

UCAS EVENTS

Meet, inspire and connect
with students – as they begin
exploring their options and
planning their next steps.

UCAS



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THE POWER OF UCAS EVENTS

Young people crave the chance to communicate face-to-face. UCAS events give you the opportunity to do exactly that. Start new conversations, answer their burning questions and generate more leads.



155,000+

attendees across
all 2022/23
events



94%

of students rated our
events as 'good' or 'great'
in our post-event survey



85%

satisfaction
rating from 2023
exhibitors



98%

of young people in
the UK can reach a
UCAS event within
60 minutes



30%

of students that
attend a UCAS
event are from
Polar 1 or 2 areas



ACROSS 9 MONTHS,
WE VISIT MORE THAN
40 TOWNS AND CITIES
ACROSS THE UK

UCAS EVENTS EXPLAINED

UCAS events connect students with a large selection of universities, colleges, employers and commercial organisations. Students can find out about traditional degrees, apprenticeships, careers and much more.

The events enable students to:

- ▶ **Chat** to universities and colleges about courses and university life.
- ▶ **Talk** to experts about student finance and gap years.
- ▶ **Speak** to employers and apprenticeship providers about the options available.
- ▶ **Speak** to qualified careers advisors about their future.
- ▶ **Listen** to talks from experts in their field.

“ I walked in to the UCAS exhibition with zero idea on where to go, or what subjects were suited to me and I walked out feeling very positive with loads of different options. ”

Student attendee feedback,
Farnborough 2023

UCAS HAVE
BEEN HELPING
providers and
organisations reach
our audiences for
almost 20 years.



WHY UCAS DISCOVERY?

UCAS IS THE MOST RECOGNISED PROVIDER OF HIGHER EDUCATION EVENTS IN THE UK.

From our large, flagship events through to smaller, locally focused exhibitions, our reach is unrivalled.

Our events provide you with the opportunity to **meet, inspire** and **connect** with potential applicants, parents and advisers early in their decision-making process.

We know who comes to our exhibitions, and crucially what they then go on to apply for, and we'll use that insight to support you in planning your marketing plans.

“ I wanted to thank you and the events team on the day. We felt the event was really well run, the support staff on the day were very helpful and our staff all enjoyed the exhibition. ”

Manchester exhibitor 2023



95% OF STUDENT ATTENDEES
found a university/college or employer they'd like to apply to

UCAS discovery exhibitions survey 2023



71% OF STUDENTS
that attended UCAS events in 2022 went on to apply to higher education

2023 UG January UCAS deadline

THIS IS YOUR CHANCE

to make meaningful connections with students exploring their opportunities and planning their next steps.



CHOOSING THE RIGHT EVENTS

Finding the event **that best suits your marketing needs** is imperative. Our events vary by size, depending on location, from large multi-day events in exhibition centres, to smaller campus-based events.

Our Premium exhibitions are our flagship events.

- ▶ **Held in Birmingham, London and Manchester.**
- ▶ **Take place over two days.**
- ▶ **Over 12,000 student attendees per event.**

Our Shell exhibitions are large regional events.

- ▶ **Hosted in key towns and cities across the UK.**
- ▶ **2,000 to 7,000 student attendees per event.**

Our Campus/UCAS organised exhibitions are smaller venue and campus-based events.

- ▶ **Held at college and university locations across the UK.**
- ▶ **Up to 7,000 student attendees per event.**

**OUR NETWORK
OF UCAS DISCOVERY
DAYS FOR 2024 IS
NOW AVAILABLE**

CLICK HERE to make sure
you don't miss out!



BUILDING CONNECTIONS

Our team of experts have designed an exciting array of **marketing and sponsorship opportunities** that can help you reach the right audience, at the right time – before, during and after an event.



2023 UCAS DISCOVERY EVENT FEEDBACK

Students wish they'd had more information before the event, on which providers were exhibiting

BEFORE THE EVENT

Connect with students that have registered to attend an event when they're beginning their journey and exploring their options. **89% of students in the last full cycle went to apply for the subject they initially registered their interest in.**

DURING THE EVENT

Encouraging stand traffic during the event is pivotal. **39% of students have cut down on the number of open days they attend***, giving even more reason to make an impact early on in their journey.

AFTER THE EVENT

Maintaining contact with student attendees after the event will enable you to build on that initial connection and ensure your institution stays on their mind.

* UCAS Discovery exhibition survey 2023.



START THE CONVERSATION **BEFORE THE EVENT...**

Can't wait to introduce yourself?

Increase your brand presence and help generate footfall to your stand. We offer a variety of channels for communicating with attendees – before the doors to the event have even opened.



DISPLAY ADS ON UCAS.COM

Targeted display MPU advert on event specific pages. A presence on UCAS.com allows your institution to be seen by students, parents and advisers as they research, ahead of event attendance.

Prices starting from £550 + VAT*



SOLUS EMAILS

Your bespoke branded message **sent directly to the inbox of students** that have registered to attend the event you're exhibiting at.

We'll work with you to get the most from your creative and the audience you're targeting – we'll then send it in our template to ensure you get the best engagement.

Prices starting from £1,000 + VAT*



STUDENT REMINDER EMAIL ADS

Your branded advert placed **alongside core UCAS events content**, sent one week before the event to students that have registered to attend. Content should promote stand attendance and what students could expect.

Prices starting from £400 + VAT*

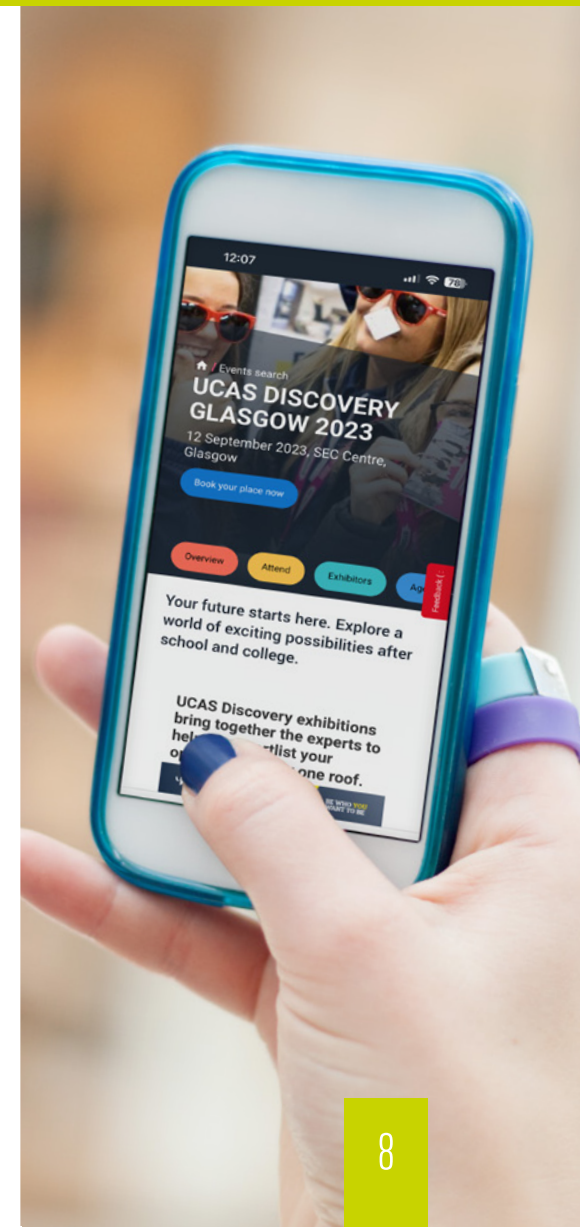


ADVISER REMINDER EMAIL ADS

Your branded advert placed within a **high performing email** containing core UCAS events content, sent one week before the event to advisers helping their students plan their visit. Content should promote stand attendance and what advisers should expect.

Prices starting from £350 + VAT*

* Prices are dependent on event type.



MAKE AN IMPACT DURING THE EVENT

GET THE MOST OUT OF YOUR SPACE

Designing an exhibition stand that is **exciting** and **interactive** is **crucial**. Think about demos, hands on activity and ways to bring your courses to life. Students want to feel excited about the prospect of attending your institution.

Interacting with them **face-to-face** in a way they'll remember will help you stand out from the crowd, whether it's educational games, interactive technology or memorable branded items, make your presence be known.

Focus on making an impactful first impression, then build on that with our additional opportunities to stand out.



50% WERE MORE LIKELY TO GO OVER TO A STAND WITH INTERACTIVITY

Event feedback 2023

STAND AND SPACE OPTIONS AVAILABLE *

- ▶ **Shell scheme** – a box-style design supported by poles with adjacent wall panels. They have the benefit of overlay and infill graphics. They are available in single, double or triple stands. Space is randomised making imagination essential.
- ▶ **Space only** – an allocated plot of exhibition space without pre-existing structure. It gives you more freedom and flexibility on stand design.

* Dependant on event type



MAKE AN IMPACT **DURING THE EVENT**

From helping you manage the new connections you make, to a range of bold marketing options, **there's a variety of ways you can ensure your institution stands out.**



DATA SCANNING

Collect valuable data of those that visited your stands in seconds and use it to deliver your marketing messages after the event.

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

Price starting from £263 + VAT*



**740 STUDENT LEADS
ON AVERAGE****



WELCOME VIDEO

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

Prices starting from £350 + VAT*



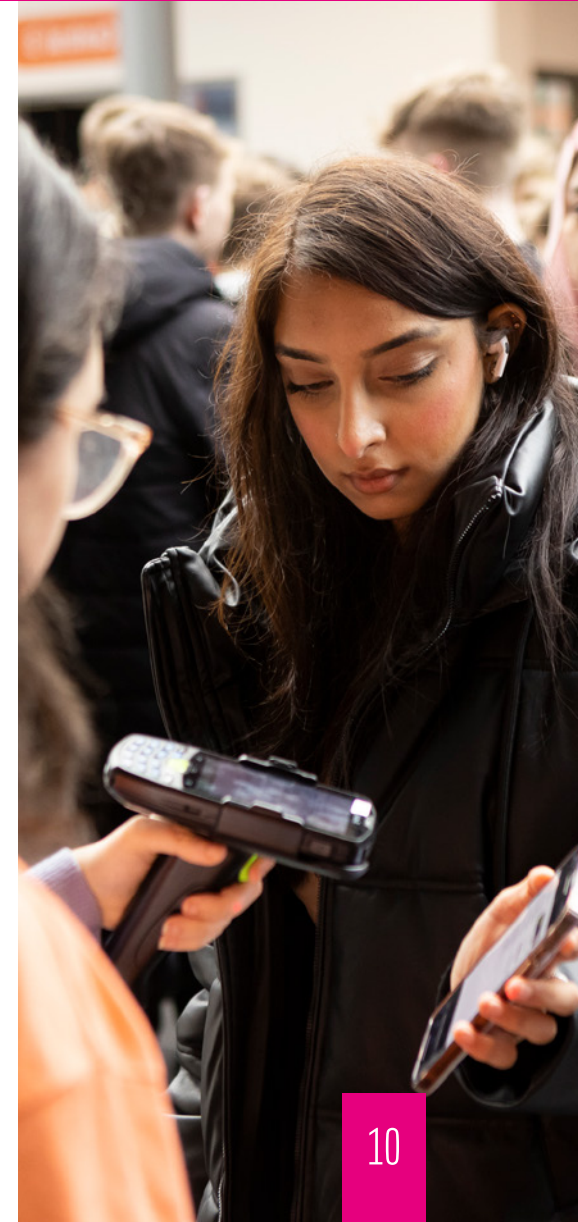
STAGE VIDEO

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 £350 + VAT*

* Prices are dependent on event type.

** Create your Future exhibitor purchasing a student talk and marketing pack 2022 vs stand only in 20



MAKE AN IMPACT DURING THE EVENT



HANGING BANNERS

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

Prices starting from £1,760 + VAT*



FLOOR TILES

Get your brand noticed as visitors explore the event, increase brand awareness and visibility across the arena, directing students to your stand. Five identical branded floor tiles using your creatives, located in high-traffic areas.

Prices starting from £1,095 + VAT*



99% INCREASE IN LEADS WITH MARKETING ADD-ONS **



EVENT BROCHURE AD

Be displayed next to key UCAS and event-specific information and the floor plan – brochures are often kept as a reference post-event.

Prices starting from £300 + VAT*



ENHANCED Z-CARD LISTING

Your brand logo in full colour, next to your event listing on the reverse of the brochure, increasing brand visibility and stand location.

Prices starting from £55 + VAT*

* Prices are dependent on event type.

** For education exhibitors using UCAS data scanning at 2022/23 flagship events.



MAKE AN IMPACT DURING THE EVENT

SUBJECT SPOTLIGHT ZONE

Maximise and showcase a key course via our unique in-event opportunity. Let your creativity take over and unlock students' imagination by creating a **unique** and **memorable** experience they won't forget.

Whether it be unveiling a demonstration of the latest surgical robots to promote your Medicine courses or perhaps building a live court room experience to promote your Law courses.

Ensure that students leave the event knowing who you are.



**OVER 40% OF STUDENTS
WANT MORE SUBJECT
INFORMATION AT EVENTS ****

AVAILABLE AT BIRMINGHAM, LONDON AND MANCHESTER

Package includes:

- ▶ 6m x 2m size stand 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 500w single power socket.

£2,200 + VAT

* Subject to availability at time of booking.

** UCAS Discovery Exhibitions Survey 2023.



MAKE AN IMPACT **DURING THE EVENT**

SPONSORSHIP - THE FEATURE AREA

Help foster trust and capture the attention of students.

Sponsorship is a great way to showcase your organisation, bringing your brand to the forefront of students minds before they visit your stand. Students are likely to give extra attention to a brand that creates something unique that appeals to them.



**OVER 40% OF STUDENTS
FOUND THE FEATURE
AREA USEFUL ****

THE FEATURE AREA

Our 2023 **chill and charge** area was a great success and a place for visitors to step away from the hustle and bustle.

The feature area can be used to promote your brand in a variety of ways, these could include:

- ▶ Branded seating or charging lockers.
- ▶ Bins with literature or products.
- ▶ Games or wellbeing activities.

A hanging cube with your logo on is included as standard. Personalised options and ideas can be discussed with your Account Manager or by contacting eventssales@ucas.ac.uk

Prices starting from £3,000 + VAT

* Subject to availability at time of booking

** UCAS Discovery Exhibitions Survey 2023.



MAKE AN IMPACT DURING THE EVENT

'YOU ARE HERE' BOARDS

Help students navigate the floor plan by being a sponsor of the **'You are here' boards** at Shell scheme events. Having your brand and content alongside the floor plan can be used to **encourage footfall** to your stand and reinforce your presence.

This opportunity includes:

- ▶ 'Sponsored by' logo on our navigation board that is situated at a prime location at the event.
- ▶ QR code to signpost students to your content.

£1,000 + VAT per board, per event



KEEP THE CONVERSATION GOING **AFTER THE EVENT**

We can help you stay on students minds as they further research their options and start planning their next steps.



SOLUS EMAILS

Your **bespoke** branded message sent directly to the inbox of students that you may have missed during an event or that attended an event you weren't exhibiting at, **maximising your reach across all events**. We'll work with you to get the most from your creative and the audience you're targeting.

Prices start from £1,000 + VAT



PAID MEDIA CAMPAIGN

Your bespoke branded content displayed in bursts of **short, sharp and focused activity**, as you re-target your email audiences on their social platforms. We'll work with you to define the best channels for your campaign for the best return.

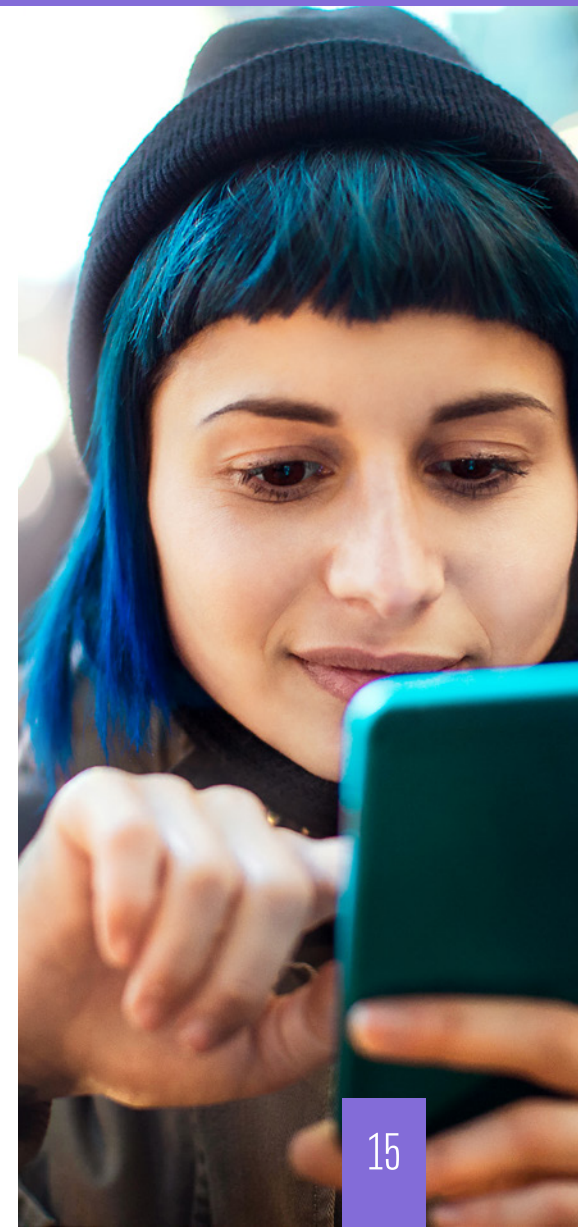
Prices start from £2,500 + VAT



PROVIDER PAGES ON UCAS.COM

Millions of students come to ucas.com to research their choices - put your university or college content front and centre while they're considering their options. Please ask your Account Manager for further details.

Prices start from £5,000 + VAT



PRICING

With more marketing opportunities* than ever before, we have created separate rate cards that are easily accessible and clear to understand.

Our rate cards are categorised based on the type of provider you are, and contain all the pricing information you need, from stand costs to post-event communications prices.

- ▶ **Subscription** – these bookings offer the best value for Undergraduate Scheme customers looking to attend multiple events. The rate card is available to download [here](#).
- ▶ **Pay per event option 1** – these bookings are for Undergraduate Scheme customers looking to attend one event or a small numbers of events. The rate card is available to download [here](#).
- ▶ **Pay per event option 2** – for private institutions and international institutions The rate card available to download [here](#).

* All add-ons and marketing options are available based on qualifying events, please see our rate cards for further information.



HOW TO BOOK AND CONTACTS

Bookings details: For existing customers, stands can be booked via a web page provided to you by your Account Manager. Any additional items can be booked via the Enet shop. For new customers, please get in touch with an Account Manager on the contact details provided.

IMPORTANT DATES

- ▶ Subscription bookings close:
12 midnight Tuesday 10 October 2023
- ▶ Pay per event 1 bookings open:
11am Wednesday 18 October 2023
- ▶ Pay per event 2 bookings open:
11am Wednesday 1 November 2023

For pre, during and post event marketing opportunities, please speak to your Account Manager or email eventssales@ucas.ac.uk

2024 ARTWORK DEADLINES

- ▶ March events:
Friday 12 January 2024
- ▶ April/May events:
Friday 23 February 2024
- ▶ June/July events:
Friday 12 April 2024
- ▶ August/September:
Friday 12 July 2024

GET IN TOUCH

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