



Liverpool
Guild of
Students



@LiverpoolGuild

Liverpool Guild of Students
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Refreshers Media Pack 2025



Introduction

It's that time of year again - over 25,000 students return to the University of Liverpool campus, ready to kick off Semester 2!

With over 5,400 students at our 2025 Refreshers Fair, this is the perfect chance to introduce (or reintroduce!) your brand to students at one of the peak moments in the academic year.

Liverpool Guild of Students is here to make unforgettable moments with students, with events like our Refreshers Fair and signature Big Pub Quizzes, and we'd love for you to join us!

Previous exhibitors include...



and many more...

Refreshers Fair

Friday 30th January

Taking place in the iconic Mountford Hall, Refreshers Fair is one of the biggest events of the year with an estimated footfall of over 4,000 students.

Refreshers Fair is the perfect opportunity to keep conversations about your products and services rolling throughout the year and bring your brand face-to-face with a key demographic.



Contact



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Refreshers Fair

Indoor Activation



Secure your space inside with a Standard Stall, we provide you with a table and chairs for you to transform and make your own. Thinking big? We also have availability to make your space stand out from the rest with larger indoor space options.

Standard Stall

1.8mx1.5m - 1x Trestle Table - 2x Chairs

£550

Larger Indoor Space

Options from

£650

All prices excl. VAT

Refreshers Fair

Outdoor Activation



We have an option for outdoor space for our Refreshers Fair for vehicles, displays and interactive activities. The sites are included in the fair layout to ensure every visitor passes through the spaces.

Guild Walk

5x3m

£850

All prices excl. VAT

*Larger spaces available on request from £950

Refreshers Fair

Goody Bags



Just launched a new product, or looking to share some samples? Be part of our Refreshers Goody Bags! We pack 3,000 bags ready to hand out to students at the fair, and you can say goodbye to staffing costs as we distribute your freebies for you.

Flyer

£350

Product

£500

All prices excl. VAT

Refreshers

Digital Screens

We have 10 portrait screens located in high footfall areas inside and outside the Guild building, catching the eyes of thousands of students every day. Screens are an ideal way to get your message seen during our busy Refreshers Week.

Per screen – 2 weeks

£150



All prices excl. VAT

Refreshers

Posters



With access to the prime poster sites on campus, showcase your brand at all the right locations.

6 Sheet Poster

x1 - Per Week

£150

A3 Portrait Posters

x5 - Per Week

£100

All prices excl. VAT

Refreshers

Vinyl's



Big, bold and beautiful. Vinyl advertising is a unique way to advertise to students onsite in locations receiving some of our highest footfall.

Wall Vinyl

x1 - Per Month

£970

Table Tops

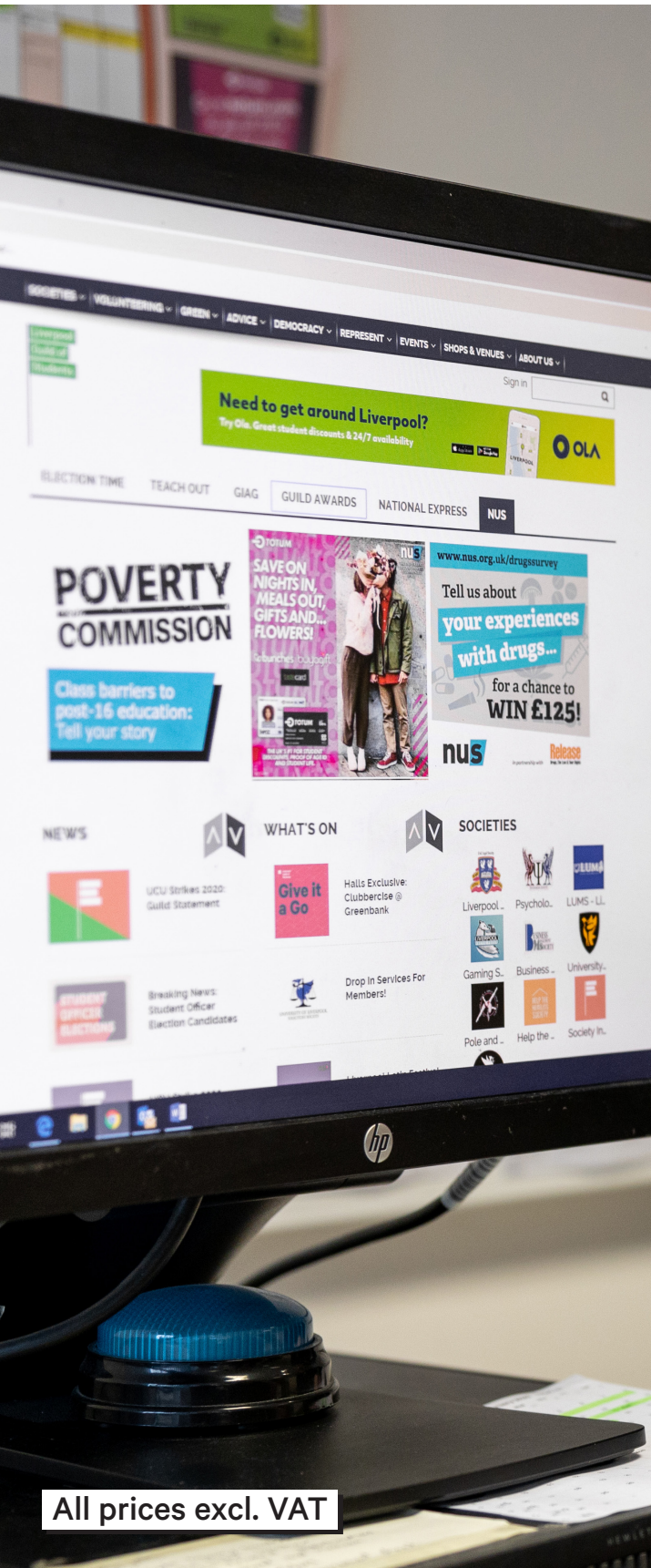
x5 - Per Month

£550

All prices excl. VAT

Refreshers Fair

Website



With 37,000 unique users visiting our website every month to join student societies, browse Refreshers events and Guild news, www.liverpoolguild.org holds the key to reaching Liverpool students 24/7.

Footer Banner

1 week **£200** - 2 weeks **£340**
3 weeks **£510** - 4 weeks **£680**

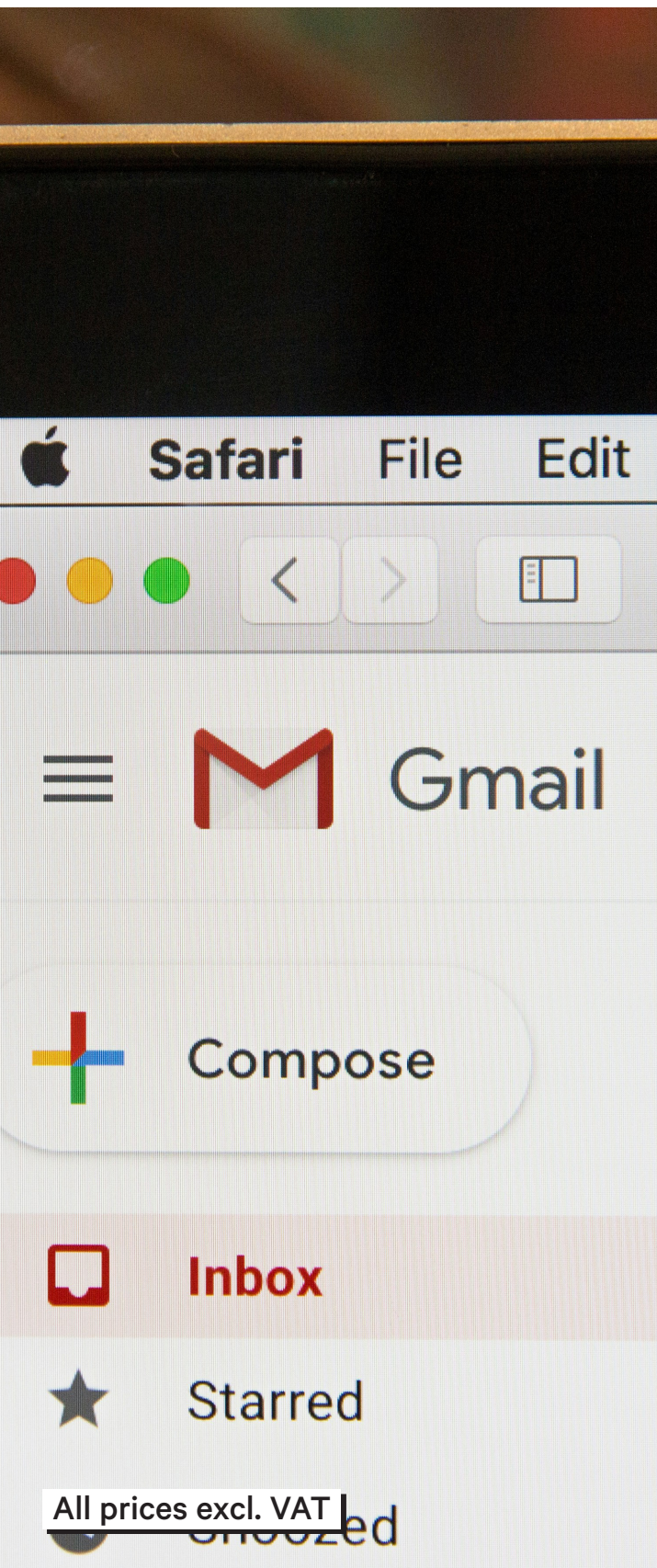
Top Banner

1 week **£275** - 2 weeks **£450**
3 weeks **£650** - 4 weeks **£800**

All prices excl. VAT

Refreshers Fair

Email



With an average open rate of 45% on our email newsletters, it's no surprise that email comes out on top as the students' preferred channel of communication. We send a welcome email to all new and returning students post Welcome Week to communicate all the latest Guild news – and you can be a part of it too!

Email Advert

£450

All prices excl. VAT



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