

IPPN ANNUAL PRINCIPALS' CONFERENCE 2015

MERCHANDISE OPPORTUNITIES



Enhance your Expo presence with high quality, highly visible, exclusive conference merchandise

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.

More than 1,000 principals, one-third of all primary school principals in Ireland attend IPPN's Annual Principals' Conference and Education Expo.

The audience is made up exclusively of key decision makers with responsibility for school budgets

2 full days to maximize your brand exposure on a repeated basis

Advertising and promotional opportunities to stand out from the crowd, particularly if your competitors are also exhibiting

Your investment helps IPPN to help schools...

IPPN (registered charity CHY17221) relies on the revenue from Education Expo and conference sponsorship 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.

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



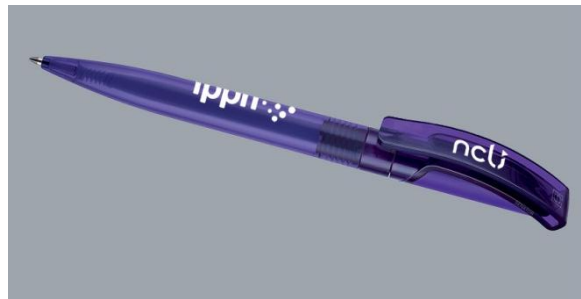
CONFERENCE PENS

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 bag and a principal's 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 ITEM

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. A great opportunity to produce something creative, novel or eye-catching

Inclusion of an item of print or merchandise in each conference bag *(material to be provided by exhibitor)*

➤ **€1,500**

