



CITY  
STUDENTS'  
UNION

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# FRESHERS'

# 2019

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Media Pack

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# AN INTRO

*To our Freshers' Fair*

## We host one of the BIGGEST Freshers' Fairs in Central London

Business Design Centre, Angel  
**19 - 20 September 2019**

### Our fair and venue

#### Location

Gallery Hall & Atrium,  
Business Design Centre,  
52 Upper Street,  
Islington,  
London,  
N1 0QH

#### Dates and times

Thursday 19 September  
12:00pm - 6:00pm

Friday 20 September  
11:00am - 3:00pm

#### Size

Takes place every year  
in the first week of term.  
We're expecting over  
**5,000 students** to attend  
the event, and this year  
we're making it our  
biggest Freshers Fair to  
date.

We cover everything  
in much more  
detail in our  
terms at the end

#### Set up & pack up times

Thursday 19 September  
Hall open from 10:00am  
Hall open until 7:00pm

Friday 20 September  
Hall open from 9:30am  
Hall open until 4:00pm

#### Car parking

Parking all day is available  
right next to the venue,  
charged per hour, and can  
be booked through the  
venue. See the terms for  
more.



# AN INTRO

To our Freshers' Fair

## How to book



## About us



CITY  
STUDENTS'  
UNION

We're working to make City, University of London, better for all of our students. We hold our Freshers' Fair at the start of the year to showcase what our students can get involved in, and help them kick-start their university life. All of the money we make by hosting you goes towards offsetting the cost of the fair, and helps us put more into all of the good projects that we do.

## About the Uni

**CITY**  
UNIVERSITY OF LONDON  
EST 1894

City, University of London is a leading international institution, with over 19,000 students. Our student body is split evenly between undergraduates and postgraduates, and we have five specialist areas: Our Business School; Arts & Social Sciences; Health Sciences; Mathematics, Computer Science & Engineering; and Law. The main site is in Northampton Square, Clerkenwell.

Engage over  
**5,000 students**  
at some of the  
**best prices**  
you'll see

We have a consistent track record of attracting high numbers of students to our previous fairs



# OUR STALLS

*Everything you need to know*

We've got four types of stalls at our Fair. You can get a stall for both days, or just one, it's up to you.

## Platinum

A huge double stall, at the best place in the fair. Right at the entrance, this spot commands the first commercial place that students will see when entering the fair. If you want to make the biggest impact to our students, this is where you want to be.

**Only one available per day, so you can bag the best spot**

**Three types to suit all of your needs**

## Gold

A single stall, situated in the first part of our fair. These stalls are located in the first rows of tables that students will encounter, which means you have a premium position to capture their attention first.

## Silver

A single stall, situated in our first room of our Freshers' Fair. Located further in the room, these stalls offer all the exposure to all of our students, good visibility, and a good location at a competitive price.

## Bronze

A single stall, situated in the second room of our Freshers' Fair, which is connected to the first. With the same amount of students passing by, you can get in on the action at our lowest price. We're offering these stalls to **registered charities and local small businesses.**

### What comes with the stalls?

#### Dimensions

With each Gold, Silver, or Bronze stall you get a 1.8m long table, two chairs, and a tablecloth. Platinum stalls get two 1.8m tables, four chairs, and tablecloths to match. Each table is 0.6m deep, and you've got a minimum of 1m behind that. If you don't want a table, let us know in advance.

#### Backboards and wifi

We don't have any backing boards, and no wifi at the venue, so you will need to bring the equipment you need.

#### Electricity

We'll make sure you can plug in to power your kit. We'll guarantee at least one plug for your stuff. Our venue can't provide extension leads, so make sure you bring one so you can keep all your gadgets powered up.

#### People

Bring two of your best staff to impress our students on our Gold, Silver and

Bronze stalls. Double and Platinum stalls mean you can bring even more people. If you'd like to bring more staff, let us know in advance, and we'll sort you out.

#### Special treatment

If you need any extra space, facilities, or people, we're happy to help. Just get in touch and we'll accommodate your needs.

#### Numbers

How busy will the fair be? Last year we had 5400 attend students over the two-days. Thursday is usually the busiest day, but different cohorts attend on different days due to timetabling of inductions. We do advise to attend both days of the fair to meet all of our new students!

**Want some extra space? Sure!**

**Contact: [christopher.moore@city.ac.uk](mailto:christopher.moore@city.ac.uk)**

# OUR STALLS

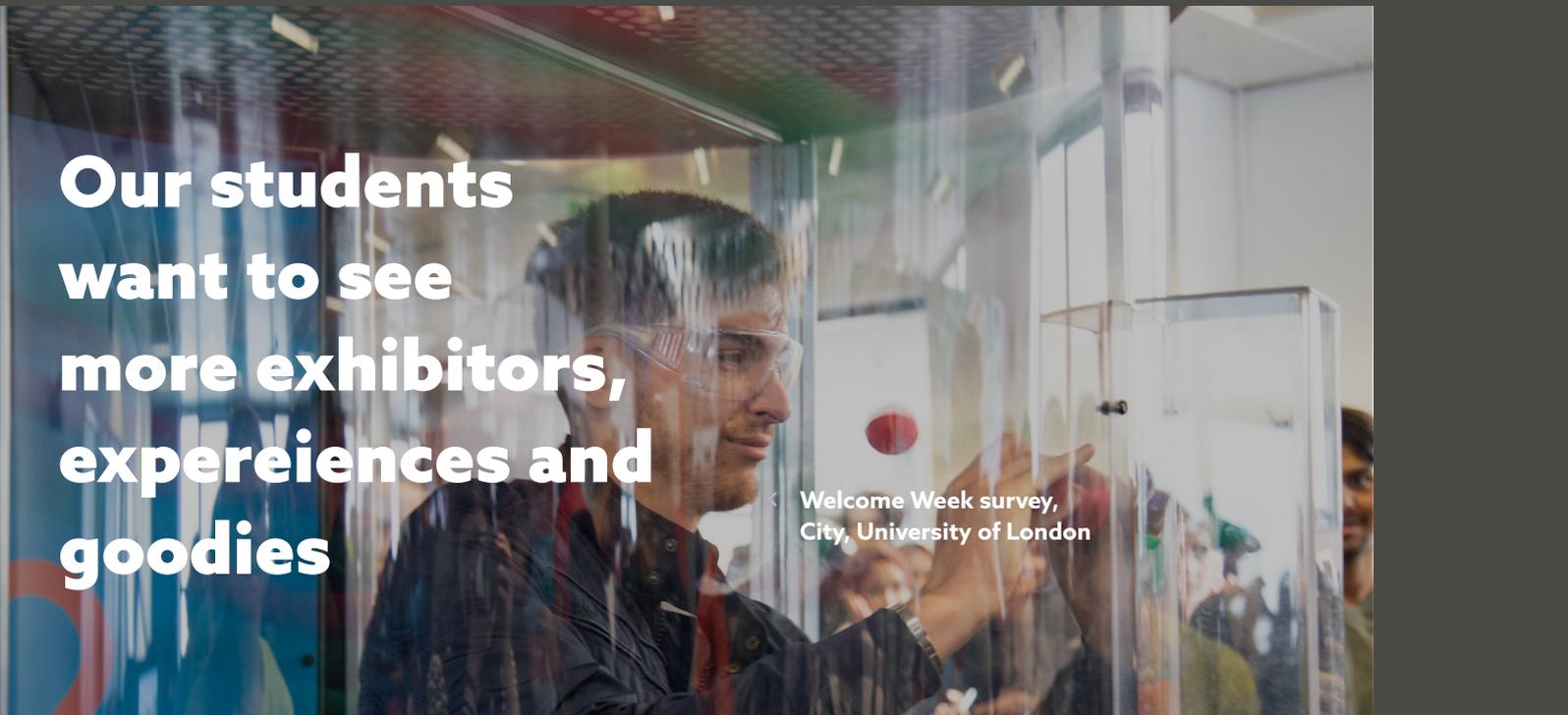
*How we're pricing them*

	Platinum	Gold	Silver	Bronze
The whole fair	£1499	£899	£649	£419
The whole fair double stall		£999	£775	
Just one day	£899	£649	£549	£299
Just one day double stall		£799	£649	

Our best prices are when you book the whole fair!

The Platinum stall is double sized as standard!

All prices are exclusive of VAT



**Our students want to see more exhibitors, experiences and goodies**

Welcome Week survey, City, University of London

# 2019 MEDIA

Boost your brand

## Goodie bags

We're giving out 5,000 goodie bags to our students as they enter the fair. If you supply us with your goods, we'll pack it, and hand it out.

Welcome guide  
full page  
advert

**£500**

Approx. A5 sized.

Put a freebie in  
the bag

**From £150**

A physical object  
that you'll give  
away.

Put a flier in the  
bag

**£295**

Max size A5, send it  
and we'll pack it.

Welcome guide  
half page  
advert

**£275**

Approx. A6 sized.

Put an advert  
on our wall  
calendar

**£600**

Get an advert on a  
calendar that'll last  
the year.

Put a flier in the  
bag

**£295 £195**

Exclusive price for  
our **small local  
businesses.**

Welcome bag  
sponsorship

**£2000**

Your brand  
integrated into  
5000 tote bags! On  
everyone's shoulder.

## Physical media

Two unique opportunities to get our students' attention.

Freshers'  
Fair headline  
sponsor

**£650**

Get on all publicity  
materials. Exclusive  
to you. (Excludes  
Welcome Bag)

Hang a banner  
in the Fair

**£200**

Hung in the main  
room, for all our  
students to see.

## Digital

When you need to talk 19,000 students, we've got the key.

Get a website  
article

**£200**

Get your brand on  
the front of our  
website.

Get a website  
ad banner

**£350 per month**

Get your brand on  
the front of our  
website.

### Can't make it?



We'll work with you to ensure you can still reach our students. Our media options offer a huge variety, and work just as well if you want to make an impression or compliment your stall.

# 2019 BUNDLES

*Our best-ever deals*

Our biggest savings kick in when you buy multiple options. Three great bundles give you our lowest prices.

## Platinum

Platinum stall for the fair	+	Welcome guide full page advert	+	Wall calendar advert	+	Freshers' Fair sponsorship	=	Platinum bundle
£1499		£500		£600		£650		<del>£3,249</del> £2,499

Save £750 with this bundle. You'll get a Platinum stall for the whole fair, welcome guide full page advert, wall calendar advert, and be the sponsor of our Freshers' Fair! Phew!

## Gold

Gold stall for the fair	+	Wall calendar advert	=	Gold bundle
£899		£600		<del>£1,499</del> £1,045

Save over £450 with this bundle. You'll get a Gold stall for the whole fair, and a wall calendar advert for a year round showcase of your brand.

## Silver

Silver stall for the fair	+	Wall calendar advert	=	Silver bundle
£649		£600		<del>£1,249</del> £995

Save over £250 with this bundle. You'll get a Silver stall for the whole fair, and a wall calendar advert for a year round showcase of your brand.

# TERMS

*All the details*

Thanks for getting this far into our booklet! This is the small print that you need to know before booking. Any questions, just contact us and we'll be happy to help.

## City Students' Union terms

### Staff at the Fair

Each booking can have a maximum of two members of staff (Bronze, Silver, Gold), or a maximum of three members of staff (double Silver, double Gold, Platinum). If you would like to bring extra staff to the event, we charge £50.00 plus VAT for every extra staff member you'd bring. If you exhibit at fair with more than the allocated amount of staff, we reserve the right to charge you for any extra members of staff that stay for any part of the opening hours of the fair.

### Exhibiting

By booking a stall at the fair, you agree to set up your stall by the opening time, and to exhibit for the whole duration. Unless directed otherwise, pack up of stalls should not begin before the official closing time of the fair.

### Leaving items at the fair

Please clear up your stand after you've exhibited, and bin anything you do not wish to keep. Anything left after the fair will be deemed rubbish and thrown away.

### Deliveries

The Students' Union cannot accept deliveries before the fair, due to our offices being in a different location to the venue. If you need to deliver items before the fair, please see the venue terms.

### Risk Assessments & Public Liability Insurance

If you're planning on doing something that sits out of our standard risk assessment, you'll need to provide your own risk assessments and evidence of public liability insurance ahead of the fair. This also will include risk assessments and evidence of food hygiene certification if you are planning on handing out fresh/non pre-packed food/drink.

### Cancellation

Once you sign a contract:

Time until Freshers' Fair	Refund terms
More than eight weeks	Full amount, minus £50.00
Eight weeks or less	75% refund of pre-VAT amount
Four weeks or less	50% refund of pre-VAT amount
Two weeks or less	No refund

We reserve the right to cancel or withdraw your attendance at the fair, without a full refund if these terms and conditions are broken. We reserve the right to refuse a contract.

### Electricity

Please note that we (City Students' Union) or The Business Design Centre do not have any extension leads. We can provide you with one standard power socket. If you require more sockets or a extension lead, please ensure that you bring one with you to the exhibition.



# TERMS

*All the details*

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## Venue terms

### Balloons/Inflatables

Use of helium or balloon gas filled balloons is STRICTLY PROHIBITED at the Business Design Centre.

### Food and drink

Food prepared on-site, and food that is sold, is not permitted by our venue. Food prepared off-site is permitted. I.e. anything that is brought in given away is allowed.

Alcoholic drinks are not permitted in the venue, nor can they be given away.

### Walkways

Exhibitors/their staff and agents must keep ALL common areas clear whilst building or dismantling stands, exhibits etc. All exhibits must be kept within the confines of the stand space and demonstrations must not cause undue congestion and/or obstruction of common areas.

### Deliveries

If you wish to get your exhibition materials delivered to the event, they must be arranged to arrive on Wednesday 18th September 2019. The Business Design Centre will not accept any deliveries outside our venue dates, and will refuse or dispose of items. High Vis jackets must be brought on site to be worn if you use the loading bay.

If you wish to deliver your exhibition materials ahead of these dates, The Business Design Centre have a preferred supplier, WES Logistics. They provide early storage for items that are sent ahead of the event. They can also take care of any issues that exhibitors frequently experience with international imports. The team will deliver items to stands at the start of the build-up period and will take care of storage of boxes if needed during the event. WES will then arrange for items to be returned post event back to their owner.

Contact details for WES Logistics:

WES Logistics  
Telephone: 020 8508 2224  
Email: [info@wes-group.com](mailto:info@wes-group.com)

### Car parking

There is a car park located adjacent to the Business Design Centre with 285 under cover spaces and ample reserved spaces for drivers with disabled passes. You can pre-book to guarantee a parking space by visiting [bdc.london](http://bdc.london) – click on Visiting the BDC and then Parking in, which will take you through to the 'pre-booking service'. Car parking is charged per hour between the hours of 07:00 and 17:00 with overnight parking (17:00 to 07:00) charged per hour. Please note the car park has a height restriction of 1.9m and car parking is not included with stall booking.

### Demonstrations and music

Exhibitors intending to use televisions or any other potentially loud appliances for stand demonstrations or who wish to hold live demonstrations must contact [christopher.moore@city.ac.uk](mailto:christopher.moore@city.ac.uk) for approval at least one month prior to the show to gain written permission. Additionally, any dangerous items such as explosives, corrosives, or highly flammable substances are not allowed at the fair.

# TERMS

*All the details*

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## Dilapidation

You are reminded that you will be charged for making good any damage to the hall or stand area, including the floor, caused by your staff or contractors. Under no circumstances can stand construction, graphics, displays, etc. be attached to the fabric of the building.

## Disabled Visitors

The front of the building has a ramp, enabling easy access with a passenger lift to all floors. There are toilets on all levels within Stairwell B and adjacent to the Gallery level in Stairwell F.

## Hearing loop

Both the Gallery Hall and Auditorium are fitted with a designated hearing loop system which is to ensure that all delegates are able to experience clear sound quality.

## Electricity

Anyone who brings portable electrical appliances on-site should ensure that they have been recently PAT tested and bear a current PAT test certificate.

During the open period of an exhibition, stand mains supply will normally be switched on no later than half an hour before the show opens and switched off no later than half an hour after it closes.

## Emergency Procedures

Exhibitors are reminded that they must comply with the stringent regulations governing materials used on site during an exhibition. Exhibitors must ensure that all exhibits are within their stand boundaries and that they do not block aisles, fire exits or fire equipment.

If you discover a fire or someone reports a fire to you immediately raise the alarm. This may be done in several ways:

Pick up any internal phone and dial 6666. This will connect you with reception. Tell the duty operative where the fire is, your location and your telephone extension.

Operate the nearest fire alarm call point by breaking the glass. If you do this (and it is safe to do so) please stay near the fire point to direct the attending security officer to the fire or dial 6666 and inform the duty operative of the site of fire.

If it is decided to evacuate the building you will hear the fire alarm bells and tannoy messages informing you to leave the building. Please leave by the nearest fire exit or as instructed by members of the security staff. Please familiarise yourself with the nearest fire exits to your conference room or exhibition stand.

Do not stay in the building once you have been instructed to leave. Do not stay to collect handbags, valuables etc.

Fire assembly points are as follows:

Front of the building: either the lower forecourt or round the side of the building by the tanning shop

Rear of the building: pavement area outside the old royal free hospital in Liverpool Road .

Please remember:

Do not do anything to endanger your life. Restrict your actions to trying to prevent the fire spreading by closing doors/ windows etc & raising the alarm. Try to help by preventing people from going near the fire until help arrives.

Please try to stay calm and encourage others to do the same.

## First Aid

First aid facilities will be available during the exhibition at all times. The First Aid room is located on the Gallery Level - opposite the Gallery Hall registration desk. In the case of emergency, contact the medical staff or a member of security on 0207 288 6666.

## Lasers

Any company proposing to use lasers must contact christopher.moore@city.ac.uk for approval at least one month prior to the fair to gain written permission.

# TERMS

*All the details*

## Security

The Business Design Centre will provide general security within the exhibition hall. However, responsibility for the security of individual stands and their exhibits lies with you.

For reasons of security, all exhibitors are advised to remove all portable and valuable items whenever their stands are unattended, including during build-up and breakdown. It is recommended that exhibitors do not leave their stands unattended at any time when the hall is open, whether during build-up, exhibition viewing or breakdown periods. In the event of loss or damage, the organisers should be informed immediately.

## Trolleys

Exhibitors are advised to bring trolleys for build-up and breakdown as they are not provided by the Business Design Centre. Trolleys cannot be used during the exhibition open periods.

We'll send you a copy of all of these terms when you book.

Thanks for taking a look! If you need anything, please get in touch, and we'll be happy to help.

## Get in touch

Need any help? Contact our **Marketing & Communications Manager:**

Chris Moore  
Christopher.Moore@city.ac.uk



**Half of City  
students  
said they've  
attended the  
fair**

◀ Welcome Week survey,  
City, University of London



**We can't wait for you to join us!**

We are officially known as City, University of London Students' Union.  
We're also a registered charity, with charity number 1173858.

Plus, we're a company limited by guarantee registered in England and Wales (company number 10834450), whose registered office is at CX118 (Tait Building), Northampton Square, Islington, London, EC1V 0HB.