



educatio  
International Education Expo

# INFORMATION BROCHURE

# 19<sup>th</sup> EDUCATIO International Education Expo

## Information brochure for exhibitors

**EDUCATIO International Education Expo** is the most significant and prestigious annual professional event for education in Hungary organised every year since 2000. Hungarian secondary and higher education, educational equipment production, school book publishing, professional education, language teaching, as well as quality assurance are represented by hundreds of exhibitors including almost every Hungarian university and college. In addition to the exhibition pavilions, **visitors have the chance to become acquainted with the present and future of Hungarian education at professional lectures and presentations.**

Organising 19<sup>th</sup> EDUCATIO Expo we aim to provide an opportunity for **even more Hungarian and foreign exhibitors** to introduce themselves. All public and higher education institutions, organisations and companies that are related to any fields of education are welcome, including foreign educational institutions and companies. We make every effort to create a 'marketplace' on the fair as well: we aim to boost the participation of educational decision-makers through organizing conferences, professional programs.

When setting up the requirements for participating on the exhibition, we were aiming to create a surface which makes the process of reaching out to those interested in higher education services cost efficient for all parties.

The next EDUCATIO Expo will be organized again by the Conference of Student Councils (HÖÖK), by the consent of the event's rightholder, the Hungarian Educational Authority. This helps us to reach our main target group, the students even more successfully, while holding the fair's quality on the highest level which our exhibitors have already accustomed. Our vision for the upcoming years is to become the most significant educational event of the Central-European region.

### EDUCATIO 2019

The **19<sup>th</sup> EDUCATIO Expo** is organised **between January 10<sup>th</sup> and 12<sup>th</sup> 2019 in the HUNGEXPO Budapest Fair Center's hall 'A'**, with more than 20,000 m<sup>2</sup> of floor space. On the basis of the success of previous years **we expect close to 200 exhibitors and 55,000 visitors** — secondary school students, their parents, teachers and institution leaders — **during the three days** of the exhibition. The event is free for all visitors and is open between 10:00-17:00 every day.



## Exhibition topics

In order to enhance the arrangement of the Expo the exhibitors are organized in groups on the basis of their activities. We make efforts to place exhibitors with similar activities into the same section. Based on the experience of previous years apart from the higher education institutions, we determined other sections connected to education sectors, which you can choose from on our online ordering platforms depending on the activities of your institution.

## Services

### Booth

Exhibition pavilions can be rented by international higher education institutions for EDUCATIO 2019 at the prices indicated below:

		line	corner	head	island
<b>Net price per unit (HUF/sqm)</b>	<b>until September 14<sup>th</sup>, 2018</b>	38,000	40,500	43,000	44,000
	<b>after September 14<sup>th</sup>, 2018</b>	39,000	41,500	44,000	45,000
<b>Minimum floor space (sqm)</b>		9	9	18	36

Rental of the exhibitor space and the basic stand is included in the price.

We provide further discounts for those exhibitors who book a bigger booth than the previous year's one provided that they book this booth in the discounted booking period (before September 14<sup>th</sup> 2018). The discount rate is 20% off of the rent of the bigger booth (only of the price of the area of the booth).

If you are interested in this discount, please send us an email to [sales@hookkft.hu](mailto:sales@hookkft.hu) since the online ordering system is unable to automatically realize this intent.

**After any visible surface (tower, flag. etc.) overpassing 3 meters of height, the exhibitors have to pay net 40.000 HUF/sqm.**

We would like to inform you that the number of bracelets that can be used to enter the venue of the exhibition outside of opening hours is limited. Depending on the area of your booth, **we provide one bracelet for every 1,5 m<sup>2</sup> of booth area** (e.g. 6 bracelets for a 9 m<sup>2</sup> booth). If you need more bracelets for your staff, you can order these on the online ordering surface.



**The basic stand includes the following facilities:**

- ✓ walls in accordance with the floor space
- ✓ carpeting
- ✓ unified frieze sign on the open side (sides), with unified font type without logo
- ✓ 1 socket at 230V
- ✓ 1 spotlight per 3 square metres.

Additional accessories may certainly be rented; these may be ordered on the electronic order page.

If the exhibitor requires, individual installations may be used, however, this does not modify the participation fee.

Please send the construction plan of individually constructed exhibition pavilions by November 30<sup>th</sup> 2018 to [sales@hookkft.hu](mailto:sales@hookkft.hu).

***Internet***

We provide broadband wired internet connection at the pavilions at a net cost of HUF 31,000 per connection. If you need fast and stable internet access to your work at the expo, we recommend that you consider ordering wired internet connection.

***Parking***

Our exhibitors can use the free parking lot of HUNGEXPO, however we can provide parking places close to the entrance as well, in a separated parking lot at net cost of HUF 6,500 / car which is valid for the whole exhibition during working hours.

***Expo Catalogue***

The 19<sup>th</sup> EDUCATIO Expo is accompanied by a **Catalogue**; an information publication **circulated in 15,000 copies** free to visitors by the entrances and containing important details concerning the participants at the exhibition and detailed professional programmes to help visitors to find their way around the fair. Advertisements can be placed in an A5 size (148 by 210 mm) publication.



## Advertisement prices for the 19<sup>th</sup> EDUCATIO Expo Catalogue

Net price per unit				
Advertisement size			Advertisement size	Full page size
	until September 14 <sup>th</sup>	after September 14 20 <sup>th</sup>		
1/1	219 000 HUF	289 000 HUF	129x182 mm	158x220 mm
½ page portrait	121 000 HUF	161 000 HUF	63x182 mm	-
½ page landscape	121 000 HUF	161 000 HUF	129x90 mm	-
¼ page	65 000 HUF	85 000 HUF	63x90 mm	-

Please submit your advertisements in electronic format (e-mail to [sales@hookkft.hu](mailto:sales@hookkft.hu) or on CD) **before November 16<sup>th</sup> 2018** according to the following parameters:

- ✓ 300 dpi resolution
- ✓ CMYK
- ✓ pdf, or tif format

### ***Introductory lecture or presentation***

On the Expo's **stage, 25 minute/occasion** introductory lectures, presentations or product presentations may be held on every day of the fair. Presenters are provided with a projector and a computer.

**Only exhibitors may hold presentations.** Lectures can be also purchased at the official ordering system of the Expo for different prices. The prices are scaled to the forecasted number of visitors according to our experiences of the previous years. The exact price of every lecture can also be found at the ordering system.

Preferred times for the lectures may be marked on the electronic application form page and we consider these when scheduling the lectures. In the event of time clashes we consider preferences in the order of the application.





### **Advertising at the Expo**

Please only use the advertising equipment ordered in advance in order to attract the attention of visitors. As in previous years, **flyers may only be distributed outside the pavilions with a previously purchased permit** for the complete time of the event at a cost of HUF 31,000 / persons + VAT.

### **General terms and conditions**

The *General terms and conditions* of the 19<sup>th</sup> EDUCATIO International Education Expo can be downloaded on the event's website: [www.educatioexpo.hu](http://www.educatioexpo.hu)

### **Cancellation, complaints**

Cancellation may take place in writing and becomes effective upon receipt by HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Kft. Conditions of cancellation:

- ✓ In the event of cancellation prior to November 16<sup>th</sup>, 2018, 50% of the complete service fee,
- ✓ In the event of cancellation between December 8-31, 2018, 70% of the complete service fee
- ✓ In the event of cancellation on January 1<sup>st</sup>, 2019 or later the complete service fee shall be paid by the customer.

### **Application, deadlines**

Electronic application form for the Expo is available at <http://educatioexpo.hu> The accessories and the furnishing of the pavilion also may be ordered on the website.

**Application deadline: November 10<sup>th</sup>, 2018.**

**With the discounted prices the application deadline is: September 14<sup>th</sup>, 2018.**

**Deadline for submitting advertisements published in the Catalogue: November 16<sup>th</sup>, 2018.**



**Important deadlines**

Application deadline with the reduced prices	September 14 <sup>th</sup> , 2018
Application deadline:	November 10 <sup>th</sup> , 2018
Submission of completed advertisements:	November 16 <sup>th</sup> , 2018
Occupation of pavilions:	10:00-20:00 on January 09 <sup>th</sup> , 2019
Official opening of the 19 <sup>th</sup> EDUCATIO Expo:	10:00 AM on January 10 <sup>th</sup> , 2019
19 <sup>th</sup> EDUCATIO Expo opening for visitors	9:30 AM on January 10-12 <sup>th</sup> , 2019
Departure from the Expo AND the deconstruction of the individual constructions, removal of vehicles, etc. :	17:00 - 22:00 January 12 <sup>th</sup> , 2019

In case of violating any of the deadlines determined, HÖOK Hallgatói Szolgáltató Közhasznú Nonprofit Kft. shall not take liability to fulfil services.



### Contact us

Should you have any questions, please contact us:

**HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Kft.**

1134 Budapest, Dózsa György út 150.

### Sales contact

E-mail: [sales@hookft.hu](mailto:sales@hookft.hu)

Phone: +36 70 330 7262

Web: <http://educatioexpo.hu>

