



Institute for  
Peace and  
Dialogue

Trust, Act & Achieve



**ZurichEduCa Expo 2019 - 3<sup>rd</sup> International Education & Career Exhibition**

**Venue:** Novotel Zürich City West Hotel, Zurich, Switzerland

**Dates:** 12-13 March 2019 (Visiting time is from 09:00 - 18:00)

## *Infopack*

*Early Bird Application & Payment Deadline: 20<sup>th</sup> December 2018*

*Final Application & Payment Deadline: 15<sup>th</sup> February 2019*

*Scholarships, Job Opportunities, Fellowships, Research Programs, Degree Programs, Language Courses, Exchange Opportunities, Internships, Building Cooperations, Gap Programs, Trainings, Summer Programs*



## 1. Exhibitor

### 1.1. Who can attend the Exhibitor?

- ✓ Governmental Institutions, INGOs, NGOs and Diplomatic missions offering academic programs, scholarship, fellowship and research programs
- ✓ Recruitment Agencies and Career Building Providers offering full time or part time Jobs, Volunteering, Internship, Traineeship and Fellowship programs
- ✓ Universities, Colleges, Schools and Research Institutions
- ✓ Apprenticeship Institutions, Vocational Education Provider and Training Centers
- ✓ Education, Research, Scholarship and Loan program representatives
- ✓ State, Private and Public Institutions offering full time or part time Jobs, Volunteering, Internship, Traineeship and Fellowship programs
- ✓ Summer and Winter School Program representatives
- ✓ Study Abroad Agencies and Exchange representatives
- ✓ Language and Foundation Course Center representatives
- ✓ Research Institutes and Techno Park representatives
- ✓ Study and Travel programs
- ✓ Distant Education program representatives
- ✓ Early year age education program providers, secondary and high schools
- ✓ Companies producing and selling school or stationary materials and equipment
- ✓ Mass Media institutions

**Alumni Exhibitors of ZurichEduCa Expo** events represented Switzerland, USA, UK, Australia, Spain, China, South Korea, United Arab Emirates, Canada, France, Germany, Hungary, Malta and Belgium.

### Type of Alumni Exhibitors of ZurichEduCa Expo events

- A) University & Colleges - 55%
- B) Language Schools, Study Trips & Exchange Program Providers - 15%
- C) Recruitment & Career Providers - 15%
- D) INGOs & NGOs - 10%
- E) Governmental Institutions & Embassies - 4%
- F) Media Institutions & Publishing Houses - 1%

### 1.2. Exhibitors can gain benefits through

- ✓ **Introducing** and promoting the educational programs and career opportunities to visitors
- ✓ **Embracing** the opportunity of B2B coaching and meeting with Swiss and international Exhibitors and guests
- ✓ **Finding** talented and high-motivated students, employees, volunteers, researchers and scientific fellows
- ✓ **Exploring** and building new partnership ties with local and international state, public and private institutions.

### 1.3. Working Language

All promotional & advertising materials regarding the exhibition will be published in English

### 1.4. Requested Documents

- ✓ Application form for exhibitors in WORD file format
- ✓ Exhibitor`s LOGO in JPEG file format
- ✓ Exhibitor advertisement for EXPO Catalogue in PDF A5 Format (Upon Request)  
Please see the **Section 4.** price list for extra services)

## 1.5. Participation fee for Exhibitors for 2 EXPO Days

- **Early Bird Fee** is 1300EUR for 4 sqm. (2 x 2 m) space or 2200EUR for 9 sqm. (3 x 3 m) space or 2900EUR for 12 sqm. (3 x 4 m). Early bird fee payment deadline is **20<sup>th</sup> December 2018**.
- **Standard Fee** is 1600EUR for 4 sqm. (2 x 2 m) space or 2500EUR for 9 sqm. (3 x 3 m) space or 3000EUR for 12 sqm. (3 x 4 m). Standard fee payment deadline is **15<sup>th</sup> February 2019**.
- The cost of **Remote Participation** is **800EUR** (4 sqm. space) and includes the following: registration fee, promotion in exhibition catalogue, dissemination of advertising materials.

## 1.6. Participation fee includes

**ZurichEduCa Expo 2019** event will provide all the exhibitors with following services under paid fee during 2 EXPO days:

- ✓ Exhibition space for the exhibitor (More space is possible upon request)
- ✓ Invitation for participation
- ✓ Half day snack & drink buffet (coffee, tea, different juices, fruit platter, chocolate, shakes, sweet & salty components) from 09.00 till 14.00
- ✓ Basic fair equipment (1 - 3 table, 4 chairs, name badges)
- ✓ 2 bottles 1 litre still water per day
- ✓ Promotion in Exhibition Catalogue (name, logo, contact details and brief introduction: maximum 5 sentences).
- ✓ Registration fee
- ✓ Power supply and electrical consumption
- ✓ High speed accessible WiFi
- ✓ Pavilion cleaning, general pavilion security, technical design and support
- ✓ Exhibitors name and logo in exhibition banners and posters

**NOTE:** Feel free to bring any promotional materials (for instance journals, banners, posters, souvenirs, booklets, brochures etc. print or polygraphs materials). The full-color A5 format catalogue in English will be distributed free of charge among visitors during the exhibition.

## 1.7. Application Deadline and Participation Procedure

Early bird application and payment deadline for the event is **20<sup>th</sup> December 2018**. The final application and payment deadline is **15<sup>th</sup> February 2019**.

The exhibitors will receive an invitation letter and further relevant documents regarding participation in the event once the participation fee is transferred successfully to the bank account of the event organizer.

The exhibitors are strongly advised to submit the filled application form as soon as possible, in the event if they require a visa to enter Switzerland. Due to the limited amount of available places, the first payments will secure the institution's participation in priority over late payments.

**Cancellation Deadline for Exhibitors** is **25<sup>th</sup> December 2018**. Until this date we will charge **50%** of the **participation fee**. Cancellation appeals after **25<sup>th</sup> December 2018** are non-refundable.

## 2. Exhibition Visitors

**ZurichEduCa Expo 2019** Exhibition is open for all interested visitors whose are students, job seekers, school leavers, parents, teachers, working adults, members of the industry and the general public seeking education program and career opportunities.

Entrance to exhibition is free for visitors and guests. Visiting time is from **09:00 - 18:00** during **12 - 13 March 2019**.

### **Purpose of Visitors of ZurichEduCa Expo events in 2017 & 2018 years**

- A) Visitors looking for Degree & Non-Degree programs - 50%
- B) Visitors looking for Jobs & Career opportunities - 30%
- C) Visitors looking for Language Schools, Study Trips, Camps & Trainings - 20%

### **Regional Focus of Visitors of ZurichEduCa Expo events in 2017 & 2018 years**

- A) Exhibition Opportunities in Switzerland - 50%
- B) Exhibition Opportunities in Abroad - 50%

## **3. Exhibition Program**

**Opening hours of the exhibition is from 09:00 - 18:00**

**11<sup>th</sup> March 2019:** Arrival of exhibitors & setting up of exhibition booths  
18:00 - 20:00

**12<sup>th</sup> March 2019**  
09:00 - 18:00                      Period of the fair

**13<sup>th</sup> March 2019**  
09:00 - 18:00                      Period of the fair

## **4. Price List for Extra Services**

- Additional Expo space: Price upon request
- Translation (English-German or English-French): 80EUR per hour
- Exhibitors accompanying fee during the exhibition: 50EUR per hour
- Airport transfer fee (include transport fee): 100EUR for one way
- Advertisement in Expo Catalogue (Full Page)
  - A) Colourful, A5 Format, Vertical: 1500EUR for Back Cover
  - B) Colourful, A5 Format, Vertical: 600EUR for Inside of Catalogue

## **5. Exhibition Location**

The exhibition venue is Novotel Zurich City-West Hotel.



## **Contact Details of Novotel Zurich City-West Hotel**

Address: Schiffbaustrasse 13, CH-8005 Zurich, Switzerland  
+41 44 276 22 55 and +41 44 276 22 98  
[www.novotel.com](http://www.novotel.com)

## 6. Event Organiser

**Institute for Peace & Dialogue, IPD** is one of the leading organiser of many successful annual international academic trainings and research programs in Switzerland in the field of peacebuilding, conflict transformation, mediation, security, intercultural dialogue, leadership and human rights. Through these events IPD bring together academicians, state, private and public sector representatives for the sake of empowering global education and building useful networking.

On the same time IPD implemented two **ZurichEduCa Expo** events in 2017 and 2018 with the participation of Exhibitors from Switzerland, Korea, USA, Canada, UK, Germany, France, Spain, Hungary, Taiwan, Australia, Belgium and United Arab Emirates.

IPD is a non-commercial, non-political, non-religious and non-profit organisation.

### Bank Details for Payment

Beneficiary`s Name: Institut für Frieden und Dialog (IPD)

Bank Name: PostFinance Ltd

Bank Address: Mingerstrasse 20, 3030 Bern, Switzerland

Account number: 91-577724-2 EUR

IBAN: CH27 0900 0000 9157 7724 2

SWIFT code: POFICHBEXXX

If you wish to participate in **ZurichEduCa Expo 2019** and have any questions in this regard, please feel free to contact us via E-mail [zuricheducaexpo@ipdinstitute.ch](mailto:zuricheducaexpo@ipdinstitute.ch) or per phone **+41764316170**. For detailed information and in order to download participation application form, please visit IPD web page [www.ipdinstitute.ch](http://www.ipdinstitute.ch).

## 7. Sponsorship

### 7.1. Sponsors can gain the following benefits

- ✓ Separate table with roll-up banner of sponsor during the exhibition period
- ✓ An opportunity to be in the spotlight of thousands of visitors of IPD web page
- ✓ Promotion company products and services through distribution members list and hundreds of exhibition visitors
- ✓ An opportunity to find new potential partners and clients
- ✓ Names and logos of Sponsor companies will be separately promoted through Exhibition catalogue, posters and banners.

### 7.2. Deadline for Sponsorship

For sponsorship, please send us the application form (**application for sponsorship**) with an official letter for sponsorship request to [zuricheducaexpo@ipdinstitute.ch](mailto:zuricheducaexpo@ipdinstitute.ch). Deadline is the **01<sup>st</sup> February 2019**.

After submission of the application form with the official letter for sponsorship request you will receive an Invoice to start payment procedure.

The letter of sponsorship confirmation with further details will be sent afterwards by email from Expo organiser.

### **7.3. Types of Sponsorship**

- Diamond Sponsorship: 25000-50000EUR
- Platinum Sponsorship: 15000-25000EUR
- Gold Sponsorship: 10000-15000EUR
- Silver Sponsorship: 5000-10000
- Gala Dinner Sponsorship during the Opening Ceremony: 10000EUR
- Coffee Break Sponsorship for Exhibitors during 2 days Exhibition: 5000EUR
- Sponsorship for Exhibition T-shirt & Caps (800 pieces): 10000EUR
- Sponsorship for Exhibition Umbrella (500 pieces): 15000EUR
- Sponsorship for Exhibition USB Stick (500 pieces): 10000EUR
- Sponsorship for Exhibition Pen Sponsorship (500 pieces): 5000EUR
- Sponsorship for Exhibition Notebook (500 pieces) 5000EUR
- Sponsorship for Exhibition Package (500 pieces) 5000EUR
- Sponsorship for Student Jug (500 pieces) 6000EUR
- Other desired donation amount

### **Your ZurichEduCa Expo Team**

#### **Contact person**

Ms. Elmas A.

Address: Hegenheimerstrasse 175, 4055 Basel, Switzerland

Email: [zuricheducaexpo@ipdinstitute.ch](mailto:zuricheducaexpo@ipdinstitute.ch)

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***We will be happy to cooperate with your Institution  
& host you in our ZurichEduCa Expo 2019 Event***