

# UCAS Physical Exhibitions Code of Conduct

## Version control

Date	Description	Author
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## Who does this apply to?

This code of conduct forms part of the exhibitor terms and conditions and applies to exhibitors or organisations/sole traders of any background booking marketing opportunities or stand space at an exhibition or conference.

## Introduction

UCAS organises a network of events across the UK, for prospective students to gather information, advice, and guidance about education and career opportunities, from a wide range of course providers and organisations. To ensure students' needs are at the heart of the events, and all exhibitors are able to engage effectively with them, all exhibitors must adhere to this code of conduct. The code of conduct has been agreed jointly between UCAS and HELOA.

## Staffing

- All Exhibition Stand Space and Exhibition materials must be fully set up by the following times for UCAS events.
  - Premium events (London, Birmingham and Manchester) – Exhibitors must be set up for the event the day before the exhibition is due to start unless prior agreement with the UCAS Event Organiser.
  - Shell and campus events – exhibitors must be set up and ready for the Event 30 minutes prior to the commencement of the Event. Therefore, you should arrive in sufficient time to allow your Exhibition Stand Space and Exhibition materials to be fully erected, no later than one hour before the commencement of the Event.
- Should you arrive after this time, UCAS reserves the right to refuse entry to the Event as transportation of stands and materials through the live Event areas may constitute a health and safety hazard.
- All members of staff attending or working at events should be given a copy of the code of conduct, and fully comply with it. They should display a high standard of professionalism in their work, and offer information, advice, and

guidance effectively, and with integrity. Any member of staff, including contractors and couriers, who are rude, disregard instructions from the organisers, or behave in any way that is deemed inappropriate for a UCAS exhibition, will be asked to leave the event. All incidents of this nature will be followed up and reported to the provider/organisation the member of staff represents.

- Exhibitors should provide appropriate personnel to staff the stand, adequately trained with sufficient knowledge to offer quality representation of their provider or organisation. Pre-event information should be passed on to those attending the event.
- Please carefully consider the number of staff working at each event. Exhibitors must consider the space available on their stand, including fixtures and fittings as part of the stand itself. All exhibitors working on the stand must stay within the stand space and not move out onto the aisles causing a bottle neck or blockage to the aisle. In addition all staff should also be able to comfortably work within the allocated space provision.
  - UCAS recommends no more than
    - MAX Two staff on stand
      - $2\text{m} \times 1\text{m} = 2\text{m}^2$
      - $4\text{m} \times 1\text{m} = 4\text{m}^2$
    - MAX Four staff on stand
      - $3\text{m} \times 2\text{m} = 6\text{m}^2$
      - $6\text{m} \times 1\text{m} = 6\text{m}^2$
      - $3\text{m} \times 3\text{m} = 9\text{m}^2$
    - MAX Six staff on stand
      - $4\text{m} \times 3\text{m} = 12\text{m}^2$
    - MAX Eight staff on stand
      - $5\text{m} \times 3\text{m} = 15\text{m}^2$
      - $6\text{m} \times 3\text{m} = 18\text{m}^2$
    - MAX Ten staff on stand
      - $6\text{m} \times 6\text{m} = 36\text{m}^2$
  - Any additional staff may be asked to leave if the health, safety, or comfort of visitors or other exhibitors is compromised. Please note the number recommended above does not include any stand fixtures and fittings, therefore please take this into account when allocating staff. UCAS reserves the right to ask stand staff members to leave if there is not sufficient space available on the stand.
- Student talks are delivered on an impartial basis. To uphold the event's impartiality, those asked to deliver a student talk at an event must ensure their presentation delivers general advice and guidance, and not be perceived to deliver an unfair bias towards a particular higher education provider, organisation, or company. Any presenter who does not support impartiality will be prohibited from delivering student talks at future events.

- Exhibitors should inform UCAS and the local event organiser if they are unable to attend an event. Many events are at capacity, with a waiting list of exhibitors. Non-attendance at events, without prior notice, may jeopardise future participation.

### **Marketing materials**

- All promotional material should be relevant and provide a balanced view of the organisation it represents.
- Unless a specific stand size has been booked, the standard provision of space is:
  - Shell scheme – 3m x 2m. Furniture will not automatically be provided – you can order furniture options when booking.
  - Campus events – 2m x 1m space only. Furniture will not automatically be provided – you can order furniture options when booking.
  - Specific stand sizes and locations are selected when booking stands at the Create your future exhibitions. Furniture will not automatically be provided – you can order furniture options when booking.
- Display stands and all materials must be of the appropriate dimensions to fit within this space allocation, without obstructing the aisles or neighbouring stands. Storage space at campus events is minimal, therefore all banner stands/prospectus storage must be kept within the stand area and must not obstruct neighbouring stands/aisle space or cause trip hazards. If the stand size exceeds the provided space allocation, exhibitors will be asked to dismantle/adjust their display materials to fit within the allocated space.
- Promotional activities are not permitted outside or on entrance to an event venue.

### **During events**

- Stands must not be dismantled or remove materials from the Exhibitor Stand Space area while visitors remain in the hall as transportation of stands and materials through crowded areas may constitute a health and safety hazard.
- Exhibitors must remain on their stand throughout the event and must not carry out any promotional based activity in the gangways or between stands. This is for health and safety, and to ensure visitors are able to access a range of information, advice, and guidance.
- Exhibitors should not leave their stand when trying to get visitors' attention, or when having any discussions with visitors. Please stay on your stand, so the aisles are kept clear.
- Information, advice, and guidance must not be to the detriment of other exhibitors.
- Trolleys/cases cannot be brought onto the exhibition floor during event opening hours.

### **Upholding the code of conduct**

UCAS and HELOA recognise that exhibitors work hard to comply with the code of conduct, and in the unlikely event that issues arise, any concerns will be addressed quickly. Any exhibitor, local event organiser, or visitor with concerns should initially raise these with the UCAS representative attending the event. The UCAS representative will liaise with the relevant exhibitor(s) to seek a resolution. All issues raised will be logged and reviewed regularly by UCAS and HELOA. If issues arise repeatedly, the individual with overall responsibility for UCAS events at the provider/organisation will be notified, and appropriate resolution sought. Attendance at future events will be jeopardised if the code of conduct is not upheld.

If concerns relate to serious health and safety issues, the UCAS representative (or local event organiser) will take any immediate steps required to ensure the health and safety of staff, exhibitors, and visitors.

Outside of events, UCAS can be contacted at [events@ucas.ac.uk](mailto:events@ucas.ac.uk).