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# Increasing your lead generation – Scanning rate card

## UCAS Exhibitions 2022



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## Increase your engagement –

Our data scanning service builds your prospects database for 2023 courses.

Quality, genuine, and valuable leads, enhance the performance of your own marketing campaigns.

Scan each visitor's ticket barcode using our app to collect leads, record notes, and use tags to continue the conversation and send personalised follow-up information.

Continue the conversation after the exhibition.

UCAS Media can also help connect with visitors that you did not manage to scan, and filter to your target audience. Get in touch to find out more.



## Packages –

To receive the best value, purchase the maximum number of licences you require rather than buying a lower amount and topping up later in the year\*

Remember:

- One licence required per device, per event
- Licences from these packages can only be used at HE Exhibitions 2022 (including Scottish events in 2022)
- You cannot use them at Create your future
- This scanning service is not relevant to the virtual exhibitions
- Device hire is not available

Package	Number of licences	Price
Individual licences	1	£250
Option 1	10	£1,800
Option 2	20	£3,000
Option 3	40	£3,650
Option 4	60	£4,200
Option 5	80	£4,500
Option 6	100	£4,750

\*If you purchase 10 licences initially and then decide later in the year you need another 10 you will end up paying £3,600, whereas if you had purchased 20 licences at the beginning it would only cost £3,000.





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## Additional information –

- 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
- Use functionality to make notes on an individual once scanned
- Purchase a flexible bundle of licences, the more licences you buy the cheaper each use will be.
- One licence required per device per event (it doesn't matter how many days the event is but if you swap staff on day 2 and they are using a different device they will need a separate code)
- See the ucasmedia website for a detailed process of the service and how to access data

Minimum operating system requirements are;

- Android 8 (recommended over iOS7)
- iOS7
- We highly recommend using phones rather than tablets for the best user experience.
- Minimum 5 megapixel camera
- Camera must autofocus
- Requires 32.4mb to download app
- Cannot be used on Windows phones or Amazon devices, or older devices where the camera does not autofocus.
- Please get in touch before purchasing to ensure compatibility.



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## Contact us –

Get in touch with the team to discuss your presence at [eventssales@ucas.ac.uk](mailto:eventssales@ucas.ac.uk)



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**Previous customer?**  
We would recommend that  
customers delete and reinstall the  
app to ensure you have the latest  
version

