

**ippn**  
**EDUCATIONEXPO 2020**

CITYWEST HOTEL & CONFERENCE CENTRE, DUBLIN  
Thursday 23rd and Friday 24th January, 2020

**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 2020

CITYWEST HOTEL &  
CONFERENCE CENTRE, DUBLIN

**Thursday 23rd and  
Friday 24th January 2020**

*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 2020 takes place on Thursday 23rd and Friday 24th of January in Citywest Convention Centre, Dublin.*



## See what it's about:

*Click here to see a video introducing  
IPPN Education Expo and Conference*

## Reasons you should exhibit at Education Expo 2020...

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 20 word profile in the print and online editions of the Conference Guide for Attendees, inclusion in our dedicated Event App (*information to be provided in your original booking*)
- Inclusion in the colour-coded, on-site layout panels, posters and maps
- Opportunity to promote your company via the Expo and Conference social media channels
- 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*

# Education Expo Floor Plan

Stands that are shaded grey are not available for booking

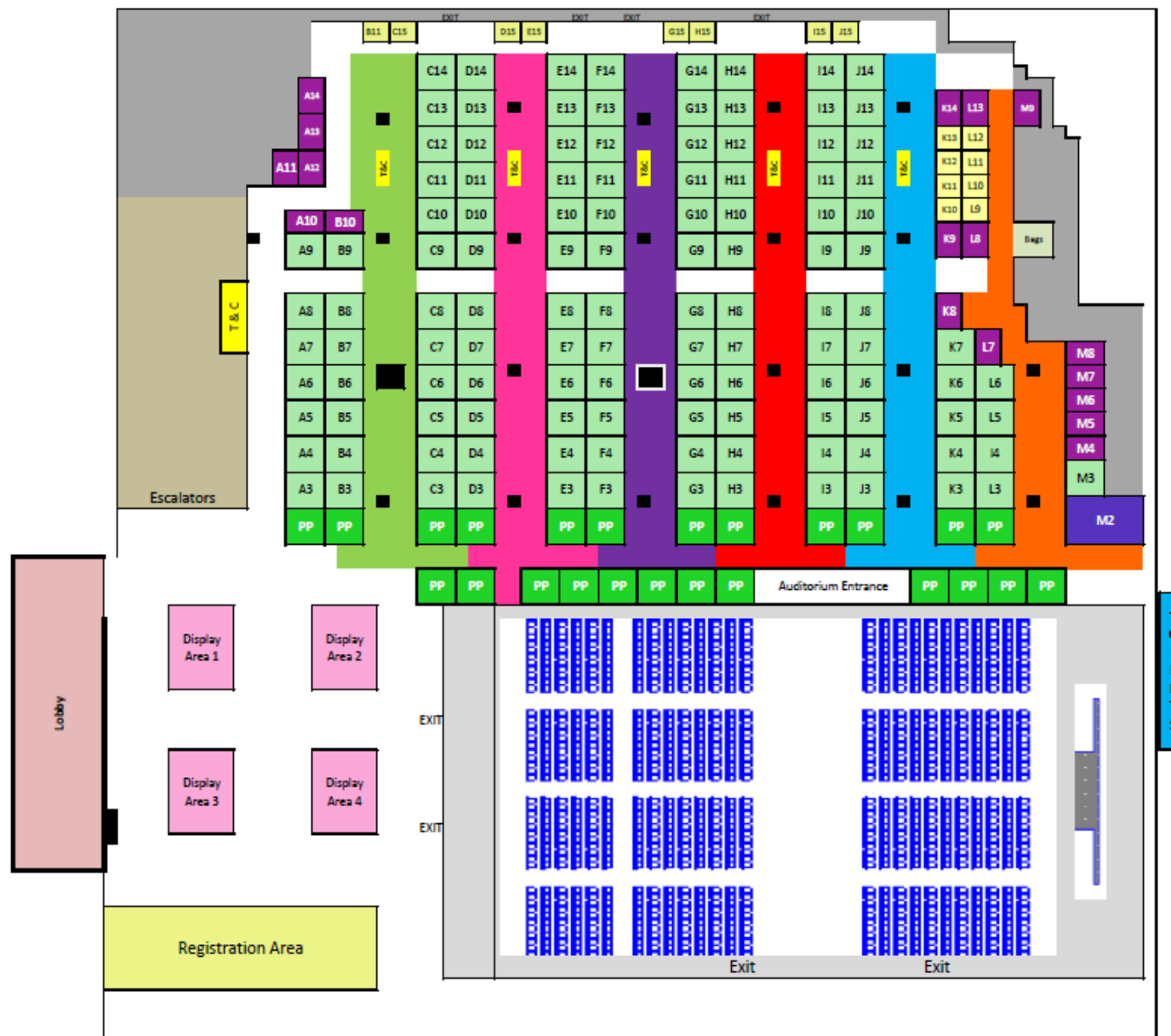
City West Convention  
Centre Ground Floor

Tea and Coffee Stations are indicated along the walkways at the back of the Expo hall

This floor plan is for illustration purposes only. Please refer to the price list for the exact dimensions and individual pricing of stands. The illustration is a guideline and stands are not in proportion to each other.

See the price list overleaf for individual stand prices

PP - Stands indicated PP are Premium Packages and can only be reserved by contacting [sinead.coakley@ipn.ie](mailto:sinead.coakley@ipn.ie)



# 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**

<b>A2</b>	<b>3x3</b>	<b>POA</b>
A3	3x3	€2,350
A4	3x3	€2,350
A5	3x3	€2,350
A6	3x3	€2,350
A7	3x3	€2,350
A8	3x3	€2,500
A9	3x3	€2,500
A10	3x2	€1,750
A11	3x2	€1,575
A12	3x2	€1,750
A13	3x2	€1,575
A14	3x2	€1,575
<b>B2</b>	<b>3x3</b>	<b>POA</b>
B3	3x3	€2,350
B4	3x3	€2,350
B5	3x3	€2,350
B6	3x3	€2,350
B7	3x3	€2,350
B8	3x3	€2,500
B9	3x3	€2,500
B10	3x2	€1,750
B11	2x2	€1,050
<b>C1</b>	<b>3x3</b>	<b>POA</b>
<b>C2</b>	<b>3x3</b>	<b>POA</b>
C3	3x3	€2,350
C4	3x3	€2,350
C5	3x3	€2,350
C6	3x3	€2,350
C7	3x3	€2,350
C8	3x3	€2,500
C9	3x3	€2,500
C10	3x3	€2,350
C11	3x3	€2,350
C12	3x3	€2,350
C13	3x3	€2,350
C14	3x3	€2,350
C15	2x2	€1,050
<b>D1</b>	<b>3x3</b>	<b>POA</b>
<b>D2</b>	<b>3x3</b>	<b>POA</b>
D3	3x3	€2,350
D4	3x3	€2,350
D5	3x3	€2,350
D6	3x3	€2,350
D7	3x3	€2,350

D8	3x3	€2,500
D9	3x3	€2,500
D10	3x3	€2,350
D11	3x3	€2,350
D12	3x3	€2,350
D13	3x3	€2,350
D14	3x3	€2,350
D15	2x2	€1,050
<b>E1</b>	<b>3x3</b>	<b>POA</b>
<b>E2</b>	<b>3x3</b>	<b>POA</b>
E3	3x3	€2,350
E4	3x3	€2,350
E5	3x3	€2,350
E6	3x3	€2,350
E7	3x3	€2,350
E8	3x3	€2,500
E9	3x3	€2,500
E10	3x3	€2,350
E11	3x3	€2,350
E12	3x3	€2,350
E13	3x3	€2,350
E14	3x3	€2,350
E15	2x2	€1,050
<b>F1</b>	<b>3x3</b>	<b>POA</b>
<b>FF1</b>	<b>3x3</b>	<b>POA</b>
<b>F2</b>	<b>3x3</b>	<b>POA</b>
F3	3x3	€2,350
F4	3x3	€2,350
F5	3x3	€2,350
F6	3x3	€2,350
F7	3x3	€2,350
F8	3x3	€2,500
F9	3x3	€2,500
F10	3x3	€2,350
F11	3x3	€2,350
F12	3x3	€2,350
F13	3x3	€2,350
F14	3x3	€2,350
<b>G1</b>	<b>3x3</b>	<b>POA</b>
<b>G2</b>	<b>3x3</b>	<b>POA</b>
G3	3x3	€2,350
G4	3x3	€2,350
G5	3x3	€2,350

G6	3x3	€2,350
G7	3x3	€2,350
G8	3x3	€2,500
G9	3x3	€2,500
G10	3x3	€2,350
G11	3x3	€2,350
G12	3x3	€2,350
G13	3x3	€2,350
G14	3x3	€2,350
G15	2x2	€1,050
<b>H1</b>	<b>3x3</b>	<b>POA</b>
<b>H2</b>	<b>3x3</b>	<b>POA</b>
H3	3x3	€2,350
H4	3x3	€2,350
H5	3x3	€2,350
H6	3x3	€2,350
H7	3x3	€2,350
H8	3x3	€2,500
H9	3x3	€2,500
H10	3x3	€2,350
H11	3x3	€2,350
H12	3x3	€2,350
H13	3x3	€2,350
H14	3x3	€2,350
H15	2x2	€1,050
<b>I1</b>	<b>3x3</b>	<b>POA</b>
<b>I2</b>	<b>3x3</b>	<b>POA</b>
I3	3x3	€2,350
I4	3x3	€2,350
I5	3x3	€2,350
I6	3x3	€2,350
I7	3x3	€2,350
I8	3x3	€2,500
I9	3x3	€2,500
I10	3x3	€2,350
I11	3x3	€2,350
I12	3x3	€2,350
I13	3x3	€2,350
I14	3x3	€2,350
I15	2x2	€1,050
<b>J2</b>	<b>3x3</b>	<b>POA</b>
J3	3x3	€2,350
J4	3x3	€2,350
J5	3x3	€2,350
J6	3x3	€2,350

J7	3x3	€2,350
J8	3x3	€2,500
J9	3x3	€2,500
J10	3x3	€2,350
J11	3x3	€2,350
J12	3x3	€2,350
J13	3x3	€2,350
J14	3x3	€2,350
J15	2x2	€1,050
<b>K1</b>	<b>3x3</b>	<b>POA</b>
<b>K2</b>	<b>3x3</b>	<b>POA</b>
K3	3x3	€2,350
K4	3x3	€2,350
K5	3x3	€2,350
K6	3x3	€2,350
K7	3x3	€2,350
K8	3x2	€1,750
K9	3x2	€1,750
K10	2x2	€1,050
K11	2x2	€1,050
K12	2x2	€1,050
K13	2x2	€1,050
K14	3x2	€1,750
<b>L1</b>	<b>3x3</b>	<b>POA</b>
<b>LL1</b>	<b>3x3</b>	<b>POA</b>
<b>L2</b>	<b>3x3</b>	<b>POA</b>
L3	3x3	€2,350
L4	3x3	€2,350
L5	3x3	€2,350
L6	3x3	€2,350
L7	3x2	€1,750
L8	3x2	€1,750
L9	2x2	€1,050
L10	2x2	€1,050
L11	2x2	€1,050
L12	2x2	€1,050
L13	3x2	€1,750
<b>M1</b>	<b>3x3</b>	<b>POA</b>
<b>M2</b>	<b>6x4</b>	<b>POA</b>
M3	3x3	€2,350
M4	3x2	€1,575
M5	3x2	€1,575
M6	3x2	€1,575
M7	3x2	€1,575
M8	3x2	€1,575
M9	3x2	€1,575

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

\* Prices are subject to VAT @23%

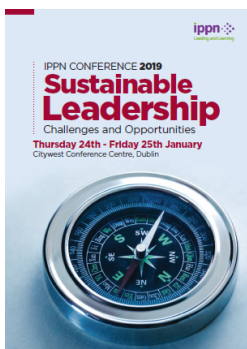


*Print advertising remains a reliable and cost-effective way to put your information across and drive traffic to your Expo stand.*

### ADVERTISE IN OUR CONFERENCE GUIDE FOR ATTENDEES

- Full-colour Conference guide
- Directory of exhibiting companies
- Programme of Events
- Conference Speaker details
- Floor map and more
- Distributed to 1,200+ principals attending Conference and guests attending Conference 2020
- Produced in interactive e-publication format

**Full Page advert: €950\***  
**Half Page advert: €550\***



### PASSPORT GIVEAWAY & PREMIUM LISTING-

- Each principal attending conference receives a Passport Card on the reverse of their Conference Guide
- 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
- In addition to your company logo a second image will be included along with a highlighted border background indicating Passport status. Examples of prizes include electronics, travel, leisure vouchers. The prize must be for the winning attendee rather than for use by their school. *Guide value for prizes: €500*

**Exhibitor Participation Fee €500\***

\* Prices are subject to VAT @23%



## 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 card payment invoice please email expo@ippn.ie.

Please note: an additional charge applies to card payment 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 2020 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)

### 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

Tel: +353 (0)87 2562788  
Email: [info@exhibitadisplays.ie](mailto:info@exhibitadisplays.ie)

[www.exhibitadisplays.ie](http://www.exhibitadisplays.ie)