



UCAS

Artwork specifications and deadlines

Create Your Future 2024

Event location	Event date	Artwork deadline
London ExCeL	7 – 8 October	9 August
Manchester Central	19 – 20 November	23 September

Sponsorship

	Specification
Headline sponsor	<ul style="list-style-type: none">• Mentioned as headline sponsor on website, printed and online event guide and pre event visitor emails• Exhibition space (size subject to availability at time of booking) with 10 scanning licences• One 500w power socket on stand (if requirement is higher this can be purchased via our supplier)• Hanging banner above stand• Floor tiles• Video on welcome screens and main stage (see slide 5 and 8 for specifications)• Advert in event guide
Main stage sponsor	<ul style="list-style-type: none">• Your logo on digital display on stage• Video on stage between talks and performances (on loop with other videos)• Performance slot reserved on each day of the event. Subject to availability at time of sponsorship confirmation• Your advert featured on event guide• Enhanced listing in exhibitor list• Logo on event webpage• Welcome video on entrance• 3m x 3m exhibition space
Buskers Corner facilitated by	<ul style="list-style-type: none">• Free standing 1m banner to be placed in area• Logo on floor plan as sponsor• Enhanced listing in event guide• Floor tiles

*Specification subject to change; any changes will be communicated

Sponsorship

	Specification
Employer and Apprenticeship zone sponsor	<ul style="list-style-type: none">• Mentioned as a area sponsor on website, printed and online event guide and pre event visitor emails• Logo on floor plan
Chill and Charge sponsorship package	<ul style="list-style-type: none">• Be featured as the sponsor of this area by branding the shell walls• Bring items and staff to show case what you have to offer• Get in touch to discuss your requirements and ideas for how to use the space
Creative stage sponsor	<ul style="list-style-type: none">• Your branding on foamex panels around the area• Your logo on screens in between talks• Your logo on floor tiles• The option to host a talk subject to availability at time of sponsorship confirmation.

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In-event collateral

In-event collateral	Specification
Hanging banner (above stand where possible)	<ul style="list-style-type: none">• Double sided vinyl banners – 2,000 x 5,700mm• Artwork to be supplied as hi-res PDF, with 6mm bleed and crop marks• Printed with four colours to both sides
Floor tiles (x5)	<ul style="list-style-type: none">• 600mm x 600mm, full colour• Artwork to be supplied as hi-res PDF, with 6mm bleed and crop marks• One piece of artwork will be printed five times
Welcome video by entrance	<ul style="list-style-type: none">• 9:16 and resolution will be either 720 x 1280• Max 30 seconds
LED Wall hire for your stand	<ul style="list-style-type: none">• Get in touch for separate specification sheet

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Event guide and digital display

Event guide	Specification
A6 event guide advert	Full colour A6 advert, portrait
A6 event guide back cover advert	Full colour A6 advert, portrait
Enhanced listing in event guide	Logo as a 300dpi JPEG or EPS file

Digital display on ucas.com event page

MPU advert on ucas.com	<ul style="list-style-type: none">• Duration 15 seconds max. (for GIFs)• URL hyperlink• JPEG or GIF (300 x 250 pixels) Max. file size 400KB
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Pre-event and post-event emails

Event email content (student-facing)

Registration confirmation email

Reminder email, one week to go

Reminder email, one day to go

- Title
- Image – JPG (300 x 250px)
- Text copy (up to 15 words)
- Link copy (up to 5 words) with URL hyperlink
- Content needs to promote attendance at the stand, and the experience a student could expect

Event email content (adviser-facing)

Reminder email, one week to go

- Title
- Image – JPG (300 x 250px)
- Text copy (up to 15 words)
- Link copy (up to 5 words) with URL hyperlink
- Content needs to promote attendance at the stand, and the experience a student could expect

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Stage performance specification

Your performance will be allocated a 30-minute time slot (plus 10-minute set up and 5 minute breakdown time).

Music may be played as per your requirements.

Video or PowerPoint may be projected onto the screen at the back of the set.

The acoustic stage will have DI boxes, Sm58s, Sm57s, condenser mic, mic stands, basic amplification one engineer and an electric drum kit.

No full acoustic drumkits allowed, but basic percussion is (Cajons, etc.).

Requirements:

- Title and overview to be submitted (no more than 20 words)
- A detailed explanation of performance plus a risk assessment (to include props and requirements)

Screen specification if required:

- 16:9 format with a resolution of either 1280 x 720 or 1920 x 1080.
- File format needs to be .mp4, .mov or .avi

Main stage video advert

- 16:9 format with a resolution of either 1280 x 720 or 1920 x 1080.
- File format needs to be .mp4, .mov or .avi
- Audio can be played during video adverts, if required.
- Max. 30 seconds

Creative talks

Creative talks

Interactive workshops and student talks will be taking place on the Creative talks zone.

Interactive workshops

The interactive workshops allow visitors to participate physically in a performance and try something new. They are an opportunity for you to run a demonstration of a class you may offer, for example, a costume construction workshop. The interactive workshop should involve physical participation and should last no longer than half an hour.

Requirements:

- Title and overview to be submitted (no more than 20 words)
- A detailed explanation of workshop plus a risk assessment (to include props and requirements)

Student talks

A student talk should focus on creative subjects and/or the creative industry, and can be based on real life examples from people who've experienced university, and are now working within the industry. The talk should last no longer than half an hour.

Requirements:

- Title and overview to be submitted (no more than 20 words)

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Busker's Corner

Busker's corner is a performance area located on a designated carpeted area. We encourage exhibitors to use it as a space to showcase student talent, and they can either perform vocally or use musical instrument/s. Sessions are no longer than 30 minutes.

This area is ideally acoustic to avoid high noise levels for other exhibitors.

We don't allow full drum kits in this area but a small drum such as a cajón is suitable (however nothing too loud).

We will provide:

- Small 2 speaker PA with microphone (two max.)
- DI boxes to plug instruments into (acoustic guitar, electric violin etc)
- Power and PA are provided to enhance sound

Requirements:

- Title of performance
- A detailed explanation of performance plus a risk assessment (to include props and requirements).

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Please supply your artwork in the correct format by the required date to eventsartwork@ucas.ac.uk