

21st 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 21st 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 2021

The **21st EDUCATIO Expo** is organised **between 14-16 January 2021 in the HUNGEXPO Budapest Fair Center's hall 'A'**, with more than 20,000 m² 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 09:00-17:00 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 2021 at the prices indicated below:

Type of the booth	Minimum area	Additional note			
line	9 m ²	depth of the booth fixed 3 m, width min. 3 m, one open side			
corner	9 m ²	depth of the booth fixed 3 m, width min. 3 m, two open sides			
head	18 m ²	depth of the booth fixed 6m, width min. 3m, three open sides			
island	36 m ²	all sides min. 6m, one of the side can be divided into three, four open sides			
		line	corner	head	island
Net price per unit (HUF/sqm)	until 31 st of October, 2020	44,500	47,500	49,500	51,500
	after 1 November 2020	49,500	52,500	54,500	56,500
Minimum floor space (sqm)		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 October 2020). The discount rate is 20% off of the rent of the bigger booth (only of the price of the area of the booth). Discounted prices are only valid if the order amount is paid by 15 November 2020.

If you are interested in this discount, please send us an email to 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. For areas above 3 meters, the basic calculation method will be as follows: When booking the stand, we uniformly charge 20 square meters for the area above 3 meters in the case of individual and self-made stands. After uploading the documentation of the individual stand design, the size of the area above 3 meters will be modified by the organizers to the actual size.

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.

List of accessories

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

Name of accessory	Details	Unit	Price per unit (HUF)
open info counter	103 x 53 x 103 cm	piece(s)	7 900
lockable info counter	103 x 53 x 103 cm	piece(s)	9 600
arched info counter	quarter-arc, r=103cm, height = 103 cm	piece(s)	15 000
glass showcase A	100 x 50 x 250 cm	piece(s)	21 600
glass showcase B	100 x 50 x 250 cm (1 m wide stripe with glass)	piece(s)	24 600
table showcase	100 x 50 x 100 cm (25 cm wide stripe with glass)	piece(s)	11 900
lockable folding door	width: 100cm	linear meter(s)	8 800
partition wallpanel	width: 100cm	linear meter(s)	5 000
curtain-wall	width: 100cm	linear meter(s)	5 300
cantilever shelf	103 x 30 cm	piece(s)	1 800
storage shelf	97 x 30 x 210 cm (5 shelves)	piece(s)	5 300



table with a wooden surface	80 x 80cm surface, height: 75 cm	piece(s)	2 900
table with a wooden surface (big)	120 x 80cm surface, height: 75 cm	piece(s)	4 400
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)	2 400
bar stool		piece(s)	4 100
plarform-showcase	height: 28-53-78-128-153 cm	square meter(s)	10 800
coat-and-hat stand		piece(s)	4 800
refrigerator	capacity: 120 l	piece(s)	22 800
spot light	100W	piece(s)	4 100
spot light with an arm	100W	piece(s)	4 800
mini reflector	300 W	piece(s)	5 400
mini reflector with an arm	300 W	piece(s)	6 400
Name of accessory	Details	Unit	Price per unit (HUF)
3-pin wall socket		piece(s)	4 100
company logo	plastic foil, average size 50 × 50 cm, from vectorgraphic file	piece(s)	9 900
digital print on the wall	price based on the size	square meter(s)	9 900
plastic foil on the wall	colour can be selected from sample list	square meter(s)	2 800
standing brochure holder		piece(s)	17 400
carpet (standard)		square meter(s)	1 100
carpet (different)		square meter(s)	1 500
plastic waste bin		piece(s)	900
flyer distribution permit	optional, for flyer distribution outside your booth	piece(s)	36 000
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)	40 000
parking ticket	the Expo's parking places are close to the entrance	piece(s)	8 000
additional exhibitor pass	The order automatically includes 1 pass for every 1,5 sqms of your booth. Here you can order if you need more.	piece(s)	350



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 22 November 2020 to

sales@hookkft.hu. In case of individual installation any additional element can not be ordered, including all kind of accessories.

Using own devices

Exhibitors have the possibility to use their own furnishing and equipment.

Promotional tools and promotion that generates visitor interests can be used but are subject to authorisation. All these tools need to be indicated on 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 m² of booth area** (e.g. 6 bracelets for a 9 m² 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.

Due to Coronavirus we limited the number of staff working on booths this year. Number of staff working at the same time of the booth is the following:

Size of the appearance	9m ²	18m ²	27m ²	36m ²	45m ²	54m ²	72m ²	90m ²	108m ²	120m ²	150m ²	180m ²
Number of staff	2	4	5	7	9	11	14	18	22	24	30	36

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. Daily parking card is not available.



Expo Catalogue

The 21st 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 21st EDUCATIO Expo Catalogue

Net price per unit				
Advertisement size			Advertisement size	Full page size
	until 31 October 2020	from 1 November 2020		
1/1	255 000 HUF	336 000 HUF	129x182 mm	158x220 mm
½ page portrait	141 000 HUF	187 000 HUF	63x182 mm	-
½ page landscape	141 000 HUF	187 000 HUF	129x90 mm	-
¼ page	76 000 HUF	99 000 HUF	63x90 mm	-

Please submit your advertisements in electronic format (e-mail to sales@hookkft.hu or on CD) **until 22 November 2020** 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)
Before the event		
Website	(~50.000 visitors, ~200.000 page download, during December and January)	
Display ad.	980x300px SeeThru banner ad	349 000 HUF / 2 month (limited, only 2 available)
PR article	PR article on the official website	128 900 HUF/ article
Facebook post	Posting PR content on the official Facebook page (10.000 follower)	81 900 HUF / post



During the event		
LED wall spot	playing a video on the LED wall of the main stage	93 000 HUF
Booth tour	In the Catalogue	46 900 HUF
Welcome package		139 900 HUF
After the event		
Photo documentation	Appearing in the official photo documentation of the Exhibition	69 000 HUF
Video documentation	Appearing in the official aftermovie of the Exhibition	151 500 HUF
Video documentation with a short interview	Appearing in the official aftermovie of the Exhibition, with a short interview	225 000 HUF
Video documentation of the presentation		58 900 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 2021 – Presentations' prices

Date	Day	Beginning	End	Net price in HUF until 31 October 2020	Net price in HUF from 1 November 2020
14 January 2021	Thursday	10:10	10:30	80 000	85 000
14 January 2021	Thursday	10:30	10:55	85 000	90 000
14 January 2021	Thursday	11:00	11:25	95 500	101 000
14 January 2021	Thursday	11:30	11:55	100 000	105 000
14 January 2021	Thursday	12:00	12:25	105 000	111 500
14 January 2021	Thursday	12:30	12:55	115 000	122 000
14 January 2021	Thursday	13:00	13:25	130 000	135 000
14 January 2021	Thursday	13:30	13:55	115 000	122 000
14 January 2021	Thursday	14:00	14:25	111 500	117 000
14 January 2021	Thursday	14:30	14:55	105 000	111 500
14 January 2021	Thursday	15:00	15:25	100 000	105 000
14 January 2021	Thursday	15:30	15:55	95 500	101 000



14 January 2021	Thursday	16:00	16:25	90 000	95 500
14 January 2021	Thursday	16:30	16:55	85 000	90 000
15 January 2021	Friday	10:00	10:25	85 000	90 000
15 January 2021	Friday	10:30	10:55	90 000	95 500
15 January 2021	Friday	11:00	11:25	100 000	105 000
15 January 2021	Friday	11:30	11:55	105 000	111 500
15 January 2021	Friday	12:00	12:25	111 500	117 000
15 January 2021	Friday	12:30	12:55	115 000	122 000
15 January 2021	Friday	13:00	13:25	130 000	135 000
15 January 2021	Friday	13:30	13:55	115 000	122 000
15 January 2021	Friday	14:00	14:25	111 500	117 000
15 January 2021	Friday	14:30	14:55	105 000	111 500
15 January 2021	Friday	15:00	15:25	100 000	105 000
15 January 2021	Friday	15:30	15:55	95 500	101 000
15 January 2021	Friday	16:00	16:25	90 000	95 500
15 January 2021	Friday	16:30	16:55	85 000	90 000
16 January 2021	Saturday	10:00	10:25	85 000	90 000
16 January 2021	Saturday	10:30	10:55	90 000	95 500
16 January 2021	Saturday	11:00	11:25	100 000	105 000
16 January 2021	Saturday	11:30	11:55	105 000	111 500
16 January 2021	Saturday	12:00	12:25	111 500	117 000
16 January 2021	Saturday	12:30	12:55	115 000	122 000
16 January 2021	Saturday	13:00	13:25	130 000	135 000
16 January 2021	Saturday	13:30	13:55	115 000	122 000
16 January 2021	Saturday	14:00	14:25	105 000	111 500
16 January 2021	Saturday	14:30	14:55	95 500	101 000
16 January 2021	Saturday	15:00	15:25	90 000	95 500
16 January 2021	Saturday	15:30	15:55	85 000	90 000
16 January 2021	Saturday	16:00	16:25	80 000	85 000
16 January 2021	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 21st EDUCATIO International Education Expo can be downloaded on the event's website: www.educatioexpo.hu

Cancellation, complaints

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 15 November 2020, 20% of the complete service fee,
- In the event of cancellation prior to 15 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.

COVID-19 supplement

If the event is not held due to the governmental COVID-19 measures taken by 3 January 2021, the deposit paid will be refunded 100% to the exhibitors.

In the event that the organization of the exhibition is impossible due to government measures taken on or after 4 January 2021 due to COVID-19, the organizer will reimburse the paid exhibition fees to the exhibitors, reduced in proportion to the verifiable costs incurred until then.

HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Ltd. considers all applications valid even without a signed order form, if the details of the appearance have been negotiated with the exhibitor and 48 hours after sending the planned stand map to the exhibitor, the exhibitor shall not indicate to the service provider in writing in a verifiable manner that they intends to withdraw from the event.



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.

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 deadline with the reduced prices	31 October 2020
Application deadline:	15 November 2020
Submission of completed advertisements:	22 November 2020
Occupation of pavilions:	10:00-20:00 on 13 January 2021
Official opening of the 21 st EDUCATIO Expo:	10:00 AM on 14 January 2021
21 st EDUCATIO Expo opening for visitors	9:30 AM on 14-16 January 2021
Departure from the Expo AND the deconstruction of the individual constructions, removal of vehicles, etc. :	17:00 - 22:00 on 16 January 2021

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

Web: <http://educatioexpo.hu>

