

FRESHERS MEDIA PACK 2018

Every year Heriot-Watt University welcomes 2,000 new students to our campuses. The Student Union organises the Freshers' Fair during Freshers' Week.

This gives the University's clubs, societies and organised activities the perfect opportunity to recruit from and engage with the 7,000 students that come to Heriot-Watt University campuses every year. The Freshers' Fair would offer you the same opportunity to promote your product / service or simply raise your company profile amongst the student community.

FRESHERS FAIR WEDNESDAY 5TH SEPTEMBER

1200 - 1600

The set up time is 11am to 12 noon. Tea, Coffee, Water and Catering facilities for refreshments will be available for all Stallholders. Please ask for details on your arrival. The Fair is taking place in the Student Union building on the Edinburgh Campus, at Riccarton.

The Fair always creates such a buzz in the building and of course all new students know where the Union is, even if they don't know where their classrooms are. A map of the Campus is available on hw.ac.uk/maps



Price is a very important factor for 83% of students but they also demand quality, which is a key factor for 73% of them.

Students are very conscientious, seek quality and value and feel brands are important. They are at a key time in their life when brands can make a major impression and generate a long-term loyalty that will pay dividends once they have moved into the workplace.

THE STALL

You are supplied with a 6ft table and two chairs. This is effectively the area of your stall.

Any additional free-standing displays must fit within or behind the allocated 6ft table space you have paid for.

As exhibitors are limited to the allocated 6ft table space you may wish to book an extra space to ensure adequate room for any additional free standing displays. We ask that you bring **only two people** with you, if you feel you need extra staff we will charge £20 per person, paid in advance.

PREMIUM CORPORATE STALL

A 6ft table with two chairs. If you opt for our Premium Option we will guarantee you are allocated a prominent position within the venue.

£600

STANDARD CORPORATE STALL

A 6ft table with two chairs. Your stall is allocated by the Student Union. We cannot guarantee in which room within the venue, your stall will be. The SU reserves the right to determine the position of the stall unless you opt for the Premium Option

£550

REGISTERED CHARITY STALL

As a registered charity Heriot-Watt Student Union will offer you a discount. A 6ft table with two chairs. Your stall is allocated by the Student Union. We cannot guarantee in which room within the venue, your stall will be. The SU reserves the right to determine the position of the stall.

£200

HOW TO BOOK

We ask that you read, understand and agree to the terms and conditions and cancellation policy at the end of this document. Complete and submit the application form, attached to this document, and return it to us with your payment.

Deadline for bookings is Friday 24th August 2018



FRESHERS MARKETING

FRESHERS GUIDE

Every year we distribute 2500 copies of our Freshers Guidebook to our incoming students. We offer full page ads for companies who want maximum reach to our new students.

Full page ad **£450** + VAT

Half page ad **£350** + VAT

WALLPLANNER BOX AD

We also distribute 2500 wallplanners to our freshers. We offer a box ad on the academic calendar side so your company's advert is present all year round.

1 box ad **£150** + VAT

SPONSORED BLOG POST

On the lead up to and during Freshers Week we have a dedicated Freshers mini-site, with loads of fun and relevant information for our new students. We offer companies the chance to write a blog post for our web page to introduce your brand to our freshers.

1 blog post **£300** + VAT

WEB BANNER

Our web banner is probably are most popular form of advertising to our students. Not only will your advert appear prominently on our homepage, put also on every other page of our website. We get most of our traffic during Freshers Week, so why not take advantage of this and take out exclusivity advertising during the 10 days of Freshers Week.

Freshers web banner **£300**+ VAT

To book Freshers Marketing please contact Arran McKinlay at arran.mckinlay@hw.ac.uk or call 0131 451 5333

*Deadline for Freshers Marketing booking is **1 July 2018**.

All artwork must be sent by 15 July 2018

Key Information

Booking

If you have successfully secured a place at the Fair we will send you an email confirming receipt of the form, and then follow up with an invoice for payment. The invoice must be paid within 30 days, either by BACS payment or cheque and must be paid a week before the date of the Fair. All bookings are non transferable between company/organisation. The Student Union reserves the right to refuse any application without giving any reason.

Stall

All stalls must be well presented. You are supplied with a 6ft table and two chairs. This is effectively the area of your stall. Any additional free-standing displays must fit within or behind the allocated 6ft table space you have paid for. As exhibitors are limited to the allocated 6ft table space you may wish to book an extra space to ensure adequate room for any additional free standing displays. The Fair is spread between 4 rooms, ensuring a good mix between societies, charities and corporate stalls in each room. Your stall is allocated by the Student Union, unless you opt for the Premium Option which guarantees you are allocated a prominent position, we cannot guarantee in which room your stall will be positioned.

Staff for stall

We only allow up to 2 persons from your company/ organisation to attend the fair and man your stall. Any additional staff must be paid for on application for a stall (£20 per person). No additional staff after application will be given entry to the fair. We will need a note of the names of all staff attending, one week in advance

of the Fair to comply with the University PREVENT Policy. We will send an email requesting this information. Please note, failure to comply could entail cancellation of the stall

Use of allocated area

Exhibitors and their staff must conduct their business only within the space allocated to them. We reserve the right to ask you to vacate your stall should these rules be seen to be broken. The stall cannot be moved in any way by the exhibitor. Strictly no packing away before the advertised closing time. Please make sure you dispose of your own rubbish and ensure that all your allocated stall space is left empty, clean and tidy.

Date, time & venue

The Fair will take place on Wednesday 5th September from 12 noon till 4pm, at the Student Union Building, Edinburgh Campus, Riccarton. All Exhibitors must sign in at Reception on arrival, you will be given a pass and guided to your stall at this time. The set up time is 11am to 12 noon. No access will be allowed before 11am and all stalls should be ready by 12noon. Directions for the building on campus coming in by the main entrance to the campus there is a mini roundabout, turn right at the roundabout and turn in the first road on the left, signposted "Students Association Gait 7". After unloading you will need to park your car / van at the Visitor Car Park near the entry to the campus. A map of the campus is available on www.hw.ac.uk/maps.

Electricity

Is free of charge but must be requested in advance. While an electrical supply may be requested there is no guarantee that this will be available. We will try and accommodate requests but access will be given on a first-come first-served basis. We cannot guarantee there

will be a socket directly at your table, if you do require electricity, please bring your own extension cable of at least 3 metres.

Payment for stall

We would ask you return the Application Form as soon as possible. We will then send you an invoice and expect payment within 30 days of receipt of the invoice. Payment may be made by BACS Transfer or Cheque. Payment must be made one week before 5th September, the date of the Fair.

Liability, health and safety:

It is recommended that each exhibitor has their own Liability Insurance. No responsibility will be taken by the Student Union for any damage, accidents caused or theft of personal possessions. All exhibitors are required to comply with the Health and Safety at Work Act 1974 at all times. All risks associated with the use of any electrical equipment brought onto the premises by exhibitors rests entirely with themselves. All equipment should be electrical tested (PAT tested) and have the relevant in-date sticker attached. We will not allow any trip hazards i.e. loose cables in walkways or on the floor. All risks associated with any equipment brought onto the premises as part of a stall rests entirely with the exhibitor. It is the exhibitor's responsibility to make sure their stall is safe.

General conduct

Exhibitors shall be answerable for the conduct of their staff. Please note the Fair is to be used as a vehicle to inform students of the services you offer. While they can sign up to obtain further information, we would prefer that this is a free service. We encourage you to have goody bags, freebies, handbills, posters etc to give away to the students, nothing should be paid for at all, if possible. All handouts should be made within the boundaries of your own stall. No plastic bags are to be used for packaging your freebies or handouts – only recycled, recyclable materials may be used.

No goods, posters, fliers which are deemed offensive or obscene are allowed on the premises and must be removed immediately should this be requested by the Student Union.

Charities are not allowed to conduct appeals or collections from their stalls. They are allowed to inform students of and advertise the work they do and sign them up for any volunteering opportunities they may have.

Exhibitors are not permitted to conduct activities that pose a hazard to themselves, other exhibitors or to visitors, and must not cause undue inconvenience to other exhibitors or visitors.

Exhibitors are not permitted to give away alcoholic drinks, as part of the promotion of their services.

Exhibitors shall accept full responsibility for complying with the requirements of the Director of Environmental Health, City of Edinburgh Council (Tel 0131 529 3030) in respect of all foodstuffs and drinks displayed or given away from their stall.

Exhibitors who wish to share their stall with another company or individual, or wish to promote another company or individual, must obtain the written agreement of the Student Union at least ten days prior to the event.

Complaints

Any complaints about the running of the event, your allocated stall, or any other subject relevant to your stall and staff at the event must be made to the Student Union Representative there on the day of the Fair, this will be Gillian Fortune, Executive Assistant and Event Organiser.

Any complaints after this time will not be deemed valid for refund of stall rental.

Cancellation Policy

The Student Union reserves the right to refuse any application without giving any reason.

Should you wish to cancel your stall, after application has been accepted, you must do so by sending an email to Gillian Fortune, Executive Assistant (G.J.Fortune@hw.ac.uk), informing us that you wish to cancel the booking.

The following indicates the percentage of stall rental which will be refunded.

<u>Date</u>	<u>Amount of Refund</u>
Prior to 27 June 2018	50% of stall rental
27 June - 24 August 2018	25% of stall rental
After 24 August 2018	No refund

The Student Union reserves the right to determine the position of the stall allocated to you and to reallocate any cancelled space.

An exhibitor may not transfer their booking to another company / organisation.

Non attendance at the Fair will forfeit the full amount paid and may affect future bookings.

BOOKING FORM



Company / Organisation _____

Contact Name _____

Position within Company/Organisation _____

Name & address for invoice _____

Postcode _____

Telephone _____

Email address for contact _____

Type of Stall	Price	Qty	Additional Staff (£20 each)	Total
Corporate Premium Stall	£600			
Corporate Standard Stall	£550			
Charity Stall	£200			
			Order Total	

Electricity: Must be requested in advance and there is limited availability. Access will be given on a first-come first-served basis. We cannot guarantee there will be a socket directly at your table, if you do require electricity, please bring your own extension cable of at least 3 metres.

Yes I would like to request electricity (please tick)

Staff – Please note we will request a note of the names of your staff attending the Fair one week prior to the event, this must be given as part of the University PREVENT Policy, failure to comply could entail cancellation of booking”.

I have read, understand and agree with the Terms and Conditions detailed, I also accept the Cancellation Policy detailed, on behalf of the above Company / Organisation.

Name _____

Signature _____

PLEASE COMPLETE THIS FORM AND RETURN TO Gillian Fortune, Executive Assistant, The Student Union, Heriot-Watt University, Riccarton, Edinburgh EH14 4AS or to G.J.Fortune@hw.ac.uk. We shall then invoice you for the amount and expect payment from you on receipt of the invoice.
Payment methods, BACS transfer or cheque **DEADLINE FOR APPLICATION 24 AUGUST 2018**