

EVENT LOCATION INFORMATION

Date: 6 June 2025

Venue: Utilita Arena Sheffield

EXHIBITING AT

Event: UCAS Discovery Sheffield

Date: Friday 6 June 2025

Opening times: 09:30 – 15:00

Venue:

Utilita Arena Sheffield
Broughton Lane
Sheffield
S9 2DF



EVENT INFORMATION

UCAS

Accessibility

Full details on accessibility can be found on the [Utilita Arena web page](#)

Accommodation

Please find below details of hotels in the vicinity of the Utilita Arena:

[Premier Inn Sheffield \(Arena\)](#)

[Mecure Sheffield Parkway Hotel](#)

[Leonardo Hotel Sheffield](#)

Please note that these hotels are just a guide for exhibitors and are not recommended by UCAS.

Arrival and registration

Any vehicles larger than a car please go to gate A, where you will see two large iron gates – the loading bay is through these gates. Please note, you can only drop off at this point, after which you will need to park in the main carpark. If arriving by car, please park in the car park and unload through Entry B. Exhibitor and contractor registration will take place at the loading bay doors, and at Entry B. All exhibitors must wear a lanyard throughout the duration of their attendance on-site. Contractors will be provided with a wristband that must be worn throughout the duration of their attendance on-site. Please see further details about build-up and break-down further in the document.

To gain entry to the venue, you must register the details of who will be attending before the event. This should be done via your ENet account – instructions on how to do this will be sent to the lead booker, by email.

Carparking

Car parking is free of charge, and a pass is not required – traffic marshals will direct you to the correct area.

EVENT INFORMATION

UCAS

Catering

The staff room (exhibitor and teacher lounge) is in the Arena club, serving a selection of snacks – **Only card payments are accepted** as the venue is now a cashless one.

UCAS will provide each stand with four tea and coffee vouchers per day. If you are on a double stand or larger, we will provide eight vouchers per day. These entitle you to a complimentary tea or coffee and are redeemable in the exhibitor & teachers lounge.

Each stand will also receive 2 complimentary bottles/cans of water. However, we encourage exhibitors to also bring their own reusable bottle which can be refilled at water stations around the venue and in the exhibitor lounge.

First Aid

Medical staff are onsite for the duration of the event. The first aid room is located behind the blue tiered seating on the ground level. Should you require medical assistance, please report to the organiser's office, so the appropriate response can be coordinated.

Filming and photography

If you are planning on undertaking any filming, or taking any photographs at the event, you must inform the organiser, preferably at least seven working days prior to the event at d.reading@ucas.ac.uk. A form may need to be completed.

Hard Hat Policy

Please make all contractors/stand builders that the venue operates a strict hard hat policy onsite when any over-head work/rigging is taking place. It is the responsibility of the individual to provide their own hard hat if onsite when over-head work is taking place. If you do not have a hard hat you will need to leave the area until rigging has been completed.

Internet

Free WiFi is available to all – more information can be found in your on-site pack at your stand.

EVENT INFORMATION



Organisers

The organiser's office is located in the corridor behind the red tiered seating and will be signposted. The exhibitor help desk is located near the storage area and will be able to provide you with drinks vouchers. We will have a member of event staff there to assist with any queries.

The main organiser is Debbie Reading, and she can be contacted on 07435 632351 (during the build, event hours and breakdown).

Scanning

To take advantage of lead scanning at this event, you need to download the Smartlead UCAS and have purchased scanning for the UCAS Discovery events. You will need a license code per device per event which are assigned to you when you purchase scanning. Make sure your staff at the event have been provided with the license codes.

You will find a guide to setting up your device and how to manage your data in the [Exhibitor zone](#), along with a Scanning Instructions document that you can share with your staff attending the event. Hard copies are also provided on your stand.

If a member of the team can't assist you on site with a technical problem, you can call 01242 545725 or email events@ucas.ac.uk.

Risk Assessments

All exhibitors need to provide a risk assessment for your stand build and any activities that will be happening on your stand. Please upload this to your E-net account at least 4 weeks before the exhibition date, or if this date has passed, please send this through to d.reading@ucas.ac.uk. The event organiser has completed a risk assessment for the event which can be found via your e-net account in useful documents, along with helpful templates and risk assessment advice.

Schedule:

Thursday 5 June

08:00 – 16:00 Stand build (PPE area – no exhibitor access).

16:00 – 18:00 Exhibitor/contractor access.

Friday 6 June

08:00 – 09:00 Exhibitor access.

09:30 – 15:00 Exhibition open – trolleys will not be allowed on the exhibition floor once the exhibition has opened to the public.

15:10 – 16:00 Exhibitor/contractor breakdown.

16:10 Stand breakdown (PPE area – no exhibitor access).

Build-up

Build-up times:

Thursday 5 June 16:00 – 18:00

Friday 6 June 08:00 – 09:00

If arriving in any vehicle larger than a car you will be able to access the compound/loading bay doors at the contractor entrance to the arena, or if arriving by car please park in the car park and unload through Entry B. There will be no vehicle access to the loading bay after 09:00 on event open days. The loading bay doors will close, without exception, at 09:00. All vehicles must be removed from the loading bay by 09:00.

If you think you might need extra time to build your stand (outside the build-up times stated above), please contact the organiser d.reading@ucas.ac.uk. In some circumstances, early access to the venue on the build-up day may be given, but this is only with the advance permission of the organiser. If advance permission has not been granted, exhibitors will be turned away from the venue until the exhibitor build-up session starts (16:00 on Thursday 5 June).

Breakdown

Breakdown times:

Friday 6 June

15:00 Exhibition closes

15:10 – 16:00 Exhibitor breakdown

16:10 Contractor breakdown (PPE area – no exhibitor access).

Exhibitors must remain on their stands and refrain from dismantling until the exhibition closes at 15:00 on Friday 6 June. To ensure health and safety is maintained, the loading bay doors will not open, and vehicles will not be permitted in the hall until the venue is clear of visitors, which we expect to be by 15:10. If exhibitors start to dismantle stands while the event is still open, there will be no alternative but to close the exhibition, irrespective of how many visitors are still in the hall.

If arriving in any vehicle larger than a car you will be able to access the compound/loading bay doors at the contractor entrance to the arena, or if leaving by car please park in the car park and exit through Entry B.

When leaving the venue, please remove any waste – this includes literature not in a box and not being collected by your courier – e.g. spare prospectuses. **Removal of any excess waste will be charged for. After 16:10 on Friday 6 June, UCAS contractors will have access to dismantle the event. If exhibitors are still breaking down their stands, they must wear a high-vis vest.**

Deliveries

Please see build-up and breakdown section in addition to the following information. Any deliveries to your stand on event open days must be completed, and your vehicle removed from the loading areas, no later than 30 minutes before the show opening time. The venue will not allow the event to open if vehicles are blocking fire exit routes. Trolleys are not permitted on the exhibition floor during open hours, in consideration of public safety.

If you are expecting goods to be delivered by courier, please ensure they are aware of the dates of the show and hall opening times. Deliveries made before 08:00 on Thursday 5 June will not be accepted as UCAS tenancy with the Utilita Arena Sheffield does not begin until this time.

Delivery times are as follows:

Thursday 5 June 08:00 – 18:00

Friday 6 June 08:00 – 09:00

The venue address for couriers is:

Name and number of stand
UCAS exhibition
Utilita Arena Sheffield
Broughton Lane
Sheffield
S9 2DF

GES contacts and ordering portals

When ordering through GES, if your stand number has not been released, please use "TBC" as your stand number.

Deadlines: Early bird 8 May, cut off date to order is 2 June

T: (0)2476 380 190

Email: ucasdiscoverysheffield@ges.com

Espresso: <https://ordering.ges.com/000032637>



CONTACT DETAILS UCAS

UCAS Events Team

E: events@ucas.ac.uk

T: 01242 544 808

GES

E: ucasdiscoverysheffield@ges.com

T: (0)2476 380 190

Expresso Link: <https://ordering.ges.com/000032637>

Onsite general enquiries:

Look out for event ambassadors wearing coloured t-shirts, they can offer advice and answer any questions.

Please familiarise yourself with the onsite organisers office at each event for any questions you have or help you need assistance with.

GES Helpdesk: Located at the front of the hall, open during build-up only

