

25TH 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 25th 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

The **25th EDUCATIO Expo** is organized **between January 9-11, 2025 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 60,000 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 2025 at the prices indicated below:

| | | line | corner | head | island |
|---|--|-------------|---------------|-------------|---------------|
| Net price per unit (HUF/sqm) | until 15th of October | 69 000 Ft | 73 000 Ft | 76 000 Ft | 79 000 Ft |
| | after 15th of November | 89 000 Ft | 91 000 Ft | 94 000 Ft | 97 000 Ft |
| Minimum floor space (sqm) | | 9 | 9 | 18 | 36 |

The rental of the exhibitor space and the basic stand is included in the price.

After any visible surface (tower, flag. etc.) overpassing 3 meters of height, the exhibitors have to pay net 55.000 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 15th, 2024, 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.

Prices for presentations are available on the online ordering interface.

EXPO DIGITAL CATALOGUE

The EDUCATIO Expo is accompanied by a Digital Catalogue; the information publication on the website of Educatio Expo and the mobile app is free for visitors 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 EDUCATIO Expo Digital Catalogue

| Advertisement size | Price (until September 30th, 2024) | Price (from October 1st, 2024) | Advertisement size | Full page size |
|--------------------|------------------------------------|--------------------------------|--------------------|----------------|
| 1/1 | 264,000 HUF | 345,000 HUF | 129x182 mm | 158x220 mm |
| ½ page portrait | 144,000 HUF | 191,000 HUF | 63x182 mm | - |
| ½ page landscape | 144,000 HUF | 191,000 HUF | 129x90 mm | - |
| ¼ page | 78,000 HUF | 103,000 HUF | 63x90 mm | - |
| B4 page | 558,000 HUF | 756,000 HUF | 129x182 mm | 158x220 mm |

Please submit your advertisements in electronic format (e-mail to sales@hookkft.hu) before November 15th, 2024, according to the following parameters:

- ✓ 150 dpi resolution or higher
- ✓ pdf 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.

| | Appearances | Delivery parameters | Description | Net price |
|-------------|------------------------------|---|--|-------------|
| Website | Website PR article placement | size: 3000 characters + 1028px wide image formats: png, jpg | PR content placed on the homepage of the website in the featured tiles | HUF 600,000 |
| Social | Facebook post | text: 300 characters + photo: 1200x630px / video: 16:9 | posting content on the event Facebook page | HUF 140,000 |
| Social | Facebook story | image / video: 1080x1920px | | HUF 70,000 |
| LED | LED wall spot playback | resolution: 16:9 without sound, subtitles possible formats: .mov, mpg, .mp4 length: 30 mp | Play video on the LED wall behind the stage. | HUF 220,000 |
| Photo/video | Photo documentation | - | - Photos of the stand: stand documentation photography of the built, empty stand - Use platform / legalization: for social communication - Quantity of photos provided: 10-25 retouched photos depending on the size of the stand | HUF 130,000 |
| Photo/video | Photo documentation extra | - | - Photos of the stand: stand documentation photos of the built, empty stand, as well as life photos and interaction photos - Platform / authorisation: for social communication - Quantity of photos submitted: 30-60 retouched photos, depending on the size of the stand | HUF 250,000 |
| Photo/video | Video documentation | - | - Photos of the stand: stand social format photos of the built, empty stand, as well as life or interaction photos - agreed style: public, or interview, or aesthetic, or mood, or timelapse, etc. - Quantity of photos delivered: depending on the size of the stand 30-60 retouched photos - Platform / authorisation: for social communication | HUF 350,000 |



| | | | | |
|--------------|---|---|---|-------------|
| Photo/video | Video recording of a performance | - | - | HUF 100,000 |
| Photo/video | Featured in Aftermovie | | Featured in the Educatio 2025 aftermovie | HUF 150,000 |
| Universum.hu | Universum.hu website and app landing page featured article | | Placing an article about the partner's Educatio presence on the main page of the portal and the app | HUF 100,000 |
| Universum.hu | Featured in the "Educatio programmes" section of the Universum.hu app | | Highlighting of the partner's Educatio presentation in the "Educatio Programmes" menu of the Universum.hu application | HUF 150,000 |
| Universum.hu | Integrated communication package: Universum.hu website and app, plus Facebook + Instagram + TikTok post | | Placement of video content created by the Universum.hu team on the Universum.hu website and app, as well as on Facebook + Instagram + TikTok | HUF 250,000 |
| Universum.hu | Push notification | | Send push messages to Universum.hu app users (sold in limited quantities) | HUF 200,000 |
| Universum.hu | Challenge game - Challenge package | In Excel format, based on a template provided by the organisers | - 1 customized static or dynamic QR code type task, available during the whole duration of Educatio - The activity will be displayed in the "Educatio Programs" menu of the Universum.hu mobile app - The point value of the task is 10 points Price: 30.000 Ft | HUF 50,000 |
| Universum.hu | Challenge game - Featured package | In Excel format, based on a template provided by the organisers | - 1 customised task available during the whole duration of Educatio - The activity can be a selfie, quiz, result-based, static or dynamic QR-based task - The task can be changed daily - The activity will be displayed in the "Educatio Programs" menu of the Universum.hu mobile app - The task is worth 30 points Price: HUF 150.000 or HUF 100.000 + a prize offer of at least HUF 50.000 | HUF 150,000 |



| | | | | |
|--------------|--|---|---|-------------|
| Universum.hu | Challenge game - Support Package | In Excel format, based on a template provided by the organisers | <ul style="list-style-type: none"> - 3 customised tasks available during the whole duration of the festival - The activity will be displayed in the "Educatio Programs" section of the Universum.hu mobile app - Tasks can be changed daily - The total points value of the tasks is max. 60 points - The activity will be displayed in the "Educatio Programs" section of the Universum.hu mobile app under "Educatio Programs" - Prominent placement in the task list: the activities appear at the top of the task list - Partner placement in the app: the activity appears in the Universum .hu App news feed Price: HUF 300.000 or HUF 200.000 + prize offer of at least HUF 100.000 Exclusivity: up to 3 applications for General Sponsorship will be accepted | HUF 300,000 |
|--------------|--|---|---|-------------|

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 25th 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, 2024, 50% of the total fee of services ordered,



- for a cancellation during November 15 to December 31, 2024, 70% of the total fee of services ordered,
- and for a cancellation on January 1, 2025, and later, the total fee of services ordered shall be paid by the Customer.

VIS MAIOR supplement

If the event is not held due to vis maior taken by 2 January 2025, the deposit paid will be refunded 100% to the exhibitors.

If the organization of the exhibition is impossible due to the same circumstances taken on or after 3 January 2025, the organizer will reimburse the paid exhibition fees to the exhibitors, reduced in proportion to the verifiable costs incurred until then.

PAYMENT TERMS

The rental for the stand and all services shall be paid by transfer according to the payment terms indicated on the invoice, to bank account no. 10102244-30688200-01003007 kept by the Organizer with MBH Bank. The Organizer will issue the invoice reduced by the amount of pro forma invoice within a period of 15 days.

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

- for a cancellation till November 15, 2024, 50% of the total fee of services ordered,
- for a cancellation during November 16 to December 31, 2024, 70% of the total fee of services ordered,
- and for a cancellation on January 1, 2025, and later, the total fee of services ordered shall be paid by the Customer.



Cancellation from the side of the Contracting party shall be valid in writing only, if sent to the Organizer in a certifiable manner. The cancellation shall be valid as from the date of receipt by the Organizer of the declaration on cancellation.

The Exhibitor has to complete the payment until January 3rd, 2025, according to the payment request published by the Organizer at the online reservation system.

In addition to payment in HUF, the Organiser also offers the possibility to pay in Euro. If the Exhibitor chooses to pay in Euros when placing the order, the fees for the services will be converted at the MNB exchange rate valid on the day of completion of the Order Form, with the understanding that the Exhibitor expressly acknowledges and agrees that if the fee is paid after the event and the exchange rate on the day of completion of the services differs from the value set out in the Order Form, the Organiser will apply the exchange rate valid on the day of completion of the services when invoicing. In this case, the quoted price and the invoice value may differ by the extent of the exchange rate change.

IMPORTANT DEADLINES

| | |
|---|---|
| Application deadline with the reduced prices | October 15 th , 2024 |
| Application deadline | November 15 th , 2024 |
| Submission of completed advertisements | November 30 th , 2024 |
| Occupation of pavilions | 10:00-20:00 on January 8 th , 2025 |
| Official opening of the EDUCATIO Expo: | 10:00 AM on January 9 th , 2025 |
| EDUCATIO Expo opening for visitors | 9:30 AM on January 9-11 th , 2025 |
| Departure from the Expo AND the deconstruction of the individual constructions, removal of vehicles, etc. | 17:00 - 22:00 January 11 th , 2025 |



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.

1095 Budapest, Soroksári út 48. 10-es épület, 1. emelet

sales@hookkft.hu

www.educatioexpo.hu

