

North Eastern Universities Purchasing Consortium

ADVERTISING OPPORTUNITIES 2023-2024



WHY ADVERTISE WITH NEUPC?

North Eastern Universities Purchasing Consortium (NEUPC) is one of six UK Higher Education purchasing consortia (UKUPC) established to deliver and manage a wide range of collaborative framework agreements, designed to maximise third party expenditure within the higher education sector.

We are a highly qualified and experienced team, able to influence the HE sector, throughout the UK. We strive to continue launching new initiatives to ensure maximum exposure for our supplier community.

As an approved NEUPC supplier, you could take advantage of a number of advertising opportunities to help further promote your organisation and your framework products and services to our members across the North East, Yorkshire and Humber, and Midlands.

We can help you reach new customers and drive real results for your business, with direct access to our members to increase awareness and engagement through our many platforms.

Who are NEUPC's members?

Our members have access to an ever-widening range of essential goods and services. During the year, £285m of member spend was channelled through collaboration, achieving £20m cash and non-cash benefits.

Full members are 23 Higher Education Institutions located in the North East, Yorkshire and Humber, and the Midlands. They have full access rights to all of our agreements and voting rights to shape the direction and focus of the consortium.

Associate Members tend to be Further Education Colleges and have full access rights to our agreements, but do not have voting rights. The seven Associate Members are appointed a dedicated Account Manager who ensures that members obtain value from their membership and can advise on procurement related matters. On joining NEUPC we carry out a review of spend and make recommendations where better value can be obtained.

Affiliate Members are colleges, schools, charities, NHS Trusts and other public sector organisations who only require access to a few agreements. They can access up to three frameworks within a 12 month period, most join with one framework in mind and then access others at a later date.



North Eastern Universities Purchasing Consortium



A full list of the NEUPC Category Groups is belo

eProcuremer

 Estates Furniture

· IT & Teler

& Events > No.







unn chats to Vicki





Advertise with NEUPC

As an approved NEUPC supplier, you could take advantage of a nu idvertising opportunities to help further promote your organisation a ramework agreement to NEUPC members across the North East, forkshire & Humber and the Midlands.

Our members have access to an ever widening range of essential g and services from over **120** collaborative arrangements, which our r channelled £198 million of spend through these agreements during We can help you reach new customers and drive real results for you igh Education regional purcha framework agreements on be



VEUPC are able to offer additional opportunties including exhibition ponsorship packages, webinars, framework launch events and atte

To explore your needs and the advertising options available, please

ework agreements on behalf of its memt



Advert

OUR PLATFORMS





NEUPC.AC.UK

E-NEWS



Sources: Google Analytics November 2022 - October 2023. and CIVICRM: August 2022 - July 2023.



<u>@NEUPCLTD</u>



DIGITAL MARKETING **OPPORTUNITIES**

ADVERTISING OPPORTUNITY

PACKAGE ONE

Two x social media posts per channel, X (Twitter) and LinkedIn plus two news stories to be featured on the new NEUPC website.

Our website is used by all of our members on a regular basis.

Home About us ~	Join NEUPC ~ A	greements Category Grou	ips ∨ News & Events	Learning & Resources ~
Home > Join NEUPC > Su	uppliers > Advertise with NEUPC			
JOIN NEUPC	Advortica	with NEUPC		ON THIS PAGE
Members		PC supplier, you could take adva	intage of a number of	Advertise with NEUPC
Who are our members	advertising opportunit	ies to help further promote your	organisation and	
Membership Benefits	framework agreement Yorkshire & Humber	t to NEUPC members across the and the Midlands.	North East,	
Become a member		ccess to an ever widening range er 120 collaborative arrangement	-	
Suppliers	channelled £198 milli	on of spend through these agree		
Register to become a supplier	We can belo you read	ch new customers and drive real	results for your	
Helpful links for suppliers		access to our members to increa	,	
Suppliers Guide to Tendering		fer additional opportunties includ	ling exhibition and	
Helpful Webinars	sponsorship package at category group me	s, webinars, framework launch e	vents and attendance	
Advertise with NEUPC		s and the advertising options ava	ilable, please contact	
	Marketing.			
	Find out more about on the booking form here	opportunities to advertise with NE 2.	UPC here. Download	

PACKAGE TWO

Two x social media posts per channel, X (Twitter) and LinkedIn, plus two news stories to be featured on the new NEUPC website, plus two featured articles in our monthly e-Newsletter, which we send to all our members. Logo added to the homepage of the NEUPC website on a carousel.

BESPOKE PACKAGE

It will be customised on a case-by-case basis between the category manager and supplier.

SIZE



PER ANNUM

520 x 320px high res image & 500 word advertorial

£500 + VAT

520 x 320px high res image & 500 word advertorial

£1000 + VAT



DIGITAL ADVERTISING SPACES



Delivering outstanding value te the Higher Education sector through collaborative framework agreements

NEUPC Utilises a partnership approach to provide collaborative procurement expertise guidance and agreements that are aligned to, and actively support members' needs, values and objectives.

View Agreements

About Us





SedF

All Articles

Featured News

Stay up-to-date on the latest developments in the Higher Education procurement industry, such as new frameworks, policies, and opportunities.



12th October 2023

New Networking Supply and Services Framework launch

We're pleased to announce that NEUPC, LUPC, APUC, HEPCW, NWUPC, and SUPC members can now access the new national Networking, supply and services...

Read more (→)

View all Articles

16th November 2023 **Commercial Corner Podcast** with Rachel Lunn

Read more (→)

Home > News & Events > News



York St John University team produce a monthly podcast called Commercial Corner. In this insightful episode, Paul and Vicky talk to our very own...



15th November 2023 Rachel Lunn chats to Vicki Betts from York St John University

We are delighted to bring you this webinar session with our Shared Procurement Services and Training Manager, Rachel Lunn and Vicki Betts from York St ...

Read more (\rightarrow)



15th November 2023

Procurement: Updated thresholds for January 2024 published

The procurement thresholds for 2024 have been released via the Public Procurement (Agreement on Government Procurement) (Thresholds) (Amendment)...

Read more ↔









BE PART OF NEUPC

Other opportunities

NEUPC are able to offer additional opportunities including webinars, framework launch events and attendance at category group meetings. Please contact <u>Marketing</u> to explore your needs and the options available.





North Eastern Universities Purchasing Consortium

FOR ADVERTISING OPPORTUNITIES

CONTACT

Marketing E: l.haslineneupc.ac.uk

FOR MORE INFORMATION GO TO: NEUPC.AC.UK

