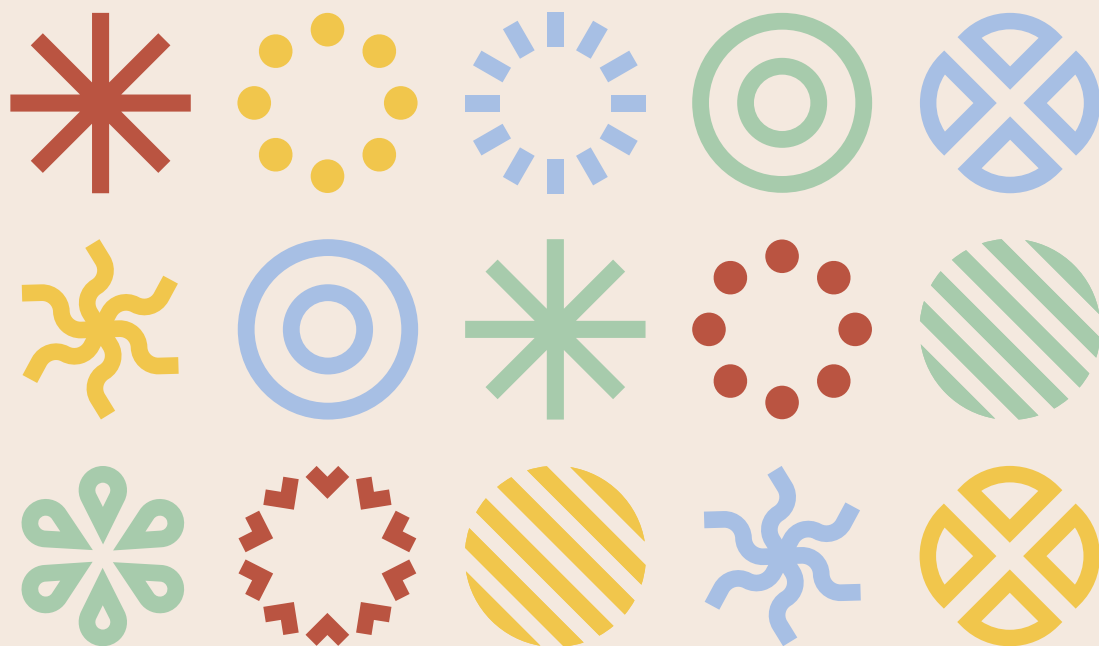


# EAIE | GOTHENBURG

09-12 SEPTEMBER

GO-CREATE



European Association for  
International Education



## EXHIBITION SHOWCASE



Join us at Europe's leading exhibition  
for international higher education

Stand out at the EAIE Conference &  
Exhibition and expand your reach in the  
global international higher education  
community.



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## ABOUT GOTHENBURG

Gothenburg has a long history of collaboration dating back to the 1600s, when the city flourished into a booming harbour connecting Sweden with worldwide trade. Home to two universities and 65,000 students, Gothenburg boasts a lively academic culture. Gothenburg has been named by the European Commission as a European Capital of Inclusion and Diversity and has received the European Access City Award for its commitment to accessibility and openness. The city has consistently ranked at the top of the Global Destination Sustainability index, marking Gothenburg as the world's most sustainable destination.



## ABOUT THE 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.

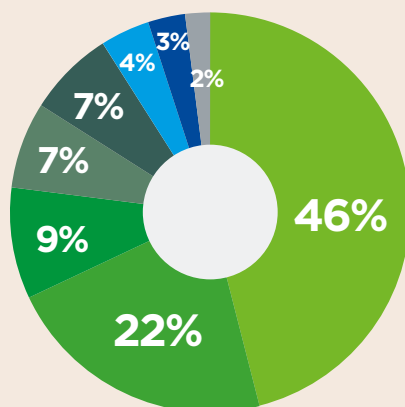
# EAIE CONFERENCE PARTICIPANTS PROFILE



**7300**  
conference participants

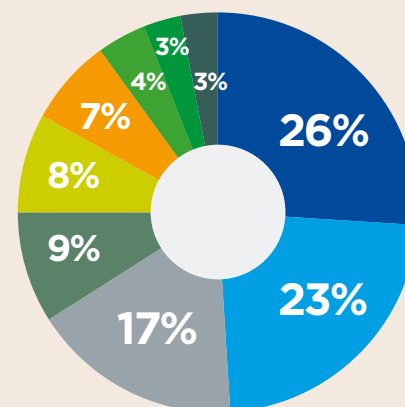


**110**  
countries represented



## ORGANISATION TYPE

- Research university
- University of Applied Sciences
- Specialised institution
- Service provider/consultancy
- Alliance/network
- Governmental agency or ministry
- National or regional agency
- Non-governmental organisation (NGO)/Association



## JOB TYPE

- Coordinator, Administrator staff
- Head of Office, Manager
- International Office staff
- Academic staff
- Head of International Office
- Rector, Vice-rector, Dean
- CEO/Executive Director
- Policy Advisor
- Assistant, entry-level staff

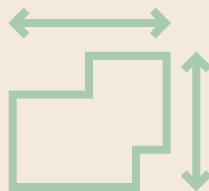
# EAIE EXHIBITION IN NUMBERS



**257**  
exhibition stands



**1000**  
exhibiting organisations



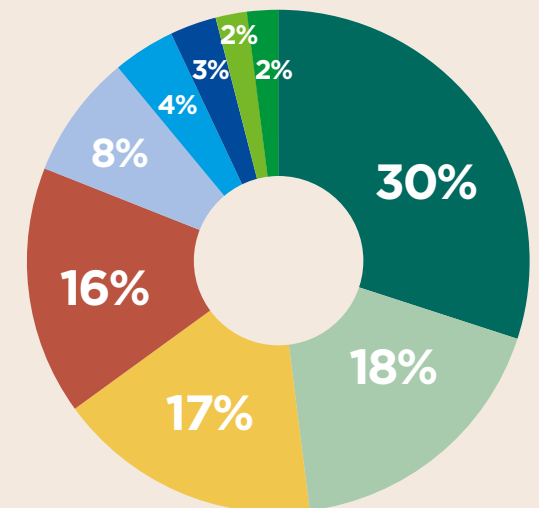
**5600 m<sup>2</sup>**  
net sold exhibition area

## TOP 20 COUNTRIES

- |                    |                 |
|--------------------|-----------------|
| 1. France*         | 11. USA         |
| 2. The Netherlands | 12. China       |
| 3. UK              | 13. Australia   |
| 4. Spain           | 14. Ireland     |
| 5. Belgium         | 15. Japan       |
| 6. Turkey          | 16. Sweden      |
| 7. Germany         | 17. Hong Kong   |
| 8. Canada          | 18. Switzerland |
| 9. South Korea     | 19. Norway      |
| 10. Italy          | 20. Czechia     |

\*host country

## WHO'S EXHIBITING



- Research university
- National/regional agency
- Service providers
- Alliances/networks of universities
- Universities of Applied Sciences
- Specialised institutions
- NGOs/Associations
- Publisher, press or media company
- Governmental and intergovernmental organisations

# TOP REASONS TO EXHIBIT AT #EAIE2025

## Reach a global community

and join the ranks of 1000 exhibitors from around the world under one roof.



## Showcase your organisation

to an engaged audience by spotlighting your services and programmes in eye-catching ways.



## Be a part of a premium

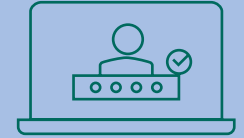
**experience** rated highly with a 98% overall satisfaction rate including all-inclusive packages and personalised advice.



# HOW TO BOOK A STAND IN 3 EASY STEPS

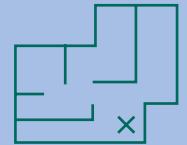
## Step 1:

Log in or create an account in Toddo



## Step 2:

Select and book your stand space



## Step 3:

Design your experience



### Choose your stand design package:

- ☐ Basic Shell Scheme
- ☐ Premium Stand
- ☐ Modular Stand Design (MSD)

**Or design and construct your custom  
Free Build stand**

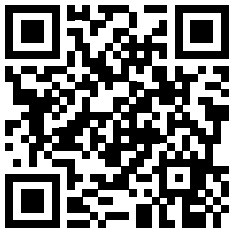
# HOW TO BOOK A STAND – STEP 1

LOG IN OR CREATE AN ACCOUNT IN TODDOO

1. Log in or create an account in the Exhibitor Portal Toddoo:  
<https://toddoo.com/event/EAIE2025>.

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.



# HOW TO BOOK A STAND – STEP 2

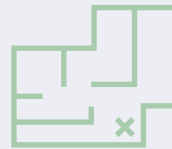
## BOOK YOUR SPACE ON THE FLOOR PLAN

In Toddo, 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:**  
28 February 2025
- **Regular deadline:**  
30 June 2025
- **Deadline for all bookings:**  
10 August 2025

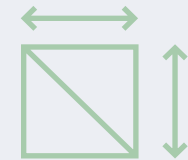
### DETERMINE WHAT FITS YOUR ORGANISATION:



Stand location



Stand layout



Stand size

### PRICING RAW SPACE REGULAR PER M<sup>2</sup> (excluding VAT):

	Row	Corner/Peninsula/Island (+10%)
Raw space per m <sup>2</sup>	€630	€693
Registrations	1 fee waiver per 6 m <sup>2</sup> booked, minimum 2 fee waivers per stand	

### ELIGIBLE FOR A DISCOUNT?

*Please note that the discounts cannot be combined. To apply for a discount, email [exhibition@eaie.org](mailto:exhibition@eaie.org).*

#### 15% discount

for first-time exhibitors on their space booking.

#### 25% discount

for exhibitors from countries classified as low and lower-middle-income by the World Bank.

# HOW TO BOOK A STAND – STEP 3

## DESIGN YOUR EXPERIENCE

Our partner, **EA Exhibitions**, provides a range of stand options for you to choose from and build a stand that best showcases your organisation. Add value to your stand by purchasing extra furniture and decorations to stand out.

### CHOOSE 1 OUT OF 4 OPTIONS:

**Package 1: Basic Shell Scheme** from 9 m<sup>2</sup> to 36 m<sup>2</sup>



**Package 2: Premium** from 9 m<sup>2</sup> to 36 m<sup>2</sup>



**Package 3: Modular Stand Design (MSD)** from 24 m<sup>2</sup>



**Custom Free Build** from 24 m<sup>2</sup>



# HOW TO BOOK A STAND – STEP 3

## DESIGN YOUR EXPERIENCE WITH A BASIC SHELL SCHEME

Estimated average carbon footprint of Basic Shell Scheme stand: 4.3 kg per m<sup>2</sup>. Eg 9 m<sup>2</sup> stand will have 39 kg of CO<sub>2</sub> footprint.

Start simple, add only what matters — the perfect lean budget solution. Add extra furniture or graphics from the webshop as you need.

### PACKAGE 1 - BASIC SHELL SCHEME INCLUDES:

- White shell scheme wall panels, 250 cm height
- Fascia with organisation name (40 characters) and stand number
- Carpet
- 2.4KW power connection
- Spotlights
- Table
- Chairs
- Waste bin
- Overnight cleaning service

#### INCLUDED FURNITURE PER STAND SIZE

Stand size	9 m <sup>2</sup>	12 m <sup>2</sup>	15 m <sup>2</sup>	18 m <sup>2</sup>	21 m <sup>2</sup>	24 m <sup>2</sup>	27 m <sup>2</sup>	30 m <sup>2</sup>	33 m <sup>2</sup>	36 m <sup>2</sup>
Table	1	1	1	1	1	1	1	1	1	1
Chairs	4	4	4	4	4	4	4	4	4	4
Socket	1	1	1	2*	2*	2*	2*	2*	2*	2*
Spotlights	1	1	1	2	2	2	2	2	2	2
Waste bin	1	1	1	1	1	1	1	1	1	1

\* socket + extension cord

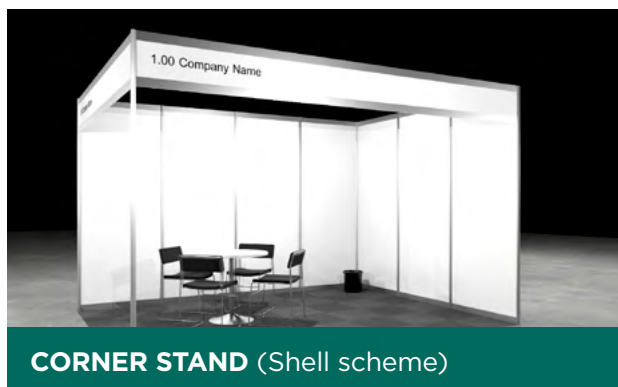
#### REGULAR PRICING (all prices are in euros and excluding VAT)

Stand size	Fee waivers	Row			Corner/Peninsula		
		SPACE	STAND	TOTAL	SPACE	STAND	TOTAL
9 m <sup>2</sup>	2	5670	960	<b>6630</b>	6237	960	<b>7197</b>
12 m <sup>2</sup>	2	7560	1115	<b>8675</b>	8316	1115	<b>9431</b>
15 m <sup>2</sup>	2	9450	1270	<b>10,720</b>	10,395	1270	<b>11,665</b>
18 m <sup>2</sup>	3	11,340	1545	<b>12,885</b>	12,474	1545	<b>14,019</b>
21 m <sup>2</sup>	3	13,230	1700	<b>14,930</b>	14,553	1700	<b>16,253</b>
24 m <sup>2</sup>	4	15,120	1855	<b>16,975</b>	16,632	1855	<b>18,487</b>
27 m <sup>2</sup>	4	17,010	1920	<b>18,930</b>	18,711	1920	<b>20,631</b>
30 m <sup>2</sup>	5	18,900	2170	<b>21,070</b>	20,790	2170	<b>22,960</b>
33 m <sup>2</sup>	5	20,790	2330	<b>23,120</b>	22,869	2330	<b>25,199</b>
36 m <sup>2</sup>	6	22,680	2485	<b>25,165</b>	24,948	2485	<b>27,433</b>

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**PENINSULA STAND** (Shell scheme)



**CORNER STAND** (Shell scheme)



**ROW STAND** (Shell scheme)

*For reference only; actual stands may vary.*



# HOW TO BOOK A STAND – STEP 3

## DESIGN YOUR EXPERIENCE WITH PREMIUM STAND PACKAGE

Estimated  
average carbon  
footprint of Premium  
stands: 5.2 kg per m<sup>2</sup>.  
Eg 9 m<sup>2</sup> stand will  
have 47 kg of CO<sub>2</sub>  
footprint.

All-inclusive solution ready to impress – premium stand complete with elegant furnishings and seamless graphics.

### PACKAGE 2 – PREMIUM INCLUDES:

- Shell scheme wall panels, 250 cm height
- Fascia with print
- Seamless wall graphics
- Carpet
- 2.4KW power connection
- Spotlights
- High table
- Bar stools
- Counter with graphics
- Waste bin
- Overnight cleaning service

#### INCLUDED FURNITURE PER STAND SIZE

Stand size	9 m <sup>2</sup>	12 m <sup>2</sup>	15 m <sup>2</sup>	18 m <sup>2</sup>	21 m <sup>2</sup>	24 m <sup>2</sup>	27 m <sup>2</sup>	30 m <sup>2</sup>	33 m <sup>2</sup>	36 m <sup>2</sup>
High table	1	1	2	2	2	2	2	2	2	2
Bar stools	4	4	8	8	8	8	8	8	8	8
Socket	1	1	1	2*	2*	2*	2*	2*	2*	2*
Spotlights	1	1	1	2	2	2	3	3	3	3
Counter	1	1	1	1	1	1	1	1	1	1
Waste bin	1	1	1	1	1	1	1	1	1	1

\* socket + extension cord

#### REGULAR PRICING (all prices are in euros and excluding VAT)

Stand size	Fee waivers	Row			Corner			Peninsula		
		SPACE	STAND	TOTAL	SPACE	STAND	TOTAL	SPACE	STAND	TOTAL
9 m <sup>2</sup> (3x3)	2	5670	3480	9150	6237	3020	9257	6237	2475	8712
12 m <sup>2</sup> (4x3)	2	7560	3985	11,545	8316	3435	11,751	8316	2890	11,206
15 m <sup>2</sup> (5x3)	2	9450	4955	14,405	10,395	4405	14,800	10,395	3855	14,250
18 m <sup>2</sup> (6x3)	3	11,340	5390	16,730	12,474	4840	17,314	12,474	4290	16,764
21 m <sup>2</sup> (7x3)	3	13,230	5800	19,030	14,553	5252	19,805	14,553	4705	19,258
24 m <sup>2</sup> (8x3)	4	15,120	6215	21,335	16,632	5670	22,302	16,632	5120	21,752
27 m <sup>2</sup> (9x3)	4	17,010	6725	23,735	18,711	6175	24,886	18,711	5630	24,341
30 m <sup>2</sup> (10x3)	5	18,900	7140	26,040	20,790	6590	27,380	20,790	6040	26,830
30 m <sup>2</sup> (6x5)	5	-	-	-	-	-	-	20,790	5145	25,935
33 m <sup>2</sup> (11x3)	5	20,790	7555	28,345	22,869	7005	29,874	22,869	6455	29,324
36 m <sup>2</sup> (12x3)	6	22,680	7965	30,645	24,948	7420	32,368	24,948	6870	31,818
36 m <sup>2</sup> (6x6)	6	-	-	-	24,948	6620	31,568	24,948	5520	30,468

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**PENINSULA STAND (Premium)**



**CORNER STAND (Premium)**



**ROW STAND (Premium)**

*For reference only; actual stands may vary.*



# HOW TO BOOK A STAND – STEP 3

## DESIGN YOUR EXPERIENCE WITH MSD STAND

Estimated average carbon footprint of MSD stand: 6.1 kg per m<sup>2</sup>.  
Eg 24 m<sup>2</sup> stand will have 146.4 kg of CO<sub>2</sub> footprint.

**Complete pre-built design**  
– a great solution for larger exhibition spaces. MSD packages are available for spaces of 24 or larger.

### PACKAGE 3 – MODULAR STAND DESIGN (MSD):

- Includes stand, carpet, graphics, furniture, storage, electricity and spotlights, overnight cleaning service
- Pricing starts from €8134 and depends on the stand size and dimensions. Please email [EA Exhibitions](#) to request a quote for your space.
- MSD stands can add a hanging sign to increase visibility. Adding a hanging sign is subject to a surcharge of 10% of their raw space cost.



*For reference only; actual stands may vary.*

# HOW TO BOOK A STAND – STEP 3

## DESIGN YOUR EXPERIENCE WITH A FREE BUILD STAND

### FREE BUILD STAND:

- Available from 24 m<sup>2</sup>
- Island stands available from 60 m<sup>2</sup>
- All Free Build stands are subject to obligatory carbon footprint calculation. If you build a stand with your stand builder, they will be required to submit the stand details through CO2 calculator.
- Please request a quote from [EA Exhibitions](#) for your desired stand size.



### 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 a surcharge of 10% raw space cost.

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

## SOME OF OUR RECENT EXHIBITORS

Association of Private Sector  
Universities of Pakistan

Australian Universities

Baden-Württemberg Universities

Belgium: Study in Flanders and Brussels

Belgium: Study in Wallonia and Brussels

British Council - Study UK

Campus France – Study in France

China Education Opportunities

Convera

Dubai International Academic City

EduCanada

Education in Georgia

Education in Ireland

Education India Pavilion

ETS EMEA

Étudier au Québec

European Alliances

European Commission

IELTS

Learn Chile

New Zealand

Nuffic – The Dutch organisation for  
internationalisation in education

NUNI - Study in Indonesia

Polish National Agency for Academic  
Exchange

San Diego State University

Singapore Higher Education

Study & Research in Portugal

Study and Research in Brazil

Study in Catalonia

Study in Czechia | DZS

Study in Finland

Study in Germany

Study in Hong Kong

Study in Italy

Study in Japan

Study in Korea (KAFSA)

Study in Qatar

Study in Romania – National Council  
of Rectors

Study In Scotland

Study in Slovakia Good Idea

Study in Spain

Study in Sweden

study in switzerland+

Study in Taiwan

Study in Türkiye

Study in Wales

Study South Africa

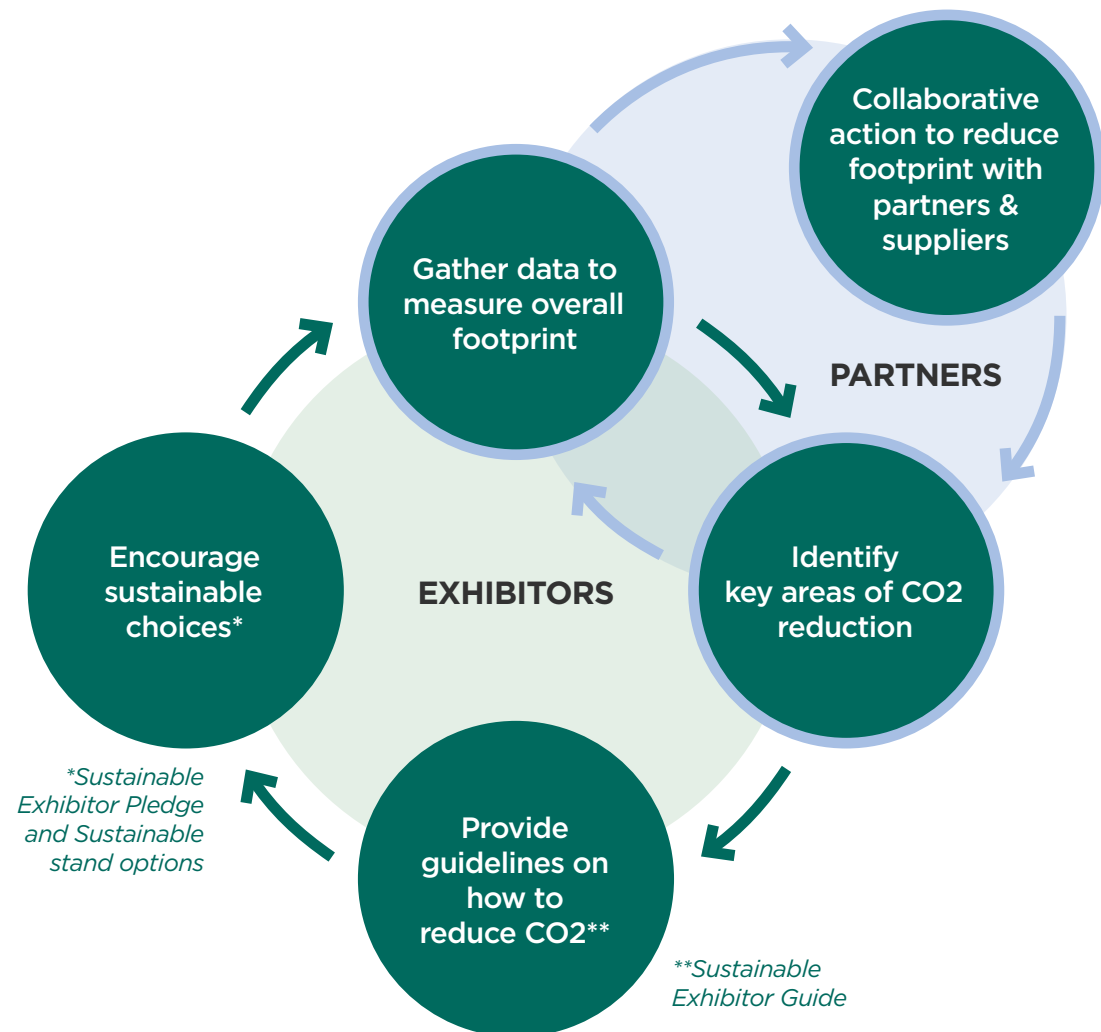
Université de Djibouti

University of California, Berkeley

University of Toulouse

# SUSTAINABILITY AT THE EAIE EXHIBITION

Reducing the carbon footprint of the Exhibition is our ambition and goal. Here's our sustainable progress cycle, designed to help all our stakeholders in the process:





# 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 stand booking. There are a limited number of timeslots available, please email [promotions@eaie.org](mailto:promotions@eaie.org) to secure your slot.





**EAIE | GOTHENBURG**  
09-12 SEPTEMBER  
— GO-CREATE —

Have any questions, email [exhibition@eaie.org](mailto:exhibition@eaie.org)  
or book a meeting with us. To book your space  
in Gothenburg, visit our booking site.

— STAY CONNECTED —

