



Enhancing your profile – Exhibitions 2023

UCAS

Increase your Impact

Choose from a series of marketing packages with our 2023 exhibitions.

Focus on making an initial connection, then build on that with our additional opportunities to stand out.

New individual add on opportunities include;

- **Video on the Live Lounge screen(s):** bring your organisation to life while students, advisers and parents are in this area – in between scheduled activities. Stage set up varies by event.
- **Premium stand position:** After a successful trial in 2022 at premium shell exhibitions, a highly limited number of premium stand position add ons are now available at all shell exhibitions. See page 4 for full details.

All items in this rate card are purchased via your Enet account from 18 October 2022, once stands have been purchased.



Building a connection

With our events packages you can create lasting impressions. Establishing your relationship with students before the event and continuing it afterwards increases your chances of conversion.

Pre-event solus email



Your branded creative goes to all students who have individually registered for the events you have chosen. Our creative consultants will help you get the greatest impact from your message. £750 minimum sign up fee.

Data Scanning



Collect invaluable data in seconds, and use it to deliver your marketing messages after the event. Whether it's a prospectus offer or an invite to an open day, data scanning allows you to continue the conversation.

Post-event solus email



One week after the event, remind students what you can offer them and what's next. Student engagement with your email is high because they associate you with the event, and know your message is relevant. £750 minimum sign up fee.

Premium stand positions – available at all premium shell and shell exhibitions

Have your exhibition stand placed in a premium position on the floorplan. Premium stands will be placed in a limited number of high visibility areas.

Speak to your account manager about specific placement within the event hall in the first instance.

If this option is not selected then education providers will be randomised on the floor plan, with other customers placed in zones.

Stand Size Booked	Single	Double 6m x 2m	Double 4m x 3m	Triple 9m x 2m	6m x 4m Shell
Additional cost per event	£550 +VAT	£825 +VAT	£1,045 +VAT	£1,045 +VAT	£1,100 +VAT

“UCAS Manchester was amazing! We were in such a great position and were very well looked after. Thank you so much.”

– Exhibitor 2022

Be there with the student through their event journey.

From sign up to attendance, make sure your brand is front of mind.

Choose your event	Event	Investment +VAT	Enhanced profile in exhibitor list	Brochure advert (inside pages)	MPU advert on ucas.com page for your chosen exhibition	Adviser reminder email – 1 week to go	Student reminder email – 1 week to go	Welcome video	Floor tiles
Manchester, London, Birmingham	Platinum*	£3,850	✓	✓	✓		✓	✓	✓
Manchester, London, Birmingham	Gold*	£2,000	✓	✓		✓		✓	
All other shell	Silver** (shell)	£3,300 £2,300 Exeter/Newport	✓	✓	✓		✓	✓	✓ except Exeter/Newport
All other shell	Bronze** (shell)	£1,650	✓	✓		✓		✓	
Bedford, East London, Colchester (Essex), Worcester, Leeds (Yorkshire)	Gold Campus (XL/L)	£2,200	✓	✓	✓	✓	✓		
All other campus	Silver Campus (M/S)	£1,100	✓	✓	✓	✓	✓		

Individual add-ons

Event	Event guide advert	Event guide outside back cover	Event guide enhanced profile	Welcome video by entrance queue	Video in Live Lounge	Hanging sign	Floor tiles 60cm x 60cm	Floor tiles 100cm x 100cm	MPU advert on ucas.com event page	Adviser reminder email – one week to go	Student reminder email – one week to go	Student reminder email – one day to go
Birmingham	£1,000	£1,500	£245	£385	£385	£1,760	£1,095	£1,320	£550	£500	£750	£800
London	£1,000	£1,500	£245	£385	£385	£1,760	£1,095	£1,320	£550	£500	£750	£800
Manchester	£1,000	£1,500	£245	£385	£385	£1,760	£1,095	£1,320	£550	£500	£750	£800
Brighton	£900	£1,200	£245	£350	£350	£1,760	£1,095	£1,320	£550	£450	£600	£650
Derby (East Midlands)	£750	£1,050	£245	£350	£350	£1,760	£1,095	£1,320	£550	£500	£450	£500
Edinburgh	£750	£1,050	£245	£350	£350	£1,760	£1,095	£1,320	£550	£400	£500	£550
Exeter	£900	£1,200	£245	£350	£350	N/A	£1,095	£1,320	£550	£450	£600	£650
Farnborough	£900	£1,200	£245	£350	£350	£1,760	£1,095	£1,320	£550	£450	£600	£650

Individual add-ons

Event	Event guide advert	Event guide outside back cover	Event guide enhanced profile	Welcome video by entrance queue OR in hall	Video in Live Lounge	Hanging sign	Floor tiles 60cm x 60cm	Floor tiles 100cm x 100cm	MPU advert on ucas.com event page	Adviser reminder email – one week to go	Student reminder email – one week to go	Student reminder email – one day to go
Glasgow	£750	£1,050	£245	£350	£350	£1,760	£1,095	£1,320	£550	£400	£500	£550
Lisburn (NI)	£900	£1,200	£245	£350	£350	N/A	£1,095	£1,320	£550	£450	£600	£650
Liverpool	£900	£1,200	£245	£350	£350	£1,760	£1,095	£1,320	£550	£450	£600	£650
Maidstone (Kent)	£750	£1,050	£245	£350	£350	N/A	£1,095	£1,320	£550	£400	£500	£550
Newcastle	£900	£1,200	£245	£350	£350	£1,760	£1,095	£1,320	£550	£450	£600	£650
Newport	£900	£1,200	£245	£350	£350	N/A	N/A	N/A	£550	£450	£600	£650
Sheffield	£900	£1,200	£245	£350	£350	£1,760	£1,095	£1,320	£550	£450	£600	£650

Individual add-ons

Event type	Event	Event guide advert	Event guide outside back cover	Event guide enhanced profile	MPU advert on ucas.com event page	Adviser reminder email – one week to go	Student reminder email – one week to go	Student reminder email – one day to go
Campus Extra Large	Bedford Leeds	£500	£800	£55	£550	£450	£600	£650
Campus Large	East London Colchester Worcester	£500	£800	£55	£550	£450	£600	£650
Campus Medium	Bangor Carlisle (Cumbria) Carmarthen Bournemouth Hull Ipswich Lanarkshire Lincoln Middlesbrough Norwich Stoke-on-Trent (Staffs) Winchester	£300	£500	£55	£550	£350	£400	£450

Individual add-ons

Event type	Event	Event guide advert	Event guide outside back cover	Event guide enhanced profile	MPU advert onucas.com event page	Adviser reminder email – one week to go	Student reminder email – one week to go	Student reminder email – one day to go
Campus Small	Aberdeen Ayrshire Borders Dumfries & Galloway Fife Inverness (Highlands) Moray Tayside Stornoway	£300	£500	£55	£500	£350	£400	£450

Furniture hire

Furniture does not come as standard but is easy to book via your Enet exhibitor portal.

Item	Price	Events available
Standard chair Grey, tubular metal frame with grey plastic seat and back	£0	All events (must be ordered via Enet shop)
Standard table Collapsible, finish – Swedish pine (height – 70cm, width – 122cm, depth – 61cm)		
Two high stools and one high table	£96	Premium shell and shell only
One high stool	£24	
Literature rack	£76	
Computer plinth table with cupboard	£64	



AV hire

Also available to book via your Enet exhibitor portal.

Item	Price +VAT	Events available
48" TV With Stand and 1 power socket	£365	Premium shell and shell only
75" TV With Stand and 1 power socket	£550	
LED Wall	POA	

Artwork deadlines

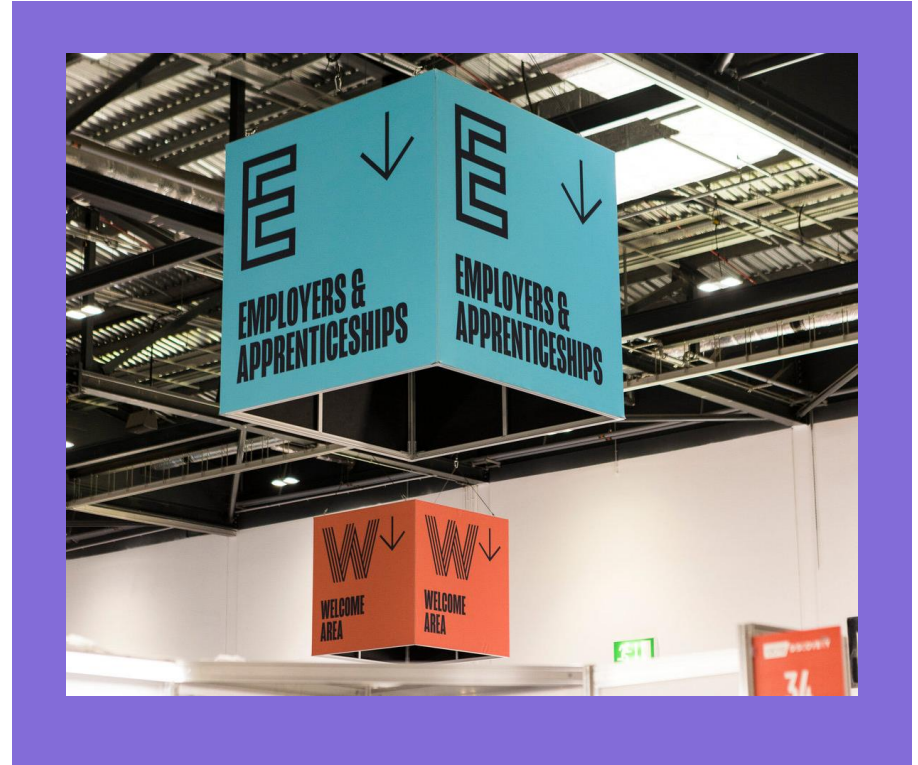
Exhibition date	Deadline
March	13 January 2023
April/May	24 February 2023
June	14 April 2023
September	14 July 2023

Note: MPU advert – please supply artwork ASAP after booking to get the most traffic



Additional information

- Please refer to the terms and conditions for cancellation fees
- All items are sold on a first come first served basis
- Items can be purchased via your Enet account after stand have been booked (or once subscription period has ended if you are a subscriber)
- On receipt of all hire equipment the customer accepts full liability for loss or damage
- Hanging banners – if these are wanting to be kept after the event, the customer must arrange and pay for a courier to collect from UCAS HQ.



Contact us

Please do not hesitate to get in touch with the team to discuss your presence.
We recommend booking as early as possible because some items sell out quickly.



Kathryn Mead
Senior Event
Sales Manager

k.mead@ucas.ac.uk



Sophie Orrell
Senior Account Manager

s.orrell@ucas.ac.uk



Jess Morris
Account Manager

j.morris@ucas.ac.uk



Kristi East
Account Manager

k.east@ucas.ac.uk

Or contact
the team