

# EXHIBITOR MANUAL

Premium and Shell Scheme Exhibitions

Your step-by-step guide  
to exhibiting

**UCAS** DISCOVERY **UK TOUR**

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STARTS

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# EXHIBITING WITH UCAS

UCAS



We have created this simple Exhibitor Manual which includes all the information you will need to exhibit at our events.

It's designed to help you get the most out of exhibiting at our events.

This is your chance to talk to, connect with and advise the next generation. 95% of attendees of our previous events found a university, college, or employer they would be interested in applying to.

For venue specific details please click the link below and then select the event you are attending.

[2023 Events](#)

# EVENT LOCATION INFO

**Click the event link below for location specific information**

Birmingham

[View Event](#)

Liverpool

[View Event](#)

Brighton

[View Event](#)

London

[View Event](#)

Derby

[View Event](#)

Manchester

[View Event](#)

Edinburgh

[View Event](#)

Maidstone

[View Event](#)

Exeter

[View Event](#)

Newport

[View Event](#)

Farnborough

[View Event](#)

Newcastle

[View Event](#)

Glasgow

[View Event](#)

Sheffield

[View Event](#)

Lisburn

[View Event](#)

# HOUSE RULES

## Alcohol & Drug Policy

The consumption of alcohol is not permitted during the events at any time, including build-up and breakdown.

The venues have a strict drugs and alcohol policies, which allows them to offer to test or eject from site, any contractor suspected of being under the influence of drugs or alcohol. Due to the nature of the events, the sale of alcohol will not be permitted.

## Animals

Assistance dogs are permitted entry to the shows. However, if you plan to have any other animal(s) on your stand, you must apply for permission via the organisers as there are licensing implications, and the city vet's approval will be required.

## Balloons

Helium-filled balloons are not permitted in the venues.

## Children

Children under the age of 16 are not allowed into the venues during build-up and breakdown, to comply with health and safety legislation.

## Prayer Room

Please contact the event organisers to find out where the prayer room is at each venue.



# HOUSE RULES

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## Competitions

Please note that in the interests of health and safety, entrance areas, aisles, and gangways must be kept clear, and competitions may only be organised and operated from an exhibitor's own stand.

The P.A. systems are for emergency announcements and organisers' use only and may not be used to announce competition results.

## Lost Property

All property found should be handed to the venues or the organiser's office, where it will be kept during the events or until the owners come forward. If no owner is found the property will be left with the venues.

If after one to two months no claim in respect of that property has been made, the licensor shall consider the property to have been abandoned and shall receive the rights to offer that property for sale.

## Music

Exhibitors requiring music to be broadcast must inform the event organisers & will require a licence for the music from the Performing Rights Society Limited, which has rights under The Copyright Act 1988.

Exhibitors will be required to pay all fees due to the Performing Rights Society Limited upon request. More information can be found [here](#).

All licenses must be served in advance of the events. UCAS and the venues reserve the right to restrict sound levels emanating from any stand or feature which they consider to be disturbing or disrupting the business of other occupiers within the buildings.

## Smoking

Please note, throughout both the build-up and the duration of the exhibitions, there is a strict policy of no smoking inside the venues. This includes e-cigarettes and vaping. Please find the designated smoking area when you arrive onsite.

# HEALTH & SAFETY

UCAS

## Accidents

If you are involved in or witness an accident or near miss while onsite, please report it to the organisers office immediately.

## Emergency Procedures

The venue's emergency procedures document will be available on your stand on arrival, as part of the on-site pack.

In the event of an emergency please follow the instructions of the security team.

## First Aid

If you require first aid at the events, please go to the organiser's offices.

If you have a medical emergency please alert venue, security or a member of onsite UCAS staff who will be able to help.

## Footwear

Suitable footwear must be worn on-site during the build-up and breakdown days. Open-toed sandals/shoes, flip-flops, and flimsy footwear are not permitted.



# HEALTH & SAFETY

## Fire Regulations

The following regulations are included in the [eGuide](#) and must be complied with by all contractors and exhibitors.

All materials used in the construction of stands, features and displays, including signs and fascias, shall be:

- Of a suitable nature and quality for the purposes & conditions of intended use.
- Adequately prepared and fixed in order to adequately perform the functions for which they were designed.
- Non-combustible, inherently non-flammable, or durably flameproof in accordance with BS476-Part 7.
- Water-based, where applicable, e.g. adhesives and paint.

British Standards are the minimum acceptable standards for construction materials.

Suitable samples of materials may be submitted to each venue for approval and may be tested on-site to ensure they comply. Any decorative materials, drapes, curtains etc. must be flame proofed.

Floor coverings must be secured in place. It is understood that exhibitors will use paper-based products as part of their stand materials.

A direct 'no smoking' measures will be in place across all venues to reduce the associated risks of fire. If any display includes a flammable product or substance then this should be considered and controlled by a separate risk assessment, subject to the approval of the event organisers (e.g. a cooking display).

## Insurance

It is essential you take out adequate employee and public liability insurance against personal injury, damage to, or loss of exhibits, etc. This insurance should be in line with the booking terms and conditions.

While the organisers take every precaution to protect exhibitors' property during an event, they are not responsible for any loss or damage.

## Risk Assessments

Exhibitors must provide risk assessment for their stand build and any activities that will be happening. The event organisers have completed a risk assessment for each event which can be found in the Enet account in useful documents along with helpful templates and risk assessment advice.

For event specific risk assessment deadlines please check the event location specific information page

## Security

Security is provided onsite, and lanyards are provided when you arrive at the venue. Please ensure exhibitor lanyards are always worn. Entry to the venue will not be permitted without a pass.

Please consider the following security advice:

- Do not leave your stand unattended at any time and remove valuable items after each day if there are no secure storage facilities
- Do not position desirable items at the front of your stand, where you may not be able to always see
- Ensure you have enough staff, and do not ask a neighboring exhibitor to watch your stand while you go for a break
- Remove all portable or valuable items from the stand on the evening the show closes. Do not leave the following day for collection
- Arrive in time for the show. Ensure your stand is staffed at least 15 minutes before show open time each day

# LOGISTICS

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## Arrival

To gain entry to the venues, you must register the details of who will be attending before the events via your Enet account. Email instructions will be sent to the lead bookers. \*Your Enet holder can see who has registered for each event.

All exhibitors must show an exhibitor ticket to enter the event. Exhibitors will be given a lanyard which they should wear throughout the duration of build-up, and the lanyard must be worn during event opening hours.

Contractors will be provided with wristbands which must be worn throughout build up and breakdown.

Please check event location specific information page for the venue you are attending for the specific details regarding exhibitor and contractor registration.

## Event Staff

Staff will be available throughout the events and easily identifiable by their UCAS branded t-shirts.

Staff will make sure empty boxes are cleared away, aisles are kept tidy, and students & exhibitors are directed, as necessary. Please do not hesitate to ask for their assistance.



## Build-up

Please refer to the event location specific information page for full details and timings for build and breakdown at each event.

Signage will direct you to the designated load and unloading areas for all venues. You will need to visit these designated areas if you have goods to unload, whether you are in a car or a lorry/van. Please check the address for this designated area on the event location specific information page.

If you are using an agency or courier, please ensure they are aware of any venue specific delivery details and addresses. Venue staff will not be responsible for signing for deliveries. UCAS staff will sign for deliveries when in tenancy, but delivery of stock to your stand will remain your responsibility.

If you think you might need extra time to build your stand (outside the build-up times stated in the event location specific information pages), please contact the organiser directly. In some circumstances, early access to the venues on the build-up days 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.

## Breakdown

**Exhibitors should remain on their stands, and refrain from dismantling, until the exhibition closes, and the hall is cleared of visitors, an announcement will confirm when it is safe to start dismantling stands.**

To help facilitate this, and 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, this may however take longer and you must not breakdown your stand before the safe to proceed announcement is made.

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 remain in the hall – this is standard industry practice, in line with guidance given in the eGuide. **This is because stands which are broken down while visitors are still in the hall pose a health and safety risk. As stated in the exhibitor code of conduct, all issues raised will be logged and reviewed regularly by UCAS and HELOA. The same principles will apply for dismantling, as accessing.**

## Breakdown (continued)

Vehicle access to the loading for breakdown will not be permitted until all visitors have vacated the hall and surrounding area, and it is safe to allow moving vehicles into the pedestrian areas.

If you have a courier arriving to collect goods, please do not ask them to arrive any earlier than 15:15, or they may be turned away.

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 16:30, 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

Any deliveries to your stand must be during build up times only must be with the designated times detailed on the event location specific information pages. All vehicles must be removed from loading bays including deliveries prior to show open. The UCAS and the venue will not allow the show to open if vehicles are blocking fire exit routes, and 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 outside of these times will not be accepted. Please refer to the event location specific information page for full details.

Any deliveries not clearly addressed, or that arrive before build-up, are likely to be lost or returned to sender. Please make sure the staff working on your stand know:

- Who your courier is
- Your courier's contact details
- What the delivery consists of
- If using a delivery company, they're responsible for delivering your prospectuses and any other items safely to your stand, and placing surplus materials in the on-site storage area.

# LOGISTICS

## Exhibitor Property

Exhibitor stands are not accepted into the custody or control of the licensor, and exhibitors shall make their own insurance arrangements.

While UCAS Events and the venues take every precaution to protect exhibitors' property during any event, they are not responsible for any loss or damage.

UCAS Events and the venues also accept no responsibility for anything left on the premises, and exhibitors must make arrangements for all material to be removed from the exhibition. Any items left on the premises after the tenancy has expired will be kept by the venue. They will endeavour to contact exhibitors prior to disposal but cannot guarantee contact; they may also charge for disposal service.

## Storage

There are limited unsecured facilities for the storage of exhibition material, cases and catalogues, located at the back of the venue. No storage is allowed in areas behind stands, in gangways, in the loading bay area, under stairs or obstructing fire exits, etc.

## Trolleys

Trolleys are not provided at the venues, so please bring your own. Trolleys are only permitted on the exhibition floor outside event opening hours, for the safety of visitors.



# STAND DETAILS

## AV Hire

UCAS can offer AV hire package – for more information and to book, please sign in to your ENet account. The items will be on your stand during build-up day, and on-site technical support will be available. If you need more information, please call the Events Team on 01242 544 645, email [events@ucas.ac.uk](mailto:events@ucas.ac.uk) or contact your events sales account manager.

## Carpet

The hall floor will be covered with a charcoal carpet in the aisles, and light grey carpet on the stands.

If you have specific flooring requirements, please contact GES directly (details can be found in the event location specific information pages).

## Furniture Hire

Furniture is not included as part of the stand booking. If you wish to hire furniture or upgrade your furniture package, please do so through Enet. GES also provide a furniture hire service, please check the event location specific information page to find a link to the GES Express shop for more details.



# STAND DETAILS

## Stand Graphics

If you will be ordering your graphics from GES, please see the [Graphics guide document](#).

The name of your organisation and stand number will be displayed on the name board of your stand, based on the details provided during your online booking.

Please inform UCAS immediately if there are any amendments to be made, at [events@ucas.ac.uk](mailto:events@ucas.ac.uk). Any name boards altered within 10 working days prior to the exhibition will incur a charge.

A LED strip light will be included on the stands.

## Electrical Services & Stand Power

All on-site work must be carried out by a qualified, competent person and inspected by the appointed electrical contractor prior to energising. Our stand contractor, GES, has a comprehensive range of electrical services for hire and installation, & offers an extensive range of light fittings and flexible power supplies, including three-phase.

You can place your order for electrics via GES using the online shop. Please refer back to the event specific manual for the shop links.

Exhibitors bringing portable appliances must ensure the items have been PAT tested (Portable Appliance Tested) and carry the PAT test pass certificate.

Use of the venue's electrical sockets is not permitted, and cables must not cross gangways. Once power has been energised during build-up, it will be switched off each night, including the pre-open night. Power to your stand will be switched off 30 minutes after the show closes and will not be switched back on under any circumstances, due to the hazards presented during the breakdown of stands.

All shell scheme stands will be fitted, as standard, with one fluorescent light. Please note, electrical sockets are not provided as standard, as part of the shell scheme exhibition stands.

# STAND DETAILS

## Hazard Exhibits

No hazardous substance, object, or process is to be used, exhibited, or stored within the immediate confines of the exhibition complex. Examples of prohibited items are given below:

- Real flame
- Flammable materials including petroleum spirits, paraffin, and diesel
- Flammable gases, including liquid petroleum gas
- Toxic substances
- Boilers, stoves, and furnaces
- Moving displays
- Laser beams or pyrotechnics
- Lithium-ion batteries (nothing larger than those used for tablets/laptops)

## Height Restrictions

Please note that the height limit of displays is 4m depending on the venue. If you have purchased a shell scheme only, please [click here](#) and select your event to find out the size of the shell scheme panels.

**Exhibitors wishing to build above 2.43m must contact the event organiser for further details**

## Passengers & Gangways

Any means of ingress and egress, passageway, or gangway must remain free from obstruction, and be kept free from obstruction for the duration of the exhibition. No part of any stand or exhibit is permitted to encroach on a passageway or gangway, and no door, window, or other similar facility may open outwards to project beyond the perimeter of the stand. The floor around your stand shall be kept level and even and shall not be allowed to become slippery or a source of danger. Where an exhibition stand is not provided with a platform, the space shall be clearly defined, and the exhibits shall be arranged to maintain passageways and gangways of uniform width.

# STAND DETAILS

## Complex Structure

A complex structure is any form of construction of any height, which would normally be designed by an engineer, and has, through a risk assessment, been found to provide a significant risk. Examples of complex structures include:

- Structures over 4m in height
- multi-storey stands
- viewing and service platforms
- suspended items, e.g. signs and lighting rigs
- raised walkways
- ramps
- sound and lighting towers
- temporary tier seating
- platforms and stages over 0.6 metres high
- structures with a roof

The following details are required for complex structures:

- Detailed, scaled, structural drawings (including staircases, plan views, and elevations).
- Calculations, specifications, and method statement, each showing the event name and the structure's name or number.
- For each complex structure, the organiser will be required to send two complete sets of the above in English – items should not be sent piecemeal.
- A suitably qualified and experienced person, generally a chartered engineer, with adequate professional indemnity cover, must confirm the design is safe for its purpose, and certify all complex structures.

# STAND DETAILS

## Construction Materials

Below is a list of construction materials:

- Artificial flowers and similar decorations are combustible and give off toxic fumes. They must not be used for decorations. Silk type flowers are acceptable, providing they have been fireproofed to BS 5438, and are marked as such. Cellulose plants are flammable and must not be used as stand dressing.
- Laser beams or Carpets, flooring, and other flexible floor covering and underlays, when tested appropriately in accordance with BS 4790, should either not ignite, or have the effects of ignition limited to a radius of 35mm on both the upper and under surface. For fixing of floor coverings, all contractors and suppliers will be required to use Stikatak Eurocel, code B7 38 x 50. Many of our contractors already use this, but from now on, it will be mandatory for all contractors to do so, to ensure they do not incur any unnecessary dilapidation charges. The tape is readily available from the manufacturer, Stikatak. Other forms of fixing – such as cable clips, nails, or bolts – are strictly prohibited.
- Drapes, curtains, hangings, and temporary decorations shall be flame-retardant, and comply with BS EN 4790. They should hang 75mm clear of the ground, be parted in the centre, and not conceal any exit signs. Curtains, hanging decorations, and upholstery shall be secured a minimum of 75 mm above the floor level by a 75mm deep skirting, fixed taut, and/or in tight pleats to a solid backing. The organiser will produce test certificates for any materials they intend to use. If the venue is not satisfied that any material meets the standards required, they will be removed from the venue. • Glazing must comply with the current UK building regulations and relevant British standards, including BS 6206 and BS 6262. Any uninterrupted large areas of clear glazing, especially glazed doors, shall be indicated, so as to be readily apparent (for example, by warning stripes, dots, or logos), to ensure people do not injure themselves by inadvertently walking into the glass. Any overhead glazing shall be of wired glass, or be otherwise adequately protected from shattering.
- Paint spraying – a notice of 28 days in writing of any proposed use of a paint sprayer must be provided, as the sprayer shall not be used without the consent of the venue. Paint spraying will be permitted, provided:
  1. Only water-based paints are used
  2. Protective measures are undertaken to ensure no paint is spilt on floors, or sprayed or splashed on the walls, or other parts of the building, structures, or equipment
  3. No nuisance is caused to other persons in the venue

# STAND DETAILS

## Shell Scheme

The shell scheme stands will be built by our contractors GES. Please see information on the shell scheme in the document [here](#). The images to the right show how our shell scheme stands will look once built. The name board is located on the return on the front of the stand.

Please do not lean on any panels or fix anything to the panels unless this has been pre-approved.

## Space Only

**Important note: Contractors will not be allowed to commence their build-up until they have complied with all the requirements of the workplace (health, safety, and welfare) Regulations 1992.**

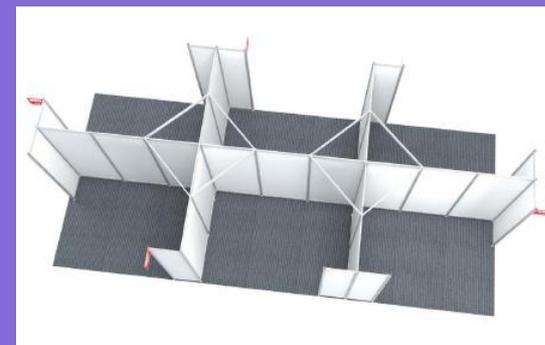
All structures, materials, special designs, unusual constructions and all signs, must conform to British safety standards & codes of practice, and comply with local council regulations or those of any other statutory authority (see 'Fire regulations').

Any space-only stand exhibitor must provide the event organiser with:

- A copy of a scale drawing, including plans and elevations
- A construction timetable
- A method statement and A risk assessment
- Full details of fabrics and materials being used
- Third party insurance certificate, showing minimum cover of £5 million

The organiser reserves the right to submit any plans to a structural engineer, who will charge a fee which is not pre-determinable and must be paid by the exhibitor or their contractor prior to commencement of the works.

Space-only sites are not permitted to attach any material to the shell scheme walls without prior permission. Space-only sites booked between shell scheme sites must take into consideration the size of the allocated space. Failure to take care over internal measurements could mean the stand will not fit in the allotted space. All partition surfaces built above the standard 2.43 metre shell scheme height must be decorated. If in doubt, please email [events@ucas.ac.uk](mailto:events@ucas.ac.uk) for advice. In addition, all stands must be finished both front and back.



# SOCIAL MEDIA

UCAS

## Marketing Opportunities

We offer several additional marketing opportunities that can help increase your impact, including:

- Performances
- Student talks
- Floor tiles & Hanging banners
- Interactive workshops
- Adverts & Email content and website content

For more information, please visit the UCAS Media website. If you would like to discuss these opportunities further, or are interested in sponsorship of an event please contact the Events Team at [eventssales@ucas.ac.uk](mailto:eventssales@ucas.ac.uk), or on 01242 544 645.

## Social Media

We will be posting lots of social media about our events via our Twitter/Instagram and TikTok accounts so keep a look out!

Please feel free to share details of the events and help us spread the word.





# CONTACT DETAILS UCAS

## UCAS Events Team

E: [events@ucas.ac.uk](mailto:events@ucas.ac.uk)

T: 01242 544 808

## Onsite general enquiries:

Look out for event ambassadors wearing bright coloured UCAS 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.

