

MEDIA PACK

EXHIBITIONS

Enhance your presence at our in-person
Discovery Days 2022

UCAS



YOUR TRUSTED PARTNER

Our network – our events are back up and running for 2022 spread across the United Kingdom, meaning you're able to pinpoint your recruitment. From our large, flagship events through to smaller, locally focused exhibitions, we've got the reach that other organisers don't have.

Our ability to connect – attending an event is more than just the stand. We know that connecting with a student needs to start before they attend, support engagement while they're on site, and continue to conversion afterwards. We can provide a range of marketing opportunities that will enhance the brand experience you offer.

Our unique insight – we know who comes to our exhibitions, and crucially what they then go on to apply for, and we'll use that insight to support you in planning your attendance at exhibitions. Whether you want to push your usual recruitment boundaries, or focus in on specific areas, we can help you define the perfect solution.

Our network of in-person Discovery Days for 2022 is now available. Make sure you don't miss out:

www.ucas.com/in-person-discovery-days



MARKETING OPPORTUNITIES

Drive footfall to your exhibition stand and enhance the face-to-face engagement opportunities with visitors.

Here are our package options to boost your profile in advance and during the event:

Package / event	Investment (+ VAT)	Display advertising	Student confirmation email	Student reminder email	Entrance video	Floor tiles	Event brochure advert	Enhanced brochure listing
Platinum / Premium Shell events – Manchester, London, Birmingham	£3,500	X		X	X	X	X	X
Gold / Premium Shell events – Manchester, London, Birmingham	£2,000		X		X		X	X
Silver / Shell events – all other (non-Premium) Shell event locations	£3,000	X		X	X	X	X	X
Bronze / Shell events – all other (non-Premium) Shell event locations	£1,500		X		X		X	X
Gold / large and XL Campus events – Bedfordshire, Bristol, East London, Essex, Hereford and Worcester, West and North Yorkshire	£2,000	X	X	X			X	X
Silver / small and medium Campus events – all other (non-large/XL) Campus event locations	£1,000	X	X	X			X	X

See our full calendar of events at: www.ucas.com/events-calendar-2021-22

MARKETING OPPORTUNITIES



BESPOKE EXTRAS

We also have several additional products available to book separately:

- ▶ display advertising
- ▶ pre-event solus emails
- ▶ adviser reminder email ads
- ▶ hanging banners
- ▶ data scanning
- ▶ post-event solus email

To book, please contact eventssales@ucas.ac.uk

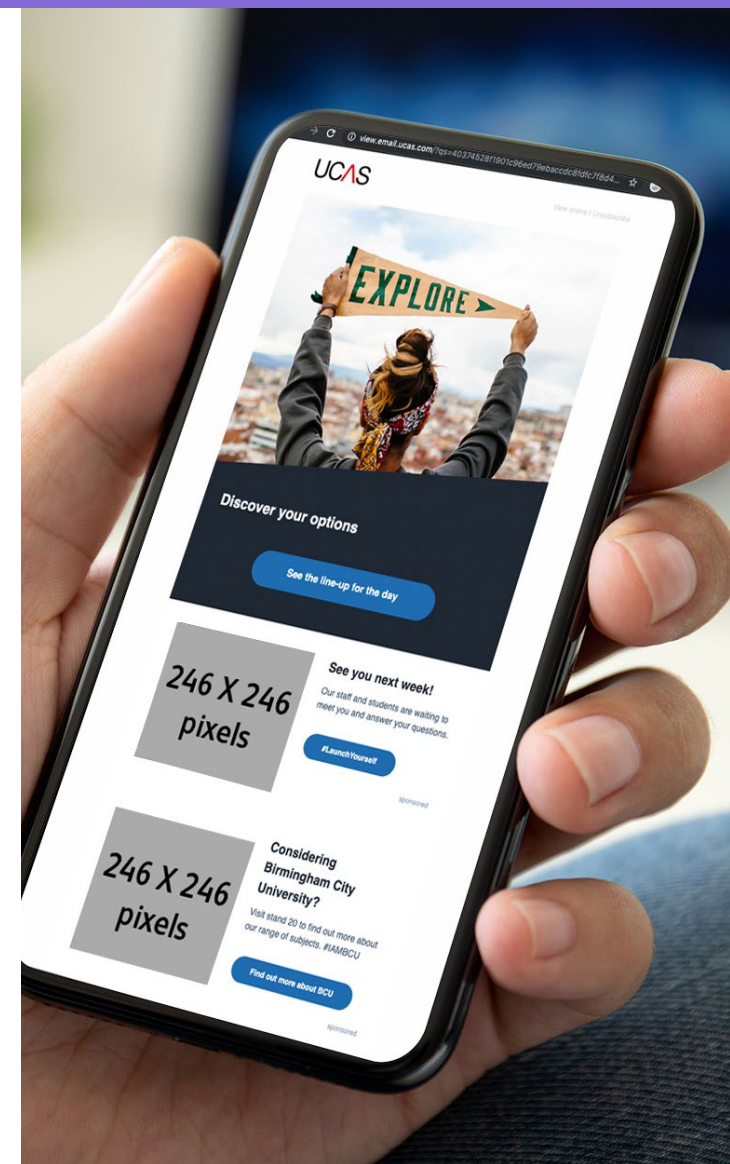
MARKETING OPPORTUNITIES

PRE-EVENT OPPORTUNITIES

Showcase your brand and create a lasting impression with our pre-event advertising possibilities. Raising the profile of your attendance will ensure that you're associated with our events, improving reach and impact.

- ▶ **Display advertising** – your advert on **ucas.com** seen by students and advisers as they research the events they want to attend, to build awareness of your brand.
Spec: targeted display MPU adverts (300px x 250px) on event specific pages.
- ▶ **Pre-event solus emails** – sent before an exhibition, your branded creative goes directly to all students who have individually registered for the events you have chosen.
Spec: working with you to get the most from your creative and the audience you're targeting, we'll then send it within our template to ensure you get the best engagement.

- ▶ **Student booking confirmation and reminder email ads** – sent after booking, and one week before the event, your advert is placed in these critical emails to students, with their relevance and timeliness delivering great results.
Spec: title and image – JPEG/GIF (246 x 246 pixels), text (15 words), link copy (5 words) with URL hyperlink, content should promote stand attendance and what students could expect.
- ▶ **Adviser reminder email ads** – sent one week before, your advert is placed within the last communication to advisers which has a high open rate, as they encourage students to plan their visit to the event.
Spec: title and image – JPEG/GIF (246 x 246 pixels), text (15 words), link copy (5 words) with URL hyperlink, content should promote stand attendance, and what advisers could expect.



MARKETING OPPORTUNITIES



IN-EVENT OPPORTUNITIES: VISUAL REFERENCES

Put your brand front and centre in students' minds from the moment they enter the event, with our selection of visual signposting options.

- ▶ **Entrance welcome and exhibition hall floor videos** – seen by a captive audience of queueing students, ideal for brand awareness and directing traffic to your stand.
Spec: video clip which plays on a loop, 1080 x 1920, max 10 seconds, .mp4 or .mov.
- ▶ **Hanging banners** – hung directly above your stand, this is the ultimate signposting opportunity for students planning their route.
Spec: artwork to be supplied in hi-res PDF format for full digital print, available as double sided vinyl banners – 2000 x 5700mm, or triangular signs – 288" x 40", four colours to all sides.
- ▶ **Floor tiles** – working both as brand awareness and visibility, floor tiles increase your reach, ensuring your brand is seen across the event.
Spec: available in two sizes - 600mm x 600mm or 1000mm x 1000mm, 6mm bleed, full colour, to be supplied as hi-res PDF, five identical branded floor tiles using your creative, located in high-traffic areas.
- ▶ **Event brochure advert** – the brochures include key UCAS and event-specific information, as well as the floor plan for students to use as they navigate around the exhibition – they also often keep brochures to refer to after an event.
Spec: in a z card format, a full colour, print ready, A6 EPS or hi-res PDF advert.
- ▶ **Enhanced brochure listing** – your logo alongside your event listing on the reverse of the brochure, increasing visibility for your brand and stand location when students are planning their visit.
Spec: eye-catching logo and in full colour, as a 300dpi JPEG, EPS or hi-res PDF.

MARKETING OPPORTUNITIES

IN-EVENT OPPORTUNITIES: DATA SCANNING

Collect invaluable data in seconds and use it to deliver your marketing messages after the event. Purchase licenses and use your phone to collect information on the students visiting your stand. Receive the best value by purchasing the maximum number of licences you require, rather than buying a lower amount and topping up later.

Specifications:

- ▶ Access data on the day of the event (subject to internet connection)
- ▶ Use your own device – making it easier to capture the details you need
- ▶ Use functionality to make notes on an individual once scanned
- ▶ Purchase a flexible bundle, meaning you pay for what you require and the more licences you buy, the cheaper each use will be
- ▶ One licence required per device, per event
- ▶ Visit **the website** for more details of the service and how to access data

Minimum operating system requirements:

- ▶ Android 8 (recommended over iOS7)
- ▶ iOS7
- ▶ We highly recommend using phones rather than tablets for the best user experience
- ▶ Minimum 5 megapixel camera
- ▶ Requires 32.4mb to download app
- ▶ Cannot be used on Windows phones or Amazon devices
- ▶ Please get in touch before purchasing to ensure compatibility



MARKETING OPPORTUNITIES



POST-EVENT SOLUS EMAIL

Remind students about what you can offer them and continue your relationship after the event with a solus email.

Sent a week after they attend, your creative will go direct to students who already associate you with the event and know your message is relevant – giving a high engagement rate. This offers a great opportunity to confirm the connections you’ve already made.

Spec: working with you to get the most from your creative and the audience you’re targeting, we’ll then send it within our template to ensure you get the best engagement.

ARTWORK DEADLINES AND CONTACT DETAILS

ARTWORK DEADLINES:

- ▶ **March events:** 14 January 2022
- ▶ **April/May events:** 25 February 2022
- ▶ **June/July events:** 15 April 2022
- ▶ **September events:** 15 July 2022

CONTACT OUR EVENTS SALES TEAM:

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