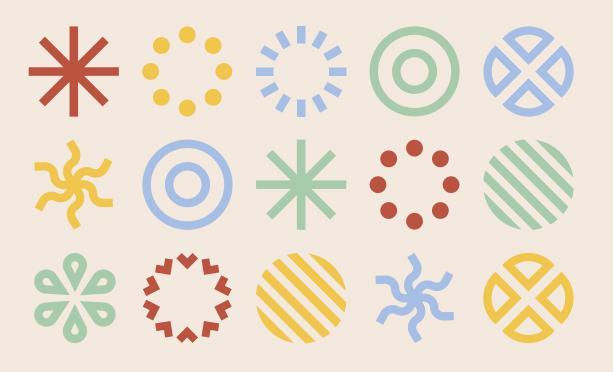
GO-CREATE \_\_\_\_







**EXHIBITION SHOWCASE** 





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# **ABOUT GOTHENBURG**

Gothenburg has a long history of collaboration dating back to the 1600s, when the city flourished into a booming harbour connecting Sweden with worldwide trade. Home to two universities and 65,000 students, Gothenburg boasts a lively academic culture. Gothenburg has been named by the European Commission as a European Capital of Inclusion and Diversity and has received the European Access City Award for its commitment to accessibility and openness. The city has consistently ranked at the top of the Global Destination Sustainability index, marking Gothenburg as the world's most sustainable destination.



# ABOUT THE CONFERENCE

The Annual EAIE Conference & Exhibition is the premier meeting point, attracting thousands from across the international higher education community. Fostering international connections with exhibitors from across the world, including many national pavilions, makes the EAIE Exhibition an outstanding platform to develop quality business contacts and develop new partnerships. The conference programme includes interactive workshops and sessions, engaging networking events and inspiring keynote speakers making the EAIE Conference and Exhibition an unmissable event in the education calendar.

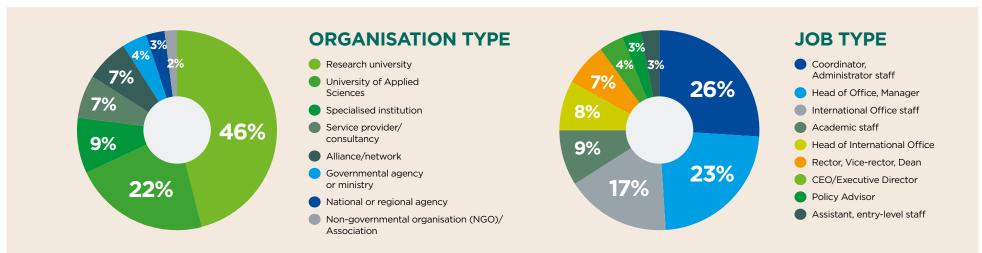


# **EAIE CONFERENCE PARTICIPANTS PROFILE**









Source: 2024 EAIE Conference and Exhibition in Toulouse, France



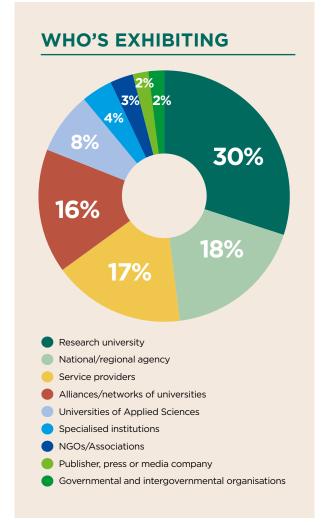
# **EAIE EXHIBITION IN NUMBERS**







### **TOP 20 COUNTRIES** 11. USA France\* The Netherlands 12. China 13. Australia 3. UK Spain 14. Ireland Belgium 15. Japan Turkey 16. Sweden Germany 17. Hong Kong Canada 18. Switzerland South Korea 19. Norway 20. Czechia 10. Italy



Source: 2024 EAIE Conference and Exhibition in Toulouse, France

\*host country



# **TOP REASONS TO EXHIBIT AT #EAIE2025**

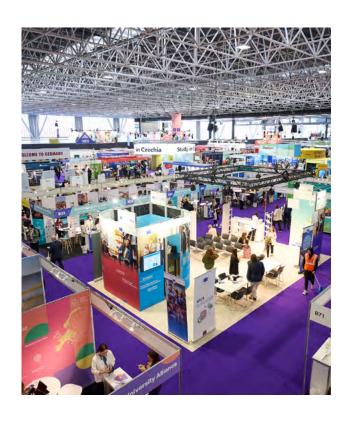
### **Reach a global community**

and join the ranks of 1000 exhibitors from around the world under one roof

### **Showcase your organisation**

to an engaged audience by spotlighting your services and programmes in eye-catching ways. Be a part of a premium experience rated highly with a 98% overall satisfaction rate including all-inclusive packages

and personalised advice.









# HOW TO BOOK A STAND IN 3 EASY STEPS

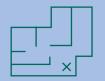
# Step 1:

Log in or create an account in Toddoo



# Step 2:

Select and book your stand space



# Step 3:

Design your experience



### **Choose your stand design package:**

- □ Basic Shell Scheme
- ☐ Premium Stand
- ☐ Modular Stand Design (MSD)

Or design and construct your custom

**Free Build stand** 



LOG IN OR CREATE AN ACCOUNT IN TODDOO

- 1. Log in or create an account in the Exhibitor Portal Toddoo: <a href="https://toddoo.com/event/">https://toddoo.com/event/</a> EAIE2025.
- **2. Check your account details,** VAT number and billing address to ensure accuracy.
- 3. Click <u>here</u> or scan the QR code to watch the Toddoo tutorial video.







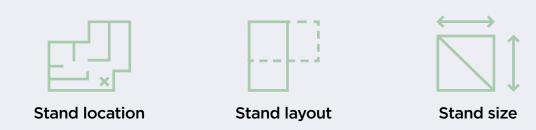
BOOK YOUR SPACE ON THE FLOOR PLAN

In Toddoo, take a look at the floor plan and select the stand location to check that the space meets your needs for stand layout and size. Conference registrations are included in the price based on the stand size chosen.

### **KEY DATES:**

- Early-bird deadline: 28 February 2025
- Regular deadline: 30 June 2025
- Deadline for all bookings:
   10 August 2025

### **DETERMINE WHAT FITS YOUR ORGANISATION:**



### PRICING RAW SPACE LATE PER M<sup>2</sup> (excluding VAT):

	Row	Corner/Peninsula/Island (+10%)				
Raw space per m <sup>2</sup>	€690	€759				
Registrations	1 fee waiver per 6 m² booked, minimum 2 fee waivers per s					



15% discount

for first-time exhibitors on their space booking. 25% discount

for exhibitors from countries classified as low and lower-middle-income by the World Bank.



**DESIGN YOUR EXPERIENCE** 

Our partner, **EA Exhibitions**, provides a range of stand options for you to choose from and build a stand that best showcases your organisation. Add value to your stand by purchasing extra furniture and decorations to stand out.

### **CHOOSE 1 OUT OF 4 OPTIONS:**

Package 1: Basic Shell Scheme from 9 m<sup>2</sup> to 36 m<sup>2</sup>



Package 2: Premium from 9 m<sup>2</sup> to 36 m<sup>2</sup>



Package 3: Modular Stand Design (MSD) from 24 m<sup>2</sup>



Custom Free Build from 24 m<sup>2</sup>





Corner/Peninsula

**STAND** 

**TOTAL** 

# **HOW TO BOOK A STAND - STEP 3**

DESIGN YOUR EXPERIENCE WITH A BASIC SHELL SCHEME

Estimated
average carbon
footprint of Basic
Shell Scheme stand:
4.3 kg per m². Eg 9 m²
stand will have 39 kg
of CO2 footprint.

Start simple, add only what matters — the perfect lean budget solution. Add extra furniture or graphics from the webshop as you need.

# PACKAGE 1 - BASIC SHELL SCHEME INCLUDES:

- White shell scheme wall panels,
   250 cm height
- Fascia with organisation name
   (40 characters) and stand number
- Carpet
- 2.4KW power connection
- Spotlights
- Table
- Chairs
- Waste bin
- Overnight cleaning service

INCLUDED FURNITU										
Stand size	9 m²	12 m²	15 m²	18 m²	21 m <sup>2</sup>	24 m²	27 m²	30 m²	33 m²	36 m²
Table	1	1	1	1	1	1	1	1	1	1
Chairs	4	4	4	4	4	4	4	4	4	4
Socket	1	1	1	2*	2*	2*	2*	2*	2*	2*
Spotlights	1	1	1	2	2	2	2	2	2	2
Waste bin	1	1	1	1	1	1	1	1	1	1

<sup>\*</sup> socket + extension cord

Stand size	Fee waivers		Row		C
		SPACE	STAND	TOTAL	SPACE
9 m²	2	6210	960	7170	6831

LATE PRICING (all prices are in euros and excluding VAT)

9 m²	2	6210	960	7170	6831	960	7791
12 m²	2	8280	1115	9395	9108	1115	10,223
15 m²	2	10,350	1270	11,620	11,385	1270	12,655
18 m <sup>2</sup>	3	12,420	1545	13,965	13,662	1545	15,207
21 m²	3	14,490	1700	16,190	15,939	1700	17,639
24 m²	4	16,560	1855	18,415	18,216	1855	20,071
27 m²	4	18,630	1920	20,550	20,493	1920	22,413
30 m²	5	20,700	2170	22,870	22,770	2170	24,940
33 m²	5	22,770	2330	25,100	25,047	2330	27,377
36 m²	6	24,840	2485	27,325	27,324	2485	29,809

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For reference only; actual stands may vary.









DESIGN YOUR EXPERIENCE WITH PREMIUM STAND PACKAGE

Estimated
average carbon
footprint of Premium
stands: 5.2 kg per m².
Eg 9 m² stand will
have 47 kg of CO2
footprint.

All-inclusive solution ready to impress - premium stand complete with elegant furnishings and seamless graphics.

### **PACKAGE 2 - PREMIUM INCLUDES:**

- Shell scheme wall panels,
   250 cm height
- Fascia with print
- Seamless wall graphics
- Carpet
- 2.4KW power connection
- Spotlights
- · High table
- Bar stools
- Counter with graphics
- Waste bin
- Overnight cleaning service

INCLUDED FURNITU										
Stand size	9 m²	12 m²	15 m²	18 m²	21 m <sup>2</sup>	24 m²	27 m²	30 m²	33 m²	36 m²
High table	1	1	2	2	2	2	2	2	2	2
Bar stools	4	4	8	8	8	8	8	8	8	8
Socket	1	1	1	2*	2*	2*	2*	2*	2*	2*
Spotlights	1	1	1	2	2	2	3	3	3	3
Counter	1	1	1	1	1	1	1	1	1	1
Waste bin	1	1	1	1	1	1	1	1	1	1

<sup>\*</sup> socket + extension cord

LATE PRICING (all prices are in euros and excluding VA	T)
--	----

Stand size	Fee waivers	Row			Corner			Peninsula			
		SPACE	STAND	TOTAL	SPACE	STAND	TOTAL	SPACE	STAND	TOTAL	
<b>9 m²</b> (3x3)	2	6210	3480	9690	6831	3020	9851	6831	2475	9306	
<b>12 m²</b> (4x3)	2	8280	3985	12,265	9108	3435	12,543	9108	2890	11,998	
<b>15 m²</b> (5x3)	2	10,350	4955	15,305	11,385	4405	15,790	11,385	3855	15,240	
<b>18 m²</b> (6x3)	3	12,420	5390	17,810	13,662	4840	18,502	13,662	4290	17,952	
<b>21 m²</b> (7x3)	3	14,490	5800	20,290	15,939	5252	21,191	15,939	4705	20,644	
<b>24 m²</b> (8x3)	4	16,560	6215	22,775	18,216	5670	23,886	18,216	5120	23,336	
<b>27 m²</b> (9x3)	4	18,630	6725	25,355	20,493	6175	26,668	20,493	5630	26,123	
<b>30 m²</b> (10x3)	5	20,700	7140	27,840	22,770	6590	29,360	22,770	6040	28,810	
<b>30 m²</b> (6x5)	5	-	-	-	-	-	-	22,770	5145	27,915	
<b>33 m²</b> (11x3)	5	22,770	7555	30,325	25,047	7005	32,052	25,047	6455	31,502	
<b>36 m²</b> (12x3)	6	24,840	7965	32,805	27,324	7420	34,744	27,324	6870	34194	
<b>36 m²</b> (6x6)	6	-	-	-	27,324	6620	33,944	27,324	5520	32,844	

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For reference only; actual stands may vary.











# EAIE | GOTHENBURG 2025 | GOTHENBURG 09-12 SEPTEMBER

# **HOW TO BOOK A STAND - STEP 3**

DESIGN YOUR EXPERIENCE WITH MSD STAND

Complete pre-built design
- a great solution for larger
exhibition spaces. MSD
packages are available for
spaces of 24 or larger.

# PACKAGE 3 - MODULAR STAND DESIGN (MSD):

- Includes stand, carpet, graphics, furniture, storage, electricity and spotlights, overnight cleaning service
- Pricing starts from €8134 and depends on the stand size and dimensions. Please email <u>EA</u> <u>Exhibitions</u> to request a quote for your space.
- MSD stands can add a hanging sign to increase visibility. Adding a hanging sign is subject to a surcharge of 10% of their raw space cost.





For reference only; actual stands may vary.

Estimated
average carbon
footprint of MSD
stand: 6.1 kg per m².
Eg 24 m² stand will
have 146.4 kg of
CO2 footprint.



**CORNER STAND (MSD)** 





DESIGN YOUR EXPERIENCE WITH A FREE BUILD STAND

### **FREE BUILD STAND:**

- Available from 24 m<sup>2</sup>
- Island stands available from 60 m<sup>2</sup>
- All Free Build stands are subject to obligatory carbon footprint calculation. If you build a stand with your stand builder, they will be required to submit the stand details through CO2 calculator.
- Please request a quote from <u>EA Exhibitions</u> for your desired stand size.





### ADDITIONAL HEIGHT AND HANGING SIGN

### The standard stand height is 2.5 m

Free build stands can build stands higher than 2.5 m with a surcharge of 10% of their raw space cost.

Free build stands can add a hanging sign to increase visibility.

Adding a hanging sign is subject to a surcharge of 10% raw space cost.

Exhibitors can have additional height and hanging banner together - the total surcharge is 20% of raw space cost.



# **SOME OF OUR RECENT EXHIBITORS**

Association of Private Sector Universities of Pakistan

**Australian Universities** 

**Baden-Württemberg Universities** 

Belgium: Study in Flanders and Brussels

Belgium: Study in Wallonia and Brussels

**British Council - Study UK** 

Campus France - Study in France

**China Education Opportunities** 

Convera

**Dubai International Academic City** 

EduCanada

**Education in Georgia** 

**Education in Ireland** 

**Education India Pavilion** 

**ETS EMEA** 

Étudier au Québec

**European Alliances** 

**European Commission** 

**IELTS** 

Learn Chile

**New Zealand** 

Nuffic - The Dutch organisation for internationalisation in education

**NUNI - Study in Indonesia** 

Polish National Agency for Academic

Exchange

San Diego State University

Singapore Higher Education

Study & Research in Portugal

Study and Research in Brazil

Study in Catalonia

Study in Czechia | DZS

Study in Finland

Study in Germany

Study in Hong Kong

Study in Italy

Study in Japan

Study in Korea (KAFSA)

Study in Qatar

Study in Romania - National Council

of Rectors

Study In Scotland

Study in Slovakia Good Idea

Study in Spain

Study in Sweden

study in switzerland+

Study in Taiwan

Study in Türkiye

Study in Wales

**Study South Africa** 

Université de Djibouti

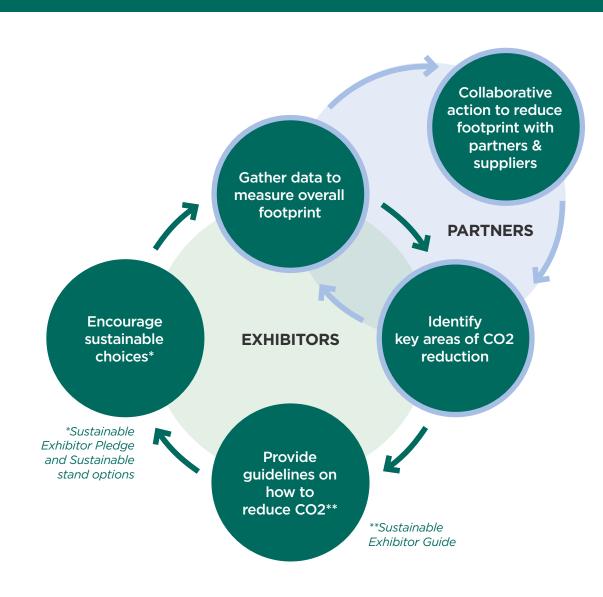
University of California, Berkeley

**University of Toulouse** 

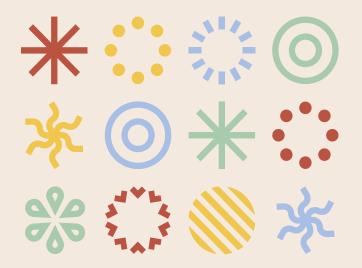


# SUSTAINABILITY AT THE EAIE EXHIBITION





\_\_GO-CREATE \_\_\_\_





# **WHAT'S NEW IN**

## YOUR COUNTRY AND REGION?

Share the latest news and trends from your region, and drive more traffic to your stand by securing your own session in the EAIE conference programme.

Use this opportunity to provide conference participants with the latest news and updates from your local, regional or national education system.

### WHAT'S INCLUDED IN YOUR SESSION PACKAGE:

- A dedicated timeslot to share an update on higher education in your region to a global audience during a 45-minute session
- Your session featured in the conference programme accessible to all conference participants
- A session room including AV, chairs and a stage to present your session
- The opportunity to speak with key decision-makers in higher education, such as rectors, vice-rectors, international office directors, admissions officers and more

The 'What's new in' session package is priced at €5000 + VAT.

Sessions are only available to confirmed national and regional agencies with a stand booking. There are a limited number of timeslots available, please email promotions@eaie.org to secure your slot.



Have any questions, email exhibition@eaie.org or book a meeting with us. To book your space in Gothenburg, visit our our booking site.

- STAY CONNECTED







