

EAIE 2021

COMMUNITY EXCHANGE

28 SEP-01 OCT

VIRTUAL CONFERENCE & EXHIBITION



PARTNERSHIP & EXHIBITION SHOWCASE



European Association for
International Education



The 2021 EAIE Community Exchange: virtual conference and exhibition brings higher education professionals together under one virtual roof to be inspired, learn, network and forge new partnerships. Book a stand or explore our partnership opportunities at this must-attend event in the sector.

TOP REASONS TO EXHIBIT



Global reach in a direct and targeted way



Dynamic networking with key players



Showcase your programmes and services



91% overall attendee satisfaction rate for all EAIE online events

HOW IT WORKS

- **26 May onward:** Register one exhibitor for free and the rest of your staff with a reduced fee.
- **Early September:** Access the event platform to familiarise yourself with your virtual stand, set up your profile page and gain tips on how to make the best use of your event experience.
- **14-28 September:** Set-up meetings and schedule your demos during the event 24-hours a day.
- **28 September-01 October:** Network, watch sessions and showcase your services at your virtual stand.
- **After 01 October:** Access the platform to finalise any unfinished business, retrieve meeting information and catch up on the sessions you couldn't attend live.

“We believe that the 2021 Community Exchange will have even more opportunities for informative and creative connections between exhibitors and participants. Looking forward to the next edition!”

Femke Geurts, Avans University of Applied Sciences, the Netherlands

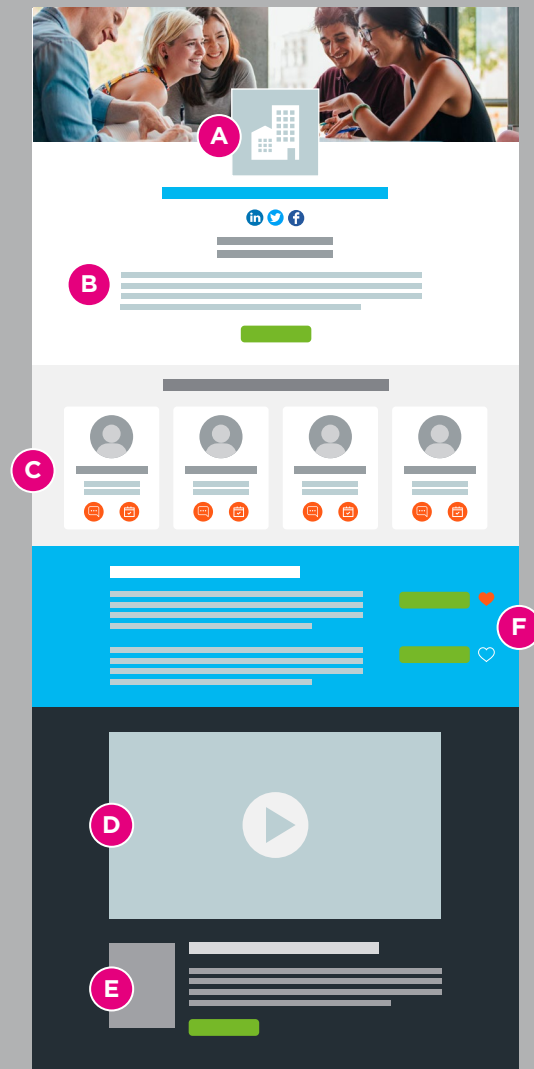


EXHIBITOR LEVELS AND BENEFITS

Elevate your organisation and build global partnerships by exhibiting at the EAIE Community Exchange. Promote your services by choosing from the virtual exhibition packages and offers below.

	€3000	€4750
A dedicated profile page in the Community Exchange platform with:	✓	✓
<ul style="list-style-type: none"> • Your organisation logo (A) • Description of your organisation (B) • Profiles of your exhibiting staff with links for messaging and appointments (C) • Promotional video, up to two minutes in length (D) • Downloadable PDF or brochure (E) 		
1 fee waiver to set up the stand and participate in the event	✓	✓
Reduced registration rate of €399 for your exhibition staff	✓	✓
Full access to the participant database and ability to schedule meetings with up to 14 people simultaneously	✓	✓
Post-event report with data and analytics on your page traffic	✓	✓
Pre-schedule group presentations and demos for up to 100 participants (F)		✓
A private meeting room for (internal) large meetings		✓
Join the 'Meet the #EAIE2021 exhibitors' session and special networking event included in the programme		✓

Please note the final design and layout may vary slightly.



NATIONAL AND REGIONAL PAVILION

Country and region updates from national agencies are poised to be a cornerstone of the 2021 Community Exchange programme. During this 20-minute session slot you can share news and trends from your region with the EAIE community and drive more traffic to your virtual stand. Your national pavilion can host 25 sub-exhibiting institutions.

	€10,000
A dedicated profile page in the Community Exchange platform with:	✓
<ul style="list-style-type: none"> • Your organisation logo (A) • Description of your organisation (B) • Profiles of your exhibiting staff with links for messages and appointments (C) • Promotional video, up to two minutes in length (D) • Downloadable PDF or brochure (E) 	
Pre-scheduled group presentations and demos with up to 100 participants (F)	✓
Up to 25 sub-exhibitors featured on profile page (G) .	
Each sub-exhibitor can have a dedicated profile page including:	✓
<ul style="list-style-type: none"> • Description of the organisation • Organisation logo • Profiles of your exhibiting staff with links for messaging and appointment scheduling 	
1 fee waiver in total for the pavilion to set up the stand and participate in the event	✓
Reduced registration rate of €399 for your exhibition and sub-exhibitor staff	✓
A 20-minute country update featured in the programme	✓
A private meeting room for (internal) large meetings	✓
Full access to the participant database and ability to schedule meetings with up to 14 people simultaneously	✓
Post event report with data and analytics on your page traffic	✓

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SPONSORSHIP OPPORTUNITIES

Position your brand directly among your target audience by sponsoring some of the most prominent virtual conference content and materials. If you wish to go above and beyond, the Platinum Partner package has everything you need to maximise your brand visibility and showcase your organisation across a wide range of EAIE channels.

ITEMS	PRICE
Logo displayed on event landing page carousel for the period that the platform is open	€2500
Sponsored networking moment, price per day	€3000
15-second promotional video during morning highlights	€6000
Branded slide before and after live sessions (excluding plenaries), price per day	€7500
2-minute introduction video during a plenary (excluding Opening plenary)	€10,000
2-minute introduction video during the Opening plenary	€20,000
Community Exchange Platinum Partner*	€25,000



*GAIN PREMIUM EXPOSURE AS A PLATINUM PARTNER

- Branded slide with logo included before and after 20 sessions (excluding plenaries)
- Logo featured on the Community Exchange homepage
- Logo in EAIE promotional emails about the Community Exchange
- Logo in post-event newsletter
- Verbal recognition as Platinum Partner during morning highlights
- Mention of Platinum Partnership on EAIE social media channels

Questions? We are happy to help you
tailor a creative package specifically
to your needs.

promotions@eaie.org

