

Allocation of exhibitor space

UCAS Events, in conjunction with local event organisers, will endeavour to accommodate all exhibitors at the education exhibitions of their choice and in accordance with their specified level of participation.

In the event that some venues cannot accommodate all exhibitors, a mechanism based on a priority and sequential draw system has been agreed with UCAS and HELOA where space is allocated fairly, and in line with perceived priorities of both visitors and exhibitors.

Shell scheme exhibitions

Definition: Exhibitions located in large population areas and held in an appropriate commercial venue. Shell scheme exhibitions are organised and funded entirely by UCAS.

	Shell scheme
Anticipated number of exhibitors	140 – 250
Anticipated number of visitors	2,500 – 13,000

UCAS Exhibitions – Campus

Definition: Exhibitions located in smaller population centres than shell scheme exhibitions, and held on an HE campus or, where necessary, in an appropriate commercial venue. They shall be organised and funded by either a relevant local HE provider or relevant organisation, with additional funds provided by UCAS in the form of sponsorship.

	Extra large	Large	Medium	Small
Anticipated number of exhibitors	Up to 200	Up to 170	Up to 150	Up to 40
Anticipated number of visitors	5,000 – 8,000	2,000 – 4,000	1,000 – 2,000	Less than 1,000

Priorities with regard to exhibitor participation

Priority one: Any major national or regional sponsor of the Exhibition network.

Priority two: Level one, Level Two and Associate Subscribers within the HELOA region where the event is located.

Priority three: Pay-per-event exhibitors who have paid an individual fee to attend your exhibition. The overall capacity for pay-per-event exhibitors shall be no less than 5% of the total space available.

Priority four: Level one and Level two members outside the HELOA region where the event is located. Where numbers in this priority wanting to attend exceed the available space, attendance will be determined by a sequential draw, with a reserve list in the event of cancellations.

Priority Five: Non-attendance or leaving early at any exhibition without reasonable notification (1 week), will create a priority five level for the exhibitor at any exhibitions requiring a sequential draw the following year.

Waiting lists are created automatically for all events and regularly reviewed by UCAS and the relevant organiser.

Conditions of the sequential draw system

Where participating higher education providers are excluded from any exhibition following a sequential draw, they will automatically have priority two status the following year.

When allocating space, the draw system will also make provision, to ensure that participating higher education providers are representative of all HELOA regions.

To ensure equity, the draw system will be the responsibility of UCAS. No subscriber will be excluded from any one event by the draw system more than once in two years.

Please note: Demand for space at many regional events can often exceed supply. Unless at least one week's notice is given to the organiser, non-attendance at events will result in the exhibitor having a priority five level of attendance in the following year.

Floor plan

A strict method of how stands are allocated is followed across the network:

- Exhibitors are placed in alphabetical order based on their higher education provider UCAS number or company name.
- Non-FE and non-HE providers are grouped together in a prime area of the exhibition, subject to space allowance.