

22ND 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 organized 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.**

Organizing the 22nd EDUCATIO Expo we aim to provide an opportunity for **even more Hungarian and foreign exhibitors** to introduce themselves. All public and higher education institutions, organizations, and companies that are related to any field 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 in the exhibition, we were aiming to create a surface that 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), with the consent of the event's rightsholder, 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 in the Central- European region.

EDUCATIO 2022

The **22nd EDUCATIO Expo** is organized **between January 13-15. 2022 in the HUNGEXPO Budapest Fair Center's Hall 'A'**, with more than 20,000 m² of floor space. Based on 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

To enhance the arrangement of the Expo the exhibitors are organized in groups based on 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 2022 at the prices indicated below:

		line	corner	head	island
Net price per unit (HUF/sqm)	until 15th of November, 2022	44 500 Ft	47 500 Ft	49 500 Ft	51 500 Ft
	after 16th of November, 2022	49 500 Ft	52 500 Ft	54 500 Ft	56 500 Ft
Minimum floor space (sqm)		9	9	18	36

The 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 15th of November 2021). The discount rate is 20% off from 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 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
- ✓ 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)	9 500 Ft
lockable info counter	103 x 53 x 103 cm	piece(s)	12 000 Ft
arched info counter	quarter-arc, r=103cm, height = 103 cm	piece(s)	18 000 Ft
glass showcase A	100 x 50 x 250 cm (0,5 m wide stripe with glass)	piece(s)	26 000 Ft
glass showcase B	100 x 50 x 250 cm (1 m wide stripe with glass)	piece(s)	30 000 Ft
table showcase	100 x 50 x 100 cm (25 cm wide stripe with glass)	piece(s)	14 500 Ft
lockable folding door	width: 100cm	linear meter(s)	11 000 Ft
partition wallpanel	width: 100cm	linear meter(s)	6 000 Ft
curtain-wall	width: 100cm	linear meter(s)	6 500 Ft
cantilever shelf	103 x 30 cm	piece(s)	2 500Ft
storage shelf	97 x 30 x 210 cm (5 shelves)	piece(s)	6 500 Ft
table with a wooden surface	80 x 80cm surface, height: 75 cm	piece(s)	3 500 Ft
table with a wooden surface (big)	120 x 80cm surface, height: 75 cm	piece(s)	5 500 Ft
bar table	diameter: 60 cm, height: 106 cm	piece(s)	11 500 Ft
meeting chair without armrest		piece(s)	2 600 Ft
meeting chair with armrest		piece(s)	3 000 Ft
bar stool		piece(s)	5 000 Ft
plarform-showcase	height: 28-53-78-128-153 cm	square meter(s)	13 000 Ft
coat-and-hat stand		piece(s)	6 000 Ft
refrigerator	capacity: 120 l	piece(s)	27 500 Ft
spot light	100W	piece(s)	5 000 Ft
spot light with an arm	100W	piece(s)	6 000 Ft
mini reflector	300 W	piece(s)	6 500 Ft
mini reflector with an arm	300 W	piece(s)	8 000 Ft
3-pin wall socket		piece(s)	5 000 Ft
company logo	plastic foil, average size 50 x 50 cm, from vectorgraphic file	piece(s)	12 000 Ft



digital print on the wall	price based on the size	square meter(s)	12 000 Ft
plastic foil on the wall	colour can be selected from sample list	square meter(s)	3 500 Ft
standing brochure holder		piece(s)	21 000 Ft
carpet (standard)		square meter(s)	1 400 Ft
carpet (different)		square meter(s)	1 800 Ft
plastic waste bin		piece(s)	1 100 Ft
flyer distribution permit	optional, for flyer distribution outside your booth	piece(s)	45 000 Ft
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)	48 000 Ft
parking ticket	the Expo's parking places are close to the entrance	piece(s)	10 000 Ft
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)	450 Ft

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, 2021, to 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.



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 cannot 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.

INTRODUCTORY LECTURE OR PRESENTATION

On the Expo's **stage, 20 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.

PRESENTATIONS' PRICES

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.

Day	Beginning	End	Net price in HUF until	Net price in
Thursday	10:10	10:30	80 000 Ft	85 000 Ft
Thursday	10:35	10:55	85 000 Ft	90 000 Ft
Thursday	11:00	11:20	95 500 Ft	101 000 Ft
Thursday	11:25	11:45	100 000 Ft	105 000 Ft



Thursday	11:50	12:10	105 000 Ft	111 500 Ft
Thursday	12:15	12:35	115 000 Ft	122 000 Ft
Thursday	12:40	13:00	130 000 Ft	135 000 Ft
Thursday	13:05	13:25	115 000 Ft	122 000 Ft
Thursday	13:30	13:50	111 500 Ft	117 000 Ft
Thursday	13:55	14:15	105 000 Ft	111 500 Ft
Thursday	14:20	14:40	100 000 Ft	105 000 Ft
Thursday	14:45	15:05	75 000 Ft	80 000 Ft
Thursday	15:10	15:30	75 000 Ft	80 000 Ft
Thursday	15:35	15:55	50 000 Ft	60 000 Ft
Thursday	16:00	16:20	50 000 Ft	60 000 Ft
Thursday	16:25	16:55	50 000 Ft	60 000 Ft
Friday	10:10	10:30	85 000 Ft	90 000 Ft
Friday	10:35	10:55	90 000 Ft	95 500 Ft
Friday	11:00	11:20	100 000 Ft	105 000 Ft
Friday	11:25	11:45	105 000 Ft	111 500 Ft
Friday	11:50	12:10	111 500 Ft	117 000 Ft
Friday	12:15	12:35	115 000 Ft	122 000 Ft
Friday	12:40	13:00	130 000 Ft	135 000 Ft
Friday	13:05	13:25	115 000 Ft	122 000 Ft
Friday	13:30	13:50	111 500 Ft	117 000 Ft
Friday	13:55	14:15	105 000 Ft	111 500 Ft
Friday	14:20	14:40	100 000 Ft	105 000 Ft
Friday	14:45	15:05	75 000 Ft	80 000 Ft
Friday	15:10	15:30	75 000 Ft	80 000 Ft
Friday	15:35	15:55	50 000 Ft	60 000 Ft
Friday	16:00	16:20	50 000 Ft	60 000 Ft
Friday	16:25	16:55	50 000 Ft	60 000 Ft
Saturday	10:10	10:30	85 000 Ft	90 000 Ft
Saturday	10:35	10:55	90 000 Ft	95 500 Ft
Saturday	11:00	11:20	100 000 Ft	105 000 Ft
Saturday	11:25	11:45	105 000 Ft	111 500 Ft
Saturday	11:50	12:10	111 500 Ft	117 000 Ft
Saturday	12:15	12:35	115 000 Ft	122 000 Ft
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Saturday	14:20	14:40	90 000 Ft	95 500 Ft
Saturday	14:45	15:05	75 000 Ft	80 000 Ft
Saturday	15:10	15:30	75 000 Ft	80 000 Ft
Saturday	15:35	15:55	50 000 Ft	60 000 Ft
Saturday	16:00	16:20	50 000 Ft	60 000 Ft
Saturday	16:25	16:55	50 000 Ft	60 000 Ft

EXPO CATALOGUE

The 22nd 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 22nd EDUCATIO Expo Catalogue

Advertisement size	Price	Advertisement size	Full page size
1/1	336 000 HUF	129x182 mm	158x220 mm
½ page portrait	187 000 HUF	63x182 mm	-
½ page landscape	187 000 HUF	129x90 mm	-
¼ page	99 000 HUF	63x90 mm	-
B4 page	745 000 HUF	129x182 mm	158x220 mm

Please submit your advertisements in electronic format (e-mail to sales@hookkft.hu) before December 5th, 2021, 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 members.

SERVICES	DESCRIPTION	NET PRICE(HUF)
BEFORE THE EVENT		
Website	~50.000 visitors, ~200.000-page download, during December and January	290 000 Ft
Display ad.	980x300px SeeThru banner ad	290 000 Ft
PR article	PR article on the official website	130 000 Ft
Facebook post	Posting PR content on the official Facebook page (10.000 follower)	90 000 Ft
DURING THE EVENT		
LED wall spot	playing a video on the LED wall of the main stage	95 000 Ft
Booth tour	In the Catalogue	49 900 Ft
Welcome package		139 900 Ft
AFTER THE EVENT		
Photo documentation	Appearing in the official photo documentation of the Exhibition	69 000 Ft
Video documentation	Appearing in the official aftermovie of the Exhibition	150 000 Ft
Video documentation with a short interview	Appearing in the official aftermovie of the Exhibition, with a short interview	250 000 Ft
Video documentation of the presentation		59 000 Ft

ADVERTISING AT THE EXPO

Please only use the advertising equipment ordered in advance 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 22nd EDUCATIO International Education Expo can be downloaded on the event's website: www.educatioexpo.hu

CANCELLATION, COMPLAINTS

The Exhibitor shall have the right to cancel the order according to the following conditions:

- for a cancellation till November 15, 2021, 50% of the total fee of services ordered,
- for a cancellation during November 16 to December 31, 2021, 70% of the total fee of services ordered,
- and for a cancellation on January 1, 2022, and later, the total fee of services ordered shall be paid by the Customer.

COVID SUPPLEMENT

If the event is not held due to the governmental COVID-19 measures taken by 2 January 2021, the deposit paid will be refunded 100% to the exhibitors.

If the organization of the exhibition is impossible due to government measures taken on or after 3 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.

PAYMENT TERMS

The exhibitors must pay the 100 % of the cost of the appearance before the Exhibition. All 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 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	November 15 th , 2021
Application deadline	November 26 th , 2021
Submission of completed advertisements	November 30 th , 2021
Occupation of pavilions	10:00-20:00 on January 12 th , 2022
Official opening of the 22 nd EDUCATIO Expo:	10:00 AM on January 13 th , 2022
22 nd EDUCATIO Expo opening for visitors	9:30 AM on January 13-15 th , 2022
Departure from the Expo AND the deconstruction of the individual constructions, removal of vehicles, etc.	17:00 - 22:00 January 15 th , 2022

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

SALES CONTACT

HÖOK Hallgatói Szolgáltató Közhasznú Nonprofit Kft.

1053 Budapest, Ferenciek tere 7-8.

sales@hookkft.hu





www.educatioexpo.hu

