

ippn EDUCATIONEXPO 2015

Ireland's largest education trade event

a unique opportunity to meet nationwide customers in one location

CITYWEST HOTEL & CONFERENCE CENTRE, DUBLIN

Thursday 29th & Friday 30th January 2015



ippn 
Leading and Learning

*Irish Primary Principals' Network
Lionra Phríomhoidí Bunscoile Éireann*



ippn
EDUCATIONEXPO
2015

CITYWEST HOTEL &
CONFERENCE CENTRE, DUBLIN
**Thursday 29th &
Friday 30th January 2015**

Education Expo is hosted by the Irish Primary Principals' Network as part of the IPPN Annual Principals' Conference and provides a unique opportunity to meet an audience of more than 1,000 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 1,000 primary school principals are on site for 2 days offering you several opportunities to engage with potential customers.

Education Expo 2015 takes place on Thursday and Friday the 29th & 30th 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 2015...

1. Education Expo provides an unparalleled market place for schools suppliers, retailers and primary principals to do business
2. More than 1,000 principals, one-third of all primary school principals in Ireland attend Education Expo
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

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 enables us to deliver our varied programme of support for Ireland's primary schools.

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



EXHIBIT

Teachers Zone at Education Expo 2015

Education Expo will be open to teachers on Thursday evening, 29th January from 4.30pm to 8pm.

Each exhibitor will be issued with a number of invitations to distribute for this session.

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 full duration of the event from the Expo team
- Tea, coffee and snacks
- Option for lunch for 2 staff on Thursday and Friday
- Option to attend the 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.

Click here for photo galleries from the Education Expo 2014

Stand Number	Size in metres Squared	Stand Price (€)
A1	3 x 2.5	Not Available
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	3 x 2.5	€1,875
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	3 x 2.5	€1,875
B7	3 x 2.5	€1,875
B8	2 x 2.5	€1,250
C1	3 x 3	Not Available
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 3	€2,250
C7	3 x 3	€2,250
C8	3 x 2.5	€1,875
C9	3 x 2.5	Not Available
C10	3 x 2.5	€1,875
C11	4 x 2.5	€2,500
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 3	€2,250
D7	3 x 3	€2,250
D8	3 x 2.5	€1,875
D9	3 x 2.5	€1,875
D10	3 x 2.5	€1,875
D11	4 x 2.5	€2,500
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
E6	3 x 3	Not Available
E7	3 x 3	€2,250
E8	3 x 2.5	€1,875
E9	3 x 2.5	€1,875
E10	3 x 2.5	€1,875
E11	3 x 2	€1,500
E12	3 x 2	€1,500

Stand Number	Size in metres Squared	Stand Price (€)
F1	3 x 3	€2,475
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 3	Not Available
F7	3 x 3	€2,250
F8	3 x 2.5	€1,875
F9	3 x 2.5	€1,875
F10	3 x 2.5	€1,875
F11	3 x 2	€1,500
F12	3 x 2	€1,500
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 3	€2,250
G7	3 x 3	€2,250
G8	3 x 2.5	€1,875
G9	3 x 2.5	€1,875
G10	3 x 2.5	€1,875
G11	3 x 2	€1,500
G12	3 x 2	€1,500
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 3	€2,250
H7	3 x 3	€2,250
H8	3 x 2.5	€1,875
H9	3 x 2.5	€1,875
H10	3 x 2.5	€1,875
H11	3 x 2	€1,500
H12	3 x 2	€1,500
I1	3 x 3	Not Available
I2	3 x 3	€2,250
I3	3 x 3	€2,250
I4	3 x 3	€2,250
I5	3 x 3	€2,250
I6	3 x 3	€2,250
I7	3 x 3	Not Available
I8	3 x 2.5	€1,875
I9	3 x 2.5	€1,875
I10	3 x 2.5	€1,875
I11	3 x 2	€1,500
I12	3 x 2	€1,500

Stand Number	Size in metres Squared	Stand Price (€)
J1	3 x 3	Not Available
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 3	€2,250
J7	3 x 3	Not Available
J8	3 x 2.5	€1,875
J9	3 x 2.5	€1,875
J10	3 x 2.5	€1,875
J11	3 x 2	€1,500
J12	3 x 2	€1,500
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	Not Available
K7	3 x 2	€1,500
K8	2 x 2	€1,000
K9	2 x 2	€1,000
K10	4 x 2	€2,000
K11	3 x 2	€1,500
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L2	3 x 3	€2,250
L3	3 x 3	€2,250
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L5	3 x 3	€2,250
L6	3 x 2	Not Available
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L8	2 x 2	€1,000
L9	2 x 2	€1,000
L10	4 x 2	€2,000
L11	3 x 2	€1,500
M1	3 x 3	€2,475
M2	3 x 3	€2,250
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N1	2 x 2	€1,000
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N3	2 x 2	€1,000
N4	2 x 2	Not Available
N5	2 x 2	Not Available
M6	2 x 2	€1,000
M7	2 x 2	€1,000
M8	2 x 2	€1,000
M9	2 x 2	€1,000

Stands in red are premium location stands, facing the auditorium. The price quoted includes a 10% premium location supplement. Price listed is full price, VAT is not applicable

**PASSPORT
GIVEAWAY**



ADVERTISE AND PROMOTE YOUR BRAND

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

EXPO GUIDE FOR ATTENDEES

This 32-page guide carries all the information attendees require when visiting Education Expo including a directory of all exhibiting companies, floor map and more.

The guide is a full colour, A4 size magazine that is distributed to 1,000+ principals attending Conference as well as additional teachers and guests attending Education Expo.

In addition, the Expo Guide for Attendees is produced in an interactive e-publication format for use on ipn.ie before and after Expo and throughout the year. Interactive links can be hosted in your advert for the e-publication format.

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.

Expo Guide for Attendees Full Page advert: €900
Expo Guide for Attendees Half Page advert: €500

EXHIBITOR PREMIUM LISTING IN EXPO GUIDE FOR ATTENDEES

Stand out from the crowd by upgrading your standard company listing in the Expo guide to an eye-catching Premium Listing and receive double space for your company description, full contact details, a company logo and one other image on a highlighted 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.

10 A3 stickers: €400

PASSPORT GIVEAWAY

Donate a grand prize to the Passport Giveaway and attract hundreds of attendees to your stand. 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. Each principal at the conference will receive a Passport Card to compete for their chance to win one of several grand prizes.

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](#)

MERCHANDISE AND PROMOTIONAL PRODUCTS



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 through the conference bags 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

The conference bag offers a highly visible branding opportunity that lasts well beyond the event itself. On arrival each attendee receives their conference bag which will feature your logo in white on one side of the bag as well as the IPPN conference logo. We produce 1,500 bags and use any excess at our Deputy Principals' Conference offering an additional opportunity for exposure to a second audience later in the school year.

1,500 Conference Bags: €2,500

CONFERENCE PENS

Pens are universally popular at the Annual Principals' Conference and offer an unparalleled opportunity to put your brand in the hands of our attendees. Your logo will be featured on our high quality pen in addition to the IPPN logo.

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

POST-IT NOTES

Post-it pads are an ideal addition to the conference goodie bag and a principals desk. Your logo will be featured in full colour on a 20 sheet pad in every attendee bag

**1,300 Branded Post-it pads,
one in each conference bag: €1,500**

BOX OF MINTS

Putting your logo on the conference bag mints is a novel way to have your brand noticed. This item has a long shelf life offering repeated exposure of your logo beyond the event.

1,300 Boxes of mints, one in each conference bag: €1,500

COASTER

Every desk should have a coaster! With a large print area, branding the coaster with your logo will make a big impact.

1,300 Coasters, one in each conference bag: €1,500

PLASTER KIT

Principals are prepared for every eventuality – whether attending to a grazed knee in the school yard or to sore feet after the Gala dinner, the plaster kit in the conference bag is certain to be used time and time again offering excellent exposure of your brand.

1,300 Plaster Kits, one in each conference bag: €1,500

YOUR OWN INSERT IN THE CONFERENCE BAG

Reach every attendee by including your own flyer or item in each conference bag. This can be very effective if you include a competition or call to action that requires attendees to visit your stand.

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 (louise.obrien@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.

“Carambola is delighted to be involved with IPPN. Over the past number of years we have been overwhelmed by the positive response our company gets from Principals we meet because of our sponsorship involvement as well as our stand presence during Education Expo”

Colm O'Brien, MD,

Carambola

IPPN Preferred Supplier for School Lunches since 2012 and Conference Gala Dinner Sponsor since 2009

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 the IPPN Annual Principals' Conference. Plenary sessions are attended by an attentive audience of more than 1,000 principals offering the highest quality opportunity for brand awareness at the event.

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)
- Branding of all printed timetables with your logo
- Branding of pages of the Conference Programme relevant to the session with your logo
- 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: €6,000 per plenary session or all three sessions on Friday for €15,000

Click here for photo galleries from Conference 2014 which includes Plenary Sessions, Seminars and Gala Dinner



Joe Schmidt,
Ireland Rugby Coach



Mary Robinson, Former
President of Ireland



President Michael D.Higgins



Mary McAleese, Former
President of Ireland

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 the seminars rate as the most important reason that principals chose to attend the annual 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)

- Branding of all printed seminar timetables with your logo
- Branding of pages of the Conference Programme relevant to your seminar with your logo
- 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 over the course of Conference)

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



Audience at professional
development seminar



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 Oliver Callan (Callans Kicks, Green Tea), Barry Murphy and Ristead 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; Carambola Kidz)
- Acknowledgement by the MC of your sponsorship prior to the act beginning
- Branding, as a secondary logo, of the Gala Dinner ticket with your logo
- 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: €8,000

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
- Branding, as a secondary logo, of the Gala Dinner ticket with your logo
- 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: Provision of product or €8,000. 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:

- Screen projection of your logo and information in the lunch room
- Opportunity for table extras on each table
- 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: €3,000 for one day or €5,000 for both days



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 all 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.

Stand Bookings

ippn

EDUCATIONEXPO

2015

Booking Process for Exhibition Stands and Advertising:

1. COMPLETE THE ONLINE APPLICATION FORM BY CLICKING HERE.

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.

PAYMENT OPTIONS:

Bank Transfer: To request bank account details please email louise.obrien@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 louise.obrien@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 full 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.

For Merchandise and Sponsorship Enquiries:

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

Additional Information

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