

**ippn**  
**EDUCATIONEXPO 2019**

CITYWEST HOTEL & CONFERENCE CENTRE, DUBLIN  
Thursday 24<sup>th</sup> and Friday January 25<sup>th</sup> 2019

**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 2019

CITYWEST HOTEL &  
CONFERENCE CENTRE, DUBLIN  
**Thursday 24th and  
Friday January 25th 2019**

*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.*

*Education Expo 2019 takes place on Thursday 24th and Friday the 25th of 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 2019...

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. Two full days to maximize your brand exposure on a repeated basis
7. Meet new customers - principals from a variety of schools and over 100 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
  - WiFi connection
  - 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 *(information to be provided in your original booking)*
- 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

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 the IPPN National Support Office Tel: +353 (0)21 4824074 or email: [expo@ippn.ie](mailto:expo@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*





# 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 of Sponsor Packages

**Stand Dimensions are Frontage meters x Depth meters**

A2	3x3	POA	E1	3x3	POA	H1	3x3	POA	K1	3x3	POA
A3	3x3	€2,250	E2	3x3	POA	H2	3x3	POA	K2	3x3	POA
A4	3x3	€2,250	E3	3x3	€2,250	H3	3x3	€2,250	K3	3x3	€2,250
A5	3x3	€2,250	E4	3x3	€2,250	H4	3x3	€2,250	K4	3x3	€2,250
A6	3x3	€2,250	E5	3x3	€2,250	H5	3x3	€2,250	K5	3x3	€2,250
A7	3x3	€2,250	E6	3x3	€2,250	H6	3x3	€2,250	K6	3x3	€2,250
A8	3x3	€2,250	E7	3x3	€2,250	H7	3x3	€2,250	K7	3x3	€2,250
A9	3x3	€2,250	E8	3x3	€2,250	H8	3x3	€2,250	K8	3x2	€1,500
A10	3x2	€1,500	E9	3x3	€2,250	H9	3x3	€2,250	K9	3x2	€1,500
A11	3x2	€1,500	E10	3x3	€2,250	H10	3x3	€2,250	K10	2x2	€1,000
A12	3x2	€1,500	E11	3x3	€2,250	H11	3x3	€2,250	K11	2x2	€1,000
A13	3x2	€1,500	E12	3x3	€2,250	H12	3x3	€2,250	K12	2x2	€1,000
A14	3x2	€1,500	E13	3x3	€2,250	H13	3x3	€2,250	K13	2x2	€1,000
B2	3x3	POA	E14	3x3	€2,250	H14	3x3	€2,250	K14	3x2	€1,500
B3	3x3	€2,250	F1	3x3	POA	I1	3x3	POA	L1	3x3	POA
B4	3x3	€2,250	FF1	3x3	POA	I2	3x3	POA	LL1	3x3	POA
B5	3x3	€2,250	F2	3x3	POA	I3	3x3	€2,250	L2	3x3	POA
B6	3x3	€2,250	F3	3x3	€2,250	I4	3x3	€2,250	L3	3x3	€2,250
B7	3x3	€2,250	F4	3x3	€2,250	I5	3x3	€2,250	L4	3x3	€2,250
B8	3x3	€2,250	F5	3x3	€2,250	I6	3x3	€2,250	L5	3x3	€2,250
B9	3x3	€2,250	F6	3x3	€2,250	I7	3x3	€2,250	L6	3x3	€2,250
B10	3x2	€1,500	F7	3x3	€2,250	I8	3x3	€2,250	L7	3x2	€1,500
C1	3x3	POA	F8	3x3	€2,250	I9	3x3	€2,250	L8	3x2	€1,500
C2	3x3	POA	F9	3x3	€2,250	I10	3x3	€2,250	L9	2x2	€1,000
C3	3x3	€2,250	F10	3x3	€2,250	I11	3x3	€2,250	L10	2x2	€1,000
C4	3x3	€2,250	F11	3x3	€2,250	I12	3x3	€2,250	L11	2x2	€1,000
C5	3x3	€2,250	F12	3x3	€2,250	I13	3x3	€2,250	L12	2x2	€1,000
C6	3x3	€2,250	F13	3x3	€2,250	I14	3x3	€2,250	L13	3x2	€1,500
C7	3x3	€2,250	F14	3x3	€2,250	J2	3x3	POA	M1	3x3	POA
C8	3x3	€2,250	G1	3x3	POA	J3	3x3	€2,250	M2	6x4	POA
C9	3x3	€2,250	G2	3x3	POA	J4	3x3	€2,250	M3	3x3	€2,250
C10	3x3	€2,250	G3	3x3	€2,250	J5	3x3	€2,250	M4	3x2	€1,500
C11	3x3	€2,250	G4	3x3	€2,250	J6	3x3	€2,250	M5	3x2	€1,500
C12	3x3	€2,250	G5	3x3	€2,250	J7	3x3	€2,250	M6	3x2	€1,500
C13	3x3	€2,250	G6	3x3	€2,250	J8	3x3	€2,250	M7	3x2	€1,500
C14	3x3	€2,250	G7	3x3	€2,250	J9	3x3	€2,250	M8	3x2	€1,500
D1	3x3	POA	G8	3x3	€2,250	J10	3x3	€2,250	M9	3x2	€1,500
D2	3x3	POA	G9	3x3	€2,250	J11	3x3	€2,250			
D3	3x3	€2,250	G10	3x3	€2,250	J12	3x3	€2,250			
D4	3x3	€2,250	G11	3x3	€2,250	J13	3x3	€2,250			
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D12	3x3	€2,250									
D13	3x3	€2,250									
D14	3x3	€2,250									

**For more details please  
contact Sarah McNamara  
at [expo@ipn.ie](mailto:expo@ipn.ie)**

\* Prices are subject to VAT @23%



*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 guests attending Education Expo
- Produced in interactive e-publication format on [ippn.ie](http://ippn.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\***

\* Prices are subject to VAT @23%

#### PASSPORT GIVEAWAY & PREMIUM LISTING- **Combined for 2019!**

- Each principal attending conference receives a Passport Card on the reverse of their Attendee Badge (Attendees Passport)
- Your company's name and stand number will appear on the Attendees Passport
- Your stand will be marked as a Passport stop
- Your Company Details will appear as a Premium Listing in the Expo Guide
- The Premium Listing will consist of a double space for your company listing in the Expo Guide
- In addition to your company logo a second image will be included along with a highlighted border background indicating Passport status.
- Exhibitor Participation Fee €500\*

**Guide value for prizes: €500**

Examples of prizes include electronics, travel, leisure vouchers. The prize must be for the winning attendee rather than for use by their school.



## 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:** Bank transfer Details are clearly outlined on your Invoice  
**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 [expo@ippn.ie](mailto:expo@ippn.ie).  
Please note: an additional charge applies to PayPal transactions.  
**Cheque:** Cheques may be made payable to IPPN and posted to, IPPN National Support Office, Glounthaune, Co.Cork.
- 3. TERMS & CONDITIONS**  
Please read the full terms & conditions of exhibiting at conference 2019 [here](#)

**BOOK NOW!**

### For Merchandise and Sponsorship Enquiries:

To enquire about merchandising or sponsorship opportunities please email [sinead.coakley@ippn.ie](mailto: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

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