

# MANCHESTER METROPOLITAN UNIVERSITY STUDENTS' UNION



## REFRESHERS 2018



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## REFRESHERS

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# REFRESHERS FAIR

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WEDNESDAY 24 JANUARY 2018

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Refreshers Fair 2018 aims to welcome back students to university life after the Christmas break. It offers them the chance to sign up to new clubs and societies and to get their 2018 off to a great start.

Attending this event is a great opportunity to generate interest in your brand, build mailing lists, offer product samples or make direct sales for your business.

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# WHY THE UNION

We are one of the largest student unions in the country, representing 36,000 Manchester Met students across two campuses in Manchester and Cheshire.

Our exciting marketing opportunities give you direct access to this large student

population, as well as the positive associations of partnership with The Union.

With extensive expertise on the student market, we can also advise you on the best way to approach your campaign to ensure that you get the best value and return.



## THE UNION BUILDING

- × A thriving student opportunities centre with over 150 sports clubs and societies.
  - × One of the leading advice centres in the country.
  - × Named one of the UK's best new buildings – RIBA National Awards.
  - × Green Impact Gold Award.
  - × Best Bar None Award.
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## WHO WE WORK WITH

Many organisations, from multinational brands to small traders, have run campaigns through The Union. We love working with organisations who share our values and offer useful products and services for students.

### PRETTYLITTLETHING.COM

Online retailer PrettyLittleThing approached us as they wanted to promote their brand to new MMU students. After meeting face to face, we devised a campaign to run a sample sale in the building which was a huge success raising thousands for charity in a matter of hours.

"Throughout the whole process, from enquiring as a potential venue to the execution of the event we received complete support from The Union. This including tailoring media packs to the actual event space to meet our requirements. The sample sale was heavily promoted prior to launch and overall was a phenomenal success with girls queuing for up to two hours to enter! The team on the day were a great help and ensured everything ran smoothly. We will definitely be looking to run something again in the New Year."

PrettyLittleThing.com Representative



### ODEON CINEMAS

When ODEON approached us, we knew their campaign would be a great addition to our Freshers Fair so we placed them in our marquee area where they ran a very successful event.

"I thought the MMU Freshers Fair was a well organised event, providing excellent value for money. A point of separation from similar events ODEON attended this year was that MMU used a queue snake, meaning every exhibitor was able to interact with every student. This meant that we distributed more free popcorn samples and more vouchers at our one day with MMU than two days at other events!"

ODEON Cinemas Representative



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## WHAT WE OFFER

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# OPPORTUNITIES AND RATES

In addition to stall hire at the fair, there are a number of media opportunities available to make a big impact across multiple channels.

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**1**

### REFRESHERS FAIR STALLS

We have a limited number of stalls available on the day so please call to discuss any ideas you have to get involved with this year's event.

Price includes:  
215cm x 155cm floor space, optional  
5ft table and two chairs.

**£300 per day**

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**2**

### REFRESHERS EMAIL

Why not let over 9,500 students know you will be at the Refreshers Fair, or increase awareness of your brand through our Refreshers email?

Price includes:  
graphic plus 100 words.

**£250**

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**3**

### MEDIA WEB ADVERTISING

Grab the attention of over 30,000 users per month with a prominent position on The Union website.

Top banner (468 x 60px)  
**£500 per month**

Digital screen (1920 x 1080px)  
**£350 per month**

We can accept artwork in PNG, Jpeg and Gif formats.

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## BESPOKE ACTIVITY

If your campaign requirements are beyond the listed media then please contact [mediasales@mmu.ac.uk](mailto:mediasales@mmu.ac.uk) and we can discuss how to best accommodate your activity.

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# CONTACT US

For more information on advertising  
with The Union please get in touch:

t: 0161 247 1162

e: [mediasales@mmu.ac.uk](mailto:mediasales@mmu.ac.uk)

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**Manchester site:**  
The Union, 21 Higher  
Cambridge Street,  
Manchester, M15 6AD

**Cheshire site:**  
The Union, Crewe  
Green Road, Crewe,  
Cheshire, CW1 5DU

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## TERMS AND CONDITIONS

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1. Full payment will be due 30 days after confirmation of booking has been received. Full payment will be required immediately for all bookings received within three weeks of activity date. Failure to pay in full will risk loss of the media in question. Any media lost through non-payment will be invoiced as cancelled bookings (see (02) below).
  2. Any media booking may be cancelled provided that written notice is received by The Union no less than 28 days prior to the campaign/event/media start date. Cancellations made within 14 days of the start date will be charged at full price. Cancellations made within 15-28 days of the start date will be charged at 50%. Cancellation charges are calculated from the day that written confirmation is received by The Union.
  3. Failure to comply with any aspect of these Terms and Conditions will result in the removal of permission to advertise. The Union will not refund any payments under these circumstances.
  4. In the event that for any reason The Union shall cancel all or any part of a publication or event, or be unable to perform their obligation under this agreement, the liability of The Union shall be limited to the refund of any payments made by the exhibitor to the Students' Union under this agreement.
  5. The Union shall accept no liability with regards to attendance figures to any event.
  6. We reserve the right to refuse distribution of any material we deem to be unsuitable. This includes, but is not limited to material that contravenes our Equal Opportunities policy, which is available on request. Our decision is final.
  7. If you are unsure about the suitability of your promotion or any material, please send a copy of the material or an outline of the promotion to Media Sales, The Union, 21 Higher Cambridge Street, Manchester, M15 6AD or mediasales@mmu.ac.uk.
  8. If you have booked advertising and your material is deemed unsuitable for distribution, no refunds will be given.
  9. The Union take no responsibility for the content of any advertisements or promotions, and will not be held liable for any transactions that may be completed as a result of the promotion or advertisement at The Union.
  10. Exhibitors and their staff must conform to the accepted safety standards of the day. Equipment must conform to the relevant legislation, regulations, British or EEC standards etc., as appropriate.
  11. Exhibitors are required to provide information on all displays involving moving equipment before The Union will accept the booking.
  12. All off-loading and loading of exhibits will normally be carried out by the exhibitor and not by staff of The Union. Off-loading will take place outside the venue between 09:00 - 10:00. Vehicles must be removed and parked off site.
  13. Displays involving equipment which moves shall not be left unsupervised.
  14. Gangways in the Fair, along with passageways, stairways and fire exits shall be kept free of obstruction and will be clearly marked. Additional direction and information signs may be required for complex layouts; these will be provided by The Union.
  15. All electrical fittings, wiring and appliances shall be constructed and maintained in safe condition. Particular attention must be paid to the nature of temporary wiring and the need not to overload electrical sockets. All exhibitor electrical equipment must have appropriate PAT testing certification.
  16. The use of compressed gas cylinders (e.g. CO2, LPG) or of other explosive or highly flammable substances is not permitted.
  17. Loose packages must be removed once exhibition stands have been assembled. The packaging should be deposited in a designated area notified in advance.
  18. Exhibitors should ensure that all exhibition material such as fabric panels, exhibition stands etc. are made from fire retardant materials, or have been treated so as to provide a fire retardant surface finish.
  19. The Union operates a strict no-smoking or vaping policy within all its buildings.
  20. Exhibitors must indemnify The Union against all costs, claims and liabilities sustained by any persons or to any property as a result of their actions.
  21. Exhibitors are responsible for ensuring that all delegates are clearly briefed and understand the Fire Evacuation procedures, which will be sent out by The Union in advance of the event.
  22. Exhibitors exhibit entirely at their own risk. The Union is not liable for any losses or damage to persons or property which may occur. Insurance against such contingencies is recommended.
  23. No exhibitor may take or receive monies by cheque, cash or credit card payment or otherwise from any visitor on the day unless previously agreed by The Union.
  24. 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 Data Protection Act in relation to any data collected or obtained on The Union's premises.
  25. Large sound systems are not permitted. Any music provided by stall holders must be agreed by The Union prior to the activity. The volume level of music played on the day is at the discretion of The Union.
  26. Any exhibitor planning on giving away food or drink must inform The Union prior to the event and provide evidence of all relevant licences and permits.
  27. Exhibitors are not permitted to sell any food or drink. Alcohol cannot be sold by any exhibitor under any circumstance and sampling of alcohol must be distributed via sealed packaging.
  28. The Union discourages exhibitors from giving away plastic bags, sustainable alternatives are preferred.
  29. All suppliers must comply with their allocated space. Failure to do so may result in additional charges or result in removal from the event at The Union's discretion.
  30. Only one registered organisation per stall space will be permitted. Additional affiliated organisations will need to book additional space.
  31. The Union will not provide additional storage for goods outside of the allocated stall space.
  32. Multiple business cannot be promoted under one booking. Any bookings booked under one business name which subsequently are shown to promote multiple businesses will be asked to leave the premise. In this event no refund will be given.
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