

FRESHERS MEDIA PACK 2019

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

Each year, the University's clubs, societies and affiliated groups recruit from and engage with the nearly 10,000 students that come to Heriot-Watt University during a time where students are keenly interested in the new offers available to them. The Freshers Fair offers you the same opportunity to promote your product or service and raise awareness of your presence within the student community!

FRESHERS FAIR WEDNESDAY 11TH SEPTEMBER 1200 - 1600

The Fair takes place in the Student Union building on the Riccarton campus in Edinburgh; set up is from 11am to 12 noon and we're happy to offer tea, coffee and catering facilities for our stall holders. Our Fair is very popular among both new and returning students – we heavily promote the events and offers during Freshers week and drive a lot of custom to the building.

Not sure where you're going? You can find a map here: hw.ac.uk/maps



Students are very conscientious, seeking quality, value and brands that are important to them; for 83% of our members, the price of an item is central to whether or not they will buy it and 73% take into account its quality also.

They are at a key time in their life where brands can make a major impression and can make for loyal customers well after they have graduated. Some factors that students are looking for are environmentally friendly and sustainably sourced goods, genuine communication from companies, and wider social-responsibility.

THE STALL



We've got the table and chairs; you bring the banter and goods!

We're happy for you to bring any additional free-standing display, as long as they fit into your stall's space; this area is 6ft by standard – enough for the 6ft table and 2 chairs (one for each staff member).

Students love freebies! We encourage you to have goody bags, handouts, flyers and posters, etc to give away to the students, ideally 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.

Given how popular our fair is, we become short on space so if you would like any additional staff, there is a £20 charge per head. Similarly, if you want to bring a particularly large display for students to see, you may want to book an additional space so your display and staff aren't cramped!

Each stall option gives you a 6t table and 2 chairs and a space within the Student Union building.

PREMIUM CORPORATE STALL

Our Premium Option guarantees you are allocated a prominent position within the Union with lots of student foot fall.

£600

STANDARD CORPORATE STALL

Allocated within the Student Union building, your stall will be placed in one of three rooms. The SU reserves the right to decide where stalls are positioned - we try to ensure variety in each room so students are enticed to visit all rooms. This also ensures that competitors are separated as best possible.

£550

REGISTERED CHARITY STALL

As a registered charity Heriot-Watt Student Union will offer you a discount. Your stall is allocated by the Student Union, similar to our standard stall. We reserve the right to decide which position and room your stall holds. Charity stalls are very popular with students as they are often looking for new skills to learn, volunteering and networking opportunities – especially in their desired career.

£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 Monday 29th July 2019

FRESHERS MARKETING

FRESHERS GUIDE

This year we are distributing 4000 copies of our Union Guidebook to our incoming and returning students during Freshers Week and Week One (to returning students). We offer full & half page A6 ads for companies who want maximum reach to our new students. (Please note, space is limited so we operate on a first come, first served basis)

Full page ad £250 + VAT

Half page ad £150 + VAT

SPONSORED BLOG POST

In the lead up to Freshers Week, we have a dedicated Freshers mini-site with a blog that we update every day during August. It introduces our Freshers to Edinburgh and life at Uni. Every year we see huge engagement each day so we offer companies the chance to include blog posts to introduce your brand to our Freshers. This blog post will be shared on our Social Media accounts the day it is published.

1 blog post £150 + VAT

Digital Screens

Freshers Week actually spans 9 days and during this time we see some of our highest footfall for the year in both our Shop and the Union building. So make sure you get seen by our Freshers on our 5 digital screens, split between our Shop and Union foyer. Be seen for 14 days on all our screens between the 7th - 21st Sept (Freshers Week and Week One).

2 Weeks, 5 Screens £300 + VAT

Be a Sponsor

We're always on the lookout for sponsors, so if you're interested, please get in touch. We're looking for people to sponsor our Freshers Helpers clothing, so why not have our team of volunteers out there during Freshers Week flaunting your brand?

We're also looking for FREEBIES to include in Welcome Packs that we give to our Freshers this year, so get in touch if you'd like to be involved! Have other ideas? Get in touch!

WALLPLANNER BOX AD

We also distribute 3000 wallplanners during Freshers Week and Week One (to returning students). Over 2000 planners are placed in the students' room in their on-campus halls of residence. We offer a box ad on the academic calendar side, so your company's advert is present all year round. (Please note, space is limited so we operate on a first come, first served basis)

1 box ad £200 + VAT

WEB BANNER

Our web banner is probably our most popular form of advertising to our students. Not only will your advert appear prominently on our homepage, but also on every other page of our website, including our Freshers mini-site. Last year we had 83,614 page views during August and September, so why not take advantage of this and be seen during the build-up to Freshers Week and beyond?! Choose any week between August 1st and September 15th or book the entire 46 day stretch!

1 Week Ad £200 + VAT
01/08 - 15/09 (46 days) £750 + VAT

Freshers Package

Make sure you're seen by all our Freshers!

- 2 Weeks Digital Screens
7th - 21st Sept (Freshers Week and Week One).
- 2 Weeks Web Banner
Weeks of your choosing
- Wall Planner Box Ad

Package £650 + VAT

Bespoke packages may be available, please contact Sean Murphy, Marketing Co-ordinator to discuss further:
sean.murphy@hw.ac.uk

To discuss Freshers Marketing please contact Sean Murphy at sean.murphy@hw.ac.uk or call 0131 451 5333

*Deadline for Freshers Marketing booking is **15 July 2019**.

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. Invoices 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

As standard, 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 11th 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

Arriving by the main entrance to the campus on The Avenue, there is a mini roundabout. Take the second exit (on the right as you approach). After the zebra crossing there is a left turn signposted as "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 can be viewed here: www.hw.ac.uk/maps. The closest is Car Park A; turn right at the junction onto Boundary Road E then the first left onto Research Avenue S. Take the second right – the turn immediately after the entrance to the Marriot Hotel Car Park. All parking is free on campus.

Electricity

Power supplied to stalls 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 11th 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 safety 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.

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 28 June 2019	50% of stall rental
28 June - 23 August 2019	25% of stall rental
After 23 August 2019	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**