

2019/2020



HASU Media Pack



About HASU

Hello! Welcome to Harper Adams University Students' Union 2019-2020 media pack. With over 4,000 students and many of them living on site or within the immediate vicinity there has never been a better opportunity to engage with our students to promote your brand and create loyalty from the beginning.

Our students are ambitious, professional and open-minded, dedicated to their studies and keen to explore new ideas and new things. Over 3,000 students will attend our freshers fair this September on the look out for the best brands, the best buys and the best places to hang out while they are at University.

There are plenty of opportunities to engage with students throughout the freshers fortnight and the rest of the year. A technically savvy bunch, they respond well to emails, social media, and experimental marketing. Whatever your marketing needs, we've got the creativity and opportunity to make it a success.

The following pages should give you a flavour of why and how you could work with us.

INTERESTED OR WANT TO DISCUSS YOUR IDEAS?

Contact Ali Burr - on aburr@harper-adams.ac.uk or 019520815279

Don't waste any more time, complete our online booking form at www.harpersu.com/freshersmarketing to secure your place now!

FRESHERS FAIR PRICES - 27th Sept

OUTDOOR PREMIUM STALL (1 available) £1000 + vat

Bag yourself the top spot and make your business the centre focal point of our freshers fair.

PREMIUM STALL

National Company - £500 + vat

Local business - £300 + vat

Local business offering an exclusive discount to HA students - £250 + vat

STANDARD STALL

National Company - £300+ vat

Local business - £200 + vat

Local business offering an exclusive discount to HA students - £175 + vat

Not-for-profit company or charity - £125+vat

Be Exclusive!

We have one opportunity where you will be the only business represented, and reach 4,000 students directly. Get in quick to have your logo on our freshers wristband, and our named Freshers Fortnight Sponsor.

1

Why not consider bagging yourself a great deal with our sponsorship package, giving you savings on over £2,000.

Our Freshers Fortnight Sponsor package includes

- Standard stall at freshers fair on Friday 27th September 2019
- Poster or flyer placed in each bedroom before students move in or your item or flyer placed in the move in packs.
- 4 social media posts across the freshers period
- 1 web banner on www.harpersu.com
- 1 image on the campus wide digital screens for 1 week
- 1 freshers bag insert

Cost of full package - £2500 + vat

Freshers | Options at a glance

Don't waste another minute, Get in touch with Ali to book your freshers marketing with the best modern agricultural university in the west midlands.

01952 815279 or aburr@harper-adams.ac.uk or book online at www.harpersu.com/freshersmarketing

Fresher's Welcome Guide A5 page from £300 + vat

Freshers Bag Insert From £300 + vat

Flyer on campus £250 + vat per day

Web banner From £150 + vat

Social media package £200 + vat

Terms & Conditions

1. Harper Adams Students' Union will offer stalls on a first-come-first-served basis. There are a limited number of electrical points in the venues. Access to electrical points is a chargeable service which will be allocated after payment on a first come first served basis. The exhibitor is responsible for bringing their own PAT tested extension leads.
2. The total amount payable must be paid in advance or entry to the fair will not be permitted and/or advertising will not be distributed. The deadline for receipt of full payment is Friday 20th Sept 2019.
3. Only tables that are allocated by HA Students' Union may be used. The dressing of the table is the responsibility of the exhibitor. Exhibitors must occupy only their designated area and are not permitted to exhibit outside unless they have paid for outside flyering.
4. Confirmation of a table booking grants the exhibiting company/organisation access for a maximum of 4 staff/representatives at their stall in the main hall on the day. Canvassing on campus grounds by exhibitors/representatives or students on their behalf is strictly forbidden, unless the outside flyering option has been purchased. If the outside flyering option has been purchased, the exhibitors/representatives will only be allowed to promote their services/products in the square outside the building where the Fair is held. Any exhibitor who is found to be in breach of this agreement will not be allowed to exhibit and will be removed from HA grounds by campus security and prevented from attending future fairs. No refunds will be given.
5. Cheques or monies will be refunded or returned in full if a stall is unavailable.
6. Any exhibitor who pays for a stall and does not attend will not be entitled to any refund of booking fee.
7. Individuals or companies may only use their stall to exhibit their own products or services and not those of any third party. HA Students' Union reserves the right for exhibitors to remove from display any material seen as unsuitable.

Terms & Conditions pt 2

8. Promoters from club venues may only advertise their venue and not specific student club nights held on a Wednesday night.

9. The Students' Union has banned the use of plastic bags across all its activities and events in respect of the environment. We strongly encourage our visitors to adopt a similar practice and to not give away plastic bags during Freshers' Fair.

10. Any information collected by exhibitors may only be used for that exhibitor and may not be passed on to any third party. Exhibitors are required to comply with the provisions of the Data Protection Act and GDPR in relation to any data collected or obtained during the Fair.

11. Any company or representative of a company found breaching the Terms & Conditions for Freshers' Fair will be removed from the premises and prevented from attending future fairs. No refunds will be given.

12. Exhibitors are responsible at all times for security and safety of their property. HA Students' Union cannot be held responsible for any damage or loss.

13. Areas used must be left in a reasonable and tidy condition, otherwise charges for cleaning may be levied. Exhibitors must have completed the clearing their exhibition space within 15 minutes of being given notice that the Fair will close by a member of the Students' Union. Please note that there is no storage facilities available before or after the Fair.

14. In the event that for any reason HA Students' Union shall cancel all or any part of the Fair or be unable to perform their obligations under this agreement, then the liability of HA Students' Union shall be limited to the refund of any payments made by the exhibitors to the Students' Union under this agreement.