

# How to put your products and services in front of 8,000 prospective customers



# sheffield hallam freshers fair /friday sep 24th

The Freshers fair is a fantastic opportunity to book exhibition space where you can advertise directly to thousands of students at Sheffield Hallam University. You can meet your future customers face to face, offer sampling and literature, distribute freebies, increase brand awareness... in fact virtually anything to promote your business to both returning and new Hallam students.

You really can't afford to miss out on the one day where you'll have direct access to this unique market of regular buyers.

## STALL PACKAGES

Gold: £1000 - stalls in the main entrance of The Hubs

Silver: £600 - stalls upstairs in "the eye"

Bronze: £500 - stalls upstairs in the pods

This year Freshers at Hallam Union is spanning two weeks. Stalls in the second week will be located in our entrance foyer to maximise footfall.

Cost: £350

## MAILOUT

Your chance to target both freshers and returning students (full time only) before term even starts in our pre-university mailout sent to student's home addresses.

Freshers:

Cost: £1200

Inserts: 6000

Max weight: 12g

Max paper size: A5

Returns:

Cost: £1800

Inserts: 9000

Max weight: 12g

Max paper size: A5

## GOODY BAG

7000 Union branded goody bags will be distributed in and around the students' union and halls of residence throughout Freshers week.

Cost: £500

## WALLPLANNER

Have your advert on student's walls all year round with our wall planner.

Cost: £400

Quantity: 7000

Advert size: w140mm x h60mm

## FRESHER SPONSORSHIP

Logo on 100 Freshers Rep t-shirts, Gold stand at the Freshers Fair, logo on all Freshers publicity, posters displayed in the Union building during Freshers week, website rotating banner (first month of term only) and an advert on our projector in the foyer of Hallam Union (first month of term only).

One slot available: £3000

## POSTER DISPLAYS

All poster boards are secure, permanent fixtures situated in high footfall areas.

A3: £5 per poster per week

A2: £10 per poster per week

A1: £15 per poster per week

## FLYERING

Get your advert put directly into the hands of your potential customers. Our dedicated team of flyering staff hold the only licences to flyer on our campus.

£250 per 1000 flyers

There are 47,000 students in Sheffield, 28,000 of which attend Sheffield Hallam. Students possess a spending power of £10 billion across the country and spend an estimated £150 million in Sheffield annually.

## WEBSITE

Advertise on [www.hallamunion.org](http://www.hallamunion.org) with a monthly advert.

Rotating banner: £250 - six adverts available (size: w380px x h56px)

## PROJECTOR

Why not showcase your company on our projector situated in the foyer of the union.

Cost for one month: £250

# contact



Hallam Union,  
The HUBS,  
Paternoster Row,  
Sheffield, S1 2QQ



0114 225 4820  
0114 225 4900 (fax)



[katie.johnson@shu.ac.uk](mailto:katie.johnson@shu.ac.uk)



[www.hallamunion.org](http://www.hallamunion.org)

[booking form overleaf>>](#)



**Company name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Invoice Address: (if different)** \_\_\_\_\_

**Which stall do you require?**    **Gold**     **Silver**     **Bronze**     **2nd week**

**Do you require a power supply?**    **Yes**     **No**

**ADDITIONAL ADVERTISING: (all prices exclude VAT)**

**Goody bags**     **Wallplanner**     **Flyers (quantity)** \_\_\_\_\_

**Mail-outs: Freshers**     **Returns**

**Website banner: dates (monthly)** \_\_\_\_\_

**Projector: dates (monthly)** \_\_\_\_\_

**I have read and understood the terms and conditions**

**Signed:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Cost:** \_\_\_\_\_

**VAT:** \_\_\_\_\_

**Total:** \_\_\_\_\_

**PLEASE COMPLETE AND RETURN TO:**  
 Hallam Union, The HUBS, Paternoster Row, Sheffield, S1 2QQ t:0114 225 4820 f:0114 225 4900  
 e:katie.johnson@shu.ac.uk w:www.hallamunion.org **!LL BE HAPPY TO HELP!!**

**1. General-**  
 As a Students' Union we may have policies that do not allow the advertisement or promotion of certain products, brands, services or companies.

1.1 Hallam Union reserves the right to refuse distribution of any material we believe to be unsuitable. Our decision will be final.

1.2 If you are unsure about your promotion or material then please send it to us for checking beforehand.

1.3 If you have not checked your promotion or material with us and we find it unsuitable for distribution no refund will be given.

1.4 You may only advertise the company/activity outlined on the booking form

**2. Adverts and Advertising:**

2.1. Hallam Union reserves the right to refuse unsuitable copy/ artwork.

2.2 Advertisers will receive a free copy if requested.

2.3 It is the advertisers' responsibility that their product/brand/ service or company is not in breach of the Trade Descriptions Act 1968 or any other subsequent act. Furthermore it is their responsibility that the information contained in the promotion is accurate and complies with the law. Hallam Union will not accept any responsibility for misleading or inaccurate information supplied.

2.4 Where appropriate, proofs will be supplied.

2.5 Corrections and/or changes must be confirmed in writing.

2.6 Hallam Union will not accept any responsibility for loss or damage resulting from error, late publication or non publication or failure of any course. (A refund may be possible depending on the circumstances but not guaranteed).

2.7 Artwork or material must be supplied to Hallam Union by the date required.

**3. Payment-**

3.1 50 per cent of the booking cost must be paid at the time of booking with all remaining payments being made before the activity or a credit application form must be completed.

3.2 All cheques are to be made payable to Sheffield Hallam Union

**4. Cancellations-**  
 All cancellations must be made in writing to the Marketing Department at Hallam Union. Reasons need not be given.

4.1 Where cancellations are made 30 days (or less) prior the agreed promotional activity or publication 100% of the fee is chargeable.

4.2 Where cancellations are made 31 days or more prior to the agreed promotional activity of publication a full refund will be given provided that no expenditure has been made on our part regarding your campaign.

**5. Artwork-**  
 If you are supplying finished artwork please supply in the following format: JPEG, TIFF, PDF, (EPS for clothing), (GIF for web).

**6. Liability-**

6.1 In the event for any reason Hallam Union shall cancel all or part of an event or publication or be unable to fulfil its obligations under the agreement the liability of Hallam Union will be limited to a refund of any payments made by the client.

6.2 Hallam Union cannot store any items/or be held responsible for any items left on site.

**7. Signatory-**  
 Where the signatory does not have the authority to make payment and signs the booking form then Hallam Union reserve the right to pursue the signatory themselves for outstanding monies.

**8. The Law-**  
 It is your responsibility to fully read the terms and conditions. Please contact us if you have any queries.

8.1 Your bookings are only complete upon the receipt of confirmation from Hallam Union. Completing the booking form therefore does not mean the booking is complete.