

WELCOME MEDIA PACK 2022

Our Welcome period, from August to September, is the biggest and busiest time on campus with over 8,000 new students arriving on campus. This is your opportunity to connect with our new and returning students.

cusu

ENGAGE WITH OUR STUDENTS WHEN THEY ARRIVE

Welcome Fair Stalls

12th Sep - 13th Sep
2022

Our Welcome Fair is the biggest event in the calendar, giving over 30,000 students in Coventry the opportunity to engage with your brand. Taking place over two days, it will be situated in and around our main SU building (The Hub), providing maximum footfall.

LIMITED AVAILABILITY

OUTDOOR MARKET STALL

Platinum Stall (Premium Location)

1 Day - £1,500 + VAT
2 Days - £2,500 + VAT

300cm x 120cm

Large Activation

1 Day - £2,000 + VAT
2 Days - £3,500 + VAT

300cm x 300cm - Location with option for your own pop-up and power.

INDOOR STALLS DOWNSTAIRS

Platinum Stall (Premium Location)

1 Day - £1,250 + VAT
2 Days - £2,250 + VAT

120cm x 80cm

Gold

1 Day - £950 + VAT
2 Days - £1,650 + VAT

120cm x 80cm

INDOOR STALLS UPSTAIRS

Silver

1 Day - £650 + VAT
2 Days - £1,110 + VAT

120cm x 80cm

Additional extras for the day include:

- Power - £75 + VAT (Limited)
- On site flyering/ Sampling - from £300 + VAT (Limited)

Stalls include:

- Backing Boards (Indoor only)
- Guest WIFI

Please contact us to discuss any specific brand activation requirements such as pop-ups and brand sampling opportunities.

ADDITIONAL EXTRAS

Coventry University Students' Union are in a unique position to help you advertise your business, product or service to our students. Our packages offer great value and will help you reinforce your brand with our students at the start of the academic year.

PROMOTIONAL HTML EMAIL AD SPACE £500 + VAT*

Promote your brand message and presence at the fair directly to our students as they arrive with a presence in our Welcome Fair email.

*Strictly limited to 6 spaces per email.

CUSU HOMEPAGE WEB BANNER - £800 + VAT

A promotional banner on the homepage of the Coventry University Students' Union website (cusu.org), is an effective way to build brand awareness.

SOCIAL MEDIA POST - £150 + VAT*

1x social media post/story. Get your message seen on our Facebook, Instagram Stories or Twitter pages.

*We limit social media posts per month so early booking is advised.

WALLPLANNER AD - £500 + VAT

Have your brand seen in print. 3,500 of our yearly wallplanners will be distributed in university Halls, during our Welcome Fair and via CUSU throughout the year.



Coventry University is one of the UK's top modern universities with a local, national and international reputation for teaching and research excellence. We have over 30,000 students at Coventry and benefit from a central location in the heart of the city, making it an attractive place to be. We look forward to welcoming you onto campus.

BOOK YOUR WELCOME MEDIA TODAY

Michael Nortey

Commercial.su@coventry.ac.uk

07308 234437