



UCAS Events Exhibitor Code of Conduct

Introduction

UCAS organise a network of Events across the UK for prospective students to receive information, advice and guidance regarding their future education and career opportunities from a wider range of institutions and organisations. In order to ensure that students' needs are at the heart of the Events, and that all exhibitors are able to effectively engage with students, it is necessary to require all exhibitors to adhere to the following code of conduct. The code of conduct has been agreed jointly between UCAS and HELOA.

Staffing

- All members of staff who will be attending or working on the Events should see a copy of the Code of Conduct and be able to comply fully. They should display a high standard of professionalism in their work and offer information, advice and guidance effectively and with integrity.
- Exhibitors should provide appropriate personnel to staff the stand, adequately trained with sufficient knowledge to offer quality representation of their institution or organisation. Pre- event information should be passed on to those attending the Event.
- Please carefully consider the number of staff working at each Event. All staff should be able to comfortably work within the allocated space provision. UCAS recommends no more than two staff for a 2m x 1m stand, three people for a 3m x 2m stand and six people for 6m x 2m stand. Any additional staff may be asked to leave if the health, safety or comfort of visitors or other exhibitors is compromised.
- Seminars are delivered on an impartial basis. To uphold the Events' impartiality, those asked to deliver a seminar at the Event ensure their presentation delivers general advice and guidance, and not be perceived to deliver an unfair bias towards a particular HE provider, organisation or company. Any presenter who does not support impartiality will be prohibited from delivering seminars at future Events.
- Exhibitors should inform UCAS and the Local Event Organiser if they are unable to attend an Event. Many Events are at capacity with a waiting list of exhibitors. Non-attendance at Events, without prior notice, may jeopardise participation at future Events.

Marketing materials

- All promotional material should be relevant and provide a balanced view of the organisation it represents.
- Unless a specific stand size has been booked the standard provision of space is:
 - Shell scheme: 3m x 2m. Furniture will not automatically be provided – you can order furniture options when booking
 - Campus Events: 2m x 1m. One table and two chairs will be provided to fit within this space allocation.

Display stands and all materials must be of the appropriate dimensions to fit within this

space allocation without obstructing the aisles or neighbouring stands. Storage space at Campus Events is minimal therefore all banner stands/prospectus storage must be kept within the stand area and must not obstruct neighbouring stands/ aisle space or cause trip hazards. **If the stand size exceeds the provided space allocation exhibitors will be asked to dismantle/adjust their display materials to fit within the allocated space.**

During Events

- Exhibitors should arrive and set up in sufficient time before the opening of the Event and not to depart until the Event has officially closed. Exhibitors are required to remain at the Event for the duration of the opening times so to ensure that all visitors have fair access to information and advice.
- Stands must not be dismantled whilst visitors remain in the hall for health and safety reasons.
- Exhibitors must remain on their stand throughout the Event and do not carry out any promotional based activity in the gangways or between stands. This is for the purpose of both health and safety and to ensure students are able to access a range of information, advice and guidance.
- Exhibitors should not come off their stand when trying to get visitor attention or to have a discussion with the visitor. Please ensure you are stood on your stand so that the aisles are clear.
- Information, advice and guidance must not be to the detriment of other exhibitors.
- Trolleys/cases cannot be brought onto the exhibition floor during event opening hours.

Upholding the Code of Conduct

UCAS and HELOA recognise that exhibitors work hard to ensure that they are able to comply with the code of conduct and in the unlikely event that issues arise, any concerns will be addressed quickly.

Any exhibitor, local Event organiser or visitor with concerns should initially raise these with the UCAS Representative present at the Event. The UCAS Representative will liaise with the relevant exhibitor(s) in order to seek a resolution. All issues raised will be logged and reviewed regularly by UCAS and HELOA. If issues arise repeatedly, the individual with overall responsibility for UCAS Events at the institution/organisation will be notified and appropriate resolution sought. Attendance at future Events will be jeopardised if the code of conduct is not upheld.

If concerns relate to serious health and safety issues, the UCAS Representative (or Local Organiser) will take any immediate steps required to ensure the health and safety of staff, exhibitors and visitors.

Outside of Events, UCAS can be contacted via events@ucas.ac.uk