UCAS DISCOVERY

SERVICE PROVIDER GUIDE 2022

CONTENTS

OVERVIEW

Welcome to the 2022 edition of our **Service Provider Guide** – an overview of everything you need to know to run a UCAS exhibition.

The exhibitions were first organised by members of the Higher Education Liaison Officers Association (HELOA), and were then handed to UCAS to expand the network. Since then, UCAS exhibitions have been delivered in association with HELOA.

For over 20 years, UCAS exhibitions have been the first port of call for anyone exploring higher education – learners, parents, and advisers.

We're committed to ensuring that schools across the UK have a local opportunity to access free information and advice on higher education.

Our job is to maintain the same high standards across all of the exhibitions, whatever their location or size.

UCAS DISCOVERY

UCAS Discovery is an inspiring event experience for young people who want to look at the different choices available to them after school and college.

UCAS Discovery inspires young people. It empowers everyone to discover, connect and explore different opportunities, possibilities and pathways after school or college.

We want attendees to come to a UCAS Discovery event to open their mind to exciting possibilities after school or college. Watch. Chat. Be inspired. Discover different paths. Explore universes and apprenticeships. Find the answers to their questions. Hear from students and apprentices. An event where they can find their future and make an impact on the world.

JOINING THE UCAS EVENTS NETWORK

Each year, as a prospective service provider you can apply to host an exhibition within the UCAS network. By joining, you become part of our national team of higher education event organisers.

Across the UK, the UCAS Events Team directly organises 21 exhibitions, whilst 22 are organised in partnership with UCAS and service providers, with our support and funding.

The exhibition category is defined by the number of visitors that attend the event, and the venue type. There are two distinct categories.

UCAS shell or premium shell events can receive up to 14,000 visitors.

These are organised and funded by UCAS. They are located in large population areas, and are held at a university or a commercial venue.

UCAS campus exhibitions can receive up to 8,000 visitors.

These are funded and organised in partnership with UCAS and service providers, with a contribution of funds from UCAS.

THE EVENT AND THE UCAS BRAND

Whilst the organisation of campus events falls to the service provider, they must all be delivered as UCAS exhibitions – with all marketing and in-event collateral reflecting the UCAS brand. This ensures they remain impartial, and consistent in the experience a learner receives.

To assist in this, signage, UCAS t-shirts, and jackets will be supplied by your dedicated UCAS events organiser, and we'll provide access to marketing materials that can be used to promote locally. We ask that, all temporary signage, structures, and vehicles that directly promote the service provider will need to be removed for the duration of the event.

Sponsorship is a feature of the network. Either individual events, part of, or the entire network can be sponsored. If we have sponsors confirmed for the 2022 network, we will communicate sponsorship requirements.

CONTRIBUTION OF FUNDS

There are a number of criteria (see the service provider agreement) that service providers must honour to receive financial support from us, for example, using our marketing collateral which is available on www.ucas.com/ucas-service-providers.

In order to claim, service providers must complete the following appropriate paperwork one month after the event.

> **An expenditure sheet, along with invoices and receipts to evidence costs.**

> **A list of all exhibitors that did not turn up or left early, without informing you.**

> **An invoice for the appropriate amount of funding, once the final claim amount has been confirmed by UCAS.**

The amount a service provider can claim varies according to the event category.

UCAS campus exhibitions: categorisation by visitor numbers		
Minimum	**Maximum**	**Category**
5,000	N/A	Extra large
2,500	4,999	Large
1,000	2,499	Medium
0	999	Small

Categories are determined by the 2019 attendance figures.

UCAS' CONTRIBUTION

New rate card	Category			
	Extra large	**Large**	**Medium**	**Small**
Fixed rate				
Price one day	N/A	£1,400.00	£1,300.00	£750.00
Price two days	£3,750.00	£3,500.00	£3,250.00	£1,250.00
Variable rate				
Per visitor attending	£0.50	£0.50	£0.50	£0.50
Non-commercial exhibitor, per stand (including additional subscriber stands)	£120.00	£115.00	£110.00	£105.00
Commercial exhibitor, per stand	£140.00	£135.00	£130.00	£125.00
Advertising enhanced listing	£25.00	£25.00	£25.00	£25.00
Advertising z-card full page	£250.00	£250.00	£125.00	£125.00
Advertising z-card outside back cover	£400.00	£400.00	£250.00	£250.00

Where 50% of the event expenditure evidenced equals more than the overall funds UCAS has calculated, UCAS will increase funding further to the below capitations.

Exhibition category	Maximum cap. for an event without a marquee	Maximum cap. for an event with a marquee
Extra large	£15,000.00	£23,000.00
Large	£12,000.00	£20,000.00
Medium	£7,000.00	N/A
Small	£2,000.00	N/A

All funds exclude VAT.

PLANNING AND ORGANISING YOUR EVENT

TOOLS TO HELP YOU

Now you've joined us, we will support you in a number of different ways, with tools and services to help you deliver the UCAS exhibition experience.

YOUR ONLINE PRESENCE

Every event has an individual page on our website – **www.ucas.com/exhibitions**. We will manage the content, and events go live for bookings in October 2021. This will contain everything your visitors and exhibitors need to know about your event:

> **General information:** venue map, risk assessment, public liability insurance certificate.

> **Visitor information pack:** student talk programme, access and parking details.

> **Exhibitor information:** build-up and breakdown times, exhibitor manual, access and parking details.

This information, to be supplied by you, needs to be available on your web page no later than four weeks prior to the month of your exhibition. Please use the checklist and delivery programme on page 10, to ensure you provide everything required.

RESOURCES AND TEMPLATES

The service provider website – **www.ucas.com/ucas-service-providers-2022** – contains a wealth of resources to help you organise your exhibition. It includes, amongst other things, an exhibition z-card guide template, advert fillers, risk assessment template, and other organisations. These have been made available to ensure you have the support you need, and our processes and procedures are followed.

YOUR EXHIBITION Z-CARD GUIDE

Using the z-card template on the service provider website, as a minimum, the guide must include the following.

1. **Cover page:**
   > UCAS/Discovery logo
   > Service provider logo with the text 'in association with'
   > HELOA logo with the text 'in association with'
   > Sponsor logo (where applicable) with 'sponsored by'

2. **An exhibition floor plan. UCAS will create a plan with you in advance, and will allocate exhibitors to stands.**

3. **An exhibitor list, which must feature:**
   > exhibitor name
   > exhibitor stand number
   > enhanced listings (logo), where sold. We will supply you with all artwork and details UCAS will pull together the list for you and format it in the correct order.

4. **All advertising (where sold) – we will send all artwork to you.**

5. **Student talk programme.**

STUDENT TALKS

> Rooms should be within easy reach of the exhibition hall(s), with clear directional signage to encourage maximum attendance.

> Student talks should be provided on the following:

  – At least two 'applying to university through UCAS' student talks, using an approved UCAS presentation. If no UCAS representative is available to deliver this talk, UCAS will work with you to agree an alternative arrangement.

  – At least two 'student finance' talks, using an approved UCAS presentation. If no UCAS representative is available to deliver this talk, UCAS will work with you to agree an alternative arrangement.

  – Preferably at least one 'if not uni – what next?' talk, delivered impartially, using a presentation approved by UCAS.

  – Preferably at least one 'choosing a university or course' talk, delivered impartially, using a presentation provided by UCAS.

  – Preferably at least one 'student life' talk, delivered impartially, using a presentation approved by UCAS.

  – The number of attendees in each talk must be recorded and sent to UCAS.

> Contact your event organiser for a list of available speakers.

> Please enforce the exhibitor code of conduct with the speakers, which encourages them to deliver impartial advice without bias towards any single provider or commercial company.

> Student talks should be 15 – 20 minutes, with five minutes' question time.

> Your student talk programme should be uploaded as soon as possible.

> Additional student talk presentations may be created using the template provided on the service provider website, subject to UCAS' approval.

> UCAS has a 'silent headphone' kit for use at the exhibitions, to support their inclusion in venues without separate rooms. Contact your event organiser for more information.

THE VISITOR EXPERIENCE

The majority of our visitors are learners and advisers from local schools. We encourage service providers to also use the time they have visitors on-site to deliver student experience tours, and experiences to help build an understanding of higher education. These shouldn't be recruitment activities, and should be delivered in an impartial way. Please refer to exhibit 'D' in your contract.

Visitors must have a ticket to gain entry. We will work with you to send invitations to schools across the UK, encouraging them to book and ask for your support in getting everyone registered before the event.

Visitor registrations are split into two main categories: those attending with a school group, and those attending on their own.

Once an adviser has booked for their school group to attend, they will receive a confirmation email with a link to their personal ticket. Anyone attending with that school should also register for their own personal ticket. They have until the point of entry to do this. Anyone arriving at the exhibition without a ticket can register on the door, although this is discouraged to avoid potential delays. UCAS will provide scanning equipment to scan all visitor tickets on arrival, and a gazebo for outdoor use, if required. You must provide a dedicated entrance for UCAS visitors and exhibitors, and scan everyone on entry to enable accurate data collection.

Visitor bookings for exhibitions will go live in October 2021.

RESOURCES AND TEMPLATES

Communication with all visitors – including the pre-event promotion – will be delivered by UCAS. We ensure registered visitors are provided with information to help them prepare for their attendance. Wherever possible, we will provide copies of the content that is being sent to visitors about your exhibition.

THE EXHIBITOR EXPERIENCE

Many of our exhibitors attend events throughout the network. Because of this, UCAS directly manages all communications and bookings. If you need to communicate with exhibitors attending your event, this can be done by contacting your dedicated event organiser.

BOOKING SPACE

Exhibitors can book from September, up until two weeks before your event. If your event sells out, we will manage a waiting list in case of cancellations.

For pricing purposes, exhibitors are defined as either 'subscribers' or 'pay-per-event' exhibitors.

Due to space restrictions, all exhibitors are given the opportunity to book a single stand. Later in the year, larger stands (such as double stands) can be purchased where space permits. Exhibitors will contact UCAS if they require power for their stand and we will discuss this with you. You will be required to provide Wi-fi.

SUBSCRIBERS

Subscribers typically occupy up to 95% of the total stand space at each event. Once the deadline has passed for subscribers to book, if there are more bookings than available stands, we will conduct a sequential draw (as devised by HELOA). Any subscribers not drawn are then put on a waiting list, and contacted if a stand becomes available.

Different subscription packages are available, dependent on the number of exhibitions a subscriber wants to attend.

PAY-PER-EVENT

Those who don't subscribe, pay a fee per exhibition, and are able to book up to one week before the event on a first-come, first-served basis. Where there is a waiting list, priority will be given to those organisations who offer the most benefit to students. There are different categories of exhibitors.

> Category one: all non-subscribing UCAS providers, as well as publicly-funded, further and higher education providers, charities, armed forces, professional bodies, and non-profit-making groups.

> Category two: privately-funded further and higher education providers, commercial bodies, and profit-making groups.

> Category three: apprenticeship providers, and employers.

EXHIBITOR SCANNING

Exhibitors can use their own devices to scan visitor tickets. A member of our team will be on-site to manage this process and this will operate from the UCAS general information desk.

CHECKLISTS

The following checklists are designed to act as general guidelines on how to prepare for your exhibition.

ORGANISER'S CHECKLIST: PRE-EXHIBITION

VENUE

- [ ] Book exhibition hall (including a set-up day), student talk rooms, and catering area
- [ ] Carpet to protect hall flooring
- [ ] Foot flow – confirm entrances, exits, and access for disabled visitors
- [ ] Couriers – flat unloading areas available, lift access
- [ ] Floor weight limit – can it cope with the weight of pallets?
- [ ] Cleaners – staff numbers and times, skips and bins for recycling cardboard, general waste bins
- [ ] Security – numbers, times, and locations
- [ ] Heating / air-conditioning
- [ ] Toilets: separate visitor and exhibitor toilets if possible
- [ ] Wi-Fi for all exhibitors
- [ ] Student talk rooms: layout, chairs, table, AV equipment
- [ ] Storage area: for exhibitors
- [ ] Dedicated entry for visitors

EXHIBITOR AND VISITOR PARKING

- [ ] Traffic marshals for coaches, cars, and couriers (including build-up)
- [ ] Access routes for coaches, couriers, visitors, and exhibitors
- [ ] Parking for coaches, exhibitors, couriers, and visitors

OPENING HOURS

- [ ] Confirm timings for exhibition, courier access, build-up and breakdown times

EVENT STAFF

- [ ] Recruit event staff

FURNITURE

- [ ] Trestle tables and chairs. We would advise ordering extra to accommodate last-minute requests
- [ ] Tannoy system
- [ ] Gazebo – request a 3m x 3m gazebo from UCAS events for on-site registration (if needed)

FROM UCAS

- [ ] Signage – review and request signage
- [ ] Event staff T-shirts: order quantities from UCAS
- [ ] Event organiser polo shirts (red) – order from UCAS

HEALTH AND SAFETY

- [ ] Risk assessment: approved by your health and safety officer and venue
- [ ] Fire evacuation document
- [ ] First aid: times and locations
- [ ] Insurance: check that your public and employer's liability insurance covers events
- [ ] Other activities: confirm if any other event / activity will be on-site at the same time (such as building works), and consider how it could interfere with your exhibition
- [ ] Stand capacity: confirm layout with your health and safety representative
- [ ] Visitor capacities: confirm maximum numbers with the venue's health and safety officer, and stagger arrival times

CATERING

- [ ] Catering visitor, teacher and exhibitor areas
- [ ] Dietary requirements and healthy options
- [ ] Lunch order forms (optional) for exhibitors
- [ ] Seating for visitors
- [ ] Staffing
- [ ] Cash only / cards: inform exhibitors and visitors in advance if the catering facilities operate on a cash only basis
- [ ] VAT receipts: exhibitors will need receipts so they can claim back expenses
- [ ] Water: one litre bottle per exhibitor stand
- [ ] Teas and coffees for exhibitors

EVENT STAFF – INFORMATION TO GIVE THEM:

- [ ] Exhibition z-card guides, opening hours, and other details
- [ ] Evacuation procedures
- [ ] Job list
- [ ] Manual handling document
- [ ] Up-to-date floor plan and exhibitor list
- [ ] Student talk programme
- [ ] Uniform: UCAS tops and coats to be worn during event open
- [ ] Health and safety booklet

EXHIBITOR WELCOME PACKS ON STAND TO INCLUDE:

- [ ] UCAS Exhibitor Code of Conduct
- [ ] Exhibition z-card guide
- [ ] Catering information
- [ ] Up-to-date 'schools attending' list: school name, numbers attending, arrival times
- [ ] Up-to-date exhibitor list, if different to the exhibition guide
- [ ] Up-to-date floor plan
- [ ] Fire evacuation document and risk assessment
- [ ] Tea and coffee vouchers (if needed)
- [ ] Wi-Fi details

ORGANISER'S ON-SITE PACK

- ☐ Car park permits (if applicable)
- ☐ Coach arrival schedule
- ☐ Coach passes (if applicable)
- ☐ Exhibition guide
- ☐ Event risk assessment
- ☐ Exhibitor additional risk assessments
- ☐ Exhibitor list
- ☐ Exhibitor manual
- ☐ Fire evacuation document
- ☐ Public liability insurance certificate
- ☐ Schools list: including emergency contact details, number of students, arrival times, and access requirements
- ☐ Tannoy announcement sheet
- ☐ Visitor information pack

ORGANISER'S CHECKLIST: PRE-EXHIBITION

- ☐ Aisles and public areas: clear from obstructions before and during opening
- ☐ On-site registration: provide tables for filling out registration forms and exhibition z-card guides
- ☐ Announcements: inform exhibitors and visitors when about to open / close
- ☐ Event staff tasks to include:
  - ✓ flat packing cardboard boxes
  - ✓ greeting visitors and exhibitors at the entrance
  - ✓ using event staff as signage, especially for car parks
  - ✓ helping exhibitors unload
  - ✓ on-site registration
  - ✓ redistributing discarded prospectuses
  - ✓ scanning on entry
  - ✓ putting out prospectuses for late and no-show exhibitors

- ☐ Couriers: provide copies of floor plans and exhibitor lists to help distribute boxes to stands
- ☐ Early leavers and no-shows: record all exhibitors that do not turn up, and those who leave early. UCAS will follow this up on your behalf
- ☐ Evacuation plan: known by all staff and exhibitors
- ☐ Organiser's base: should be located next to the UCAS general information desk and exhibitor scanning collection point
- ☐ Phone numbers: have a contact sheet of key staff and contractors involved in the exhibition
- ☐ Red-branded organiser polos for your immediate organising team (max three)
- ☐ Registration: set up an area for registration and visitor scanning on entry
- ☐ Student talk rooms: seating clipped together, AV set up, water, and cups for speakers
- ☐ Signage: inside and outside the venue
- ☐ Stands: one table and two chairs (if ordered), stand numbers, and exhibitor packs
- ☐ Tour: walk through the venue with all staff to point out key areas (first aid, skips, toilets, organiser's office, evacuation point, etc.)

ORGANISER'S CHECKLIST: POST-EXHIBITION

UCAS will conduct a feedback survey for your visitors and exhibitors.

- ☐ Invoices: gather final invoices from venue, catering, security, etc.
- ☐ Budget: finalise all costs incurred and report to the budget holder
- ☐ Funding documents: to be returned to UCAS
- ☐ Review meeting: once all invoices and feedback have been received

DELIVERY PROGRAMME

This section outlines the deadlines and activities associated with delivering a UCAS higher education exhibition.

	Service Providers	UCAS
July		> 2022 calendar applications sent out
August	> Confirm visitor booking forms	> 2022 floor plans and capacity review
		> UCAS Events to have confirmed all visitor Sessions with service providers
October		> Visitor booking sites go live.
		> Exhibitor 'subscriber' bookings go live
November		> Exhibitor 'subscriber' bookings close
		> UCAS Events conducts sequential draws
		> Exhibitor 'pay-per-event' bookings open

	Service Providers	UCAS
December	Service provider meetings	UCAS Events to send exhibitor and visitor sign in details to service providers.
January	> Service providers to send student talk programme to UCAS to proof	> Upload exhibitor lists and English and Welsh visitor lists to web pages
	> UCAS Events to confirm all 2020 floor plans with service providers.	
February		UCAS Events to update all exhibitor and visitor lists.

You will be provided with individual event schedules for your specific deadlines

NETWORK AIM AND OBJECTIVES

UCAS Events sits within UCAS the charity. However, as UCAS Media (the commercial arm of UCAS) is tasked with generating a targeted profit to gift aid to UCAS to support the delivery of admissions services, it is this part of the business that charges exhibitors for their participation in the network of events.

The aim of UCAS Events' network of higher education exhibitions
To provide inspirational and high quality engagement for prospective students and their influencers, with higher education providers and other relevant organisations.

Network objectives:

> To attract at least 180,000 students to exhibitions across the network.
> To support service providers in ensuring each exhibition delivers a consistent and inspiring experience for visitors, and value for exhibitors.
> To work in partnership with exhibitors who can expand visitors' understanding of all post-18 options.
> To provide exhibitors with targeted and innovative opportunities to maximise footfall and increase conversion.

UCAS MEDIA'S MISSION STATEMENT
By placing the learner at the heart of our commercial activities, we create insight-led solutions that deliver benefits to all.

CONTACT US

The UCAS Events Team is on hand to support you every step of the way.

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