p>	<p>Theatre 3</p> <p>Thursday 12:15–12:55</p> <p>Dr Wanda Wyporska, Chief Executive, Black Cultural Archives, Liberty Melly, Head of Learning, Migration Museum and Paul Sapwell, Chief Executive, Hampshire Cultural Trust</p>
<p>Theatre 1</p> <p>Thursday 11:45–12:25</p> <p>Richard Morsley, Chief Executive and Olivia Horner, Commercial Director, Chatham Historic Dockyard Trust</p>	<p>How mixed-use models drive sustainable heritage regeneration</p> <p>Over the last 40 years, The Historic Dockyard Chatham has evolved into a thriving, financially resilient mixed-use heritage estate. Its innovative operating model blends tourism, education, industry and community and offers a powerful blueprint for sustainable heritage reuse.</p>	<p>From awareness to action: the media decisions that drive visits</p> <p>Awareness doesn't equal attendance. This session focuses on how to convert interest into action by exploring how channel selection, frequency, recency and impact work together with creative to drive real-world visits.</p>	<p>Stand S4</p> <p>Thursday 12:30–12:50</p> <p>Hosted by Altair Media on Stand S4</p>
<p>Theatre 2</p> <p>Thursday 12:00–12:40</p> <p>Hannah Thompson, Research Lead, Alison Eardley, Lead Communication, the Sensational Museum and Rachel Teskey, Director, Barker Langham</p>	<p>The Sensational Museum: Discover our open access tools and resources</p> <p>The Sensational Museum worked with pilot museums, sector partners and community members to create a range of resources that help museums to create inclusive museum content for disabled and non-disabled audiences. We present our open access toolkit and explore how museums can use equitable co-creation to enhance accessibility.</p>	<p>Building financial resilience: Beyond grant dependency</p> <p>How can museums diversify income amid rising costs and reduced funding? This session will explore how impact investment complements grants and sponsorships, with real insights, funding tools, and tips for entrepreneurial resilience. Presented by Figurative and the Food Museum.</p>	<p>Theatre 1</p> <p>Thursday 12:45–13:25</p> <p>Samantha Prince, Deputy Director, the Food Museum and Laura Renaud-Studer, Investment Director, Figurative</p>
		<p>Radical Connections</p> <p>A networking session hosted by Museum Detox where you get to meet members, hear about the work of Museum Detox and learn about opportunities to support the collective. Whether you're new to the sector or an old head who's seen it all, this is the perfect place to seek advice, share roles and training opportunities or just catch up on the latest!</p>	<p>Ambience Networking Lounge</p> <p>Thursday 13:00–13:45</p> <p>Hosted by Museum Detox</p>

<p>Theatre 4</p> <p>Thursday 13:00–13:30</p> <p>Edward Huddle, Managing Director, Orpheo-Acoustiguide and Abigail Ollive, Visitor Attractions Director, Castle Howard</p>	<p>The Future of Visitor Experience: Insights from Castle Howard</p> <p>An exploration of how Orpheo-Acoustiguide and Castle Howard are shaping the future of visitor experience through an integrated approach that combines storytelling, technology and solutions that unlock collections and tailor experiences to visitor preferences.</p>	<p>Breaking the house rules! A toolkit for queer stories in unexpected places</p> <p>This session introduces How to Queer Your Historic House – a practical toolkit for heritage practitioners seeking to expand audiences and tell more inclusive stories.</p>	<p>Theatre 2</p> <p>Thursday 14:00–14:40</p> <p>Indigo Dunphy-Smith, Independent Researcher, Writer and Public Programme Designer</p>
<p>Theatre 2</p> <p>Thursday 13:00–13:40</p> <p>Katja Holtz, Operations Manager, Vagina Museum</p>	<p>Making Space: bringing community organisations into the fold & the co-curation power of small museums</p> <p>Reflecting on what the Vagina Museum learned while curating its first co-curated Black History Month programme, (Re)producing Justice. After renaming its galleries after the Mothers of Gynaecology in 2024, we partnered with community organisations and institutions, to bring together diverse audiences to engage with pressing societal issues.</p>	<p>Sharing the learning from the GEM Inclusive Pathways Action Research Programme</p> <p>Find out about the GEM Inclusive Pathways Action Research Programme and be inspired to offer work experience and inclusive pathways in your own organisations.</p>	<p>Theatre 3</p> <p>Thursday 14:15–14:55</p> <p>Rachel Moss, GEM, Emily Toettcher, the National Paralympic Heritage Trust, Gabriella Codastefano, Brunel Museum and Lisa Ford, Culture Coventry Trust</p>
<p>Theatre 3</p> <p>Thursday 13:15–13:55</p> <p>Alison Bowyer, Executive Director, Kids in Museums</p>	<p>Hurdles to participation at ten: What are the barriers to children, young people and families visiting museums in 2026?</p> <p>We will share the Kids in Museums Hurdles to Participation report. First published in 2016 and updated this year, the literature review [MB1.1] examines the barriers children, families and young people face visiting museums today, what's changed in the past decade and how we can share and implement best practice in addressing these barriers more effectively.</p>	<p>Bringing exhibitions to life through scent with AirParfum</p> <p>Join us for a live demo of AirParfum and discover how scent can enhance storytelling and deepen emotional engagement. Dry diffusion technology that delivers scent without contamination, ensuring strict conservation standards. From Museo del Prado to Christie's London, discover how scent could enhance your next exhibition.</p>	<p>Stand W18a</p> <p>Thursday 14:30–14:50</p> <p>Hosted by ScentXP on Stand W18a</p>
<p>Stand D2</p> <p>Thursday 13:30–13:50</p> <p>Hosted by 1956 Individuals on Stand D2</p>	<p>AI Queen Eleanor: A New Way to Engage with History</p> <p>What if history could talk back? This behind-the-scenes session reveals how we brought 13th-century Queen Eleanor into the 21st century. Our creative team combined the storytelling of one of England's most remarkable queens with ethically governed AI to create something entirely new: information you can talk to. Powered by 1956 Individuals, this experience blends art, narrative and technology.</p>	<p>Rethinking visitor experience: Turning operational challenges into growth opportunities</p> <p>Museums and attractions face constant challenges, from staffing and stock to visitor flow and seasonal trends. This session explores how understanding these pressures unlocks new opportunities, and how smart tools like Microsoft Business Central, can help transform problems, into revenue and increased customer engagement.</p>	<p>Theatre 4</p> <p>Thursday 14:30–15:00</p> <p>Aleia Schofield, Pre-Sales Manager, Dynavics Ltd</p>
<p>Theatre 4</p> <p>Thursday 13:45–14:15</p> <p>George McLean, Operations Director, Complete Works and Trustee for Heritage Site Cogges Mannor Farm in Oxfordshire, Alyce Paton, Regional Director (Scotland), Complete Works and Board Member for ASVA</p>	<p>Tours, tours, glorious tours!</p> <p>Steal our secrets from Complete Works' 5 star work on tours across the UK, from writing tours, refreshing tours, directing tours, training tour teams, selling tours and delivering tours.</p>	<p>Building your filming business</p> <p>How our team has built English Heritage's filming business from generating £180K surplus in 2021 to £1M surplus this year as well as how we continue to work with other organisations to share knowledge and best practice.</p>	<p>Theatre 1</p> <p>Thursday 14:45–15:25</p> <p>Jill Seaton, Venue Hire Coordinator, English Heritage.</p>
<p>Theatre 1</p> <p>Thursday 13:45–14:25</p> <p>Stephen Spencer, Ambience Director, Stephen Spencer + Associates and Robert Bowey, Sustainability Director, Distinkt</p>	<p>Retail that shines: Story, experience and sustainable revenue</p> <p>Retail is one of the most powerful yet underutilised tools for cultural organisations to deepen engagement and generate sustainable income. This session explores how museums, galleries and heritage attractions can unlock the potential of retail through sustainable practices that maximise commercial revenue. Attendees will leave with clear insights and quick wins to improve retail performance and enhance the visitor journey.</p>	<p>Reimagining heritage: Lessons from the UnMuseum project</p> <p>An introduction to the UnMuseum, a radical community-led heritage initiative by Black South West Network. We'll share what communities told us about trust, trauma, power, and dialogue, and how these insights challenge institutions to rework long-held practices toward inclusive, healing heritage.</p>	<p>Theatre 2</p> <p>Thursday 15:00–15:40</p> <p>Amanda Egbe, UWE Bristol, Japheth 'Jeff' Monzon, Unmuseum, Sado Jirde, Ella Scotland-Waters and Adassa Dixon, Black South West Network</p>

Theatre 3

Thursday 15:15–15:55

Catherine Ritman Smith, Head of Learning and Engagement, Young V&A, Emily Langridge, Marvels and Mayhem Project Researcher and Exhibitions Assistant and Victoria Ryves, Head of Culture and Engagement, Wentworth Woodhouse

Audiences at the forefront

How can museums place their audiences at the forefront of their practice, strategy and development? In this session, three museums will share their experience of co-production with their audiences.

Stand E9

Thursday 15:30–15:50

Hosted by Ailias on [stand E9](#)

From static displays to living conversations: How Ailias avatars transform engagement

Discover how Ailias turns passive exhibits into dynamic, visitor-led experiences — combining multi-language interaction, lifelike presence and searchable knowledge. Our unique tech stack builds natural realism, trust and audience connection, with anonymised insights, offline capability and built-in safeguards. A concise look at increasing dwell time, accessibility and impact.

Theatre 1

Thursday 15:45–16:25

Lisa Ollerhead, Director and Matt Smith, Head of Communications, Association of Independent Museums

From fragile to flourishing: Museum operating models in an uncertain world

AIM launched a transformative set of new resources in 2026 to help museums and heritage organisations look at their operating models afresh and find new ways of navigating tricky times. Join us to think up your current practice, explore what others are doing differently, and see where your organisation is on a spectrum from fire-fighting to flourishing.

Theatre 2

Thursday 16:00–16:40

Marianne Scahill-Pape, Learning and Outreach Manager and Lisa Jacques, Sensory Atelier Programme Manager, Attenborough Arts Centre, University of Leicester

SENSory Atelier: Transforming SEN/D education through arts and culture

SENSory Atelier enables SEN/D CYP to lead their own learning journeys. We will share our experiences of how the arts can play a crucial role in supporting an inclusive curriculum for all, with examples of partnership working, how to be inclusive and outcomes rich, and exploring the disability gain model of inclusion for a wider audience.

Theatre 3

Thursday 16:15–16:55

Dr Nuala Morse, Associate Professor of Museum Studies, University of Leicester, David Cutler, Director, Baring Foundation and Jodi Waterfield, Wellbeing Programme Coordinator, English Heritage

Museums as centres for care

Many museums are embedding health and wellbeing agenda into their practice, but how do you approach this in a safe and effective way, especially when working with your audiences? You will hear from a funder supporting health and wellbeing programmes in museums and explore a case study of how this work is being implemented on the ground.



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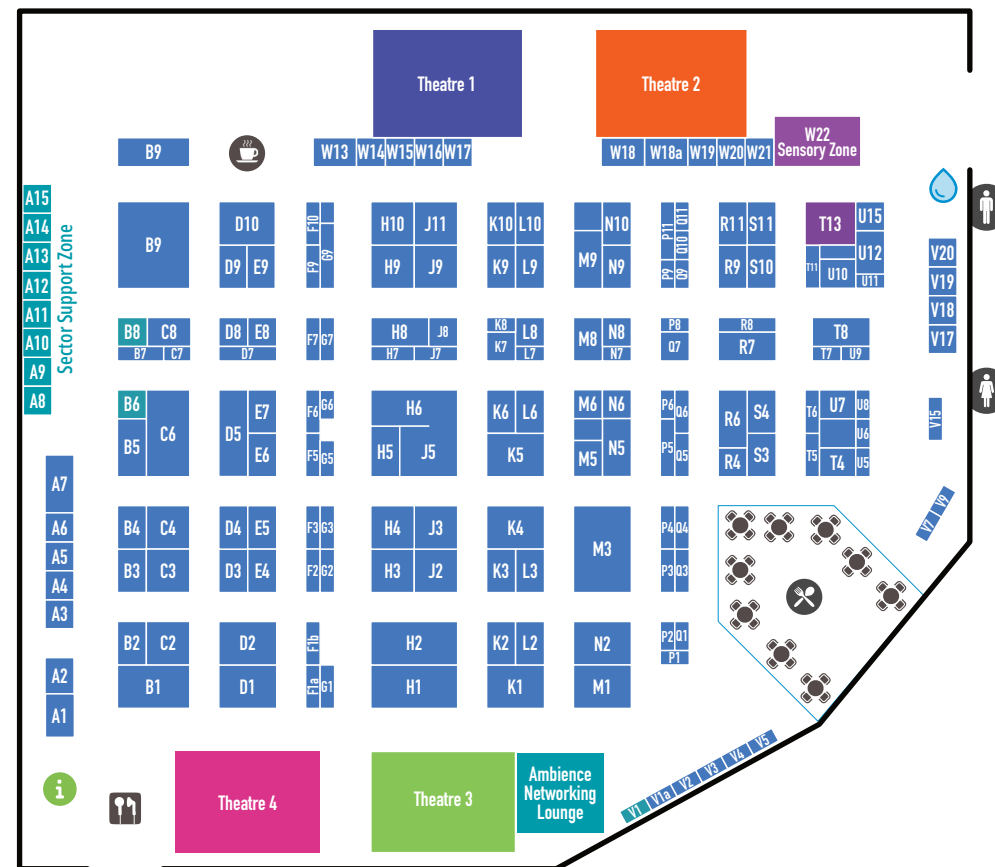
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Exhibitor list

1956 Individuals	D2 DBT Business Lounge	B9 Lifesaver Power Ltd	U9 Stephen Spencer + Associates
Access Displays Ltd	T8 DeepStore	L6 Light Projects	B7 Ambience Networking Lounge
accesso	C4 Dellner Glass Solutions	H1 Lista UK Ltd	M9 Stereoscape
Aetopia Limited	W14 Designed by Esther	P8 LIVE IT Ticketing Specialists	Q7 System Simulation
AfroPop Socks	G6 DigiTickets	R6 Look2innovate	E6 T&F Apparel
AHI	A12 Disability Heritage	V18 LOOP Websites By Semantic	G2 Temple Island Collection
Ailias	E9 Dot Inc.	L10 Losonnante	H3 Templecombe Ltd
AIM	A11 DTM Print	Q10 MAADIGITAL letsARgo	V2 Terentia
AlfaVision	H5 Dwel AI for Visitors	M6 MBA Exhibitions Ltd	R4 Tessitura
Altair Media	S4 Dynamics	G1 Meaco	K9 Testo UK
Ancestral Name	R9 Eltek Data Loggers	L3 Meyvaert	H2 The Audience Agency
Anna Faine Jewellery	U15 Epson UK Ltd	K6 Multimedia Art & Education	E4 The Circulars
Arakawa	G3 Everywhen Ecclesiastical	D1 Munters	C3 The Curio App
Art Fund	B8 Exekias Games Ltd	U8 Musa Guide	D3 The Exhibitions Group
Art on Scarves	F5 Experience Lighting / CLS LED	F10 MuseARTa - ART SOX	F2 The Heritage Alliance
art1st design studio	J11 Expian	J9 MuseumNext	S3 The Institute of Conservation
Arts Marketing Association	A12 Fotoware + zetcom	P11 Museums Association	V5 The National Archives
Assoc for Cultural Enterprises	A9 FRAME London Ltd	P4 MyLearning	F7 The Penny Press
ATS	K4 From Landfill to Luxury	A2 nextScan	J2 The Rooflight Co.
Auto Docs/i2s	A4 Fusion	A3 Nimbus Disability	N5 The Woodland Trust
Axiell	R11 Gallery Systems	N9 Nook Sensory Pods	W22 Think Ambient Ltd
Bath Aqua Glass	V17 Gateway Ticketing UK	M5 Optoma	A7 Ticketsolve
Bev/Art	G7 GEM	A8 Orpheo Acoustiguide	B1 Ticketure
Beyonk	W21 Gemajesty Jewellery	V1a Outside Studios	T5 TM Lighting
Black & Beech	H7 Gemini Data Loggers	Q4 Panivox	B4 Traditional Craft
Bloomberg Connects	J5 Genus	M3, N2, L2 Peagreen	Q6 Tru Vue, Inc
Bright White Ltd	K5 Glasbau Hahn	D10 PEL Display & Storage Cabinets	H8 UFO Lighting
British Library Digitisation	L8 Glasshaus Displays Ltd	H9 Peper Harrow Made in England	D7 University of Leicester
Bryanthings	V15 Half Moon Bay	E7 PermaJet	A6 Ventrata
Build Any Flipbook	V4 Heritage Interactive Ltd	F6 Preservation Equipment Ltd	M1 VENU+
Carlton Thermal Systems/	Heritage Open Days	V1 RC Brady (UK) Ltd	V9 Vernon Systems Ltd
Comet	G9 Heritage Volunteering Group	A15 Reine d'Amour	E5 Vicki Thomas Associates
Chapp - Monitoring is caring	J3 HeriTech Media	C8 Remark!	T13 Victoria Eggs
Click Netherfield	H4 Hole in my Pocket	U11 Renaissance Textiles	C7 Vintia
Collections Trust	A10 HoxtonAi	T11 RentaDinosaur	W13 Virtu Conservation
Colour Heroes Ltd	K7 I Was Here Souvenirs Ltd	P1 Riggs Ward Design	U12 Visibyl
Colour Your Streets	K8 ICOM UK	A15 Rod Barlow Consulting	P6 VisitEngland Assessment
Conserv	N8 Imagineear	H6 Roelofs & Rubens Ceramics	F9 Services
Conservation Resources	R7 Integrated Contamination	ScentXP	W18a Vox Group
Cornflower B Corp™	R8 Management	B5 Shadow Shapes	U6 Voxel Studio
Countryside Art Ltd	W20 Jam Creative Studios	N7 Situate	Q5 Wales Perfumery
Covergold Limited	M8 Janie Lightfoot Textiles LLP	P2 SKINsoft	J7 We Rise Up - PortAventura
Cre8	V7 Jennifer Court Art	J8 Smartify	D5 WUK
CREATE.eu	K10 Joe Cool	P5 Socktopus	S10 Your chocolate gift
Cultural Associates Oxford	T7 Judges	Q3 Solits Plinths & Display Cases	K2 Zhongkun Culture & Tourism
Cur&Art	D9 Kelly's Storage Limited	T6 StaffSawy	T4
DACS	B6 Kids in Museums	A13	

Exhibition Plan



ENTRANCE

Meet the M+H Sales Team

Drop by our stand to discuss how we can help you to grow your business. Find out more about exhibiting, advertising and sponsorship opportunities.

Water refill station

Collect your guide and headphones

Light refreshments

Food and drink

BSL Interpreters by Remark!

Sensory Zone by Nook Pods

Sector Support Exhibitors

Exhibitor Directory

1956 Individuals

1956individuals.ai
SKC Studios is a UK-headquartered creative technology company building conversational AI Avatars that transform how people engage with places, culture and information. Its flagship platform, 1956 Individuals, delivers scalable, multilingual, ethically designed AI experiences that enhance customer experience and operational efficiency.

Access Displays Ltd

accessdisplays.co.uk
As Corporate members of the Museums Association, we provide high quality Museum Displays. Including museum grade glass display cabinets. We install cabinets around the UK to hold National and Local treasures. We design display cases to protect artefacts in public and also private collections.

accesso

accesso.com
We deliver innovative technology to help you drive more revenue. Solutions tailored for museums and cultural venues - Trusted by some of the world's leading venues. From ticketing and eCommerce to point of sale, virtual queuing, apps, donations and membership, we streamline operations and boost conversions to create seamless guest experiences.

Aetopia Limited

aetopia.com
Aetopia provides secure, intuitive digital asset management software for galleries, libraries, archives and museums. This adaptable platform helps teams organise, preserve and share digital collections with powerful search, rich metadata control and access-managed portals, supporting efficient workflows across the GLAM sector.

D2

AfroPop Socks

afropopsocks.com
AfroPop Socks is a London-based brand creating vibrant, African-inspired socks that celebrate culture, heritage, and storytelling. Founded by Isaac Prempeh, the brand blends traditional patterns with modern design, offering wearable art that connects African identity with global fashion.

Ailias

www.aillias.vip
Ailias creates AI-powered human holograms that deliver fully interactive experiences across events, retail and public spaces. Combining advanced conversational AI with full-body digital humans, our holograms go beyond visual display—enabling real-time engagement, storytelling and scalable audience interaction.

AIM

aim-museums.co.uk
AIM represents, connects and strengthens the UK's independent museums and heritage organisations. Join us and you will be part of a supportive and engaged community of over 1000 organisations from across the UK. All heritage organisations are welcome – you don't have to be an independent museum to join AIM!

AlfaVision

alfavision.be
AlfaVision is global market leader in Virtual & Augmented Reality for museums. Having built some of the world's most innovative and successful museum concepts, we are also your partner for end-to-end total museum fit-out. With experience in running museums, low-maintenance, user-friendliness and innovation are key to us.

G6

E9

A11

H5

M+H Awards Headline Sponsor



Altair Media

altair-media.com
Altair Media is an award-winning independent media planning and buying agency behind some of the UK's most ambitious cultural organisations. We turn attention into attendance by building awareness, driving visits, selling exhibitions and growing memberships.



Ancestral Name

ancestralname.com
Ancestral Name combines authentic heritage with refined craftsmanship, delivering exclusive surname histories and heirloom-quality heraldic products to discerning visitors of the world's most prestigious heritage destinations. We run a licensed-based system, printing highly researched histories of over 1.4 million European surnames.

Anna Faine Jewellery

annafaine.com
Anna Faine Jewellery is a collection of bespoke jewellery treasures, inspired by museums and galleries, books and all that is curious and wonderful. I hope you find keepsakes and souvenirs to celebrate memories and the unique experience that is 'A good day out'...

S4

R9

U15

A

Arakawa

arakawagrip-global.com
Arakawa is a Japanese manufacturer of specialized Wire Hanging Systems. We excel at showcasing the intricate details of art, allowing viewers to immerse themselves in the work. Our systems support up to 150 kg, a global benchmark. We prioritize traditional museum values while placing a significant emphasis on design and aesthetic excellence.

Art Fund

artfund.org
Art Fund is the national charity for museums and galleries. For over 120 years, it has helped institutions across the UK to develop and share their collections, invest in people and expertise, grow their audiences and inspire the next generation.

Art on Scarves

artonscarves.com
Art on Scarves transforms original artwork into elegant, wearable pieces that capture the emotion of exhibitions and collections. Designed in Britain and crafted in small batches, our scarves offer Museums and Galleries a beautiful, sustainable way for visitors to take a meaningful memory home. Each piece tells a story and enhances retail appeal!

G3

B8

F5



art1st design studio

art1st.hu
Turnkey service in exhibition Concept Development, Design, Project Management, Implementation and Operation. In-house team of 70 professionals in design, architecture, graphic design, IT. High focus on developing interactive multimedia solutions. Three decades of award-winning experience: multiple red dot awards, IF design award, architizer+.

J11

Arts Marketing Association

a-m-a.co.uk
The Arts Marketing Association is the UK's only membership organisation dedicated to supporting and advocating for the marketing community in arts and heritage. We represent over 4,300 cultural marketers and leaders in over 700 organisations, helping them develop their marketing expertise, inspire & connect with audiences, and thrive in their work.

A12

Assoc for Cultural Enterprises

culturalenterprises.org.uk
Our aim is to champion the essential role commercial activities play in sustaining the cultural and heritage organisations maximise commercial income by providing expert training and facilitating the sharing of knowledge and experience between our members.

A9

Assoc. Heritage Interpretation

ahi.org.uk
The Association for Heritage Interpretation (AHI) is the professional body for individuals and organisations who bring cultural and natural heritage to life. We inspire, support and connect those working in heritage interpretation, championing excellence and best practice across the sector.

ATS

ats-heritage.co.uk
ATS helps leading cultural attractions create powerful digital visitor experiences. More than 13m visitors each year experience an ATS tour at world-class sites including St Paul's Cathedral, Buckingham Palace & Guinness Storehouse. From storytelling & content production to apps & hardware, our in-house team delivers the complete solution.

K4



Auto Docs/i2s

autodocs.co.uk
Auto Docs provide specialist Heritage Digitisation services and are exclusive UK partner for i2s equipment. We Digitise all sizes/types of content including fragile bound volumes, large format maps to complete archives. Certified imaging (ISO19264/FADGI/Metamorfoze). AutoDocs deliver end-to-end solutions from capture to online access.

A4

A-C

Axiell R11
axiell.com/uk

Expert software and services for museums, archives and heritage sites. Axiell's solutions help you manage your collection, preserve cultural heritage and connect with your audiences. Visit stand R11 to see our modern web-based collections management system, our award-winning audience engagement platform, our object location tracking app, and more!

Bath Aqua Glass V17
bathaquaglass.com

An established heritage craft glass production studio with over 30 years' experience in producing glassware in a range of techniques from glass blowing to fusing and stained glass. We create souvenirs that can be customised to suit your business. We can engrave your designs and logos onto glass and design new products for you in custom colourways.

Bev/Art G7
bev.art

Bev/Art provides innovative environmental monitoring solutions designed to preserve and protect valuable cultural heritage assets. By using discreet, powerful sensors they help museums, libraries, archives and heritage sites monitor and maintain optimal conditions, safeguarding priceless collections for future generations.

Beyonk W21
beyonk.com

Beyonk is the growth partner for historic houses and museums, offering Visitor-Centric Ticketing™ and marketing services to attract and convert visitors. From high-performing websites and ad campaigns to social media and email, we help cultural attractions grow sustainably and deliver exceptional visitor experiences.

Black & Beech H7
blackandbeech.com

Black & Beech produces ethically made knitwear, clothing and accessories in the UK and Europe for museum, gallery and cultural retail. Our products combine storytelling, provenance and high-quality manufacturing, designed as giftable, timeless pieces.

Bloomberg Connects J5
bloombergconnects.org

Bloomberg Connects is a free, best-in-class app designed for cultural organisations to inform, engage, delight, and grow audiences. Driven by Bloomberg Philanthropies' commitment to the arts as a way of improving lives, we are dedicated to improving lives, we are dedicated to improving users and expanding the sector's nimbleness, collaboration, and impact.

Bright White Ltd K5
brightwhiteltd.co.uk

Bright White is a creative design consultancy, specialising in all aspects of interpretation, innovation and experience design. We help individuals and communities to tell their story. We assist clients to convert those stories into highly attractive experiences, media, interactives, games, displays and tools.

British Library Digitisation L8
bl.uk/services/digitisation

The British Library is the national library of the United Kingdom and one of the world's greatest research institutions. Whether it's archive records, books or photographs; rare artefacts, large maps or scrolls, British Library Digitisation Services can manage your digitisation project from start to finish.

Bryanthings V15
bryanthings.com

Bryanthings enhances museum visits with AI-powered photobooths, creating personalized, immersive souvenirs. Visitors capture unique moments in thematic settings, while museums gain engagement, valuable data insights, and shared revenue opportunities, making each visit unforgettable.

Build Any Flipbook V4
buildanyflipbook.com

Build Any Flipboo turns any exhibit into an interactive experience. Upload a PDF to create an interactive self-service experience for young and old. Re-energise dusty exhibits with interactivity and AI to offer your visitors new ways to experience your exhibits. Use QR codes/NFC tokens to bridge the physical and digital worlds.

Carlton Thermal Systems/Comet G9
carltonthermal.com

Carlton Thermal Systems Ltd/Comet System is excited to connect with conservation professionals to understand the challenges of environmental monitoring. We are eager to explore how we can provide assistance now and innovate new products for the future. Let's collaborate and make a positive impact together!

Charp - Monitoring is caring J3
charp.be

Charp is an environmental monitoring system for collections. Discreet loggers and a custom dashboard reduce workload and simplify preventive conservation. The devices record temperature, humidity and light, close to objects, in display cases and across larger spaces, with reliable transmission independent of local IT infrastructure.

C

Click Netherfield H4
clicknetherfield.com

Masters of museum showcase design and production with 50+ years of unparalleled expertise. Trusted by national museums, royal families and prestigious galleries, we preserve prized collections and bring exhibitions to life across the globe through our bespoke, high-security showcase solutions.

Collections Trust A10
collectionstrust.org.uk

Collections Trust helps museums work with the information that connects audiences and collections. Our standards and advice are used around the world to make museum collections accessible. We are based in the UK but work internationally.

Colour Heroes Ltd K7
colourheroes.com

We create exciting, educational resources for museum and heritage sites. We work with you to create fun, affordable, family activity trails, detailed and accurate site maps, retail books and guides, teaching materials, online resources, and a wide range of tabletop activities for children. Interpreting your story for families is our mission!

Colour Your Streets K8
colouryourstreets.co.uk

We create local and bespoke colouring books. We have 200+ local colouring books of towns, cities and neighbourhoods across the UK as well as bespoke colouring books for brands, including Buckingham Palace, National Theatre, Fortnum & Mason and Soho House.

Conserv N8
conserv.io

Conserv is a leading environmental monitoring platform built exclusively for collections care. Purpose-built wireless sensors track temperature, humidity, light, UV & more in real time with no WiFi needed. One subscription covers hardware, software, conservator-backed support. Trusted by museums, libraries, archives & historic properties worldwide.

Conservation Resources R7
conservation-resources.co.uk

For over 30 years, Conservation Resources UK has supplied global museums, galleries, and archives. We believe in preserving the past for the future with expert knowledge and quality. Our range includes: Acid-free boxes & museum boards; specialist papers & polyester pockets; heritage storage & moving (BS/EN standards). Shop with CR today!

Cornflower | B Corp™ R8
cornflower.co.uk

Since 1999, we've supplied postcards, prints, jigsaws, tote bags and souvenirs to museums, galleries, gardens and visitor attractions throughout the UK. B Corp™ accredited and FSC« certified, we champion sustainable retail without compromising on design or quality. Short lead times, in-house production, and a genuine commitment to people & planet.

Countryside Art Ltd W20
countrysideart.co.uk

Countryside Art Ltd are a unique British textile design and print company, excelling in complex full colour screen and digital print. We specialise in supplying superb quality UK-made tea towels, tote bags, cosmetic bags, aprons, kitchen textiles and cushion covers, to many museums and leading cultural organisations within Britain and Europe.

Covergold Limited M8
covergold.co.uk

For over 30 years Covergold have been a leading supplier of micrographic scanners, book scanners, archive scanners, wide format & flatbed scanners. Covergold are the supplier-of-choice for many museums, archives, galleries, libraries, local authorities and universities offering a service second to none. Visit our stand to discuss your projects.

Cre8 V7
www.arjcre8.co.uk

Cre8 creates bespoke retail, café and welcome environments for museums and heritage sites. With experience in listed buildings, we design, craft and install high-quality fit-outs that respect heritage while elevating the visitor experience and driving revenue.

CREATE.eu K10
create.eu

CREATE.eu is a multimedia studio from Belgium with a focus on interactive & immersive storytelling. We design and build unique experiences using the latest creative technology. A unique team of media artists, software developers and AV hardware engineers will bring your project to the next level.

Cultural Associates Oxford T7
culturalassociates.co.uk

Cultural Associates Oxford (CAO) is a specialist consultancy that strengthens museums, heritage and cultural sectors through strategic insight, entrepreneurial thinking and transformational support. We work in partnership with clients to co-design solutions that build resilience, vision and real impact.

C-E

- Cur8.Art** D9
cur8.art
Preserve, protect and present your cultural heritage with precision. Cur8.Art brings environmental monitoring, asset tracking and preventative conservation together in one elegant platform. Cur8.Art was born from a simple observation – museums and galleries deserve the same sophisticated monitoring and management tools that protect critical infrastructure in other industries.
- DACS** B6
dacs.org.uk
DACs supports museums, heritage and cultural organisations with clear copyright guidance and art licensing. It connects them with artists and estates, helps them use visual works responsibly, and offers practical guidance on navigating rights so organisations can share and present art with confidence.
- DBT Business Lounge** B9
gov.uk/trade
The UK's Department for Business and Trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, grow and export, creating jobs and opportunities across the country.
- DeepStore** L6
deepstore.com
At DeepStore, we specialise in the safe and secure storage of artefacts, archaeological archives, artwork, library collections and historical documents. Our underground storage facilities and expert team ensure that your collections and valuable assets are protected from deterioration, theft, and damage, preserving them for future generations.
- Dellner Glass Solutions** H1
dellnerglassolutions.co.uk
Dellner Glass Solutions is the official licensee of Armour Systems Ltd world class museum display cases throughout the UK and mainland Europe. We develop, manufacture, build and install museum showcases that will engage, educate and inspire your visitors.
- Designed by Esther** P8
designedbyesther.co.uk
Telling your story through illustration. Creating bespoke designs for your gift shop plus a brand new Charles Dickens collection.
- DigiTickets** R6
www.digitickets.co.uk
DigiTickets provides online ticketing, EPOS, and booking solutions for attractions, heritage sites, and events. Its platform supports timed entry, memberships, retail, and reporting, helping venues increase revenue, streamline operations, and enhance the visitor Experience.
- Disability Heritage** V18
culturesofdisability.com
Disability Heritage Consultancy is based in an academic research cluster, Cultures of Disability (Manchester Met Uni). We enable GLAM and heritage organisations to include disabled histories, helping with collections research, co-production, interpretation, funding bids and strategic planning.
- Dot Inc.** L10
dotincorp.com
Dot Inc. is redefining accessibility in public spaces for people who are blind or low vision. Discover the Dot Pad X, a revolutionary multiline braille and tactile graphics display that has transformed how blind people can access information, and the Nemonic Dot Printer, a fast and portable solution for creating braille labels on demand.

- DTM Print** Q10
dtm-print.eu
DTM Print is an international OEM and solutions provider based in Germany, with over 40 years' experience developing custom printing solutions. As well as our own products, we collaborate closely with renowned manufacturers to deliver optimal printing solutions for a variety of applications.
- Dwel | AI for Visitors** M6
dwel.ai
Dwel is the only voice-first AI designed exclusively for places and the people who visit them. Contextual awareness + accurate, place-curated data + conversational simplicity = happy visitors of all ages, nationalities and accessibility needs. Dwel reconnects people to your place in the age of AI.
- Dynavics** G1
dynavics.co.uk
As a trusted Microsoft and LS Retail partner, Dynavics takes a customer-first approach to accelerating growth. We work as an extension of your team to streamline processes and boost efficiency through a unified system from head office to POS. Come say hello and discover more!
- Eltek Data Loggers** L3
eltekdataloggers.co.uk
Professional Data Logging Solutions for monitoring, research and compliance. Wireless and wired data loggers, sensors and software trusted by museums and heritage worldwide. Measure. Protect. Understand.

E-G

- Epson UK Ltd** K6
epson.co.uk/proav
Epson is a global technology leader. Empowering your visual communication means unlocking the ability to project brighter, bolder, and more imaginative images - anywhere. That's why we're dedicated to crafting innovative, adaptable solutions that elevate projection to extraordinary new heights.
- Everywhen | Ecclesiastical** D1
everywhen.co.uk/sectors/heritage
At Everywhen, you get more than insurance - you get a partner who understands the heritage world. With 25+ years' experience, we support museums and cultural spaces with clear, tailored cover. Protect what matters with knowledgeable, specialist guidance. Everywhen, formerly Towergate.
- Exekias Games Ltd** U8
exekiasgames.com
Historical board games that bring together historical accuracy, beautiful design, and great gameplay. Great fun for families, board game nights, and classrooms alike. These high quality games immerse players in ancient historical and mythological settings, sparking curiosity, while providing endless afternoons of competition and laughter.
- Experience Lighting / CLS LED** F10
experiencelighting.co.uk
Experience Lighting is the UK distributor for CLS LED - a manufacturer of quality LED lighting fixtures for Gallery spaces, Retail and Entertainment applications. Also on display are control products from Pharos Architectural Controls.
- Expian** J9
expian.io
Expian provides integrated ticketing solutions that ensure delivery of the best possible customer experience on and around their visit. We leverage APIs and AI to create a ticketing eco-system, connecting best in class systems, powered to Expian to enhance revenue agility, and increase operational efficiency
- Fotoware + zetcom** P11
fotoware.com
Together, Fotoware and zetcom deliver a combined CMS+DAM solution for Museums & Galleries, enabling seamless management of files and data, where everything is added once - and only once. Content distribution is made easy with open APIs and customizable workflows, and advanced Rights Management ensures complete control of vast collections.
- FRAME London Ltd** P4
framelondon.com
Conservation framing for the museum, gallery and home. Frame London provides conservation picture framing for museums, galleries, and private clients. Working closely with curators, artists, conservators, registrars, and technicians, we support world-class institutions in delivering exceptional exhibition projects with precision and care.
- From Landfill to Luxury** A2
thesewinghq.co.uk
We are manufacturers. For 25 years we supplied luxury brands and know true quality. We turned from waste to purpose—saving premium fabrics from landfill. Our sewing kits are hand-finished by skilled artisans, fully stocked with professional tools, and made in the UK to last a lifetime. Shortlisted for the Top Drawer Spotlight Award, February 2026.
- Fusion** A3
fusionlx.co.uk
FusionLX specialise in delivering AV, lighting and electrical solutions tailored for the Museums & Heritage sector. Ljus Design distributed by Fusion, are Swedish manufacturers of exhibition lights that focus on quality, versatility & sustainability without the designer price tag.
- Gallery Systems** N9
gallerysystems.com
Gallery Systems helps museums, galleries, and cultural institutions streamline collections management and enhance community engagement. Our integrated suite of products, built on a unified database, supports everything from care and exhibition to global collaboration, making management more efficient and cost-effective for all teams.
- Gateway Ticketing UK** M5
gatewayticketing.co.uk
Gateway Ticketing Systems«, Inc. is a global leader in ticketing and guest experience solutions for attractions. For over 35 years, its Galaxy« platform has unified ticketing, admissions, eCommerce, retail, F&B, CRM, and more—supported by expert services and strategic guidance to help attractions operate smarter and grow revenue.
- Gemajesty Jewellery** V1a
gemajesty.com.au
Welcome to Gemajesty Jewellery. Based in Sydney, Australia. We hope you enjoy exploring our collection of unique designs set with natural raw gem stones sourced from around the world. Each piece has been beautifully designed and handcrafted into envious statement pieces for your customer's indulgence.

Gemini Data Loggers Q4
geminidataloggers.com

Gemini Data Loggers UK Ltd designs and manufactures Tinytag data loggers. These are discreet, robust and easy to use, providing reliable and cost-effective solutions to help maintain a stable environment for exhibits, artefacts, and archive material by accurately monitoring conditions that affect them (e.g. temperature, RH, LUX and UV).

Genus M3, N2, L2
Genus.uk

Genus, a family-owned business with over 50 years' expertise, delivers end-to-end digitisation solutions for heritage collections. Visit our stands to explore the ARAGO 3D photogrammetry scanner and leading digitisation hardware, helping you unlock the full potential of your institution's collection.

Glasbau Hahn D10
glasbau-hahn.de/en

Glasbau Hahn offers the only fully self-developed exhibition system, proudly "Made in Germany." Our quality, functionality, and durability ensure unique value. We balance budget efficiency with optimal protection for cultural assets, providing cutting-edge preventive conservation. Glasbau Hahn is your No. 1 partner for reliable preservation.

Glasshaus Displays Ltd H9
glasshausdisplays.co.uk

Glasshaus Displays designs and manufactures museum-quality display cases and exhibition furniture. We deliver secure, conservation-grade solutions for museums, galleries, and cultural institutions, combining technical precision, sustainability, and high-end craftsmanship.

Group for Education in Museums A8
gem.org.uk

GEM is a thriving and vibrant membership network supporting a connected community of people enabling learning across museum, heritage and cultural settings. GEM provides training and support including early career development, leadership training, mentoring, resources, publication and an annual conference.

Half Moon Bay E7
halfmoonbay.co.uk

We're a family owned gift, stationery and homeware company supplying retailers across the UK and beyond. We create gifts that tell a story, combining in-house design with licensed collaborations to produce creative, design-led collections.

Heritage Interactive Ltd F6
heritageinteractive.co.uk

We specialise in creating innovative digital experiences for the heritage sector spanning both software development and AV hardware specification, commissioning and installation. Our work includes everything from AR apps, filming, touchscreen games and collection databases to large-scale interactive projections and immersive AV environments.

Heritage Open Days V1
www.heritageopendays.org.uk

Discover England's largest festival of history and culture, bringing together over 2,500 organisations and 40,000+ volunteers who deliver 5,800+ events. Every September this extraordinary community network gives people the chance to explore hidden places and try out new experiences – all for FREE! Visit us to find out how you can get involved.

Heritage Volunteering Group A15
heritagevolunteeringgroup.org.uk

Our mission is to help you unlock the power of volunteering through collaboration and sharing best practice. We support inclusive volunteering practice across the cultural and heritage sector. Come and say hi, ask us a question and we can signpost next steps. HVG is a membership organisation, we are free to join.

HeriTech Media C8
heritechmedia.com

HeriTech Media delivers digital solutions for museums, heritage sites and attractions, from audio guides to PWAs and immersive content. As the exclusive UK & Ireland distributor of Museummate's EasyGuide and SmartGuide solutions, we create tailored, scalable experiences to suit every site's goals, audiences and budgets, whatever the size.

Hole in my Pocket U11
holeinmypocket.com

Design & illustration studio creating bespoke, high-end gifts and greeting products for museums, galleries and design stores. Alongside our bestselling wholesale range, we collaborate with venues to develop exhibition-led collections, offering a full service from concept to production with leading cultural partners across the UK.

HoxtonAi T11
hoxton.ai

HoxtonAi helps museums and cultural venues improve visitor experience and operations through privacy-first data and real-time visitor feedback. Our products include Hoxton Capacity for live occupancy reporting and Hoxton SaySo for spoken feedback and real-time operational alerts.

I Was Here Souvenirs Ltd P1
iwasheresouvenirs.co.uk

We are specialised in developing customised gifts, & high quality bespoke medals. With recognised know-how and expertise in the Gifts & Souvenirs market, we supply to famous tourist cities and attractions. Established in 2012, we have proudly supplied over 1 million souvenir coins across the UK, Germany, France, and Malta.

ICOM UK A15
uk.icom.museum

ICOM UK is the national branch of ICOM in the United Kingdom. It is a gateway to the global museum community and the only UK museum association with a dedicated international focus. It offers access to 20,000 museums in 172 countries, 32,000 museum colleagues throughout the world and 31 professional committees.


Imagineear
The Experience Is Everything
Imagineear H6
imagineear.com

Founded in 2009, Imagineear is a global creative company crafting immersive visitor experiences. Our 100+ storytellers and developers build multilingual audio and multimedia tours for apps, VR and our own custom devices. Built with accessibility at heart, we ensure every visitor can engage and explore, regardless of ability.

Integrated Contamination Management B5
icm.works/en/

ICM offers the most effective solution for insect pest eradication and biocide decontamination. Their signature service—humidity-regulated warm air treatment—safely eliminates pests from a wide range of materials all within 24 hours and without damaging sensitive items.

Jam Creative Studios N7
jamcreativestudios.com

We're an award-winning team specialising in the creation of engaging, immersive visitor experiences that allow audiences to interact with heritage in new and exciting ways. Be it AR, VR, digital interactives or immersive, dynamic projection, we combine storytelling with innovation to create truly memorable experiences.

Janie Lightfoot Textiles LLP P2
janielightfoot.co.uk

Conservation of textiles & textile related objects. Cleaning, conservation repair stitching, lining and mounting of costumes, tapestries, embroideries and carpets. Also includes: Condition surveys; installation of large textiles; consultation on collection care & pest management; conservation framing; historical research; display & exhibition methods.

Jennifer Court Art J8
jennifercourt.co.uk

Hello! I'm Jennifer, a pen artist and illustrator based in Scotland. I'm passionate about bringing famous buildings and hidden gems to life with pen and ink – capturing intricate detail and unique character for others to cherish and enjoy.

Joe Cool P5
joe-cool.uk

We design, produce and distribute innovative and distinctive products which are beautiful and, or, amusing; Life is too short to wear anything that isn't.

Judges Q3
judges.co.uk

Designers and UK manufacturers of bespoke giftware since 1902. From mugs to magnets, postcards to playing cards we offer a vast selection of creative retail ranges. Flexible production quantities and a friendly design team, to help customers navigate their innovative journey, make us your all-in-one supplier for creative retail ranges.

Kelly's Storage Limited T6
kellystorage.co.uk

Specialist relocation and storage for archival and specialist items, within temperature and humidity controlled conditions.

Kids in Museums A13
kidsinmuseums.org.uk

Kids in Museums exists to make museums more welcoming, accessible and relevant for all families, children and young people. Our co-created Manifesto, training and online resources are trusted sources of best practice. Free museum trails help attract and engage new family visitors while Takeover Day inspires the heritage workforce of the future.

LIFESAVER™**Lifesaver Power Ltd** U9
lifesaverpower.com

Lifesaver provides portable phone charging solutions for events, venues, and public spaces. Users can rent a power bank from smart vending stations, charge on the go, and return it at any location. The service enhances customer experience while generating revenue and offering branding opportunities for partners.

Light Projects
lightprojects.co.uk

Light Projects is showcasing the new Infinity Framing and Gobo Projector designed for precise illumination of artworks and objects and complete with Zoomable and Fixed Extra Wide beam angle lenses. Also on show will be the new Nanoflux LEDBar range and an exciting new range of induction-based display case lighting.

Lista UK Ltd
lista.com/en

LISTA is a world leader in versatile storage solutions and has a legacy of supplying some of the most prestigious museums in the world. Making effective use of storage areas, facilitating optimised storage. If your storage requirement could benefit from our experience & innovative solutions contact info.uk@lista.com.

LIVE IT Ticketing Specialists
liveit.io

Proud BCorp™ and trusted across Europe and North America, LIVE IT delivers advanced, scalable and fully customisable ticketing and EPOS solutions for museums, heritage sites and attractions. With over a decade of expertise, we combine cutting-edge technology, affordable pricing, unrivalled customer service and marketing support to help you grow.

Look2innovate
look2innovate.com

Look2innovate designs professional audioguides, tablets and tour systems for museums and exhibitions. Trusted worldwide, its solutions are deployed at the National Gallery, UK Parliament and soon Westminster Abbey, delivering reliable, immersive multilingual visitor experiences.

B7 LOOP Websites By Semantic
loop.semantic.co.uk

Your website is your most important brand asset, the online showcase of what your brand is all about and the optimum route of converting demand into sales. Get a superior website at an affordable price which is intuitive, up to date and evolves with you. Client include Silverstone Museum, Haynes Motor Museum and Black Country Living Museum.

M9 Losonnante
losonnante.com/en

Losonnante is a French startup specializing in the design, manufacturing, and distribution of bone-conduction audio devices. It provides an innovative sound-diffusion solution without accessories and additional noise pollution. The technology is designed for both indoor and outdoor public spaces, particularly cultural and touristic sites.

MAADIGITAL letsARgo
maadigital.co.uk

MAADIGITAL will be showcasing letsARgo, our augmented reality trail creation platform, designed to help places, spaces and stories come to life through interactive location-based AR experiences. áCreate, publish, monitor immersive AR trails with ease.

R4 MBA Exhibitions Ltd
mba-worldwide.com

MBA Exhibitions Ltd supplies high-quality, flexible walling systems for UK museums and cultural institutions. As the exclusive UK partner of MBA World-wide, we combine global design with local expertise to deliver adaptable, reliable solutions for temporary and touring exhibitions.

**K9 Meaco**
meaco.co.uk

Our range includes cloud systems, loggers and handhelds for monitoring temperature, humidity, lux/UV and more, so everything except how many brews you've had. We also offer humidifiers and dehumidifiers, because collections prefer long term, stable relationships and with over 25 years' experience in collections care, that's Meaco! Come say hello!

H2 Meyvaert
meyvaert.com/en

This is the 200th year since Meyvaert was founded in 1826. Meyvaert is the leading manufacturer of museum grade display cases. Working with designers, architects and often the client teams directly, Meyvaert have a wide range of solutions and standard products to match your showcase challenges. Come and discuss your project with our experts at H2.

E4 Multimedia Art & Education
mae.pl

One stop shop for all your museum content. From user interfaces, captivating illustrations and engaging digital media, we design and produce content for modern museums. 15 years of expertise bridging the gap between great ideas and a working exhibition, has proven that high-quality storytelling and technology performs reliably in gallery spaces.

Munters
www.munters.com/en-us

Munters is a global leader in energy-efficient indoor climate control. For museums and historic buildings, our systems prevent damage caused by uncontrolled humidity, while reducing energy and supporting preservation. Through our brand HumiTech, we supply, service and maintain humidifiers from any manufacturer. Proven in the UK and globally.

D3 Musa Guide
musa.guide

Musa is an AI tour guide and venues use it instead of an audio guide. Visitors get a curated tour that adapts to them, with the freedom to ask questions whenever curiosity strikes. Multilingual, no app, no hardware, just a single QR code. Launch in weeks and update in minutes. Winner of the Blooloop Award 2025 for Guest Journey of the Year.

F2 MuseARTa - ART SOX
musearta.com

MuseARTa-ART SOX is a brand entirely dedicated to Art. We offer an exclusive collection of finely knitted socks featuring the masterpieces of the world's greatest artists - works exhibited in renowned museums across the world.

S3 MuseumNext
museumnext.com

MuseumNext delivers affordable, flexible professional development for museum teams worldwide. Through inspiring virtual events, we bring together leading practitioners to share practical ideas and fresh thinking — from digital innovation to well-being, sustainability, learning, marketing and fundraising. Join those shaping the future of museums.

C3 Museums Association
www.museumsassociation.org

We are a dynamic membership organisation that campaigns for socially engaged museums and a representative workforce. We advocate for museums, set ethical standards, run essential events and training, professional development and an annual conference. Visit our stand to find out more and receive a 20% discount on membership.

F7 MyLearning
mylearning.org

MyLearning is a free website providing curriculum-linked resources from arts, cultural and heritage organisations across the UK. Designed for teachers, it hosts over 330 learning stories, including Marks & Spencer and the Leeds Curriculum. Talk to us about sharing your resources.

J2 nextScan
nextscan.com

NextScan helps archives safeguard their history through high-speed, high-resolution, gentle-handling digitization of film and fiche collections. Our advanced scanners and workflow tools ensure accurate, preservation-grade digital archives.

N5 Nimbus Disability
nimbusdisability.com

Nimbus Disability is a specialist consultancy and creator of the award-winning Access Card. We empower disabled people to communicate their access requirements to thousands of venues seamlessly. Using the social model of disability, we help organisations improve inclusion through evidence-based solutions and consistent accessibility standards.

V5 Nook Sensory Pods
nookpod.com

Nook Sensory Pods are mobile, modular spaces designed to support neuroinclusion in public spaces like museums and galleries. They offer calm, semi-private areas for visitors to decompress, regulate, or reflect. Certified as an Autism Resource by IBCCES, Nook enhances accessibility and creates more inclusive, welcoming public environments for all.

A7 Optoma
optoma.co.uk

Optoma delivers advanced visual display solutions for Museums and Heritage spaces, including projectors, interactive displays and all-in-one LED screens. Our technology helps bring stories to life through immersive, engaging and reliable visual experiences.

B1 Orpheo Acoustiguide
orpheogroup.com/uk

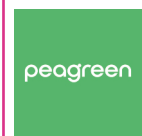
Global vision. Bespoke experiences. Stories that stay with you. Orpheo Acoustiguide is a global leader in immersive visitor experiences. With 5,000+ sites worldwide, we deliver in-house solutions for top cultural landmarks—from the Tower of London to the Vatican, Versailles, and the Statue of Liberty.

T5 Outside Studios
outsidestudios.co.uk

Outside Studios have created a high quality and robust range of affordable, off-the-shelf interpretation tools and products. All are easily installed, moved, re-used and updated.

Panivox B4
panivox.com

Inspiring Imagination with Panivox. Bring your stories to life with Panivox - transforming museum and heritage storytelling into interactive, multi-lingual, visitor-led adventures. From talking portraits to digital treasure hunts, powered by world-class gaming and narrative design. No coding. No apps. No barriers. Fast to launch and risk-free.



Peagreen Q6
peagreen.co.uk

Peagreen is a UK design studio specialising in retail collections and visual environments for museums, heritage sites and cultural destinations. We turn stories into products people want to buy, and design interiors, murals and installations that feel right, connect with visitors and perform commercially.

PEL Display & Storage Cabinets H8
preservationequipment.com

Cabinets for safe long-term storage & display. Highest quality cabinets, made in the UK and trusted by institutions around the world.

Peper Harow Made in England D7
peperharowwholesale.com

Founded in 2013, Peper Harow is a British brand creating luxury socks for men and women. Made in West Sussex with responsibly sourced yarns, our collections blend comfort, quality and distinctive design. Ideal for museum shops, they offer style, craftsmanship and a product to treasure. One size fits all with a one-year guarantee.

PermaJet
PROFESSIONAL INKJET MEDIA



Permajet A6
permajet.com

Permajet manufactures premium inkjet papers, canvases, and print media for photographers and artists. Since 1999, we've delivered exceptional print quality through innovative materials and expert colour management. Visit our stand to see our showcase of WideTEK scanners and discover how they can elevate your designs.

Preservation Equipment Ltd M1
preservationequipment.com

Products and supplies for the conservation and preservation of artefacts, artwork and archives for conservators, librarians, curators, archivists & more. From tissue paper to disaster preparedness kits, plan chest cabinets to bespoke boxes, PEL have an extensive range of products to keep your collections safe. Buy online, or give us a call.

RC Brady (UK) Ltd V9
www.rcbrady.co.uk

RC Brady produce the finest leather bookmarks using our own leather made here in Glasgow. Experts in foil blocking bespoke designs onto small leather goods. We offer a wide range of leather gifts from traditional to new products that we can put your design onto. Please come and discuss your requirements we are happy to produce new products.

Reine d'Amour E5
reinedamour.co.uk

Reine d'Amour is a conceptual design jeweller with focus on the heritage sector in the UK and France, trading in over 80 heritage sites. We offer our historically inspired brand as well as designing bespoke collections, as costume jewellery and semi precious stones. We offer packaging and unique presentations in our creative briefs.

Remark! T13
remark.uk.com

Leading Deaf-led organisation for British Sign Language (BSL) services and training in the UK. We create engaging BSL-signed exhibition content, tours and digital media for museums and heritage sites, alongside subtitling and voice-over. We also deliver Deaf awareness and tailored BSL training to enhance inclusive visitor experiences.



Renaissance Textiles C7
renaissancetextiles.com

Historical reproduction fabrics & furnishings - a comprehensive design, manufacture, installation service for decorative interpretation of historic interiors. Bespoke projects include: H.R.P. Tudor Route hangings; Hampton Court Palace; Edward I's chambers, Tower of London; Boleyn Apartment, Hever Castle; C15th. representation, Château de Suscinio.

RentaDinosaur W13
rentadinosaur.co.uk

RentaDinosaur provide a huge range of realistic, quality dinosaur puppets, from adorable Dino Babies to the world's largest Stegosaurus! Attract visitors of all ages to increase footfall and engagement. Theatrical dinosaur shows, interactive walkabouts and entertaining meet & greets - full of fun, education and feel-good family entertainment.

Riggs Ward Design U12
riggsward.com

Riggs Ward Design leads museums into the future with immersive experiences and ground-up institutional planning. Partnering with the Smithsonian, Library of Congress, Museum of Tolerance, and the British Library, we design powerful spaces that spark emotion and deepen understanding.

Rod Barlow Consulting P6
www.rodbarlow.com

We are a digital consultancy working to support specialty retailers, museums, visitor attractions and charities to maximise their commercial and customer engagement opportunity through the use of the best technology available.

Roelofs & Rubens Ceramics F9
roelofsrubens.co.uk

Roelofs & Rubens Ceramics specialises in producing highly collectable ceramic decorations that are exclusively designed for museums, cathedrals, castles and other key visitor attractions.

ScentXP W18a
airparfum.com

ScentXP is a scent-tech company redefining how audiences engage with scent. Its AirParfum technology uses dry diffusion to deliver original fragrances without contamination or saturation, enabling museums to integrate scent into exhibitions, creating immersive experiences while ensuring strict conservation standards.

Shadow Shapes U6
shadowshapes.co.uk

Shadow Shapes design and manufacture unique gifts and mementos from recycled plastic. Our process is ideally suited to small quantity bespoke designs that we design in collaboration with our clients - providing a unique memento of your customers experience. All materials, including packaging, is recycled and is designed and made in the UK.

Situate Q5
situate.io

Situate is an easy-to-adopt, flexible, and affordable tool for creating your own visitor app, walking tour or audio guide. It's ideal for creating engaging, location-aware apps that you can manage in-house. We have 20 years' experience in the heritage sector and can help and support you every step of the way.

SKINsoft J7
skinsoft-lab.com

SKINsoft offers an innovative and customisable software solution for the management, handling and publication of collections, dedicated to museums, film archives, foundations, private collections and corporate heritage. The SKINsoft solution is today at the forefront of full-web technology.

Smartify D5
partners.smartify.org

Smartify creates digital experiences that drive engagement and revenue. Through audio guides, XR experiences and storytelling, we help audiences connect with culture in accessible ways. Trusted by the Louvre, Historic Royal Palaces, Acropolis Museum, National Gallery and Smithsonian, our platform and apps serve hundreds of museums worldwide.

Socktopus S10
socktopus.com

Socktopus is a British, family-led sock brand, defined by hand-drawn designs inspired by culture, heritage and the natural world. Combining sustainable quality with storytelling and humour we create meaningful gifts that connect across generations. Our bespoke service creates designs that capture the story of a place and connect with visitors.



Solits Plinths & Display Cases K2
plinths.co.uk

At Plinths UK, we specialise in high-quality plinths, display cases and wall display solutions for museums, galleries and exhibitions. We offer standard and bespoke products with a focus on sustainable materials, responsible production and durable, conservation-conscious display design.

S-T

StaffSavvy T4
staffsavvy.com C6

Complex staffing made simple. StaffSavvy combines shift planning, HR, communication, learning management, online training, compliance, timesheets, recruitment, and so much more on one platform. StaffSavvy is ideal for businesses that have outgrown basic HR or shift management tools. We work with museums and arts centres all over the UK.

Stephen Spencer + Associates
Ambience Networking Lounge
stephenspencerassociates.com
SS+A is a visitor experience consultancy dedicated to driving business growth in the cultural sector. We enhance sustainability by helping organisations to be more purposeful, people-centric, and profitable.

Stereoscape N6
stereoscape.com V19

Stereoscape is the design and technology studio that transforms flat information into interactive and immersive experiences. By harnessing the power of Augmented Reality (AR), Virtual Reality (VR), and interactive web technologies (WebXR), we help you tell your story, showcase your products, and train your teams in ways that make a lasting impact.

System Simulation N10
collectionsindex.com W18

vSystem Simulation has been working with heritage organisations of all sizes for over 30 years. Get the best out of your collection with CollectionsIndex+, System Simulation's collection management system, for your objects, archives, books, images and digital assets. Spectrum, ISAD(G) and MARC 21 compliant. Professional-strength, volunteer-friendly.

T&F Apparel T4
tfapparel.ltd C6

T&F Apparel Ltd is an established fashion supplier specialising in the design and manufacture of branded merchandise apparel and accessories. Established in 2019, we have built a solid reputation for producing high-quality, fashionable and innovative products at affordable prices.

Temple Island Collection P3
templeisland.com

For over 30 years, Temple Island Collection has created design-led gift ranges for visitor attractions. Working with talented artists such as Jessica Hogarth, Lucy Loveheart and Dog & Dome, we produce distinctive products across textiles, chinaware and more, helping attractions offer memorable, beautifully designed keepsakes.

Templecoombe Ltd V19
templecoombe.co.uk

We provide custom printed bags that turn a retail purchase into a lasting brand experience. We're here to help you nail the perfect balance of unit cost, functionality, and design. Our team works with you to ensure every detail reflects your attractions unique personality, sending a beautiful piece of your story home with every visitor.

Terentia W18
terentia.io

Empowering cultural institutions. Purpose-built for the GLAM sector, Terentia is a cloud-native platform integrating digital asset management, collections management, and digital collections into one intuitive interface. Manage collections, organise and preserve digital assets, and tell compelling stories with this next-generation solution.

Tessitura U5
tessitura.com

We are a not-for-profit tech company and CRM is the heart of our mission and technology platform. Ticketing, membership, marketing, fundraising, education, report functionality with an integrated e-commerce help our community build a sustainable and accessible future. Join National Gallery, Fitzwilliam Museum, Science Museum Group and work with us.

Testo UK U7
testo.com/en

Testo SE & Co. KGaA is a global leader in environmental monitoring systems and measuring instruments. With 3,900 employees across 37 subsidiaries, we develop solutions for museums of all sizes. Our systems measure temperature, humidity, CO₂, Lux, and UV, delivering precise, reliable, and low-maintenance data to over 650,000 customers worldwide.

The Audience Agency A13
theaudienceagency.org/en

The Audience Agency is a non-profit research and development agency for the cultural sector whose purpose is to enable a vibrant, relevant cultural sector for all. Designed to support an informed and innovative sector in practice and policy, TAA's consultancy and research is evidence-led and people-centred.

The Circulars W16
factsfiction.de

The Circulars are a visitor engagement system developed by facts and fiction, an interdisciplinary creative agency based in Cologne and Berlin. Founded in 1992, the agency develops innovative projects in museums, exhibitions, Expo pavilions, and digital experiences. facts and fiction has executed over 700 projects in 50 countries.

T

The Curio App Q11
thecuriozone.com

Transform your exhibits with Curio. Our free app makes displays immersive and accessible, letting visitors delve into rich content on their own devices. Enhance the visitor experience today. Visit Stand Q11 to see Curio in action and say hello!

The Exhibitions Group A14
theexhibitionsgroup.org.uk

We are the home of exhibitions. We connect and empower everyone in cultural exhibitions to create relevant, sustainable, diverse, and accessible exhibitions. A registered charity and membership organisation originally founded in 1985, we offer training, research, resources, and networking opportunities.

The Heritage Alliance A11
theheritagealliance.org.uk

The Heritage Alliance is a leading voice for the UK's independent heritage sector, uniting more than 200 diverse organisations. We champion the needs, aspirations, and achievements of our members and the wider sector – influencing policy and legislation, bringing diverse groups together, and creating a supportive network where everyone can thrive.

The Institute of Conservation A10
icon.org.uk

Icon is a charity championing heritage conservation, and the membership body for the conservation profession. We work to protect, preserve, and promote our shared cultural heritage by cultivating skilled conservation professionals, fostering meaningful collaboration across the sector, and delivering public benefit through engagement and advocacy.

The National Archives A14
nationalarchives.gov.uk

We are expert advisers in information and records management and we provide support, guidance and funding for archives across the UK. We fulfil a leadership role for the archive sector and work to secure the future of physical and digital records.

The Penny Press V20
thepennypress.com

The Penny Press designs and manufactures British-made pressed penny machines and bespoke souvenir coins for heritage sites and visitor attractions across the UK. Its expertly crafted keepsakes enrich the visitor experience, offering a timeless and meaningful connection to each location.

The Rooflight Co. W19
therooflightco.com

The Rooflight Co designs and handcrafts elegant rooflights in the heart of the Cotswolds. As an employee-owned British manufacturer, we have been trusted for over 30 years to bring natural light into historic and contemporary buildings, preserving character while protecting interiors and creating beautifully lit spaces worldwide.

The Woodland Trust P9
woodlandtrust.org.uk

Founded in 1972 the Woodland Trust is the largest woodland conservation charity and a leading voice in bringing the UK's trees and woodlands to the attention of Government, land owners and the public.

THINKAMBIENT

Think Ambient Ltd F3
thinkambient.co.uk

Think Ambient supplies unique print materials that are damage-free, easy to install and leave no residue. Perfect for museums, historic buildings, events and retail spaces. Our exclusive product, CLINGZ grips to surfaces such as marble and brick using only static! Most of our range are fully PVC-free, offering more sustainable alternatives.

Ticketsolve F1a
ticketsolve.com

Ticketsolve brings together ticketing, CRM, marketing, fundraising and payments in one unified platform for museums and heritage organisations. We work in genuine partnership with you, constantly evolving the product and supporting your team because we care about your success.

Ticketure A5
ticketure.com

Ticketure provides ticketing, membership, donations, and point-of-sale technology for museums, heritage sites, and visitor attractions. It brings sales, admissions, fundraising, and visitor data into one system, helping teams run smoothly, improve the visitor experience, and grow revenue.

TM Lighting B2
tmlighting.com

TM Lighting has established a reputation as one of the world's leading art lighting specialists. Based in London, the company designs and manufactures exceptional, patented lighting products that transform private and public art collections across the globe. TM Lighting proudly offers end-to-end design and advisory services for clients worldwide.

T-V

- Traditional Craft** F1b
traditionalcraft.com
Traditional Craft creates high-quality, affordable apparel and accessories for tourism, heritage and attractions. With decades of expertise, we design and produce ready-To-buy and bespoke collections in-house, delivering a seamless concept-to-delivery service.
- Tru Vue, Inc** C2
tru-vue.com
For over 50 years, Tru Vue has optically coated acrylic and glass with protective and aesthetic characteristics allowing viewers to experience works as they were intended. Optium« Museum Acrylic, UltraVue« Laminated Glass, and TruLife« Acrylic are trusted to protect and display fine art and cultural heritage across the globe.
- UFO Lighting** K1
fibreoptilighting.com
Founded over 30 years ago, UFO have steadily built the reputation of being one of the world's leading manufacturers of complete fibre optic and LED lighting systems. With an international presence through our offices in the UK, the USA, Germany and UAE, our lighting solutions are showcased globally in multiple prestigious locations.
- University of Leicester** K3
le.ac.uk/enterprise/expertise/culture-heritage-languages
University of Leicester's services to the sector include world-leading research, specialist in inclusive & digital practice; leading degrees & professional development across museums, galleries, heritage and culture; plus award-winning community programmes engaging audiences of 250,000 per year. Come and find out how you can collaborate with us.
- Ventrata** D4
ventrata.com
Ventrata provides an adaptable ticketing system for leading attractions, tour operators, and cultural venues, simplifying complex operations and supporting sustainable growth at enterprise scale.
- VENU+** L9
venuplus.com
VENU+ is the ultimate provider of outsourced revenue-share services for the world's top experience destinations. With the industry's most comprehensive portfolio of profit-generating solutions – from smart guest storage lockers to memorable photo capture experiences and customizable experiential souvenirs – VENU+ adds more to your venue.
- Vernon Systems Ltd** L7
vernonssystems.com
Founded in 1985, we only develop software for museums. Our two products are: eHive, a low-cost, easy to use web-based CMS and Vernon, a Windows-based or hosted solution which has more advanced search, reporting and customisation options. We pride ourselves on excellent customer support, as well as being committed to regular software development.
- Vicki Thomas Associates** Q1
vickithomasassociates.com
A design and research consultancy creating and collaborating across the heritage sector and gift industries. Our design and licensing work brings your stories to a wider audience. Past heritage projects include St Pancras Station, Silk Museum Trust, Shrewsbury Abbey, RSA, The Golden Hinde and Bonzo the Dog. They all played a part in 'our story'.
- Victoria Eggs** U10
victoriaeggs.com
Victoria Eggs captures the magic in life's meaningful moments with beautifully crafted, UK-made designs which spark joy, evoke nostalgia and create lasting connections. Our products can be found in some of the world's most-loved retail stores and tourist sites. Our bespoke work includes British Library, Abbey Road Studios and Royal Albert Hall.
- Vintia** B3
vintia.com/en
Vintia is a leading leisure management solutions provider. We develop scalable and comprehensive ticketing, booking, management and payment solutions that increases operational efficiency, security and revenue by optimising customer experiences.
- Virtu Conservation** V3
conservation-housekeeping.co.uk
Virtu Conservation Housekeeping Ltd is a specialist heritage cleaning and conservation company, combining expert knowledge with solution-focused, on-site collections care. From palaces to private collections, we help conservation teams, and heritage managers, protect, maintain and preserve the interiors and collections in their care.

V-Z

- Visibyl** S11
visibyl.ai
Visibyl transforms your physical artefacts into captivating interactive experiences. Using 3D scans and your existing text data, our AI-powered platform brings exhibits to life. Visitors can explore your collection through natural conversation, ask questions, and engage directly with visuals that truly embody the artefacts they are discovering.
- VisitEngland Assessment Services** E8
visitenglandassessmentservices.com
At VisitEngland Assessment Services, we want to help you give your business a boost to meet the highest quality standards and increase visitor satisfaction. Our VisitEngland Quality Assessors are industry professionals and will assess your business against an agreed set of quality standards.
- Vox Group** A1
voxtours.com
Vox Group is a global B2B provider of guiding and visitor experience technology for tourism and culture. We support tour operators, DMCS, attractions, cruises and destinations deliver accessible, engaging experiences. Our ecosystem includes guided and self-guided solutions such as Vox Aura, the AI-powered live translation device, and POPGuide.
- Voxel Studio**
voxelstudio.co.uk
We're a dynamic production studio creating standout immersive experiences for events and permanent installations. From brand activations to experiential spaces, creativity is blended with interactivity, moving content and technical solutions to transport visitors beyond the ordinary and create memorable experiences.
- Wales Perfumery** Q9
walesperfumery.com
Wales Perfumery brings scent storytelling to heritage spaces. Paris-trained perfumer Louise Smith creates niche fragrances inspired by history, nature, and landscapes. Our Celts and Natur collections evoke memory and emotion, helping museums and heritage venues engage visitors through the powerful, evocative language of scent.
- We Rise Up - PortAventura** H10
weriseup.ai
WeRiseUp creates mixed reality experiences for heritage and cultural tourism sites, adding immersive digital layers to physical spaces so visitors can relive history in more engaging, memorable ways while helping venues attract new audiences and unlock new revenue streams. We fund projects ourselves, helping venues innovate with no initial cost.
- WUK** G5
wuk.app/en
Your visitors have changed. Have you? WUK makes museums and heritage collections digitally accessible for everyone, regardless of age, knowledge level or disability. Museums create multilingual tours, audio, video and quizzes in a simple CMS. WUK turns visitors' own smartphones into personal guides: point, scan and discover.
- Your chocolate gift** D8
yourchocolategift.co.uk
Based in Leighton Buzzard Bedfordshire, we are a British manufacturer of luxury chocolate gifts, known for quality and innovative craftsmanship. We create bespoke chocolate and confectionery ranges that make engaging, memorable souvenirs for museums, heritage sites and much more.
- Zhongkun Culture & Tourism** W15
orcahi.com
Zhongkun Culture & Tourism provides digital interpretation and interactive solutions for museums and cultural venues, including audio guides, smart rental cabinets, interactive robots and AR glasses. Our systems cover 200+ venues across 70+ cities in China. We offer one-stop technical services to deliver stable, professional exhibition experiences...

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When you join Bloomberg Connects, you join a community of over 1,300 cultural organisations engaging their visitors with audio tours, wayfinding, accessibility tools, and more – for free.

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