

UCAS

UCAS DISCOVERY 2026 MEDIA PACK

Maximise your presence - engage, inspire, and connect with students as they start exploring their options and planning their future.



UCAS

WHY EXHIBIT AT UCAS EVENTS?



UCAS EVENTS EXPLAINED

UCAS Discovery events are a unique opportunity to connect directly with thousands of motivated students exploring their next steps after school or college.

These events bring together a diverse mix of universities, colleges, employers, and commercial organisations, creating an exciting and engaging environment to make meaningful conversations.

As an exhibitor, you'll meet students who are actively seeking information about:

- ▶ University and colleges courses and campus life
- ▶ Apprenticeship and career opportunities
- ▶ Student finance and gap year options
- ▶ Future pathways and guidance from professional advisers
- ▶ Insights from expert-led talks and demonstrations

Our events are designed to help students make informed decisions, and as an exhibitor, you'll play a key role in guiding them towards the next chapter.

**OVER 140,000 VISITORS ATTENDED
UCAS DISCOVERY EVENTS IN 2024**



THE NUMBERS AT A GLANCE

As students actively explore their next steps, our events offer an exciting opportunity to generate leads, raise brand awareness, and build meaningful connections with the next generation.

With strong footfall, high levels of engagement, and focused conversations throughout the day, UCAS Discovery events provide more than just exposure - they create real impact and influence student's future decision-making.

Our last full round of event statistics showcase the scale, engagement, and lasting value our events deliver.

76%

Student attendees went on to apply to university in 2025

77%

UK students who can reach an event within 50km

27%

Attendee percentage from schools located in POLAR 1 or 2

40+ UCAS DISCOVERY EVENTS ACROSS THE UK

140,000+ ATTENDEES

1,800+ SCHOOLS

300+ EXHIBITORS

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UCAS DISCOVERY 2025 — EXHIBITOR FEEDBACK

*UCAS Discovery Manchester Exhibitor
Survey Written Feedback 2025*

High attendance and good engagement make this one of the most worthwhile events of its kind in the UK

MAXIMISE YOUR IMPACT

Stand out and connect with future students at every stage of their decision-making journey.

Our tailored marketing and sponsorship options are designed to boost your brand visibility and drive results - before, during, and after each UCAS Discovery event.

UCAS HAVE BEEN
HELPING PROVIDERS
AND ORGANISATIONS
REACH OUR
AUDIENCES FOR OVER
20 YEARS

BEFORE THE EVENT

Building early awareness

Start the conversation before you even arrive.

Engage with students who have registered for the event at a time when they're actively researching their options.

With 76% of students from the last full cycle applying for the subject they first showed interest in, this is your chance to influence their direction early.

DURING THE EVENT

Drive stand traffic

With fewer students attending multiple open days (39% have reduced how many they go to*), the face-to-face impact you make at a Discovery event is more important than ever.

Attract attention and boost engagement with marketing packages.

Creating memorable on-the-day experiences that convert interest into action.

AFTER THE EVENT

Stay top of mind

Your relationship with students doesn't end when the event does.

Maintain contact by re-connecting and nurturing that initial interest.

Ensure you remain part of their journey as they move closer to decision-making.

*Student insight survey

START THE CONVERSATION BEFORE THE EVENT

Make an early impression

Increase your brand presence and begin your relationship with visitors before the doors have opened. Connect with attendees through our range of pre-event communications designed to put your brand front and centre.



DISPLAY ADS ON UCAS.COM

A targeted MPU advert on UCAS.com event pages puts your institution in front of students, parents, and advisers as they research ahead of the event.

Prices starting from £624 + VAT



STUDENT REMINDER EMAIL ADS

Your branded advert, sent with key UCAS event content one week before the event, content should promote your stand number and what students can expect.

Prices starting from £536 + VAT



BESPOKE EMAILS & SMS

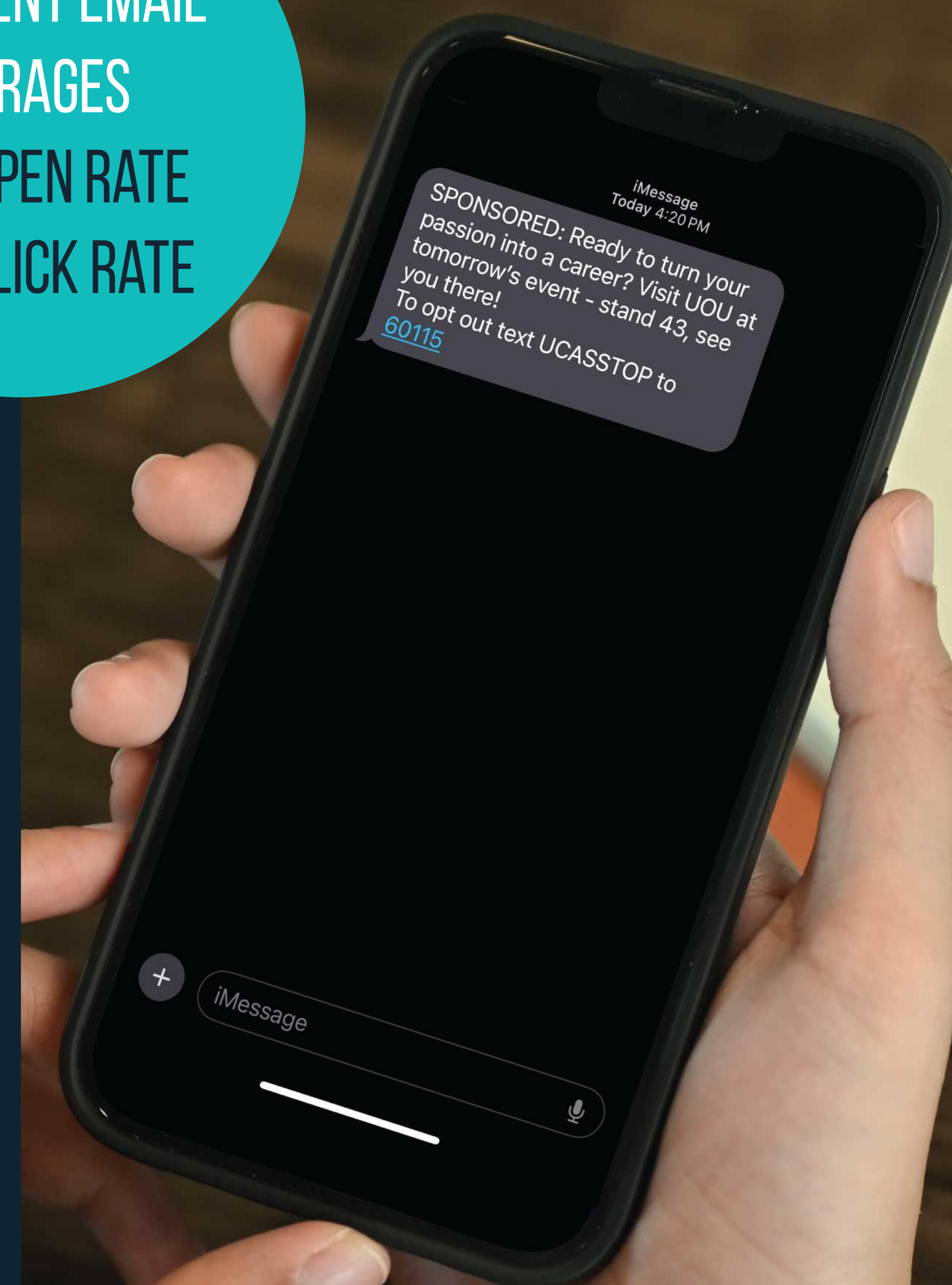
Send a bespoke branded message straight to the inbox or mobile phone of students registered for your event. We'll work with you to refine your content and deliver it in our optimised template, ensuring it reaches the right audience and drives strong engagement

Prices starting from £1,000 + VAT

PRE-EVENT EMAIL
AVERAGES

54% OPEN RATE

40% CLICK RATE



MAKE AN IMPACT DURING THE EVENT

Get the most out of your space

Create a space that brings your courses to life. Interactive demos, hands-on activities, and vibrant displays will draw students in. Whether it's the latest tech, creative giveaways or eye-catching student work, make sure your stand is one they won't forget.

Start strong - then build on that with marketing add-ons to boost your presence.

STAND AND SPACE OPTIONS*

► **Shell scheme, GES AMP system** – modular stands with an aluminium frame and interchangeable panels. They offer clean, consistent branding using tension fabrics or rigid infills and come in single, double or triple layouts for flexible design. Available at shell scheme events only.

► **Space only** – an allocated plot of exhibition space without a pre-existing structure. It gives you more freedom and flexibility in stand design, allowing you to let your creativity take over. Available at both shell scheme and campus events.

*Dependant on event type.



**“Lots of space, well
attended, good layout, and
good support.”**

*Exhibitor feedback, UCAS Discovery
London Survey 2025.*

MAKE AN IMPACT DURING THE EVENT

Ensure your stand is unmissable

Elevate your presence at the event with eye-catching options designed to boost your brand visibility and guide visitors directly to your stand so you can stand out and make the most of every connection.



HANGING BANNERS

A banner hung directly above your stand to encourage stand footfall; this is the ultimate signposting opportunity.

Prices starting from £1,940 + VAT



FLOOR TILES

Boost your brand visibility with five eye-catching floor tiles placed in high-traffic areas, guiding students to your stand and emphasising your presence at the event.

Prices starting from £1,200 + VAT



EVENT BROCHURE AD

Showcase your brand alongside key UCAS event information, including the event floor plan. Brochures are often saved as a post-event reference.

Prices starting from £360 + VAT



ENHANCE Z-CARD LISTING

Your full-colour logo featured next to your event listing on the back of the brochure, boosting brand awareness and stand recognition.

Prices starting from £65 + VAT



MAKE AN IMPACT DURING THE EVENT

Maximise in-event visibility

As students enter, explore, and engage throughout the day, your presence is reinforced at key moments across the venue. Staying visible ensures your organisation stands out, strengthens brand recall, and creates more opportunities to connect with future students.



STAGE VIDEO

Your branded video played within the main stage video. This will be seen by visitors as they enter and browse the event.

Prices starting from £420 + VAT



WELCOME VIDEO

Your branded video content played as part of the welcome video. This will be seen by queueing visitors entering the event – ideal for brand awareness and directing visitors to your stand.

Prices starting from £385 + VAT



DATA SCANNING

Collect valuable leads of those that visited your stand in seconds and use it to deliver post-event communications.

- Access data on the day of the event (subject to internet connection).
- Use your device, making it easier to capture the details, you need.
- Functionality to make notes on an individual once scanned.

Prices starting from £276 + VAT

**average leads per exhibitor at our 2025 UCAS Discovery premium events in Manchester, London, and Birmingham*

520

Average data scanning leads per exhibitor at our premium events*



MAKE AN IMPACT DURING THE EVENT

SUBJECT SPOTLIGHT ZONE

Showcase your courses with our unique subject spotlight zone, a dedicated space for creativity to shine. Whether it's showing off the latest cutting-edge surgical robots to promote Medicine courses or hosting an interactive art activity, this is your chance to inspire students and make a lasting impression.

Bring your courses to life and make your subject unforgettable and stand out in your own way.



AVAILABLE AT BIRMINGHAM, LONDON AND MANCHESTER (PREMIUM EVENTS)

Package includes:

- ▶ 6m x 2m size space to hold an interactive demonstration or a memorable experience
- ▶ Workshop or presentation on the 'Subject live stage'.*
- ▶ Promotion of your stand in our pre-event email sent to registered student attendees
- ▶ One scanning licence for that space
- ▶ One single 500w power socket.

Pricing starting from £2,426 +VAT

*Dependant on event type.

MAKE AN IMPACT DURING THE EVENT

FEATURE AREA SPONSORSHIP

Help foster trust and capture students' attention.

If you want an additional presence at an event talk to us about your ideas.

Sponsorship puts your brand front and centre, capturing students' attention before they reach your stand.

Use a feature area to showcase your organisation through options such as:

- ▶ Providing a rest and recharge area
- ▶ Mental health and wellbeing support
- ▶ Student life
- ▶ City destination showcase

Contact the team to discuss: eventssales@ucas.ac.uk



MAKE AN IMPACT DURING THE EVENT

'YOU ARE HERE' BOARDS

Boost your visibility and showcase your organisation.

Guide students around the event by sponsoring the 'You Are Here' boards at shell scheme events. Featuring your brand alongside the floor plan helps drive traffic to your stand and boosts visibility.

This opportunity includes:

- ▶ Sponsored by logo on our navigation board, which is situated at a prime location at the event
- ▶ QR code to signpost visitors to your online content

Pricing starting from £1,150 +VAT

*Dependant on event type.



KEEP THE CONVERSATION GOING AFTER THE EVENT

Keep your brand top of mind

Continue your connection after the event with communications designed to keep your brand top of mind. These post-event opportunities help you nurture connections with visitors as they research their future options and plan their next steps, ensuring you remain a trusted part of their decision-making journey



BESPOKE EMAILS

Send a tailored, bespoke message straight to the inbox of students you may not have connected with at the events you attended or who attended events that you weren't exhibiting at.

We'll work with you to maximise the impact of your content and ensure it reaches the right audience at the right time.

Prices starting from £1,500 + VAT



PAID MEDIA

Deliver your bespoke content through short, targeted bursts of activity, as you re-target your leads on their social media platforms


We'll work with you to define the best channels for your campaign to receive the best return on investment.

Prices starting from £2,500 + VAT



KEY DATES

ARTWORK DEADLINES

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- ▶ March events: Friday 9th January 2026
 - ▶ April/May events: Friday 13th February 2026
 - ▶ June/July events: Friday 10th April 2026
 - ▶ August/September events: Friday 3rd July 2026
 - ▶ October/November events: Friday 7th August 2026

GET IN TOUCH

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