

Making it happen

Making a connection

From initial booking to your attendance at the event, our tried and tested client journey is a proven pathway to success.

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

*London, Manchester, and Birmingham events. **All other events.

Building a connection

Data scanning

Continue the conversation after the event – prices start from £250.

Pre and post-event solus email

On a cost-per-click basis with a £750 sign-up fee.

360-degree video

Immerse visitors into your brand and increase engagement – £1,250. (12 x 2 minute slots)

Want to find out more? Get in touch

01242 544 881 | ucasmedia@ucas.ac.uk

Events spotlight

Increase your impact at our exhibitions, then build your story with students most likely to convert.

Overview

UCAS exhibitions have been part of the education landscape for over 20 years. For students, they are the foundation on which research is started and decisions are made. For you, they are an opportunity to meet students face-to-face at a critical time in their thinking. What better way to influence the choices they make?

Our events have gravitas. In teachers' diaries a year in advance, they reflect the needs of 2018's students. Apprenticeships, gap years, school leaver programmes, foundation degrees – every route is covered, providing students with a genuine snapshot of all their options.

Purchasing stand space is just the beginning. We are offering two additional types of packages for exhibitors who wish to build their brand story with potential students. The first is focused on driving that all-important footfall to enable face-to-face engagement and the start of conversion. The second is aimed at building a connection that extends that relationship.

UCAS exhibitions happen across the country from March through to October. We run 13 events directly and a further 36 are delivered by a network of organisers with our support.

Whatever your choice of event, our marketing opportunities will increase your impact, create an experience for students to remember, and maximise conversion.

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2,800

UK schools attend a UCAS exhibition

176k+

visitors attended our exhibitions in 2017

120k+

conversations opened with data scanning

92%

found a uni they'd consider applying to

Your focus, our aim

Whether you want to increase footfall, or build your connection with a student, our solutions provide choice. Our experts can help you find the perfect marketing solution to meet your objectives, from individual channels to sponsorship opportunities.

Making a connection



MPU on ucas.com events pages

Get your organisation in front of people interested in booking the event you have chosen.



Booking confirmation email and ticket

This email includes a ticket link – so both email and ticket become a promotional opportunity.



Pre-event SMS

Contact students on the morning of the exhibition and get them excited about what you can offer.



Advert in exhibition guide

Get your message in the hands of students as they enter the exhibition and boost footfall at your stand.



Enhanced spot in exhibition list

Covering on and offline versions – you'll be one of only a handful of exhibitors with this profile.



Floor tiles

Branded floor tiles with your campaign message create a visual path to your stand.

Some of our events in 2018

Event	Date	Event	Date
Northern Ireland, Eikon Exhibition Centre	28 February – 1 March	Tyneside, Metro Radio Arena Newcastle	25 April
Sussex, Brighton Centre	6 March	Kent, Kent Event Centre	30 April
Manchester, Manchester Central	13 – 14 March	Sheffield, Sheffield Arena	21 June
Exeter, Westpoint	20 – 21 March	Birmingham, NEC	25 – 26 June
Cardiff, Cardiff Met Uni	28 March	Edinburgh, Royal Highland Centre	4 September
Bristol, UWE	11 – 12 April	Glasgow, Scottish Event Campus	18 September
London, ExCeL	18 – 19 April	For details of all our exhibitions, visit www.ucasmedia.com/content/exhibitions-2018	

Event solution

Pre-event



Event



Post-event



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.



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.



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.



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.