

# Information brochure for exhibitors

## 21<sup>st</sup> EDUCATIO International Education Expo – online edition

**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, schoolbook 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.**

The aim of online Educatio is to provide our partners with a safe opportunity to build direct contact with Hungarian young people who are open to the world and new things, despite the difficulties caused by COVID-19.

Organising 21<sup>st</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 'virtual 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 2021**

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The **21<sup>st</sup> EDUCATIO Expo** is organised **between 21-23 January 2021**. 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.

## Exhibition topics

In order to enhance the arrangement of the virtual 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. These exhibition topics will appear partly or completely in the digital Expo Catalogue, as well as on the official website. The Organizer reserve the right to reclassify the Exhibitors, in case they chose more than one category.

## Services

### OUR PACKAGE OFFERS

	Basic	Plus	Professional	Enterprise
Who do we recommend it to?	Language exam centers, vocational training places	Foreign exhibitors, smaller domestic universities, corporate exhibitors	Companies, domestic universities	Large domestic universities
Unique stand	✓	✓	✓	✓
Brochures	3	6	8	12
Videos	1	3	9	20
Live chat	✓	✓	✓	✓
Q&A	✓	✓	✓	✓
Meeting room	1	3	9	15
Banner	-	✓	✓	✓
E-dm	-	-	✓	✓
<b>PACKAGE PRICE</b>	<b>350 000 HUF</b>	<b>650 000 HUF</b>	<b>950 000 HUF</b>	<b>1 450 000 HUF</b>



## AVAILABLE EXTRA ITEMS

	Basic	Plus	Professional	Enterprise
Brochures	15 000 Ft	15 000 Ft	15 000 Ft	15 000 Ft
Video	45 000 Ft	45 000 Ft	45 000 Ft	45 000 Ft
Meeting room	250 000 Ft	195 000 Ft	165 000 Ft	105 000 Ft
Banner	75 000 Ft	-	-	-
E-dm	150 000 Ft	150 000 Ft	-	-
Presentation	165 000 Ft	145 000 Ft	125 000 Ft	105 000 Ft
Communication package Educatio web & app *	185 000 Ft	165 000 Ft	145 000 Ft	125 000 Ft
Communication package Educatio social media **	185 000 Ft	165 000 Ft	145 000 Ft	125 000 Ft
Online publication 1/1	165 000 Ft	165 000 Ft	165 000 Ft	165 000 Ft
Online publication 1/2	85 000 Ft	85 000 Ft	85 000 Ft	85 000 Ft
Online publication 1/4	45 000 Ft	45 000 Ft	45 000 Ft	45 000 Ft

\* landing page banner, pop-up banner, landing page slider, PR article

\*\* Facebook post, Facebook story

### ***Expo Catalogue***

The 21st EDUCATIO Expo is accompanied by a digital Catalogue; the digital information publication is free to visitors and containing important details concerning the participants at the exhibition and detailed professional programmes to help visitors to find their way around the digital fair. Advertisements can be placed in publication.

Please submit your advertisements in electronic format ([www.imr.hookkft.hu](http://www.imr.hookkft.hu) / Document library) **until 20 December 2020** according to the following parameters:

✓ 300 dpi resolution



- ✓ RGB
- ✓ pdf, or tif format

## General terms and conditions

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The *General terms and conditions* of the 21<sup>st</sup> EDUCATIO International Education Expo can be downloaded on the event's website: [www.educatioexpo.hu](http://www.educatioexpo.hu)

## Cancellation, complaints

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Cancellation take place in writing and becomes effective upon receipt by HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Ltd. **If the exhibitor cancels**, the conditions of cancellation:

- In the event of cancellation prior to 20 November 2020, 20% of the complete service fee,
- In the event of cancellation prior to 20 December 2020, 50% of the complete service fee,
- In the event of cancellation prior to 3 January 2021, 75 % of the complete service fee,
- In the event of cancellation on 4 January 2021 or later the complete service fee shall be paid by the customer.

## Payment terms

The exhibitors have to pay the 100 % of the cost of the appearance before the Exhibition. All of the payment documents can be downloaded from our online ordering website (IMR). In case of a different payment process, please contact us at [sales@hookkft.hu](mailto:sales@hookkft.hu) .

Exhibitors can pay in HUF or EUR as well ( it can be chosen in the online ordering website). We calculate with 1 EUR = 320 HUF.

If an Exhibitor exceeds the following deadlines, the Organizer charges an extra 20 % of the services.

If an Exhibitor orders any service or accessory during the event, the Organizer charges an extra 10 % to the standard prize.



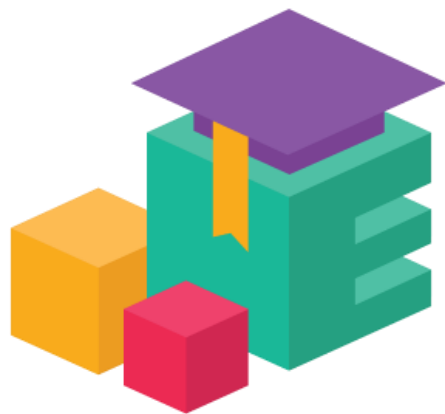
## Important deadlines

Application period starts	14:00 12 November 2020
Application deadline:	23:59 20 December 2020
Submission of completed advertisements:	23:59 20 December 2020
Payment deadline	3 January 2021

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:



**HÖOK Hallgatói Szolgáltató Közhasznú Nonprofit Kft.**

1053 Budapest, Ferenciek tere 7-8.

#### Sales contact

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

Web: <http://educatioexpo.hu>

