

9 sqm basic stand type

Package contents:

- Unlimited exhibitor pass for operation
- Parking permit (valid for all three days)
- 3x3m "turnkey" corner booth with decorated, lockable information counters, bar stools, branding, lighting, coat rack, trash can, and power outlets

1,290,000 HUF + VAT

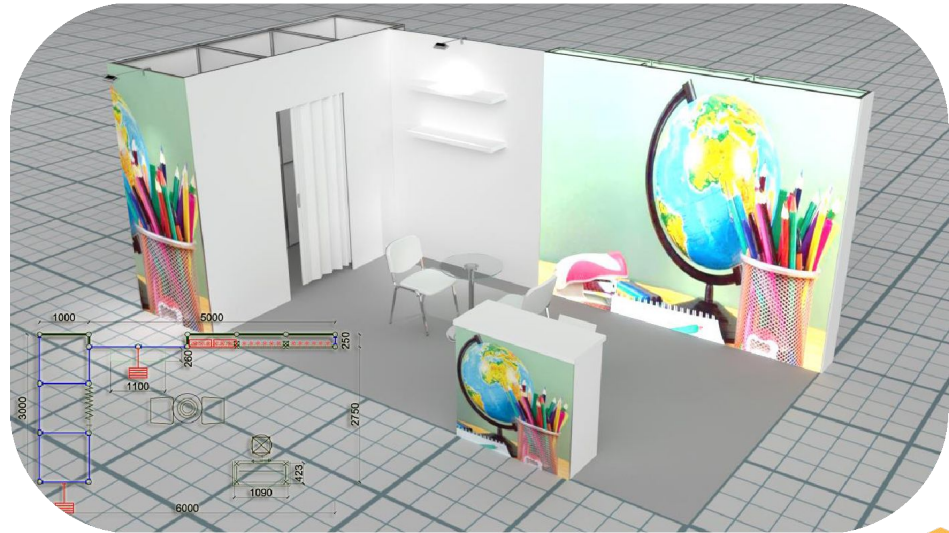


18 sqm premium stand type

Package contents:

- Unlimited exhibitor pass
- 2 parking permits (valid for all three days)
- 18 sqm "turnkey" premium stand with furniture (chairs, tables), branding, custom information desk, own storage, custom lighting, and power outlets

2,900,000 HUF + VAT



24 sqm premium stand type

Package contents:

- Unlimited exhibitor pass
- 2 parking permits (valid for all three days)
- 24 sqm "turnkey" premium stand with furniture (chairs, tables), branding, custom information desk, own storage, custom lighting, and power outlets



3,800,000 HUF + VAT



Stand types

Stand type	Minimum area	Additional information
Inline stand	9 sqm	Fixed depth of 3m, minimum width of 3m, one open side
Corner stand	9 sqm	Fixed depth of 3m, minimum width of 3m, two open sides
Head stand	18 sqm	Fixed width of 6m, minimum depth of 3m, three open sides
Island stand	36 sqm	All sides minimum of 6m, one side divisible by 3m, four open sides

Stand types and prices

Unit prices for stands per square meter (net)

Discounted/regular prices

Inline	Corner	Head	Island
69,000 HUF	73,000 HUF	76,000 HUF	79,000 HUF
89,000 HUF	91,000 HUF	94,000 HUF	97,000 HUF



Additional tools can be ordered through the IMR interface.

Communication & advertising

Type	Description	Submission details	Net price
PR article on the website	PR content placement on the homepage among featured tiles	3000 characters + 1028px wide image, formats: png, jpg	600,000 HUF
Facebook post	Content placement on the event's Facebook page	Text: 300 characters + Photo: 1200x630px / Video: 16:9	140,000 HUF
Facebook story	Story placement on the event's Facebook profile	Image/Video: 1080x1920px	70,000 HUF
LED wall spot	Video played on the LED wall behind the stage	Resolution: 16:9, soundless, subtitles possible, formats: .mov, mpg, .mp4, length: 30 sec	220,000 HUF
Photo documentation	- Stand documentation photography of the built, empty stand - for social communication - retouched photos: 10-25 based on stand size	-	130,000 HUF
Extra photo documentation	- Stand documentation, including interaction photos, retouched photos: 30-60 based on stand size - for social communication - retouched photos: 30-60 based on stand size	-	250,000 HUF



Communication & advertising

Type	Description	Net price
Video documentation	- 30-90 second video, social format photography and video, stand documentation - agreed style: public, interview, aesthetic, mood, timelapse, etc. - for social communication	350,000 HUF
Video recording of a presentation	-	100,000 HUF
Featured role in the aftermovie	Highlighted appearance in the Educatio 2025 aftermovie	150,000 HUF
Universum.hu website and app main page featured article	Placing an article about the partner's presence on the main page of the portal and app	100,000 HUF
Featured in the "Educatio programmes" section of the Universum.hu app	Highlighting of the partner's Educatio presentation in the "Educatio Programmes" menu of the Universum.hu application	150,000 HUF
Push notification	Sending push messages to Universum.hu app users (sold in limited quantities)	200,000 HUF



Communication & advertising

Type	Description	Submission details	Net price
Universum.hu integrated communication package	Placement of content created by the Universum.hu team on the Universum.hu website and app, as well as on Facebook + Instagram + TikTok	-	250,000 HUF
Challenge game - Challenge package	<ul style="list-style-type: none">- One custom static or dynamic QR code task available throughout Educatio- Appears in the "Educatio Programs" menu on Universum.hu mobile app- Task score: 10 points	In Excel format, based on a template provided by the organisers	50,000 HUF
Challenge game - Featured package	<ul style="list-style-type: none">- 1 customised task available during the whole duration of Educatio- The activity can be a selfie, quiz, results-based, static or dynamic QR-based task- A task that can be changed daily- The activity will appear in the "Educatio Programmes" section of the Universum.hu mobile app.- Task score: 30 points Price: 150,000 HUF or 100,000 HUF + a minimum prize offer of 50,000 HUF	In Excel format, based on a template provided by the organisers	150,000 HUF



Communication & advertising

Type	Description	Submission details	Net price
Main sponsorship package for the Challenge game	<ul style="list-style-type: none">- 3 customised tasks available throughout the festival.- The activity will appear in the "Educatio Programmes" section of the Universum.hu mobile app.- Activity that can be changed daily- Total points for each task max. 60 points- The activity is displayed in the "Educatio Programs" section of the Universum.hu mobile app.- Highlighted placement in the task list: activities are displayed at the top of the task list.- Partner placement in the app: the activity will appear in the news feed of the Universum.hu App. <p>Price: 300.000 Ft or 200.000 Ft + prize offer of at least 100.000 Ft Exclusivity: up to 3 applications for Main Sponsor will be accepted</p>	In Excel format, based on a template provided by the organisers	300,000 HUF



Important deadlines

Early registration period *	October 15, 2024
Final registration deadline	November 20, 2024
Submission of ads and custom stand designs	November 30, 2024
Move-in to the stands	January 8, 2025, 10-20hrs
Educatio official opening	January 9, 2025, 10:00
Visitor access to Educatio	January 9-11, 2025, from 9:30
Move-out and stand disassembly, removal of vehicles, etc.	January 11, 2025, 17:00-22:00

*the discounted price is valid for invoices paid until 15 November 2024