

Novotel Zürich City West
Zurich, Switzerland

Infopack



Preface

ZurichEduExpo 2017 – is intended to provide a stage to a limited number of - 60 Exhibitors from all over the world, to introduce and promote their educational programmes and opportunities to thousands of visitors.

The venue of the Exhibition will be in Zurich, Switzerland where Exhibitors will have the opportunity to engage with diverse, highly responsive and financially sound Swiss audience and boost awareness of their educational programmes within relevant target groups. Due to a high level of interest of Swiss students to study overseas, Switzerland is an ideal destination for those Exhibitors who aim to attract the intended audience with their interesting and promising study abroad programs and opportunities.

1. Exhibitor

1.1. Who can become an Exhibitor

- Universities, Colleges and Schools
- Apprenticeship Education Institutions & Training Centers
- Education, Research, Scholarship and Loan program representatives
- Volunteering, Internship, Traineeship, and Fellowship program representatives
- 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

1.2. Exhibitors can gain benefits through:

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

1.3. Number of Exhibitors

Participation is limited to **60 potential Exhibitors** from all over the world. Due to the limited amount of available places, the first payments will secure the candidate's participation in priority over late payments.

1.4. Working Language: English

1.5. Requested Documents

- Application form for Exhibitors

1.6. Participation fee for Exhibitors: 1600EUR

The cost of **Remote Participation is 1000EUR** and includes: registration fee, promotion in Exhibition book, printing Banner of the Exhibitor, dissemination of advertising materials among the visitors of the event.

1.7. Participation fee includes:

ZurichEduExpo 2017 will provide all the exhibitors with following services under paid fee:

- Invitation for participation of 2 exhibitor representatives
- Opening ceremony and Gala Dinner during arrival day
- Closing ceremony and Farewell Dinner
- Basic fair equipment (1 table, 2 chairs, table signboards, name badges and invitations)
- 2 bottles 1 liter still water supply per day
- Promotion on IPD web page, Facebook page and brief introduction (Name, logo, contact details and brief introduction: Maximum 10 sentences) in Exhibition Catalogue
- Registration fee
- Exhibition folder, pen and notepad
- Power supply and electrical consumption
- High speed accessible WiFi
- Pavilion cleaning, general pavilion security, technical design and support
- Exhibitors advertising campaign through visitors, visitor's registration and on-site navigation
- 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)

1.9. Deadline and Participation Procedure

Deadline for sending the application form and the payment of the participation fee (after receiving the IPD Invoice) is **the 27th of January 2017**. Selected Exhibitors will receive invitation letter and further documents on participation when the participation fee is transferred successfully to the bank account of the event organizer.

Cancellation Deadline for Exhibitors is the **10th of February 2017**. Until this date we will charge **50%** of the **participation fee**. Cancellation appeals after **the 10th of February 2017** are non-refundable.

2. Sponsorship

2.1. Sponsors can gain following benefits:

- An opportunity to be in the spotlight of thousands of visitors of IPD web page;
- Promotion through distribution members list and hundreds of exhibition visitors;
- Promotion of company products and services;
- 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.

3.2. Deadline

For Sponsorship please send us the application form (**Application for Sponsorship**) with an official letter for sponsorship request to zuricheduexpo@ipdinstitute.ch. Deadline is the **20th of February 2017**.

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 confirmation with further details will be sent afterwards.

3.3. Types of Sponsorship

Sponsorship Type (With the sponsors' name and logo in the products)	Desired Donation Amount (in EUR)
Diamond Sponsorship	25000 - 50000
Platinum Sponsorship	15000 - 25000
Gold Sponsorship	10000 - 15000
Silver Sponsorship	5000 - 10000
Gala Dinner Sponsorship during the Opening Ceremony	10000
4 times Coffee Break Sponsorship for Exhibitors during 2 Exhibition	5000
Sponsorship for Exhibition T-shirt & Caps (800 pieces)	10000
Sponsorship for Exhibition Umbrella (500 pieces)	15000
Sponsorship for Exhibition USB Stick (500 pieces)	10000
Sponsorship for Exhibition Pen Sponsorship (500 pieces)	5000
Sponsorship for Exhibition Notebook (500 pieces)	5000
Sponsorship for Exhibition Package (500 pieces)	5000
Sponsorship for Student Jug (500 pieces)	6000
Other desired donation amount	

4. Potential Exhibition Visitors

ZurichEduExpo 2017 Exhibition is open for all interested visitors mentioned below:

- Students, school leavers, parents, teachers, working adults, members of the industry and the general public seeking higher education and future study opportunities;
- Graduate students, academic and exchange programs, scholarship programs, fellowship, internship, traineeship, research, language and summer-winter program seekers;

Opening hours of the Fair is from **09:00 - 18:00** Entrance is free.

5. Exhibition Program

23th of April 2017

19:00 - 23:00

Opening Ceremony and Gala Dinner by IPD
B2B Meeting between Exhibitors and Guests

24th of April 2017

09:00 – 18:00

Period of the fair

25th of April 2017

09:00 – 18:00

Period of the fair

6. Price List for Extra Services

Extra Services	Item	Price (in EUR)
Translation (English-German or English-French)	Per hour	80
Exhibitors accompanying fee during the exhibition	Per hour	50
Airport-Hotel-Airport meeting and transfer fee (include transport fee)	Per one way	150
Logistic assistance and equipment arrangements	Per hour	50
Advertisement in Exhibition Catalogue (Colorful)	in Back Cover	1500
	Inside of Catalogue (Full Page)	700
	Inside of Catalogue (Half Page)	400

7. Exhibition Location

The Exhibition will take place in Novotel Zurich City-West Hotel. After getting the confirmation letter, please feel free to contact the Hotel for accommodation booking. We kindly recommend you to start with your booking on time since for this period places can be limited.

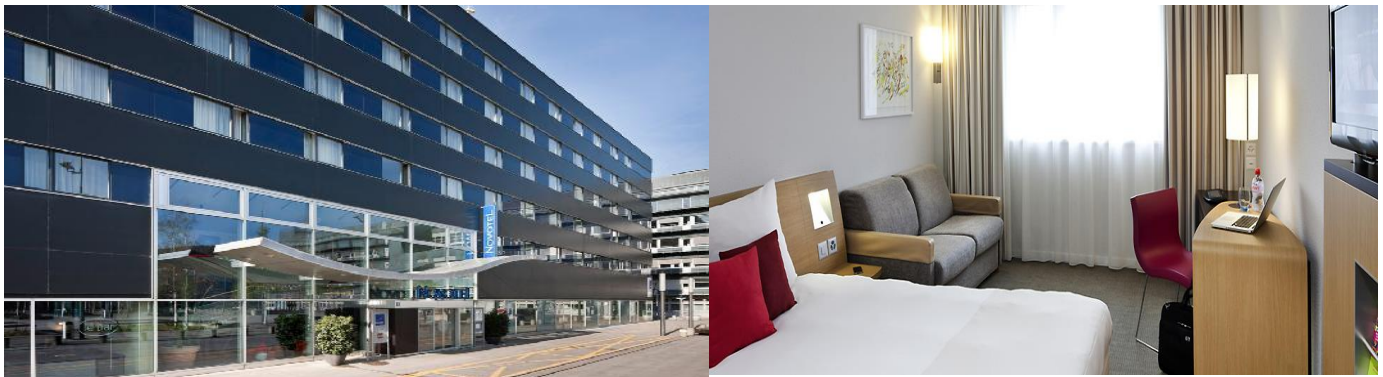
7.1 Contact Details of Novotel Zurich City-West Hotel

Schiffbaustrasse 13, CH-8005 Zurich

+41 44 276 22 55

+41 44 276 22 98

www.novotel.com



8. Organiser

Institute for Peace and Dialogue (IPD) is an independent, international non-profit and non-religious institute located in Lucerne, Switzerland. IPD dedicates itself to the promotion of prevention of conflicts between and within states, companies and communities by strengthening institutional dialogue, mediation and academic education with the participation of civil societies, INGOs, business and state institutions. To achieve its purposes, IPD provides its beneficiaries with academic-scientific programs (MA programs, summer academies, seminars, conferences, forums and exhibitions), institutional broad research-survey outputs, publication of educational materials, mediation, negotiation and reconciliation initiatives.

IPD invites state institutions, companies, INGOs, think tank centres, researchers, media and interested public actors for the cooperation and implementation of creative, innovative, effective and sustainable initiatives for the sake of empowering constructive intercultural dialogue, mediation, global governance,

responsible leadership, peaceful conflict transformation, active world citizenship, human security and welfare.

If you wish to participate in Zurich Edu Expo and have any questions in this regard, please feel free to contact us via E-mail zuricheduexpo@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.

Bank details for payment

Payment in CHF:

Bank Name: PostFinance AG
Bank Address: Mingerstrasse 20
3030 Bern, Switzerland
Account number: 25-100224-4
IBAN: CH62 0900 0000 2510 0224 4
SWIFT code: POFICHBEXXX

OR

Payment in EUR:

Bank Name: PostFinance AG
Address: Mingerstrasse 20
3030 Bern, Switzerland
Account number: 91-806816-2
IBAN: CH50 0900 0000 9180 6816 2
SWIFT code: POFICHBEXXX

Contact persons

Expo Coordinators

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Mr. Rovshan Mammadov
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