

# ippn EDUCATION EXPO 2016

CITYWEST HOTEL & CONFERENCE CENTRE, DUBLIN  
Thursday 28<sup>th</sup> & Friday 29<sup>th</sup> January 2016

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 2016

CITYWEST HOTEL &  
CONFERENCE CENTRE, DUBLIN  
Thursday 28th &  
Friday 29th January 2016

*Education Expo is hosted as part of IPPN's Annual Principals' Conference and provides a unique opportunity to meet an audience of more than 1,000 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 of the IPPN Annual Principals' Conference, offering you several opportunities to engage with potential customers.*

*Education Expo 2016 takes place on Thursday and Friday the 28th & 29th 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 2016...

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 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. 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



# PROMOTE

***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 1,000+ principals attending Conference and additional teachers 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**

## **EXHIBITOR PREMIUM LISTING IN EXPO GUIDE FOR ATTENDEES**

Upgrade your standard listing to premium for:

- Double space for your company listing
- Full contact details
- In addition to your company logo, a second image
- Highlighted, border 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.

**15 A3 stickers: €400**

## **PASSPORT GIVEAWAY**

- Each principal attending conference receives a Passport Card in their conference pack
- Attract hundreds of attendees to your stand
- Your company's name and stand number will appear on the Passport Giveaway Card
- Your stand will be marked as a Passport stop

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*



***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 at conference 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**

- Highly visible branding opportunity that lasts well beyond the event itself
- Each attendee receives their conference bag on arrival
- Your logo in white on one side of the bag as well as the IPPN conference logo.

**1,500 Conference Bags: €2,500**

#### **CONFERENCE PENS**

- Your logo featured on our high quality pen
- Universally popular item at the Annual Principals' Conference
- An unparalleled opportunity to put your brand in the hands of our attendees.

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

#### **POST-IT NOTES**

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

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

#### **BOX OF MINTS**

- Included in every conference bag
- A novel way to have your brand noticed.
- Repeated exposure of your logo beyond the event

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

#### **COASTER**

- Large print area on coaster face
- Included in every conference bag
- Repeated exposure of your logo beyond the event

**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! Branded plaster kits are:

- Included in every conference bag
- A novel way to have your brand noticed.
- Repeated exposure of your logo beyond the event

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

#### **YOUR OWN INSERT IN THE CONFERENCE BAG**

Include your own flyer or item in each conference bag.

Ideal for:

- Reaching every attendee
- A competition or call to action that requires attendees to visit your stand
- Offering a sample or trial product
- Novelty or gift items or vouchers

**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)***

