



*Irish Primary Principals' Network
Lionra Phríomhoidí Bunscoile Éireann*



ippn EDUCATION EXPO 2014

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

CITYWEST HOTEL & CONFERENCE CENTRE, DUBLIN
Thursday 23rd & Friday 24th January 2014

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Exhibit:

IPPN's Education Expo is the leading trade event for Irish schools. It runs parallel to the Annual Principals' Conference, which attracts a large audience of primary school principals. One of the attractions of IPPN's Annual Principals' Conference is the opportunity for principals to visit the Education Expo. Showcase your resources and service offerings, maximize your brand exposure and break into new markets by interacting with a variety of key decision makers from schools nationwide. Take advantage of the opportunity for lead retrieval and reach out to key decision makers.

'We have always exhibited at IPPN's Education Expo and found it to be extremely worthwhile in terms of new business it generates and visibility for our company. It is one of the best organised events we exhibit at each year and we look forward to returning to it again soon. IPPN's staff are always helpful and most accommodating to our needs.'
Nigel Johnston, SOS Group, Project Manager

The Education Expo is hosted by the Irish Primary Principals' Network as part of its Annual Conference and provides a unique opportunity for school suppliers to connect with the primary school market.

Sponsor:

Increase your brand exposure through a variety of custom sponsorship ideas. Contact Louise O'Brien at louise.obrien@ippn.ie for a list of opportunities or to create your own!

Register Today!

Book your space today.

The Booking Contract is contained as an insert within this brochure and is also available for download at www.ippn.ie/schoolsuppliers or by scanning the icon below.

Post your contract and payment to:

IPPN National Support Office
FAO: Louise O'Brien
Glounthaune
Co. Cork

Tel: 021 4824074

Fax: 1890 21 22 24

email: louise.obrien@ippn.ie





Who will be attending this event?

Education Expo is the largest event of its kind in Ireland and the most effective way to meet with Irish primary school principals, key decision makers on school budgets.

What are attendees looking for?

- Innovative Technology
- Online Learning
- Classroom Resources
- Playground Materials
- Professional Development
- School Programmes
- Physical Education Equipment
- Fundraising Programmes
- Teacher Resources
- Safe Schools

Date for your Diary...

Monday 23rd December 2013

Copy deadline for your company information for inclusion in Education Expo 2014 – Guide for Attendees (Company name, logo, stand number and 50 word description)

Copy deadline for advertising in Education Expo 2014 – Guide for Attendees

Deadline for consideration for inclusion of your flyer in each conference attendees bag

Event Timeline:

Wednesday, January 22nd, 2014

Exhibitors move-in and set up 10.00 – 22.00

Thursday, 23rd

Education Expo Open 09.00 – 19.00

Friday, 24th

Education Expo Open 08.30 – 18.30

Education Expo Teardown 18.30 – 21.00

Location:

Education Expo is an integral part of IPPN's Annual Conference and takes place on the ground floor of Citywest Hotel's Conference Centre, Saggart, Co. Dublin. Nine miles from Dublin City Centre, the hotel is very accessible from Dublin's International Airport, the Luas light rail system, the M50 Roundabout and Newlands Cross.

For more information regarding Citywest Hotel and its location visit www.citywesthotel.com

**OVER 130
STAND
SPACES**

Stand Specifications

- What your participation includes:

- Octanorm shell with white infill panels
- Complimentary exhibitor name badges for all representatives
- Stand lighting
- 13amp double socket
- Stand identification sign with company name
- Company name, Logo, Stand number and 50 word profile listed in the Education Expo 2014 – Guide for Attendees *
- Two complimentary lunch tickets for Thursday and Friday (only available where ordered in advance)

For a floor plan and stand prices please see pages 7 & 8

* the Guide for Attendees is produced as a print publication for use on site in Ctiywest and in an interactive e-publication format as an online resource for ipn.ie

Space Allocation

Stand bookings are made on a first-come basis and will only be confirmed once the signed contract and payment have been received. Should your selected stand space no longer be available, Louise will contact you to discuss the remaining options.

“We are a small business and find IPPN’s Education Expo excellent, in my opinion it is the most cost effective way of reaching decision makes in primary schools.”

Luke Curley, EdWare.ie

Please Note:

- All refreshment breaks for conference attendees including post lunch refreshments will be hosted in the Education Expo
- The above times are subject to change
- The Education Expo will remain open throughout all conference sessions

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



Want additional exposure?

Make the most of your presence at IPPN's Education Expo by investing in advertising.

EDUCATION EXPO 2014 - GUIDE FOR ATTENDEES

Make contact with all attendees by placing an advertisement in the Education Expo 2014 – Guide for Attendees. Full page and half-page spaces are available.

Full Page, full colour: €1,000

Half page: €600

ATTENDEE CONFERENCE BAG INSERT

Exhibitors have the opportunity to reach each attendee by including an insert in the delegate bag (e.g. promotional items or flyer). There is a limit of 5 inserts and they are priced at €1,500 for inclusion in each bag.

PASSPORT GIVEAWAY

Donate a grand prize to the Passport Giveaway. By participating, your company's name and stand number will appear on the Passport Giveaway Card and your stand will be marked as a Passport

stop. Examples of prizes include electronics, travel and leisure and jewelry. Each principal at the conference will receive a Passport Card to complete for their chance to win several grand prizes. Participation guarantees a stop at your stand. Prizes are subject to IPPN approval.

Passport Giveaway:

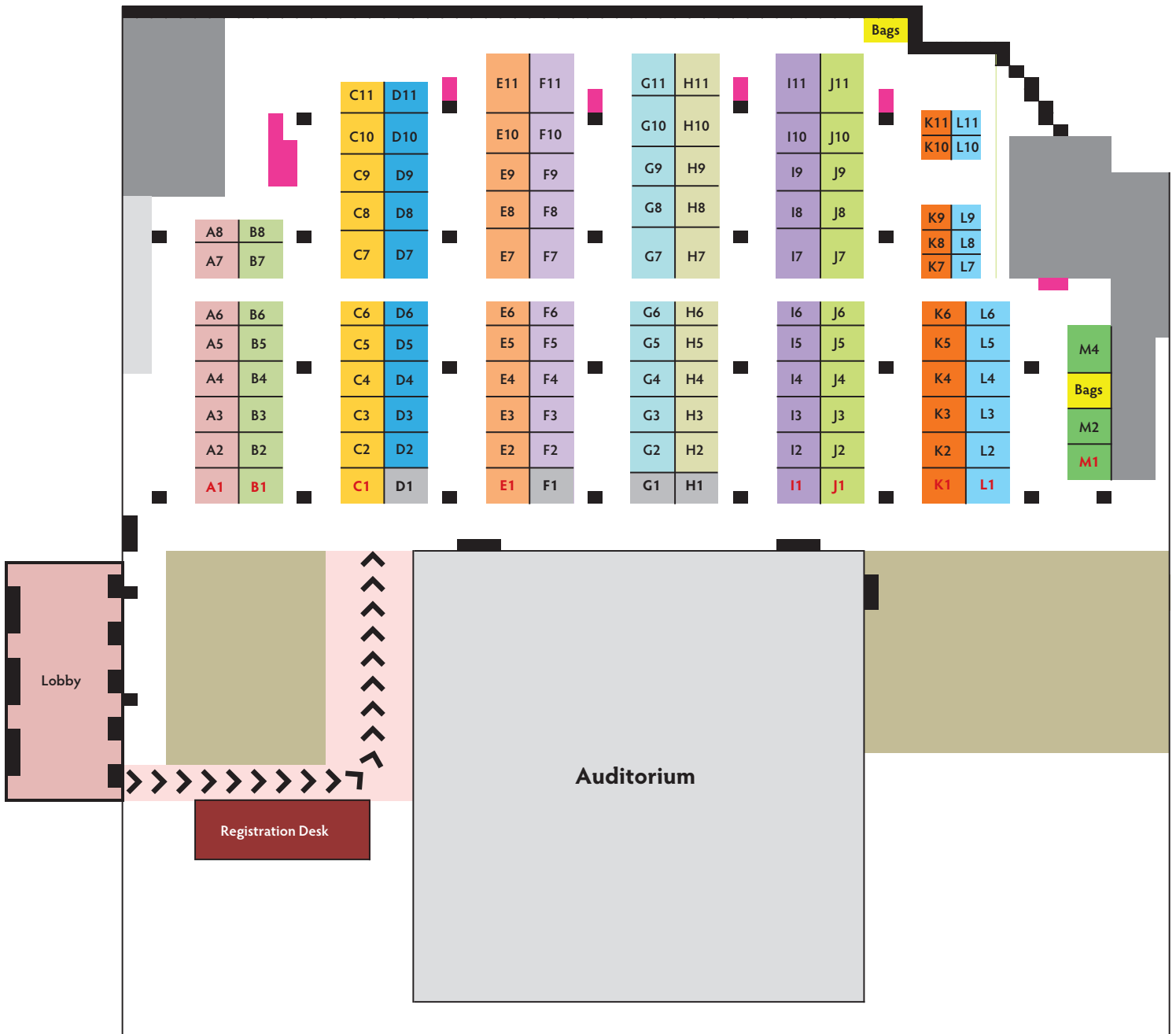
Guide value for prizes is €750

PREMIUM DIRECTORY LISTING IN THE EDUCATION EXPO 2014 – GUIDE FOR ATTENDEES

As part of your stand booking you will have your stand number, company name and a brief description of your company included in the Education Expo 2014 – Guide for Attendees. Upgrade your exhibitor listing for €200 and receive double space for your company description, full contact details and a company logo on a highlighted background.

Education Expo Floor Plan

City West Convention Centre – Ground Floor



Please Note: Floor plan is a guideline only and not to scale

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

Please see the price list for the location of the 2x2.5 metre, 3x2.5 metres, and 4x2.5 metre stands at the back of the Expo Hall. The illustration is a guideline and stands are not in proportion to each other.

See the price list overleaf for individual stand prices

| Stand Number | Size in metres Squared | Stand Price (€) |
|--------------|------------------------|-----------------|
| A1 | 3 x 2.5 | €2,062 |
| A2 | 3 x 2.5 | €1,875 |
| A3 | 3 x 2.5 | €1,875 |
| A4 | 3 x 2.5 | €1,875 |
| A5 | 3 x 2.5 | €1,875 |
| A6 | 2 x 2.5 | €1,250 |
| A7 | 3 x 2.5 | €1,875 |
| A8 | 2 x 2.5 | €1,250 |
| B1 | 3 x 2.5 | €2,062 |
| B2 | 3 x 2.5 | €1,875 |
| B3 | 3 x 2.5 | €1,875 |
| B4 | 3 x 2.5 | €1,875 |
| B5 | 3 x 2.5 | €1,875 |
| B6 | 2 x 2.5 | €1,250 |
| B7 | 3 x 2.5 | €1,875 |
| B8 | 2 x 2.5 | €1,250 |
| C1 | 3 x 3 | €2,475 |
| C2 | 3 x 3 | €2,250 |
| C3 | 3 x 3 | €2,250 |
| C4 | 3 x 3 | €2,250 |
| C5 | 3 x 3 | €2,250 |
| C6 | 3 x 2 | €1,500 |
| C7 | 4 x 2.5 | €2,500 |
| C8 | 3 x 2.5 | €1,875 |
| C9 | 3 x 2.5 | €1,875 |
| C10 | 3 x 2.5 | €1,875 |
| C11 | 2 x 2.5 | €1,250 |
| D1 | 3 x 3 | Not Available |
| D2 | 3 x 3 | €2,250 |
| D3 | 3 x 3 | €2,250 |
| D4 | 3 x 3 | €2,250 |
| D5 | 3 x 3 | €2,250 |
| D6 | 3 x 2 | €1,500 |
| D7 | 4 x 2.5 | €2,500 |
| D8 | 3 x 2.5 | €1,875 |
| D9 | 3 x 2.5 | €1,875 |
| D10 | 3 x 2.5 | €1,875 |
| D11 | 2 x 2.5 | €1,250 |
| E1 | 3 x 3 | €2,475 |
| E2 | 3 x 3 | €2,250 |
| E3 | 3 x 3 | €2,250 |
| E4 | 3 x 3 | €2,250 |
| E5 | 3 x 3 | €2,250 |

| Stand Number | Size in metres Squared | Stand Price (€) |
|--------------|------------------------|-----------------|
| E6 | 3 x 2 | €1,500 |
| E7 | 4 x 2.5 | €2,500 |
| E8 | 3 x 2.5 | €1,875 |
| E9 | 3 x 2.5 | €1,875 |
| E10 | 3 x 2.5 | €1,875 |
| E11 | 4 x 2.5 | €2,500 |
| F1 | 3 x 3 | Not Available |
| F2 | 3 x 3 | €2,250 |
| F3 | 3 x 3 | €2,250 |
| F4 | 3 x 3 | €2,250 |
| F5 | 3 x 3 | €2,250 |
| F6 | 3 x 2 | €1,500 |
| F7 | 4 x 2.5 | €2,500 |
| F8 | 3 x 2.5 | €1,875 |
| F9 | 3 x 2.5 | €1,875 |
| F10 | 3 x 2.5 | €1,875 |
| F11 | 4 x 2.5 | €2,500 |
| G1 | 3 x 2 | Not Available |
| G2 | 4 x 3 | €3,000 |
| G3 | 3 x 3 | €2,250 |
| G4 | 3 x 3 | €2,250 |
| G5 | 3 x 3 | €2,250 |
| G6 | 3 x 2 | €1,500 |
| G7 | 4 x 2.5 | €2,500 |
| G8 | 3 x 2.5 | €1,875 |
| G9 | 3 x 2.5 | €1,875 |
| G10 | 4 x 2.5 | €2,500 |
| G11 | 3 x 2.5 | €1,875 |
| H1 | 3 x 2 | Not Available |
| H2 | 4 x 3 | €3,000 |
| H3 | 3 x 3 | €2,250 |
| H4 | 3 x 3 | €2,250 |
| H5 | 3 x 3 | €2,250 |
| H6 | 3 x 2 | €1,500 |
| H7 | 4 x 2.5 | €2,500 |
| H8 | 3 x 2.5 | €1,875 |
| H9 | 3 x 2.5 | €1,875 |
| H10 | 4 x 2.5 | €2,500 |
| H11 | 3 x 2.5 | €1,875 |
| I1 | 3 x 3 | €2,475 |
| I2 | 3 x 3 | €2,250 |
| I3 | 3 x 3 | €2,250 |
| I4 | 3 x 3 | €2,250 |

| Stand Number | Size in metres Squared | Stand Price (€) |
|--------------|------------------------|-----------------|
| I5 | 3 x 3 | €2,250 |
| I6 | 3 x 2 | €1,500 |
| I7 | 4 x 2.5 | €2,500 |
| I8 | 3 x 2.5 | €1,875 |
| I9 | 3 x 2.5 | €1,875 |
| I10 | 3 x 2.5 | €1,875 |
| I11 | 4 x 2.5 | €2,500 |
| J1 | 3 x 3 | €2,475 |
| J2 | 3 x 3 | €2,250 |
| J3 | 3 x 3 | €2,250 |
| J4 | 3 x 3 | €2,250 |
| J5 | 3 x 3 | €2,250 |
| J6 | 3 x 2 | €1,500 |
| J7 | 4 x 2.5 | €2,500 |
| J8 | 3 x 2.5 | €1,875 |
| J9 | 3 x 2.5 | €1,875 |
| J10 | 3 x 2.5 | €1,875 |
| J11 | 4 x 2.5 | €2,500 |
| K1 | 3 x 3 | €2,475 |
| K2 | 3 x 3 | €2,250 |
| K3 | 3 x 3 | €2,250 |
| K4 | 3 x 3 | €2,250 |
| K5 | 3 x 3 | €2,250 |
| K6 | 3 x 2 | €1,500 |
| K7 | 2 x 2 | €1,000 |
| K8 | 2 x 2 | €1,000 |
| K9 | 2 x 2 | €1,000 |
| K10 | 2 x 2 | €1,000 |
| K11 | 2 x 2 | €1,000 |
| L1 | 3 x 3 | €2,475 |
| L2 | 3 x 3 | €2,250 |
| L3 | 3 x 3 | €2,250 |
| L4 | 3 x 3 | €2,250 |
| L5 | 3 x 3 | €2,250 |
| L6 | 3 x 2 | €1,500 |
| L7 | 2 x 2 | €1,000 |
| L8 | 2 x 2 | €1,000 |
| L9 | 2 x 2 | €1,000 |
| L10 | 2 x 2 | €1,000 |
| L11 | 2 x 2 | €1,000 |
| M1 | 3 x 3 | €2,475 |
| M2 | 3 x 3 | €2,250 |
| M3 | Bags | Not Available |
| M4 | 4 x 3 | €3,000 |

Stands in red are premium location stands, facing the auditorium. The price quoted includes a 10% premium location supplement.

VAT is not applicable as IPPN is a registered charity and exempt from VAT.

Stand Bookings

ippn

EDUCATIONEXPO

2014

Booking Procedure:

The Education Expo 2014 Booking Contract is available to download at www.ippn.ie/schoolsuppliers



To book your stand simply fill-in the Booking Form making sure to sign both the Booking Form and the attached Terms and Conditions

Return both the signed Booking Form and Terms and Conditions by e-mail (using electronic signature) or post. Please retain a copy for your records.

Please note that:

- Bookings will only be processed upon receipt of the signed Booking Form and Terms and Conditions by post or e-mail to (louise.obrien@ippn.ie) and full payment to the IPPN National Support Office (or to IPPN's bank account in the case of electronic payment).
- IPPN will contact you upon receipt of all of the above to either confirm your preferred stand or discuss additional preferences should your first preference be unavailable.
- Any cost difference between preference and actual bookings will be reimbursed.
- Please make cheques payable to: IPPN and post to: IPPN National Support Office, Education Expo, Glounthaune, Co. Cork.
- For electronic funds transfer (EFT) set-up please contact Louise O'Brien at the IPPN National Support Office on +353 21 4824074 or louise.obrien@ippn.ie for details.

If you would like to discuss any of the sponsorship opportunities please contact Louise O'Brien at louise.obrien@ippn.ie or on 00353 (0)21 4824074.