

ippn EDUCATION EXPO 2017

CITYWEST HOTEL & CONFERENCE CENTRE, DUBLIN
Thursday 26th and Friday January 27th 2017

EXHIBIT

PROMOTE

SPONSOR



Ireland's largest education trade event
a unique opportunity to meet nationwide customers in one location

ippn 
Leading and Learning

*Irish Primary Principals' Network
Lionra Phríomhoidí Bunscoile Éireann*

ippn EDUCATIONEXPO 2017

CITYWEST HOTEL &
CONFERENCE CENTRE, DUBLIN
Thursday 26th and
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Education Expo is hosted as part of IPPN's Annual Principals' Conference and provides a unique opportunity to meet an audience of more than 1,200 primary principals; key decision-makers for school budgets. For school suppliers and companies wishing to connect with this demographic group there is no better trade event than Education Expo.

More than 1,200 primary school principals are on site for 2 days of the IPPN Annual Principals' Conference, offering you several opportunities to engage with potential customers.

Education Expo 2017 takes place on Thursday and Friday the 26th & 27th January in Citywest Convention Centre, Dublin, Ireland's largest convention, exhibition and events centre.



See what it's about:
*Click here to see a video introducing
IPPN Education Expo and Conference*

Reasons you should exhibit at Education Expo 2017...

1. Education Expo provides an unparalleled market place for schools suppliers, retailers and primary principals to do business
2. More than 1,200 principals, over a third of all primary school principals in Ireland attend Education Expo over the course of IPPN's Annual Principals' Conference
3. The audience is made up of key decision-makers with responsibility for school budgets
4. Face-to-face promotion at Education Expo allows for better engagement with customers
5. Our state of the art exhibition area allows you to showcase your products and services
6. 2 full days to maximize your brand exposure on a repeated basis
7. Meet new customers - principals from a variety of schools and many newly appointed principals
8. An excellent opportunity for direct lead retrieval
9. Additional advertising and promotional opportunities to stand out from the competition
10. You can raise your company profile by sponsoring an element of the Annual Principals' Conference



EXHIBIT

Exhibitor Package includes:

- Your own choice of location *(from those available at the time of booking)*
- On-site at Education Expo, your stand includes:
 - Shell scheme with white in-fill panels
 - Company name plate
 - Standard trestle table and 2 chairs
 - Internal lighting
 - Double power socket
 - Colour-coded carpeting in your section in accordance with the floorplan
- Inclusion of your company logo and 50 word profile in the print and online editions of the 32 page, full colour Expo Guide for Attendees *(reliant on booking before associated deadlines)*
- Inclusion in the colour-coded, on-site layout panels, posters and printed maps
- Opportunity to promote your company via the Expo and Conference social media channels
- A printed copy of the Expo Guide for your records
- Name badges for your staff
- Assistance for the duration of the event from the Expo team
- Tea, coffee and snacks
- Optional lunch for 2 staff on Thursday and Friday
- Optional President's Reception Dinner on Thursday night and Conference Gala Banquet with entertainment on Friday night

We offer the highest quality event of its type for school suppliers and principals in Ireland; we are unique in our setting, size and related publicity.

For more details please contact Sinead Coakley at the IPPN National Support Office
Tel: +353 (0)21 4824074 or email: sinead.coakley@ippn.ie

Your investment helps IPPN to help schools...

IPPN (registered charity CHY17221) relies on the revenue from Education Expo to fund our programme of activities and to further our mission as an advocate for children's education. Your investment at Education Expo helps us to deliver our varied programme of support for Ireland's primary schools.

Read more about the Irish Primary Principals' Network by clicking here

Education Expo Floor Plan

City West Convention
Centre Ground Floor

Tea and Coffee
Stations are indicated in yellow, at the back of the Expo hall

This floor plan is for illustration purposes only. Please refer to the price list for the exact dimensions and individual pricing of stands. The illustration is a guideline and stands are not in proportion to each other.

See the price list overleaf for individual stand prices



PLEASE NOTE: Sponsor Locations listed below are reserved in the first instance for companies who wish to sponsor IPPN's Annual Principals' Conference. Please contact Sinead Coakley to discuss availability.

Stand Number	Size in metres Squared	Stand Price (€)	Stand Number	Size in metres Squared	Stand Price (€)	Stand Number	Size in metres Squared	Stand Price (€)
A1	3x2.5	€2,062	E11	3x2	€1,500	J1	3x3	€2,475
A2	3x2.5	€1,875	E12	3x2	€1,500	J2	3x3	€2,250
A3	3x2.5	€1,875	F1	3x3	€2,475 <small>Sponsor Location</small>	J3	3x3	€2,250
A4	3x2.5	€1,875	F2	3x3	€2,250	J4	3x3	€2,250
A5	3x2.5	€1,875	F3	6x3	€4,000	J5	3x3	€2,250
A6	3x2.5	€1,875	F4	3x3	€2,250	J6	3x3	€2,362
A7	3x2.5	€1,875	F5	3x3	€2,362	J7	3x3	€2,362
A8	2x2.5	€1,250	F6	3x3	€2,362	J8	3x2.5	€1,875
B1	3x2.5	€2,062 <small>Sponsor Location</small>	F7	3x2.5	€1,875	J9	3x2.5	€1,875
B2	3x2.5	€1,875	F8	3x2.5	€1,875	J10	3x2.5	€1,875
B3	6x2.5	€3,375	F9	3x2.5	€1,875	J11	3x2	€1,500
B4	3x2.5	€1,875	F10	3x2	€1,500	J12	3x2	€1,500
B5	3x2.5	€1,875	F11	3x2	€1,500	K1	3x3	€2,475 <small>Sponsor Location</small>
B6	3x2.5	€1,875	G1 & H1	6x2	Reserved by sponsor	K2	3x3	€2,250
B7	2x2.5	€1,250	G2	4x3	€3,000	K3	3x3	€2,250
C1	3x3	€2,475	G3	6x3	€4,000	K4	3x3	€2,250
C2	3x3	€2,250	G4	3x3	€2,250	K5	3x3	€2,250
C3	6x3	€4,000	G5	3x3	€2,362	K6	3x2	€1,500
C4	3x3	€2,250	G6	3x3	€2,362	K7	3x2	€1,500
C5	3x3	€2,362	G7	3x2.5	€1,875	K8	2x2	€1,000
C6	3x3	€2,362 <small>Sponsor Location</small>	G8	3x2.5	€1,875	K9	2x2	€1,000
C7	3x2.5	€1,875 <small>Sponsor Location</small>	G9	3x2.5	€1,875	K10	4x2	€2,000
C8	3x2.5	€1,875	G10	3x2	€1,500	K11	3x2	€1,500
C9	3x2.5	€1,875	G11	3x2	€1,500	L1	3x3	€2,475
C10	4x2.5	€2,500	H2	4x3	€3,000	L2	3x3	€2,250
D1	3x3	Reserved by sponsor	H3	3x3	€2,250	L3	3x3	€2,250
D2	3x3	€2,250	H4	3x3	€2,250	L4	3x3	€2,250
D3	3x3	€2,250	H5	3x3	€2,250	L5	3x2	€1,500
D4	3x3	€2,250	H6	3x3	€2,362	L6	3x2	€1,500
D5	3x3	€2,250	H7	3x3	€2,362	L7	2x2	€1,000
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D7	3x3	€2,362	H9	3x2.5	€1,875	L9	2x2	€1,000
D8	3x2.5	€1,875	H10	3x2.5	€1,875	L10	2x2	€1,000
D9	3x2.5	€1,875	H11	3x2	€1,500	M1	3x3	€2,475
D10	3x2.5	€1,875	H12	3x2	€1,500	M2	3x3	€2,250
D11	4x2.5	€2,500	I1	3x3	€2,475	M3	4x3	€3,000
E1	3x3	€2,475	I2	3x3	€2,250	N1	2x2	€1,000
E2	3x3	€2,250	I3	3x3	€2,250	N2	2x2	€1,000
E3	3x3	€2,250	I4	3x3	€2,250	N3	2x2	€1,000
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E9	3x2.5	€1,875	I10	3x2.5	€1,875	N9	2x2	€1,000
E10	3x2.5	€1,875	I11	3x2	€1,500			
			I12	3x2	€1,500			

Prices listed above are the full price per stand.

Premium Front Row Stands: Stands facing the auditorium are subject to a 10% premium location supplement.

Premium Central Stands: 3x3 metre stands along the Central Walkways are subject to a 5% premium location supplement



Print advertising remains a reliable and cost-effective way to put your information across and drive traffic to your Expo stand.

ADVERTISE IN EXPO GUIDE FOR ATTENDEES

- 32-page, full-colour guide
- Directory of exhibiting companies
- Floor map and more
- Distributed to 1,200+ principals attending Conference and additional teachers and guests attending Education Expo
- Produced in interactive e-publication format on ipn.ie

Prefer advertorial? You can use your advertising space to produce an article about your products and services. Ideal if you have customer reviews you would like to share.

Full Page advert: €900
Half Page advert: €500

EXHIBITOR PREMIUM LISTING IN EXPO GUIDE FOR ATTENDEES

Upgrade your standard listing to premium for:

- Double space for your company listing
- Full contact details
- In addition to your company logo, a second image
- Highlighted, border background

Exhibitor Premium Listing: €200

FLOOR STICKERS

Floor stickers are a fun and creative way to put your brand in front of attendees throughout the Expo Floor to drive traffic to your stand.

15 A3 stickers: €400

PASSPORT GIVEAWAY

- Each principal attending conference receives a Passport Card in their conference pack
- Attract hundreds of attendees to your stand
- Your company's name and stand number will appear on the Passport Giveaway Card
- Your stand will be marked as a Passport stop

Examples of prizes include electronics, travel and leisure and jewellery. The prize must be for the winner rather than for use by their school.

Guide value for prizes: €500
Plus participation fee: €250



Click here to view last year's Education Expo Guide for Attendees



Designed to be of convenience and practical use to principals, these merchandise items offer you the opportunity to put your brand in front of principals, not just at conference but beyond the event as the products continue to be used afterwards.

Sample images of all merchandise items can be arranged upon request.

CONFERENCE BAG

- Highly visible branding opportunity that lasts well beyond the event itself
- Each attendee receives their conference bag on arrival
- Your logo in white on one side of the bag as well as the IPPN conference logo.

1,500 Conference Bags: €2,500

CONFERENCE PENS

- Your logo featured on our high quality pen
- Universally popular item at the Annual Principals' Conference
- An unparalleled opportunity to put your brand in the hands of our attendees.

**1,500 high quality pens,
one in each conference bag: €2,500**

YOUR OWN INSERT IN THE CONFERENCE BAG

Include your own flyer or item in each conference bag.

Ideal for:

- Reaching every attendee
- A competition or call to action that requires attendees to visit your stand
- Offering a sample or trial product
- Novelty or gift items or vouchers

Inclusion in the conference bag: €1,500

Perhaps there is something else you would like us to consider. Get in touch to discuss alternative merchandising and branding opportunities (sinead.coakley@ippn.ie 021 4824074)

SPONSOR

IPPN Conference & Education Expo is the largest education conference in Ireland, in fact Europe, and is attended exclusively by Irish primary school principals. By sponsoring an element of this high profile, high quality event you can bring your brand to the attention of this key audience of school budget decision makers in an exclusive and prestigious way.

There are several locations on the Expo floor reserved for companies who wish to sponsor IPPN's Annual Principals' Conference. These are the best locations in the Education Expo area and will enhance your sponsorship presence, should you choose to exhibit also.

SPONSOR A PLENARY SESSION

The Annual Principals' Conference comprises four plenary sessions; one on Thursday evening and three on Friday. Featuring leading national and international speakers, including an address from the Minister for Education these plenary sessions are a fundamental element of IPPN's Annual Principals' Conference. Our conference plenary sessions are unique as they gather more than 1,200 primary school principals together in one place at one time. This opportunity to communicate your brand to this audience is unrivalled and offers the highest quality opportunity for brand awareness.

The Plenary Session sponsorship package includes:

- Branding in the auditorium with your logo for the chosen session
- Lighting scheme to complement your brand on consultation with our AV providers
- Acknowledgement by the conference facilitator of your sponsorship at the beginning of the session
- Opportunity to distribute your material at the entrances to the auditorium prior to and after the session (exclusive to sponsors)
- Inclusion of your logo on all printed timetables
- Inclusion of your logo on pages of the Conference Programme relevant to the session
- Full Page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and timetable page
- Acknowledgement as a sponsor in the post conference issue of Leadership+ magazine (IPPN's regular publication, distributed to all primary principals and deputy principals)
- Additional items to be considered

Investment:

Single plenary session: POA

Three plenary sessions on Friday: POA

Full Auditorium sponsorship over Thursday and Friday: POA



Enda Kenny, Taoiseach

Maria Doyle



SPONSOR A PROFESSIONAL DEVELOPMENT SEMINAR

Each year IPPN presents a programme of professional development seminars covering the most up to date topics of relevance to primary principals. The programme consists of 13 seminars run three times over the 2 days of the conference attended by between 60 and 100 principals each session. Because of their direct professional relevance, principals rate seminars as the most important reason to attend conference. We also run dedicated sessions for Newly Appointed Principals and principals considering retirement seminar.

The Professional Seminar sponsorship package includes:

- Branding of the seminar room with your own signage/pop ups
- Opportunity to distribute your material at the entrance to the seminar room prior to, and after each seminar session (*exclusive to sponsors*)

- Inclusion of your logo on all printed seminar timetables
- Inclusion of your logo on pages of the Conference Programme relevant to your seminar
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and relevant seminar page
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered

Investment: €2,750 per seminar (*each seminar runs for three sessions with a new audience each time, over the course of Conference*)

Newly Appointed Principals session (*1 session attended by approximately 60 new principals*): **€1,500**



Audience at professional development seminar



Oliver Callan



Alan Shortt



SPONSOR THE GALA DINNER ENTERTAINMENT

The Conference Gala Dinner is the social highlight of the principals' conference and is known for its high quality banquet followed by entertainment from some of Ireland's leading entertainers. Previous after dinner acts have included Alan Shortt (Irish Pictorial Weekly, Fr Ted, Bull Island), Oliver Callan (Callans Kicks, Green Tea), Barry Murphy and Risteard Cooper (Aprés Match, Irish Pictorial Weekly) and Christy Kenneally (TV presenter and writer). Your brand can be associated with this high quality event by sponsoring the after dinner entertainment.

The Entertainment sponsorship package includes:

- Primary branding of the Gala Dinner room with your own logo during the after-dinner act. (*in addition to the main Gala Dinner sponsor*)
- Acknowledgement by the MC of your sponsorship prior to the act beginning
- Inclusion of your logo, as a second sponsor, on the Gala Dinner ticket
- 6 tickets for you and your guests to the Gala dinner and pre-banquet drinks reception
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and relevant page
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered

Investment - POA

Limited to one sponsor

SPONSOR THE GALA DINNER

Investment - POA

Limited to one sponsor

SPONSOR THE GALA DINNER WINE

With 1,000 principals and guests sitting down to dinner, sponsoring the wine for the Gala Dinner is a prestigious way to associate your brand with the conference.

The wine sponsorship package includes:

- Acknowledgement by the MC of your sponsorship during dinner
- Inclusion of your logo, as a second sponsor, on the Gala Dinner ticket
- 6 tickets for you and your guests to the Gala dinner and pre-banquet drinks reception
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and relevant seminar page
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered

Investment- POA.

Cash payment includes option for labelling of the wine bottles with your logo and sponsorship acknowledgment.

Limited to one sponsor



SPONSOR THE CONFERENCE LUNCHES

More than 3,000 lunches are consumed at the Annual Principals' Conference (including exhibitors and guests). You can gain widespread exposure by sponsoring this element of the event.

The Conference lunches sponsorship package includes:

- Acknowledgement by the conference facilitator of your sponsorship during plenary sessions
- Branding of the lunch venue with your own signage
- Screen projection of your logo and information in the lunch room
- Opportunity for promotional material on each table (*ideal when used as call to action to Expo stand*)
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered

Investment - POA



SPONSOR THE ATTENDEE EVALUATION FORM - LEAD RETRIEVAL OPPORTUNITY

The Conference Evaluation Form offers you the opportunity to retrieve the contact details of attendees and grow your database. The Evaluation Forms will be distributed to attendees on Friday afternoon and collected before they leave the convention centre on Friday evening. An online version of the form is distributed to all attendees in the days following the conference. IPPN will offer a prize as an incentive to attendees to complete the evaluation form.

The Conference Evaluation Form sponsorship package includes:

- A database of contact details of attendees who provide their details (*includes name, school name and address and school phone number*)
- Inclusion of your logo and 25 word description on the printed evaluation form
- Inclusion of a 50 word description on the online version of the evaluation form
- Inclusion of your logo on the conference website
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine

Investment: €2,500

Limited to one sponsor

(Data Protection requires that an opt-out tick box be provided on the form for those who do not wish to have their details passed on.)

All sponsorship packages are subject to contract.

Booking Process for Exhibition Stands and Advertising:

1. COMPLETE THE ONLINE APPLICATION FORM

If your preferred stand is not available, the Expo team will be in touch to discuss your options and advise on alternative locations.

2. SUBMIT YOUR PAYMENT

Bank Transfer: To request bank account details please email sinead.coakley@ippn.ie.

PayPal: While we cannot facilitate direct credit card payment over the phone, we can issue an invoice via paypal. To request a PayPal invoice please email me on sinead.coakley@ippn.ie. An invoice will then be emailed to you via PayPal which can be paid at your convenience. Please note: an additional charge applies to PayPal transactions which will be calculated upon request.

Cheque: Cheques may be made payable to IPPN and posted to, IPPN National Support Office, Glounthaune, Co.Cork.

3. AWAIT CONFIRMATION

Your application can only be processed on receipt of payment and the completed online form. Your location will then be confirmed and your payment receipted. We cannot reserve or provisionally hold any places without a complete application and payment.

BOOK NOW!

[CLICK HERE!](#)

For Merchandise and Sponsorship Enquiries:

To enquire about merchandising or sponsorship opportunities please email sinead.coakley@ippn.ie or call +353 21 4824074

Additional Exhibition Materials

EXHIBIT A DISPLAYS

- Need another chair?
- Forgot your power cord?
- Perhaps you'd prefer to furnish your stand with alternative furniture such as pod table and high stools.

Exhibit A Displays, our official show carrier, are available to assist exhibitors with furnishing needs. Exhibitors are individually responsible for any Exhibit A Displays services not outlined in the stand specifications section.

Alan Collins - Exhibit A Displays
Tralee, Co. Kerry

Tel: +353 (0)87 2562788
Email: info@exhibitadisplays.ie
www.exhibitadisplays.ie