

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

Why advertise?...

- More than 1,000 principals, one-third of all primary school principals in Ireland attend the 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.

EXPO GUIDE FOR ATTENDEES

ADVERTISING

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.

EXHIBITOR PREMIUM LISTING

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.

IPPN Annual Principals'
EDUCATION EXPO 2014



IPPN's Education Expo is Ireland's largest trade event for the education sector and the best place to plan your purchases for the year. This companion guide will help you plan your visit.

Full directory of exhibiting companies

Passport Glossary

New colour-coded Expo floor plan

Detailed conference timetable



IPPN EDUCATION EXPO
CITYWEST CONFERENCE CENTRE, DUBLIN
Thursday 23rd - Friday 24th January

**Expo Guide Full
Page advert:**

➤ **€900**

**Expo Guide Half
Page advert:**

➤ **€500**

**Exhibitor Premium
Listing:**

➤ **€200**

Conference Bag inclusion

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.

Insert options include a flyer, vouchers or competition entry redeemable at your Expo stand, your company pen, key ring, fridge magnet or other items of merchandise.

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

➤ **€1,500**

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 floor stickers:



€400

