

# EVENTS SPOTLIGHT

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

92%

found a uni they'd consider applying to

—

2.8k

UK schools attend a UCAS exhibition

—

Over

390

exhibitors at our 2018 exhibitions



# 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 2019'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 15 events directly and a further 35 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.

**Want to find out more?  
Get in touch**

**Call 01242 544 881**

**[ucasmedia@ucas.ac.uk](mailto:ucasmedia@ucas.ac.uk)**



# OUR SOLUTION

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.



### Advert in exhibition guide

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



### Booking confirmation email and ticket

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



### Enhanced spot in exhibition list

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



### Pre-event SMS

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



### Floor tiles

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

## Making it happen

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

## PRICING

		MPU on ucas.com	Booking confirmation email slot	'One week to go' email	Adviser registration email slot	Brochure advert	Floor tiles	Enhanced listing
<b>Platinum events (shell)*</b>	<b>£4,000</b>	✓		✓	✓	✓	✓	✓
<b>Gold events (shell)*</b>	<b>£2,000</b>		✓			✓		✓
<b>Silver events (shell)**</b>	<b>£3,000</b>	✓		✓		✓	✓	✓
<b>Bronze events (shell)**</b>	<b>£1,500</b>		✓			✓		✓
<b>Gold events (XL/L campus)*</b>	<b>£2,000</b>	✓		✓	✓	✓		✓
<b>Silver events (M/S campus)</b>	<b>£1,000</b>	✓		✓		✓		✓

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

## 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.

## PRICING

### Data scanning

Continue the conversation after the event

prices start from  
**£250**

### Pre and post-event solus email

**£750**  
sign-up fee.

### 360-degree video

Immerse visitors into your brand and increase engagement

**£1,250**  
(2.5 minute slots)

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