



educatio  
International Education Expo

# INFORMATION BROCHURE

## 20<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 20<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 2020

The **20<sup>th</sup> EDUCATIO Expo** is organised **between January 9<sup>th</sup> and 11<sup>th</sup> 2020 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.

These exhibition topics will appear partly or completely in the 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

### Booth

Exhibition pavilions can be rented by international higher education institutions for EDUCATIO 2020 at the prices indicated below:

|   |  | line   | corner | head   | island |
|---|--|--------|--------|--------|--------|
| <b>Net price per unit<br/>(HUF/sqm)</b> | <b>until 1<sup>st</sup> of October, 2019</b> | 40,500 | 43,000 | 45,500 | 47,000 |
|   | <b>after 1<sup>st</sup> of October, 2019</b> | 41,500 | 44,000 | 47,000 | 48,000 |
| <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 1<sup>st</sup> of October 2019). 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.**

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

- ✓ walls in accordance with the floor space
- [www.educatioexpo.hu](http://www.educatioexpo.hu)



- ✓ 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.

### ***List of accessories***

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

| <b>Name of accessory</b>          | <b>Details</b>                                   | <b>Unit</b>     | <b>Price per unit (HUF)</b> |
|-----------------------------------|--|-----------------|-----------------------------|
| open info counter                 | 103 x 53 x 103 cm                                | piece(s)        | 7 000                       |
| lockable info counter             | 103 x 53 x 103 cm                                | piece(s)        | 8 600                       |
| arched info counter               | quarter-arc, r=103cm, height = 103 cm            | piece(s)        | 13 200                      |
| glass showcase A                  | 100 x 50 x 250 cm                                | piece(s)        | 19 200                      |
| glass showcase (straight)         | 53 x 53 x 253 cm or 103 x 28 x 253 cm            | piece(s)        | 14 400                      |
| glass showcase B                  | 100 x 50 x 250 cm (1 m wide stripe with glass)   | piece(s)        | 22 200                      |
| table showcase                    | 100 x 50 x 100 cm (25 cm wide stripe with glass) | piece(s)        | 10 800                      |
| lockable folding door             | width: 100cm                                     | linear meter(s) | 7 800                       |
| partition wallpanel               | width: 100cm                                     | linear meter(s) | 4 400                       |
| curtain-wall                      | width: 100cm                                     | linear meter(s) | 4 700                       |
| cantilever shelf                  | 103 x 30 cm                                      | piece(s)        | 1 700                       |
| storage shelf                     | 97 x 30 x 210 cm (5 shelves)                     | piece(s)        | 4 700                       |
| table with a wooden surface       | 80 x 80cm surface, height: 75 cm                 | piece(s)        | 2 800                       |
| table with a wooden surface (big) | 120 x 80cm surface, height: 75 cm                | piece(s)        | 4 200                       |



|                               |  |                 |                             |
|-------------------------------|--|-----------------|-----------------------------|
| bar table                     | diameter: 60 cm, height: 106 cm                                | piece(s)        | 9 500                       |
| meeting chair without armrest |  | piece(s)        | 2 100                       |
| meeting chair with armrest    |  | piece(s)        | 2 300                       |
| bar stool                     |  | piece(s)        | 4 100                       |
| plarform-showcase             | height: 28-53-78-128-153 cm                                    | square meter(s) | 10 000                      |
| coat-and-hat stand            |  | piece(s)        | 4 000                       |
| refrigerator                  | capacity: 120 l  | piece(s)        | 20 400                      |
| spot light                    | 100W   | piece(s)        | 3 600                       |
| spot light with an arm        | 100W   | piece(s)        | 4 200                       |
| mini reflector                | 300 W  | piece(s)        | 4800                        |
| mini reflector with an arm    | 300 W  | piece(s)        | 5 600                       |
| <b>Name of accessory</b>      | <b>Details</b>   | <b>Unit</b>     | <b>Price per unit (HUF)</b> |
| 3-pin wall socket             |  | piece(s)        | <b>3 600</b>                |
| company logo                  | plastic foil, average size 50 × 50 cm, from vectorgraphic file | piece(s)        | 8 800                       |
| digital print on the wall     | price based on the size  | square meter(s) | 8 800                       |
| plastic foil on the wall      | colour can be selected from sample list                        | square meter(s) | 2 400                       |
| standing brochure holder      |  | piece(s)        | 16 600                      |
| carpet (standard)             |  | square meter(s) | 1 000                       |
| carpet (different)            |  | square meter(s) | 1 300                       |





|                           |  |          |        |
|---------------------------|--|----------|--------|
| plastic waste bin         |  | piece(s) | 800    |
| flyer distribution permit | optional, for flyer distribution outside your booth  | piece(s) | 33 000 |
| wired internet connection | We kindly ask you not to use own wifi router, only use wired solutions to share internet on your stand   | piece(s) | 33 000 |
| parking ticket            | the Expo's parking places are close to the entrance  | piece(s) | 7 000  |
| additional exhibitor pass | The order automatically includes 1 pass for every 1,5 sqms of your booth (for example, 9 sqm = 6 passes). Here you can order if you need more. | piece(s) | 300    |

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 30th 2019 to

[sales@hookkft.hu](mailto:sales@hookkft.hu).

### ***Admission for the Exhibitors***

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 price is also listed in the 'List of accessories' chart.

### ***Internet***

We provide broadband wired internet connection at the pavilions. The price of it is listed in the 'List of accessories' chart.. If you need fast and stable internet access to your work at the expo, we recommend that you consider ordering wired internet connection. Due to technical reasons, the Exhibitors can not use wireless internet hotspots. Also sharing with the visitors is strictly forbidden.

### ***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. The price of it is listed in the 'List of accessories' chart which is valid for the whole exhibition during working hours.



## Expo Catalogue

The 20<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 20<sup>th</sup> EDUCATIO Expo Catalogue

| Net price per unit |                               |                               |                    |                |
|--------------------|-------------------------------|-------------------------------|--------------------|----------------|
| Advertisement size |                               |                               | Advertisement size | Full page size |
|                    | until October 1 <sup>st</sup> | after October 1 <sup>st</sup> |                    |                |
| 1/1                | 232 500 HUF                   | 306 500 HUF                   | 129x182 mm         | 158x220 mm     |
| ½ page portrait    | 128 500 HUF                   | 171 000 HUF                   | 63x182 mm          | -              |
| ½ page landscape   | 128 500 HUF                   | 171 000 HUF                   | 129x90 mm          | -              |
| ¼ page             | 69 000 HUF                    | 90 500 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 15<sup>th</sup> 2019** according to the following parameters:

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

**Our further communication services** The following services are only available in a limited number and we take it into consideration in the order of the application. In the case of interest, contact with one of our staff member.

| Services                | Description   | Net price (HUF)                                   |
|-------------------------|---|---|
| <b>Before the event</b> |   |   |
| Website                 | (~50.000 visitors, ~200.000 page download, during December and January) |   |
| Display ad.             | 980x300px SeeThru banner ad   | 320 000 HUF / 2 month (limited, only 2 available) |
| PR article              | PR article on the official website                                      | 120 000 HUF/ article                              |
| Facebook post           | Posting PR content on the official Facebook page (10.000 follower)      | 75 000 HUF / post                                 |



| During the event                           |  |             |
|--|--|-------------|
| LED wall spot                              | playing a video on the LED wall of the main stage                              | 85 000 HUF  |
| Booth tour                                 | In the Catalogue   | 45 000 HUF  |
| Welcome package                            |  | 45 000 HUF  |
| After the event                            |  |             |
| Photo documentation                        | Appearing in the official photo documentation of the Exhibition                | 65 000 HUF  |
| Video documentation                        | Appearing in the official aftermovie of the Exhibition                         | 140 000 HUF |
| Video documentation with a short interview | Appearing in the official aftermovie of the Exhibition, with a short interview | 210 000 HUF |
| Video documentation of the presentation    |  | 50 000 HUF  |

### ***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.

### **EDUCATIO 2020 – Presentations' prices**

| Date           | Day      | Beginning | End   | Net price in HUF until 1st of Oct. 2019 | Net price in HUF from 1st of Oct. 2019 |
|----------------|----------|-----------|-------|---|--|
| 9 January 2020 | Thursday | 10:10     | 10:30 | 80 000                                  | 85 000                                 |
| 9 January 2020 | Thursday | 10:30     | 10:55 | 85 000                                  | 90 000                                 |
| 9 January 2020 | Thursday | 11:00     | 11:25 | 95 500                                  | 101 000                                |
| 9 January 2020 | Thursday | 11:30     | 11:55 | 100 000                                 | 105 000                                |
| 9 January 2020 | Thursday | 12:00     | 12:25 | 105 000                                 | 111 500                                |
| 9 January 2020 | Thursday | 12:30     | 12:55 | 115 000                                 | 122 000                                |
| 9 January 2020 | Thursday | 13:00     | 13:25 | 130 000                                 | 135 000                                |





|                 |          |       |       |         |         |
|-----------------|----------|-------|-------|---------|---------|
| 9 January 2020  | Thursday | 13:30 | 13:55 | 115 000 | 122 000 |
| 9 January 2020  | Thursday | 14:00 | 14:25 | 111 500 | 117 000 |
| 9 January 2020  | Thursday | 14:30 | 14:55 | 105 000 | 111 500 |
| 9 January 2020  | Thursday | 15:00 | 15:25 | 100 000 | 105 000 |
| 9 January 2020  | Thursday | 15:30 | 15:55 | 95 500  | 101 000 |
| 9 January 2020  | Thursday | 16:00 | 16:25 | 90 000  | 95 500  |
| 9 January 2020  | Thursday | 16:30 | 16:55 | 85 000  | 90 000  |
| 10 January 2020 | Friday   | 10:00 | 10:25 | 85 000  | 90 000  |
| 10 January 2020 | Friday   | 10:30 | 10:55 | 90 000  | 95 500  |
| 10 January 2020 | Friday   | 11:00 | 11:25 | 100 000 | 105 000 |
| 10 January 2020 | Friday   | 11:30 | 11:55 | 105 000 | 111 500 |
| 10 January 2020 | Friday   | 12:00 | 12:25 | 111 500 | 117 000 |
| 10 January 2020 | Friday   | 12:30 | 12:55 | 115 000 | 122 000 |
| 10 January 2020 | Friday   | 13:00 | 13:25 | 130 000 | 135 000 |
| 10 January 2020 | Friday   | 13:30 | 13:55 | 115 000 | 122 000 |
| 10 January 2020 | Friday   | 14:00 | 14:25 | 111 500 | 117 000 |
| 10 January 2020 | Friday   | 14:30 | 14:55 | 105 000 | 111 500 |
| 10 January 2020 | Friday   | 15:00 | 15:25 | 100 000 | 105 000 |
| 10 January 2020 | Friday   | 15:30 | 15:55 | 95 500  | 101 000 |
| 10 January 2020 | Friday   | 16:00 | 16:25 | 90 000  | 95 500  |
| 10 January 2020 | Friday   | 16:30 | 16:55 | 85 000  | 90 000  |
| 11 January 2020 | Saturday | 10:00 | 10:25 | 85 000  | 90 000  |



|                 |          |       |       |         |         |
|-----------------|----------|-------|-------|---------|---------|
| 11 January 2020 | Saturday | 10:30 | 10:55 | 90 000  | 95 500  |
| 11 January 2020 | Saturday | 11:00 | 11:25 | 100 000 | 105 000 |
| 11 January 2020 | Saturday | 11:30 | 11:55 | 105 000 | 111 500 |
| 11 January 2020 | Saturday | 12:00 | 12:25 | 111 500 | 117 000 |
| 11 January 2020 | Saturday | 12:30 | 12:55 | 115 000 | 122 000 |
| 11 January 2020 | Saturday | 13:00 | 13:25 | 130 000 | 135 000 |
| 11 January 2020 | Saturday | 13:30 | 13:55 | 115 000 | 122 000 |
| 11 January 2020 | Saturday | 14:00 | 14:25 | 105 000 | 111 500 |
| 11 January 2020 | Saturday | 14:30 | 14:55 | 95 500  | 101 000 |
| 11 January 2020 | Saturday | 15:00 | 15:25 | 90 000  | 95 500  |
| 11 January 2020 | Saturday | 15:30 | 15:55 | 85 000  | 90 000  |
| 11 January 2020 | Saturday | 16:00 | 16:25 | 80 000  | 85 000  |
| 11 January 2020 | Saturday | 16:30 | 16:55 | 70 000  | 75 000  |

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. The price is listed in the 'List of accessories' chart.

### **General terms and conditions**

The *General terms and conditions* of the 20<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 15<sup>th</sup>, 2019, 50% of the complete service fee,
- ✓ In the event of cancellation between December 9-31, 2019, 70% of the complete service fee
- ✓ In the event of cancellation on January 1<sup>st</sup>, 2020 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 EURO 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 deadline with the reduced prices  | October 1 <sup>st</sup> , 2019                 |
| Application deadline:   | November 8 <sup>th</sup> , 2019                |
| Submission of completed advertisements:   | November 15 <sup>th</sup> , 2019               |
| Occupation of pavilions:  | 10:00-20:00 on January 08 <sup>th</sup> , 2020 |
| Official opening of the 19 <sup>th</sup> EDUCATIO Expo:   | 10:00 AM on January 9 <sup>th</sup> , 2020     |
| 19 <sup>th</sup> EDUCATIO Expo opening for visitors   | 9:30 AM on January 9-11 <sup>th</sup> , 2020   |
| Departure from the Expo AND the deconstruction of the individual constructions, removal of vehicles, etc. : | 17:00 - 22:00 January 11 <sup>th</sup> , 2020  |

In case of violating any of the deadlines determined, HÖÖK 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.**

1053 Budapest, Ferenciek tere 7-8.

#### Sales contact

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

Phone: +36 70 330 7262

Web: <http://educatioexpo.hu>

