

## **23RD 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 23rd 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 2023**

The **23rd EDUCATIO Expo** is organized **between January 12-14, 2023 in the HUNGEXPO Budapest Fair Center's Hall 'A'**, with more than 20,000 m<sup>2</sup> 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 2023 at the prices indicated below:

		<b>line</b>	<b>corner</b>	<b>head</b>	<b>island</b>
<b>Net price per unit (HUF/sqm)</b>	<b>until 10<sup>th</sup> of November, 2022</b>	53 500 Ft	57 000 Ft	59 500 Ft	62 000 Ft
	<b>after 11<sup>th</sup> of November, 2022</b>	70 000 Ft	71 000 Ft	73 500 Ft	76 500 Ft
<b>Minimum floor space (sqm)</b>		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 <sup>1</sup>10<sup>th</sup> of November 2022). 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](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
- ✓ carpeting
- ✓ unified frieze sign on the open side (sides), with unified font type without logo
- ✓ 1 socket at 230V
- ✓ 1 spotlight per 3 square meters.



## LIST OF ACCESSORIES

Additional accessories may certainly be rented; these may be ordered on the electronic order page. Prices for additional items are available on the online ordering interface.

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, 2022, 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 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.*

Prices for presentations are available on the online ordering interface.

## **EXPO CATALOGUE**

The 23rd 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 (until November 10th, 2022)	Price (from November 11th, 2022)	Advertisement size	Full page size
1/1	310 000 Ft	405 000 Ft	129x182 mm	158x220 mm
½ page portrait	170 000 Ft	225 000 Ft	63x182 mm	-
½ page landscape	170 000 Ft	225 000 Ft	129x90 mm	-
¼ page	92 000 Ft	120 000 Ft	63x90 mm	-
B4 page	660 000 Ft	895 000 Ft	129x182 mm	158x220 mm

Please submit your advertisements in electronic format (e-mail to [sales@hookkft.hu](mailto:sales@hookkft.hu)) before November 30th, 2022, 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)
<b>BEFORE THE EVENT</b>		
Display ad.	980x300px SeeThru banner ad	348 000 Ft
PR article	PR article on the official website	156 000 Ft
Facebook post	Posting PR content on the official Facebook page (10.000 follower)	108 000 Ft
<b>DURING THE EVENT</b>		
LED wall spot	playing a video on the LED wall of the main stage	114 000 Ft
Booth tour	In the Catalogue	60 000 Ft
<b>AFTER THE EVENT</b>		
Photo documentation	Appearing in the official photo documentation of the Exhibition	83 000 Ft
Video documentation	Appearing in the official aftermovie of the Exhibition	180 000 Ft
Video documentation with a short interview	Appearing in the official aftermovie of the Exhibition, with a short interview	300 000 Ft
Video documentation of the presentation		71 000 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 23<sup>rd</sup> EDUCATIO International Education Expo can be downloaded on the event's website: [www.educatioexpo.hu](http://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 20, 2022, 50% of the total fee of services ordered,
- for a cancellation during November 21 to December 31, 2022, 70% of the total fee of services ordered,
- and for a cancellation on January 1, 2023, 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](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 = 400 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 10 <sup>th</sup> , 2022
Application deadline	November 20 <sup>th</sup> , 2022
Submission of completed advertisements	November 30 <sup>th</sup> , 2022
Occupation of pavilions	10:00-20:00 on January 11 <sup>th</sup> , 2023
Official opening of the EDUCATIO Expo:	10:00 AM on January 12 <sup>th</sup> , 2023
EDUCATIO Expo opening for visitors	9:30 AM on January 12-14 <sup>th</sup> , 2023
Departure from the Expo AND the deconstruction of the individual constructions, removal of vehicles, etc.	17:00 - 22:00 January 14 <sup>th</sup> , 2023

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

## SALES CONTACT

### **HÖÖK Hallgatói Szolgáltató Közhasznú Nonprofit Kft.**

1053 Budapest, Ferenciek tere 7-8.

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

[www.educatioexpo.hu](http://www.educatioexpo.hu)

