EAIE 2025 | GOTHENBURG

09–12 SEPTEMBER

GO-CREATE

EAIE
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.

CONTENTS

ABOUT **GOTHENBURG**

ABOUT **THE CONFERENCE**

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.

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.
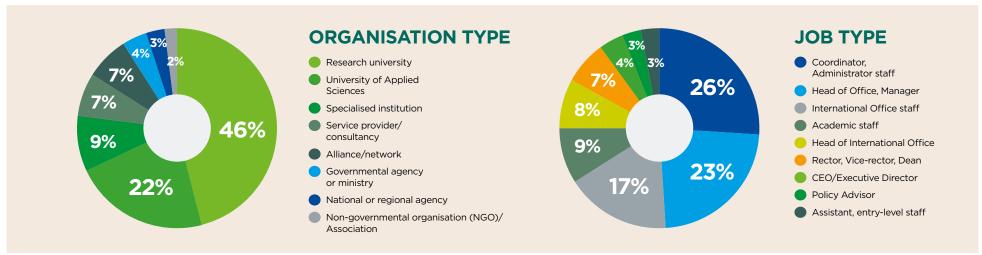
EAIE CONFERENCE PARTICIPANTS PROFILE

7300
conference participants

110
countries represented

ORGANISATION TYPE

- 46%
- 22%
- 9%
- 7%
- 7%
- 4%
- 3%
- 2%

- 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

- 26%
- 23%
- 17%
- 9%
- 8%
- 7%
- 4%
- 3%
- 3%

- 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

Source: 2024 EAIE Conference and Exhibition in Toulouse, France

EAIE EXHIBITION IN NUMBERS

257
exhibition stands

1000
exhibiting organisations

5600 m²
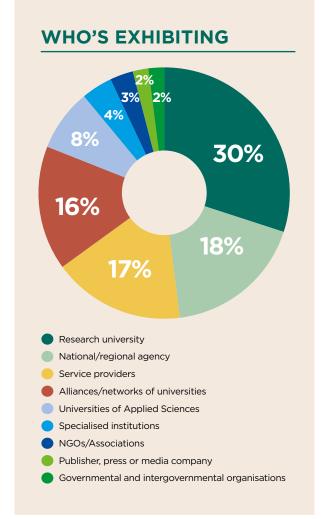net sold exhibition area

TOP 20 COUNTRIES

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

WHO'S EXHIBITING

30%
18%
17%
16%
8%
4%
3%
2%
2%

- 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

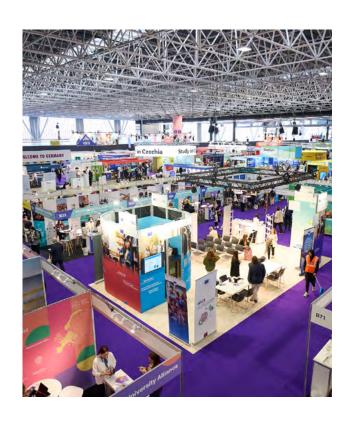*Source: 2024 EAIE Conference and Exhibition in Toulouse, France*

*host country

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.
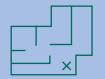
HOW TO BOOK A STAND IN 3 EASY STEPS

Step 1:
Log in or create an account in Toddoo

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.

EAIE Gothenburg 2025: Exhibitor portal
Welcome to your personal portal for all exhibition services at the 35th Annual Conference and Exhibition taking place in Gothenburg from 09–12 September 2025.
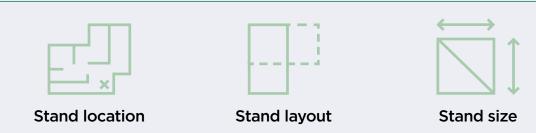
HOW TO BOOK A STAND – STEP 2
BOOK YOUR SPACE ON THE FLOOR PLAN

In Toddoo, 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:**
  17 August 2025

DETERMINE WHAT FITS YOUR ORGANISATION:

Stand location   Stand layout   Stand size

PRICING RAW SPACE EARLY-BIRD PER M² (excluding VAT):

	Row	Corner/Peninsula/Island (+10%)
Raw space per m²	€570	€627
Registrations	1 fee waiver per 6 m² 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.

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 m² to 36 m²

Package 2: Premium from 9 m² to 36 m²

Package 3: Modular Stand Design (MSD) from 24 m²

Custom Free Build from 24 m²

HOW TO BOOK A STAND – STEP 3
DESIGN YOUR EXPERIENCE WITH A BASIC SHELL SCHEME

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Estimated average carbon footprint of Basic Shell Scheme stand: 4.3 kg per m². *Eg* 9 m² stand will have 39 kg of CO2 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 m²	12 m²	15 m²	18 m²	21 m²	24 m²	27 m²	30 m²	33 m²	36 m²
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

EARLY-BIRD PRICING (all prices are in euros and excluding VAT)

Stand size	Fee waivers	Row			Corner/Peninsula		
		SPACE	STAND	TOTAL	SPACE	STAND	TOTAL
9 m²	2	5130	960	6090	5643	960	6603
12 m²	2	6840	1115	7955	7524	1115	8639
15 m²	2	8550	1270	9820	9405	1270	10,675
18 m²	3	10,260	1545	11,805	11,286	1545	12,831
21 m²	3	11,970	1700	13,670	13,167	1700	14,867
24 m²	4	13,680	1855	15,535	15,048	1855	16,903
27 m²	4	15,390	1920	17,310	16,929	1920	18,849
30 m²	5	17,100	2170	19,270	18,810	2170	20,980
33 m²	5	18,810	2330	21,140	20,691	2330	23,021
36 m²	6	20,520	2485	23,005	22,572	2485	25,057

PENINSULA STAND (Shell scheme)

CORNER STAND (Shell scheme)

ROW STAND (Shell scheme)

For reference only; actual stands may vary.

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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 m². *Eg* 9 m² stand will have 47 kg of CO_2 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 m²	12 m²	15 m²	18 m²	21 m²	24 m²	27 m²	30 m²	33 m²	36 m²
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

EARLY-BIRD 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 m² (3x3)	2	5130	3480	**8610**	5643	3020	**8663**	5643	2475	**8118**
12 m² (4x3)	2	6840	3985	**10,825**	7524	3435	**10,959**	7524	2890	**10,414**
15 m² (5x3)	2	8550	4955	**13,505**	9405	4405	**13,810**	9405	3855	**13,260**
18 m² (6x3)	3	10,260	5390	**15,650**	11,286	4840	**16,126**	11,286	4290	**15,576**
21 m² (7x3)	3	11,970	5800	**17,770**	13,167	5252	**18,419**	13,167	4705	**17,872**
24 m² (8x3)	4	13,680	6215	**19,895**	15,048	5670	**20,718**	15,048	5120	**20,168**
27 m² (9x3)	4	15,390	6725	**22,115**	16,929	6175	**23,104**	16,929	5630	**22,559**
30 m² (10x3)	5	17,100	7140	**24,240**	18,810	6590	**25,400**	18,810	6040	**24,850**
30 m² (6x5)	5	-	-	**-**	-	-	**-**	18,810	5145	**23,955**
33 m² (11x3)	5	18,810	7555	**26,365**	20,691	7005	**27,696**	20,691	6455	**27,146**
36 m² (12x3)	6	20,520	7965	**28,485**	22,572	7420	**29,992**	22,572	6870	**29,442**
36 m² (6x6)	6	-	-	**-**	22,572	6620	**29,192**	22,572	5520	**28,092**

PENINSULA STAND (Premium)

CORNER STAND (Premium)

ROW STAND (Premium)

For reference only; actual stands may vary.

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HOW TO BOOK A STAND – STEP 3
DESIGN YOUR EXPERIENCE WITH MSD STAND

Estimated average carbon footprint of MSD stand: 6.1 kg per m². *Eg* 24 m² stand will have 146.4 kg of CO2 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.

PENINSULA STAND (MSD)

CORNER STAND (MSD)

ROW STAND (MSD)

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 m²

- Island stands available from 60 m²

- 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

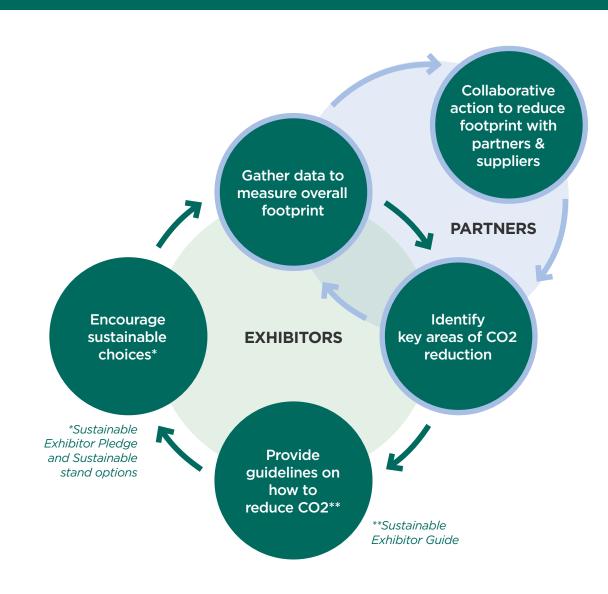Study South Africa

Université de Djibouti

University of California, Berkeley
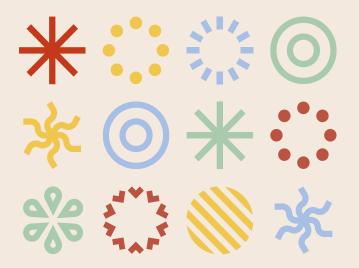
University of Toulouse

Source: 2024 EAIE Conference and Exhibition in Toulouse, France

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:

Gather data to measure overall footprint

Collaborative action to reduce footprint with partners & suppliers

PARTNERS

Identify key areas of CO_2 reduction

EXHIBITORS

Encourage sustainable choices*

Provide guidelines on how to reduce CO_2**

Sustainable Exhibitor Pledge and Sustainable stand options

**Sustainable Exhibitor Guide*

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 to secure your slot.

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Have any questions, email exhibition@eaie.org or **book a meeting** with us. To book your space in Gothenburg, visit our our **booking site**.

STAY CONNECTED