At the EAIE Annual Conference & Exhibition, it is so easy to strengthen the connections in your network and expand your international community.
Boasting a long-standing history of education dating as far back as the 11th century, the city also has a rich past linked to aviation, having served as home to some of the first experiments in that field. Today, Toulouse is the European centre of aeronautics and aerospace and the headquarters of Airbus Industries. As Toulouse has always been on the frontier of research and innovation, it offers the perfect setting to discuss future directions and new horizons for international higher education across Europe and beyond.

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 EAIE EXHIBITION AT A GLANCE

- **6700** conference participants
- **100** countries represented
- **55+** pavilions
- **241** exhibition stands
- **5018 m²** net sold exhibition area

**TOP 20 COUNTRIES**

1. The Netherlands*
2. France
3. United Kingdom
4. Spain
5. Türkiye
6. Korea (South)
7. Germany
8. Belgium
9. Canada
10. China
11. USA
12. Australia
13. Japan
14. Italy
15. Norway
16. Ireland
17. Brazil
18. India
19. Finland
20. Thailand

*host country

Source: 2023 EAIE Conference and Exhibition in Rotterdam, the Netherlands
WHO’S ATTENDING

ORGANISATION TYPE

- University
- University of Applied Sciences
- Private sector
- Governmental
- Non-governmental
- Self-employed

WHO’S EXHIBITING

- Education providers
- Service providers and consultancies
- Governmental actors
- Associations, networks, consortia
- Non-governmental and intergovernmental actors
- Publishers, press and media companies

Source: 2023 EAIE Conference and Exhibition in Rotterdam, the Netherlands
TOP REASONS TO EXHIBIT AT #EAIE2024

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.

Be a sustainable frontrunner by choosing Shell Scheme or Modular Stand Design and positively contribute to reducing our carbon footprint.
HOW TO BOOK A STAND IN 3 EASY STEPS

Step 1:
Log in or create an account in Toddoo

Step 2:
Decide and book your stand space

Step 3:
Design your experience

Choose your stand design:
- [ ] Basic
- [ ] Premium
- [ ] Free Build:
  - MSD Pre-Set Package by EA Exhibitions
  - MSD Custom Design by EA Exhibitions
  - Own design & stand builder
HOW TO BOOK A STAND – STEP 1
LOG IN OR CREATE AN ACCOUNT IN TODDOO


2. Check your account details, VAT number and billing address to ensure accuracy.

3. Click here or scan the QR code to watch the Toddoo tutorial video and learn what is new in 2024.
HOW TO BOOK A STAND – STEP 2
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: 29 February 2024
• Regular deadline: 30 June 2024
• Deadline for all bookings: 25 August 2024

DETERMINE WHAT FITS YOUR ORGANISATION:

PRICING RAW SPACE PER M² (excluding VAT):

<table>
<thead>
<tr>
<th></th>
<th>Row</th>
<th>Corner/Peninsula/Island (+10%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw space per m²</td>
<td>€690</td>
<td>€759</td>
</tr>
<tr>
<td>Entitlements</td>
<td>1 fee waiver per 6 m² booked, min 2 fee waivers per stand</td>
<td></td>
</tr>
</tbody>
</table>

First-time EAIE exhibitors get a 15% discount on their space booking. Email exhibition@eaie.org for more details.
EA Exhibitions provides a range of stand options for you to choose from and build the space that best showcases your organisation. Add value to your stand by purchasing extra furniture and decorations to stand out.

**CHOOSE 1 OUT OF 5 OPTIONS:**

1. Basic Shell Scheme
2. Premium Stand

3A. Free Build Stand: Book a pre-set Modular Stand Design package
3B. Free Build Stand: Create a custom Modular Stand Design to make it your own
3C. Free Build Stand: Design and build a stand with your own stand builder
1. Basic Shell Scheme includes:

- White shell scheme wall panels, 250 cm height
- Fascia with organisation name (40 characters) and stand number
- Carpet
- 3KW power connection
- Spots
- Table
- Chairs
- Waste bin
- Cleaning service during conference days

### INCLUDED FURNITURE PER STAND SIZE

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Included Per Stand Size</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>
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<td>1</td>
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<td>1</td>
<td>1</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<td></td>
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<tr>
<td>Chairs Asti</td>
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<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
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<td>2</td>
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<td>2</td>
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<td>Waste bin</td>
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### LATE PRICING (all prices are in euros and excluding VAT)

<table>
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<td>6210</td>
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<tr>
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<td>2</td>
<td>8280</td>
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<td>4</td>
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<td>36 m²</td>
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<td>24,840</td>
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</table>
How to Book a Stand - Step 3
Design Your Experience with Premium Stand Package

2. Premium Stand includes:
- White shell scheme wall panels, 250 cm height
- Fascia with print
- Seamless wall graphics
- Carpet
- 3KW power connection
- Spots
- High table
- Bar stools
- Counter with graphics
- Waste bin
- Cleaning service during conference days

### Included Furniture per Stand Size

<table>
<thead>
<tr>
<th>Stand size</th>
<th>9 m²</th>
<th>12 m²</th>
<th>15 m²</th>
<th>18 m²</th>
<th>21 m²</th>
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<th>36 m²</th>
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### Late Pricing (all prices are in euros and excluding VAT)

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Fee waivers</th>
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<th>Corner</th>
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<th>Peninsula</th>
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<td>12 m² (4x3)</td>
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<td>8280</td>
<td>3959</td>
<td>12239</td>
<td>9108</td>
<td>3434</td>
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<td>15 m² (5x3)</td>
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<tr>
<td>18 m² (6x3)</td>
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<td>17671</td>
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<td>25899</td>
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<td>22770</td>
<td>6306</td>
<td>29076</td>
<td>22770</td>
<td>5781</td>
<td>28551</td>
</tr>
<tr>
<td>30 m² (6x5)</td>
<td>5</td>
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<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>33 m² (11x3)</td>
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<td>22770</td>
<td>7206</td>
<td>29976</td>
<td>25047</td>
<td>6681</td>
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<td>25047</td>
<td>6155</td>
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<tr>
<td>36 m² (12x3)</td>
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<td>24840</td>
<td>7580</td>
<td>32420</td>
<td>27324</td>
<td>7055</td>
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<td>27324</td>
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<td>36 m² (6x6)</td>
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<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

EAIE 2024 | Toulouse
17-20 September
3. Free Build Stand:

- Available from 24 m²
- Island stands available from 60 m²
- If you choose option 3A or 3B, please request a quote from EA Exhibitions for your desired stand size.
- All Free Build stands undergo a sustainability assessment to provide insight into the footprint of your stand. EA Exhibitions will handle the assessment for all Modular Stand Designs (option 3A and 3B). Exhibitors who bring their own stand builder will need to submit all documentation for the assessment through their stand builder.

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 surcharge of 10% raw space cost.
- Exhibitors can have additional height and hanging banner together - the total surcharge is 20% of raw space cost.

3A. Free Build Stand with a sustainable Modular Stand Design package
3B. Free Build Stand with custom Modular Stand Design
3C. Free Build Stand with own design and stand builder
SOME OF OUR RECENT EXHIBITORS

Australian Universities
Belgium: Study in Flanders and Brussels
Belgium: Study in Wallonia and Brussels
British Council - Study UK
Campus France
China Education Association for International Exchange (CEAIE)
Colombia Challenge your Knowledge - CCYK
DZS | Study In Czechia
EduCanada
EDUCATION INDIA PAVILION
EducationUSA
ETS Global
European Commission
ICEF
IELTS
Learn Chile
New Zealand
SEPIE - Study in Spain
Study & Research in Portugal
Study and Research in Brazil
Study in Austria
Study in Catalonia
Study in Croatia
Study in Denmark
Study in Estonia
Study in Finland
Study in Georgia
Study in Germany
Study in Greece
Study in Hong Kong
Study in Hungary
Study in Japan
Study in Korea (KAFSA)
Study in Latvia
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 Serbia
Study in Slovakia- good idea!
Study in Slovenia
study in switzerland+
Study in Taiwan
Study in Türkiye
Study in Wales
Studyportals
Ukrainian Higher Education Institutions
Uni-Italia - Study in Italy

Source: 2023 EAIE Conference and Exhibition in Rotterdam, the Netherlands
Reducing the carbon footprint of the Exhibition is our ambition and goal. Here’s what we are doing in 2024 to help you make a positive impact:

**Offer a Modular Stand Design** – the more sustainable stand option for free build. MSD stands can also be purchased as pre-set package.

**Conduct a Sustainability Assessment*** for all Free Build stands to provide insight into the impact and footprint of your stand.

**A Sustainability Report*** for all Free Build stands to provide guidance and help adopt more sustainable exhibition practices.

*The EAIE will cover the costs of the assessment and report for all exhibitors in 2024.
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 pavilion booking. There are a limited number of timeslots available, please email promotions@eaie.org to secure your slot.
Have any questions, please email exhibition@eaie.org. To secure your place in Toulouse, visit our booking site to choose your stand.