JOIN US AT EUROPE’S LEADING EXHIBITION FOR INTERNATIONAL HIGHER EDUCATION
At the EAIE Annual Conference & Exhibition, it is so easy to strengthen the connections in your network and expand your international community.
04  About the EAIE Exhibition
05–06  Exhibition numbers
07  Reasons to exhibit
08  Who’s exhibiting
09  Stand fees
10–14  Stand designs and options
15  Sponsorship opportunities
16  Book your stand
Sitting on land reclaimed from the Rotte and Maas Rivers, Rotterdam has been the major port city of the Netherlands for centuries. The Nieuwe Waterweg (‘new waterway’) canal connecting the city to the North Sea was constructed 150 years ago, symbolising the long history of big and innovative thinking in the city. Built back from the rubble after the Second World War, Rotterdam continues to be known for its can-do attitude, a city that is constantly growing, building and rebuilding. The city is host to numerous initiatives addressing the UN Sustainable Development Goals, making it an apt backdrop for the 2023 EAIE 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.
THE ANNUAL EAIE EXHIBITION IN NUMBERS

6400 conference participants
90+ countries represented
208 exhibition stands
4215 m² net sold exhibition area

WHO’S EXHIBITING

Source: 2022 EAIE Conference and Exhibition in Barcelona, Spain
WHO’S ATTENDING

ORGANISATION TYPE

- University: 60%
- University of Applied Sciences: 17%
- Private sector: 9%
- Governmental: 9%
- Non-governmental: 4%
- Self-employed: 1%

JOB TYPE

- Administrative staff: 39%
- Head of Office: 14%
- Project/Programme manager: 13%
- Academic staff: 6%
- Rector, Vice-rector, Dean: 3%

AREAS OF ACTIVITY

- Admission/Credential evaluation: 25%
- Alumni relations: 14%
- Career service/Placements: 13%
- Development cooperation: 6%
- Guidance and counselling: 3%
- Inclusion/Diversity: 5%
- Intercultural competencies and languages: 5%
- Internationalisation of the curriculum: 4%
- Management of an international office: 5%
- Marketing: 5%
- Policy advising: 5%
- Programme management: 5%
- Research in internationalisation: 5%
- Strategic partnerships and networks: 5%
- Student services: 5%
- Summer schools: 5%

TOP 20 COUNTRIES

1. Netherlands
2. France
3. Spain*
4. Germany
5. United Kingdom
6. USA
7. Sweden
8. Belgium
9. Turkey
10. Finland
11. Canada
12. Norway
13. Italy
14. Denmark
15. Romania
16. Switzerland
17. South Korea
18. Poland
19. Czech Republic
20. Japan

*host country

Source: 2022 EAIE Conference and Exhibition in Barcelona, Spain
Make key connections in higher education, including directors of international offices, sectors and government representatives from around the world.

Shine a spotlight on your international institution by showcasing your programmes and services.

Promote your brand by connecting face-to-face with the global community in one location.
## OUR RECENT EXHIBITORS

- Advent Group: Higher Ed Marketing (ACCESS I UNIMY)
- Adventus.io
- Argentina - Exportar
- Australian Universities
- Baden-Württemberg Universities
- Belgium: Study in Flanders
- Belgium: Study in Wallonia and Brussels
- Cambridge University Press & Assessment
- Campus France
- Chulalongkorn University
- Colombia Challenge your Knowledge - CCYK
- EduCanada
- Education in Ireland
- Education Malaysia Global Services - Study in Malaysia
- EducationUSA
- ETS - TOEFL® & GRE® tests
- FAUBAI - Brazilian Assoc. International Education
- ICEF
- IELTS
- International Experience Canada
- Keystone Education Group
- Learn Chile (Chilean HEI)
- New Zealand
- QS Quacquarelli Symonds
- SEPIE - Study in Spain
- Singapore Higher Education
- Study & Research in Portugal
- Study in Austria
- Study in Bavaria, Germany
- Study in Catalonia
- Study in Croatia
- Study in Denmark
- Study in Germany
- Study in Hungary
- Study in Israel
- Study in Japan
- Study in Korea (KAFSA)
- Study in NL & Nuffic
- Study in Norway
- Study in Poland - Ready, Study, GO!
- Poland
- Study in Qatar
- Study in Québec
- Study in Romania
- Study In Scotland
- study in switzerland+
- Study in Taiwan
- Study in the Czech Republic
- Study in Türkiye
- Study in Wales
- Study UK
- Studyportals
- Ukrainian Higher Education Institutions
- Uni-Italia

*Source: 2022 EAIE Conference and Exhibition in Barcelona, Spain*
### STAND FEES AND ENTITLEMENTS

#### PRE-BUILT SHELL SCHEME

<table>
<thead>
<tr>
<th>Size</th>
<th>Row stand</th>
<th>Corner stand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per m²</td>
<td>€670</td>
<td>€737</td>
</tr>
<tr>
<td>9 m²</td>
<td>€6030</td>
<td>€6633</td>
</tr>
<tr>
<td>12 m²</td>
<td>€8040</td>
<td>€8844</td>
</tr>
<tr>
<td>15 m²</td>
<td>€10,050</td>
<td>€11,055</td>
</tr>
<tr>
<td>18 m²</td>
<td>€12,060</td>
<td>€13,266</td>
</tr>
<tr>
<td>21 m²</td>
<td>€14,070</td>
<td>€15,477</td>
</tr>
<tr>
<td>24 m²</td>
<td>€16,080</td>
<td>€17,688</td>
</tr>
<tr>
<td>27 m²</td>
<td>€18,090</td>
<td>€19,899</td>
</tr>
<tr>
<td>30 m²</td>
<td>€20,100</td>
<td>€22,110</td>
</tr>
<tr>
<td>33 m²</td>
<td>€22,110</td>
<td>€24,321</td>
</tr>
<tr>
<td>36 m²</td>
<td>€24,120</td>
<td>€26,532</td>
</tr>
</tbody>
</table>

#### ENTITLEMENTS PER STAND

<table>
<thead>
<tr>
<th>Stand fee includes the following:</th>
<th>9 m²</th>
<th>12 m²</th>
<th>15 m²</th>
<th>18 m²</th>
<th>21 m²</th>
<th>24 m²</th>
<th>27 m²</th>
<th>30 m²</th>
<th>33 m²</th>
<th>36 m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard table</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Standard chair</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Power socket (500W)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Standard fascia board per open side</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Number of free conference registrations per stand</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Number of conference registrations at reduced exhibitor rate of €649 per stand</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Prices shown are regular rates exclusive of VAT. The cleaning and services fees are included.

#### SPACE ONLY (all types)

<table>
<thead>
<tr>
<th>Size</th>
<th>All types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per m²</td>
<td>€659</td>
</tr>
</tbody>
</table>

#### PREMIUM

<table>
<thead>
<tr>
<th>Size</th>
<th>Up to 25 m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per m²</td>
<td>Starting from €858</td>
</tr>
</tbody>
</table>

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**Early-bird deadline**
31 March 2023

**Regular booking deadline (early-bird fee +10%)**
31 July 2023

**Late bookings (regular fee +10%)**
from 01 August 2023
DESIGN YOUR EXPERIENCE
FROM SMALLER BOOTHs TO BIG STANDs, WE’VE GOT YOU COVERED

PENINSULA STAND (Shell scheme)

PENINSULA STAND (Premium)
DESIGN YOUR EXPERIENCE

CORNER STAND (Shell scheme)

CORNER STAND (Premium)
DESIGN YOUR EXPERIENCE

ROW STAND (Shell scheme)

ROW STAND (Premium)
DESIGN YOUR EXPERIENCE: THINK BIG
DESIGN YOUR EXPERIENCE: MAKE A STATEMENT
WANT TO BOOST YOUR VISIBILITY?
CHECK OUT THESE SPONSORSHIP OPPORTUNITIES

**EAIE MEMBER LOUNGE**
€17,500
A full three-day exclusive, high-traffic area for EAIE members to meet, work, refresh themselves with drinks, snacks and extra meeting areas.

**POPULAR EVENTS**
- Opening Plenary €40,000
- Closing Plenary and Luncheon €30,000

**COFFEE CUPS**
€20,000

**PENS**
€15,000

**BOX CHAIRS**
€15,000

For more information on all the available items and events, please see the EAIE Rotterdam 2023 promotional toolkit.
WHAT’S NEW IN YOUR COUNTRY OR 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 regional 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 pavilion booking. There are a limited number of timeslots available please promotions@eaie.org to secure your slot.
Have any questions, please email exhibition@eaie.org. To secure your place in Rotterdam, visit our booking site to choose your stand.