

Marketing opportunities

UCAS 2019 higher education exhibitions, including Scottish events



Increase your impact at our exhibitions

Choose from a series of marketing packages, focusing on making an initial, engaging connection. Then, build on that with additional opportunities to get your message across.

For individual marketing opportunities, take a look at our price list.



Making a connection

Choose from our range of event packages – all designed to drive traffic to your stand.

*Manchester, London, Birmingham

** All other shell scheme

	Cost	Web display	Student confirmation email content slot	Student reminder email – one week to go	Adviser reminder email – one week to go	Brochure advert	Floor tiles	Enhanced listing
Platinum*	£4,000	✓		✓	✓	✓	✓	✓
Gold*	£2,000		✓			✓		✓
Silver** (shell)	£3,000	✓		✓		✓	✓	✓
Bronze** (shell)	£1,500		✓			✓		✓
Gold (campus events XL/L)	£2,000	✓		✓	✓	✓		✓
Silver (campus events M/S)	£1,000	✓		✓		✓		✓

Building a connection

Building a connection that creates a lasting impression, and goes beyond the event itself, greatly increases your chances of later conversion.



Pre-event solus email

Your branded creative goes to all students who have individually registered for the events you have chosen. Our creative consultants will help you get the greatest impact from your message. With a £750 sign up fee.



360-degree video

Tell your brand story in our 360-degree dome. Students enter the dome for a truly immersive film experience, bringing them closer to your organisation. Creating this personal connection makes it easier to engage with students in the future – £1,250.



Data scanning

Collect invaluable data in seconds, and use it to deliver your marketing messages after the event. Whether it's a prospectus offer or an invite to an open day, data scanning allows you to open the conversation – prices start from £250.



Post-event solus email

One week after the event, remind students what you can offer them and what's next. Student engagement with your email is high because they associate you with the event, and know your message is relevant. With a £750 sign up fee.

Individual marketing opportunities



Shell scheme exhibitions

Event	Event guide advert	Event guide outside back cover	Event guide enhanced listing	Hanging sign	Floor tiles	360-degree dome video	Adviser reminder email – one week to go	Student confirmation email (straight after registration)	Student reminder email – one week to go	Student reminder email – one day to go
Birmingham*	£1,200	£1,500	£200	£1,600	£950	£1,250	£500	£850	£850	£1,000
London*	£1,200	£1,500	£200	£1,600	£950	£1,250	£500	£850	£850	£1,000
Manchester*	£1,200	£1,500	£200	£1,600	£950	£1,250	£500	£850	£850	£1,000
Bristol	£900	£1,200	£200	N/A	£950	N/A	£450	£700	£700	£800
Cardiff	£900	£1,200	£200	N/A	N/A	£1,250	£450	£700	£700	£800
Edinburgh	£750	£1,050	£200	£1,600	£950	£1,250	£400	£550	£550	£650
Exeter	£900	£1,200	£200	N/A	£950	£1,250	£450	£700	£700	£800

Shell scheme exhibitions

Event	Event guide advert	Event guide outside back cover	Event guide enhanced listing	Hanging sign	Floor tiles	360-degree dome video	Adviser reminder email – one week to go	Student confirmation email (straight after registration)	Student reminder email – one week to go	Student reminder email – one day to go
Glasgow	£750	£1,050	£200	£1,600	£950	£1,250	£400	£550	£550	£650
Kent	£750	£1,050	£200	N/A	£950	N/A	£400	£550	£550	£650
Liverpool	£900	£1,200	£200	£1,600	£950	£1,250	£450	£700	£700	£800
Northern Ireland	£900	£1,200	£200	£1,600	£950	£1,250	£450	£700	£700	£800
Sheffield	£900	£1,200	£200	£1,600	£950	N/A	£450	£700	£700	£800
Sussex	£750	£1,050	£200	£1,600	£950	N/A	£400	£550	£550	£650
Tyneside	£900	£1,200	£200	£1,600	£950	£1,250	£450	£700	£700	£800

XL/L campus exhibitions

Event	Event guide format	Event guide outside back cover	Event guide inside cover	Event guide full-page	Event guide half- page	Event guide enhanced listing	Adviser reminder email – one week to go	Student confirmation email	Student reminder email – one week to go	Student reminder email – one day to go
Bedfordshire	A5 guide	£1,000	£750	£500	£250	£50	£450	£700	£700	£800
East London	z-card	£800	-	£500	-	£50	£450	£700	£700	£800
East Midlands	z-card	£800	-	£500	-	£50	£450	£700	£700	£800
Essex	z-card	£800	-	£500	-	£50	£450	£700	£700	£800
Hereford and Worcester	z-card	£800	-	£500	-	£50	£450	£700	£700	£800
Norfolk	A5 guide	£1,000	£750	£500	£250	£50	£450	£700	£700	£800
Surrey	A5 guide	£1,000	£750	£500	£250	£50	£450	£700	£700	£800
West London	A5 guide	£1,000	£750	£500	£250	£50	£450	£700	£700	£800
West and North Yorkshire	A5 guide	£1,000	£750	£500	£250	£50	£450	£700	£700	£800

M/S campus exhibitions

Event	Event guide format	Event guide outside back cover	Event guide inside cover	Event guide full-page	Event guide half-page	Event guide enhanced listing	Adviser reminder email – one week to go	Student confirmation email	Student reminder email – one week to go	Student reminder email – one day to go
Cambridgeshire	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
Cornwall	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
Dorset	A5 guide	£500	£375	£250	£125	£50	£350	£400	£400	£500
Hampshire	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
Humberside	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
Lincolnshire	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
Staffordshire	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
Suffolk	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
Tees Valley	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
West Wales	A5 guide	£500	£375	£250	£125	£50	£350	£400	£400	£500

M/S campus exhibitions (continued)

Event	Event guide format	Event guide outside back cover	Event guide inside cover	Event guide full-page	Event guide half-page	Event guide enhanced listing	Adviser reminder email – one week to go	Student confirmation email (straight after registration)	Student reminder email – one week to go	Student reminder email – one day to go
Lancashire	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
North East Wales	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
North & West Cumbria	z-card	£500	-	£250	-	£50	£350	£400	£400	£500
North West Wales	z-card	£500	-	£250	-	£50	£350	£400	£400	£500

Scottish campus exhibitions

Event	Event guide format	Event guide outside back cover	Event guide inside cover	Event guide full-page	Event guide half-page	Event guide enhanced listing	Adviser reminder email – one week to go	Student confirmation email	Student reminder email – one week to go	Student reminder email – one day to go
Aberdeen	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Ayrshire	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Borders	Z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Dumfries & Galloway	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Dundee	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Fife	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Forth Valley	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Highlands	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Lanarkshire	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Moray	z-card	£500	-	£250	-	£50	£350	£400	£400	£450
Stornoway	z-card	£500	-	£250	-	£50	£350	£400	£400	£450

Contact us

Get in touch with the team to discuss your presence at the 2019 UCAS exhibitions.



Kathryn Mead
Event Sales Manager



01242 544 645



k.mead@ucas.ac.uk



Rachel Lewis
Sponsorship, bespoke stands



01242 544 645



r.lewis@ucas.ac.uk



Sophie Orrell
Midlands, East, North, Scotland



01242 544 841



s.orrell@ucas.ac.uk