

EDUCATIO EXHIBITION 2027

EXHIBITOR INFORMATION

EDUCATIO is Hungary's largest and most prestigious annual professional education exhibition, held every year since 2000. More than a hundred exhibitors, including most Hungarian universities and colleges, represent general and higher education, educational equipment distribution, textbook publishing, vocational training, language teaching and quality assurance. Visitors **can explore the present and future of education at exhibitor stands and through professional talks and presentations.** Once again, our aim is to give **even more Hungarian and international exhibitors** the opportunity to introduce themselves. We welcome all general and higher education institutions, organisations and companies connected with education in any way, including educational institutions and companies from abroad. We also strive to make the expo a "marketplace", encouraging education decision-makers to attend through conferences and professional programmes. In setting the terms of participation, we have sought to offer favourable arrangements that provide everyone concerned with a cost-effective way to reach people interested in educational services. Participation is therefore accessible to all institutions and companies offering educational services, as our aim is to present the sector comprehensively and to a high standard.

With the consent of the Educational Authority, the rights holder of the event, the EDUCATIO Exhibition is once again organised by the National Union of Students in Hungary, commonly known as HÖÖK. At the next event, exhibitors and visitors can again expect our customary high standards. In the coming years, our ambition is for the event to become Central Europe's leading regional education exhibition.

EDUCATIO 2027

The **EDUCATIO Exhibition will take place on 14-16 January 2027**, covering more than 20,000 m² in **HUNGEXPO Halls A and D**. Building on the success of previous years, we expect **nearly 200 exhibitors and 60,000 visitors over the three days**: secondary school students, their parents, teachers and heads of institutions. Also present as exhibitors will be **nearly 3,000 current university students**.

Admission is **free for all visitors**, and on all three days the exhibition is **open from 10:00 to 17:00**.

EXHIBITION THEMES

To make the Expo easy to navigate, exhibitors are grouped by their field of activity. We aim to place exhibitors with similar activities in the same section. Based on experience from previous years, we have defined several specialist sections related to education, in addition to higher education institutions. You can select the category or categories that best describe your organisation on the online ordering platform.

The exhibition themes will appear in whole or in part in the publication (digital catalogue) and on the official website, and will also be reflected in the on-site placement of Exhibitors. The Organiser reserves the right to reassign an Exhibitor to another category if the Exhibitor has selected multiple categories.

STAND TYPES AND PRICES

Stand type	Minimum area	Notes and further information
Row stand	9 m ²	Fixed depth: 3 m; minimum width: 3 m; one open side
Corner stand	9 m ²	Fixed depth: 3 m; minimum width: 3 m; two open sides
End stand	18 m ²	Fixed width: 6 m; minimum depth: 3 m; three open sides
Island stand	36 m ²	Each side at least 6 m; one side divisible by 3; four open sides

Net stand unit prices* (HUF/m²)

		row**	corner**	end**	isl.**
Net unit prices 2026 until 15 October	Hungarian higher education institutions	61,000 HUF	64,000 HUF	67,000 HUF	72,000 HUF
	Other exhibitors	82,000 HUF	87,000 HUF	90,000 HUF	95,000 HUF
Net unit prices 2026 from 15 October	Hungarian higher education institutions	77,000 HUF	82,000 HUF	86,000 HUF	90,000 HUF
	Other exhibitors	106,000 HUF	108,000 HUF	112,000 HUF	118,000 HUF

*Prices are guaranteed provided that utility charges change by no more than +/-10%.

**The price includes rental of the exhibition space and the basic stand.

In line with previous years, visible surfaces extending above a height of 3 metres (towers, flags, etc.) are charged at a net rate of HUF 64,000/m². This surcharge applies only to the visible square metres

above 3 metres.

Please also note that if more than one exhibitor is represented at a stand, the stand fee and all other service fees will be calculated using the higher of the unit rates applicable to the participants represented at that stand. This applies to all services.

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

- ✓ partition walls appropriate to the floor area and stand type,
- ✓ carpeting,
- ✓ standard fascia lettering on the open side(s), in a uniform typeface, without an emblem/logo; one sign per visible side,
- ✓ 1 × 230V power socket,
- ✓ 1 spotlight per 3 m².

CUSTOM-BUILT AND OWN STANDS

Exhibitors may commission a custom-built stand or use their own installation. We can provide a quote for a custom-built stand once the plans are available. If you would like a custom-built stand constructed by us, please contact sales@hookkft.hu.

If you are bringing your own stand and only require exhibition space from us, please indicate this on the ordering platform. This does not change the participation fee. Construction plans for self-built custom stands must be uploaded to the "Dokumentumtár" (Document Library) menu of IMR, the Integrated Order Management System (imr.hookkft.hu), by 15 November 2026 at the latest, as set out below.

EQUIPMENT AND ACCESSORIES

Exhibitors with a basic stand or a custom-built stand constructed by us may rent additional furnishings (Equipment and Accessories). These can also be ordered through the electronic ordering platform, accessible at <http://www.educatioexpo.hu> following exhibitor registration. Please note that we cannot provide furnishings if you attend with a self-built custom stand. Prices for additional items are available on the IMR platform.

USING YOUR OWN EQUIPMENT

Exhibitors may furnish their stands with their own fittings, equipment and furniture.

Promotions and promotional equipment intended to attract visitors require permission. These include, but are not limited to, display vehicles, live animals, weapons, equipment and materials for physical or chemical experiments, tea and coffee machines used for sampling, popcorn

machines, ice cream machines and any other food or drink promotion. All such equipment must be declared at sales@hookkft.hu and on the IMR platform.

EXHIBITOR ACCESS PERMITS

Exhibitors need a permit to enter before opening time or remain after closing time. We can provide only a limited number of permits, issued as exhibitor cards/wristbands or vouchers. **Each stand receives 1 permit per 1.5 square metres of stand area** (e.g. 6 permits for a 9 m² stand). Additional permits for stand personnel may be purchased through the accessories ordering platform.

INTERNET

Wired internet access can be provided at stands on request. The fee is charged per installed connection point and is listed in our current price list.

If a stable, fast internet connection is important for your activities, we recommend ordering a wired internet connection. We do not provide wireless internet (Wi-Fi) at the event. For technical reasons,

Exhibitors are strictly PROHIBITED from installing equipment capable of sharing wireless internet at their stands or making it accessible and available for use by Visitors in any form.

PARKING

Exhibitors may use HUNGEXPO's free parking spaces. If you wish to reserve a space near a hall entrance, spaces are also available in the car park reserved for the exhibition. The rental fee is per vehicle, applies throughout the exhibition's opening

hours and is listed in our current price list. Daily parking tickets are not available.

INTRODUCTORY TALKS AND PRESENTATIONS

On the Expo stage, introductory talks, presentations and product demonstrations **lasting 25 minutes** can be held on all three days. A projection screen and 1 computer are provided for each presentation.

Please note that **only exhibitors may give presentations**.

PRESENTATION FEES

Exhibitors can indicate their preferred presentation times on the electronic registration platform. In the event of a scheduling conflict, preferences will be considered in registration order.

Presentation prices are available on the IMR platform.

Advertising rates in the EDUCATIO digital catalogue

Advertisement type	Net price	Print area	Add. info
1/1	373,000 HUF	148x210 mm	with bleed
½ portrait	206,000 HUF	138x97,5 mm	-
½ landscape	206,000 HUF	66,5x200 mm	-
¼	111,000 HUF	66,5x97,5 mm	-

Advertisements must be uploaded via the “**Dokumentumtár**” (Document Library) menu of IRM, the Integrated Order Management System (imr.hookkft.hu), by **15 November 2026** at the latest, with the following specifications:

- ✓ 150 dpi resolution or higher
- ✓ PDF format
- ✓ RGB

We cannot accept advertisements sent by email or via any other method or platform.

ADDITIONAL COMMUNICATION SERVICES

Some additional communication services have limited availability and are allocated in order of booking. Please visit the online ordering platform to place your order.

ADVERTISING AT EDUCATIO

Please use only advertising tools booked in advance to attract visitors' attention. In line with established practice, distributing leaflets or conducting any other advertising activity outside your stand requires a "Leaflet Distribution" permit purchased in advance. The fee is listed in our current price list.

GENERAL TERMS AND CONDITIONS

The General Terms and Conditions applicable to Exhibitors are available at <http://www.educatioexpo.hu>.

CANCELLATIONS AND COMPLAINTS

Orders must be cancelled in writing. Cancellation takes effect upon receipt by HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Kft. The cancellation terms are as follows:

- ✓ **For cancellations by 15 November 2026**, the customer must pay **50% of the total fee for the services ordered;**
- ✓ **For cancellations by 31 December 2026**, the customer must pay **70% of the total fee;**

- ✓ **For cancellations on or after 1 January 2027, the customer must pay the full fee.**

HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Kft. considers every registration valid, even without a signed order form, if verifiable discussions are taking place with the Exhibitor about participation details and the Exhibitor fails to notify the Service Provider in a verifiable written form of its withdrawal from participation within 48 hours after the proposed Stand Layout has been sent to the Exhibitor.

Force MAJEURE addendum

If, by **4 January 2027**, it becomes certain that the event cannot take place due to any force majeure circumstance, exhibitors will receive a 100% refund of their advance payment.

If the exhibition becomes impossible to hold **after 5 January 2027** for the same reason, **the Organiser will refund the exhibitor fees paid to it, reduced proportionately by the verifiable costs incurred up to that point.**

PAYMENT TERMS

100% of the participation fee must be paid after placing the order and before the event, based on the payment request available on the IMR platform. If you require alternative payment arrangements, please contact sales@hookkft.hu.

Exhibitors may pay the participation fee in Hungarian forints or euros, as selected in IMR. If an Exhibitor chooses to pay in euros when ordering, service fees will be converted at the Hungarian National Bank (MNB) exchange rate valid on the day the Order Form is completed. The Exhibitor expressly acknowledges and agrees that if payment is made after the event and the exchange rate on the date the services are supplied differs from the rate recorded in the Order Form, the Exhibitor will apply the exchange rate valid at the time of supply for invoicing. In this case, the quoted price and the invoice amount may differ by the extent of the exchange rate movement.

For services provided after the ordering and submission deadlines, the Organiser is entitled to charge a 20% surcharge.

Services and equipment ordered during the event will be provided by the Service Provider with an on-site surcharge added to the Price List rates.

SUMMARY OF KEY DEADLINES

Early registration deadline*:	15 October 2026
Final registration deadline:	15 November 2026
Submission of print-ready advertisements and custom stand plans:	15 November 2026
Exhibitor move-in:	13 January 2027, 10:00-20:00
Official opening of EDUCATIO:	14 January 2027, 10:00
EDUCATIO doors open to visitors:	14-16 January 2027, 09:30
Exhibitor move-out, dismantling of self-built stands, removal of vehicles, etc.	16 January 2027, 17:00-22:00

*Eligibility for the discounted rate requires payment of the order amount by 31 October at the latest.

If the Customer misses or breaches the specified deadlines, HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Kft. is not obliged to provide the ordered services and accepts no liability whatsoever for any loss suffered by the Exhibitor.

CONTACT DETAILS

For sales enquiries, please contact our team:

HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Kft.

1095 Budapest, Soroksári út 48., Building 10, 1st floor

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www.educatioexpo.hu