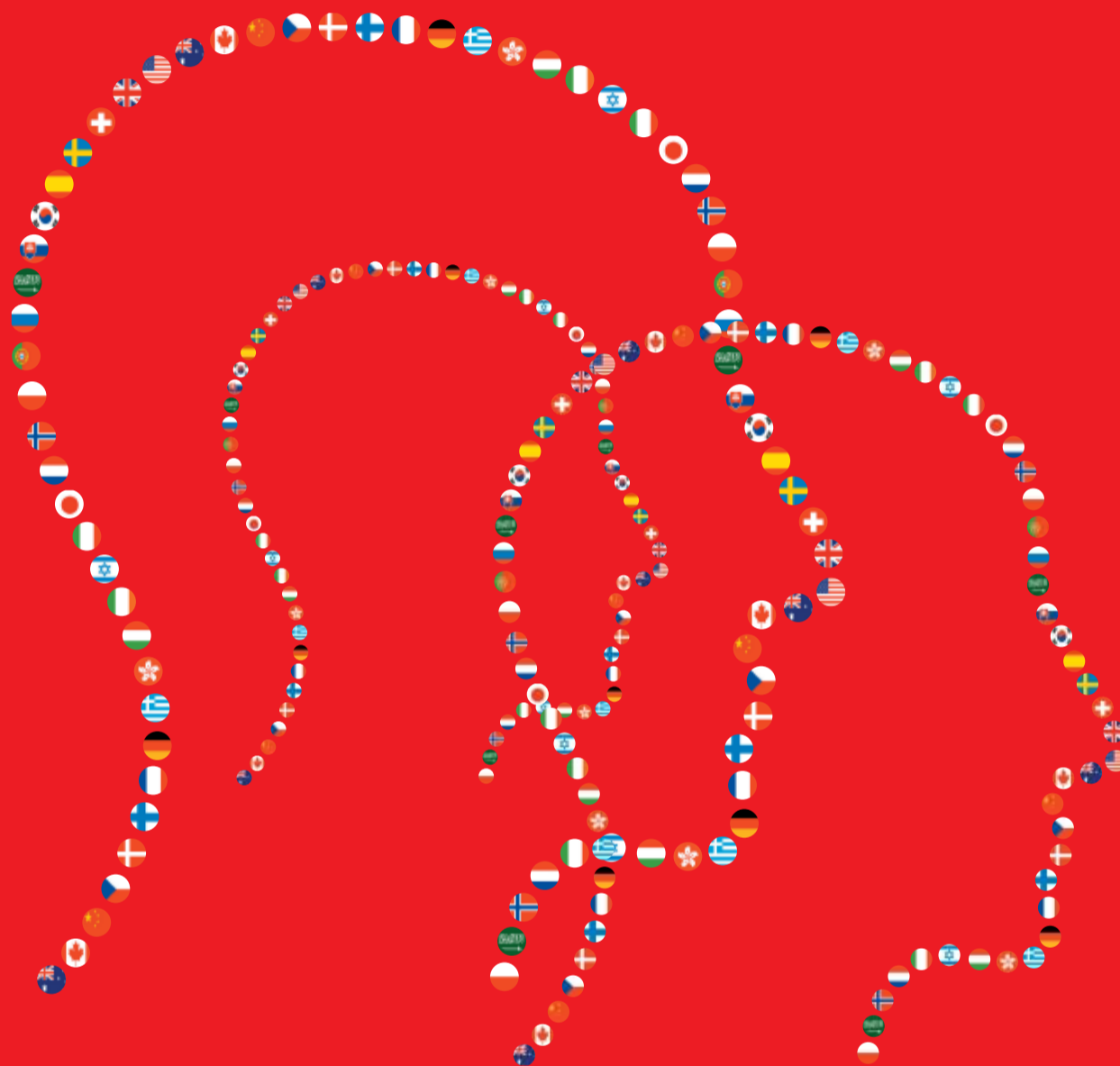


## Exhibition Profile

**November 6 – 7, 2009 • Prague • Czech Republic**

More than 100 exhibitors from 20 countries • 50 languages • 6000 visitors



Language Courses • Study Abroad • Work Experience Abroad • Cultural Exchange • Language Tests • Exchange Programmes • E-Learning Translation & Interpreting • Dictionaries & Textbooks • Foreign Language Literature • Language Learning Software • and much more

[www.expolingua.cz](http://www.expolingua.cz)

Under the Patronage of:



Supported by:



Organisers:



## EXPOLINGUA Praha 2009



EXPOLINGUA Praha is **The International Fair for Languages, Education and Cultures in the Czech Republic**. For almost two decades, it has provided a platform for a **diverse range of language learning programmes and products, university courses and other educational opportunities around the world, as well as for intercultural exchange programmes**. EXPOLINGUA Praha's success is reflected in the increasing number of exhibitors and visitors who attend the event each year.

Do not miss the opportunity **to present your products, programmes and services to 6000 highly-motivated visitors**. Participating in EXPOLINGUA Praha enables you to benefit from a chance to respond to the increasing demand for foreign languages in one of the most dynamic and fastest growing markets in the European Union.

## The Czech Education Market

As the Czech language is scarcely spoken outside the country, **knowledge of foreign languages is highly regarded and viewed as a key** to enhancing educational and career opportunities. Only those who acquire additional language skills can tap the full potential of the possibilities opening up across Europe and beyond.

Furthermore, **interest in studying at university has greatly increased** and cannot be satisfied by domestic institutions, which can only meet around 50% of the demand for places. In recent years, **a growing number of Czech secondary school and university students have been participating in study-abroad programmes and foreign language courses**.

These factors, combined with the rapid growth of the Czech economy (at a rate higher than the EU average), **have motivated many young Czechs to seek opportunities abroad**.

## Visitors

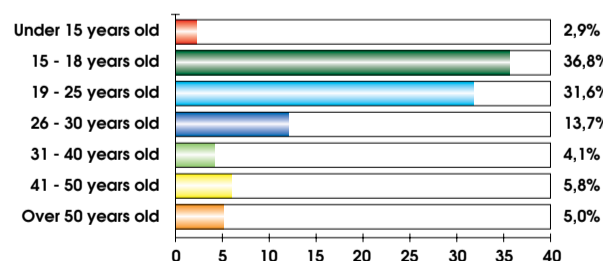
EXPOLINGUA Praha gives you the chance to meet **more than 6000 motivated visitors** seeking first-hand information about foreign languages, cultures and study options worldwide.

*Marie S., grammar school student, Czech Republic: "EXPOLINGUA Praha 2008 made a great impression on me. As well as attending the diverse seminar programme, I was also able to speak to exhibitors directly and gather a lot of information about studying abroad. I will definitely attend next year's fair."*

### Visitors to EXPOLINGUA Praha include:

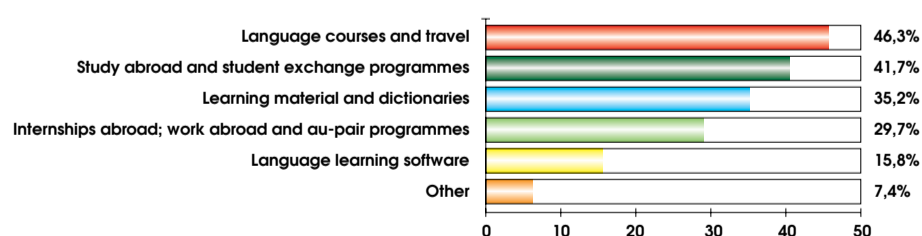
- secondary school students and their parents
- graduate and undergraduate students
- vocational school students
- trainees
- translators and interpreters
- professionals interested in expanding their language skills
- secondary school and university teachers, tutors and professors
- human resources and training managers
- language travel agents
- specialised journalists
- anyone with an interest in languages, education and cultures

Visitors to EXPOLINGUA Praha 2008 - Age

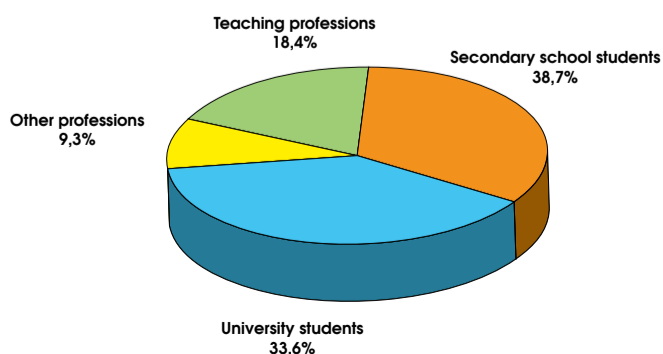


Visitors to EXPOLINGUA Praha 2008 - Special interests

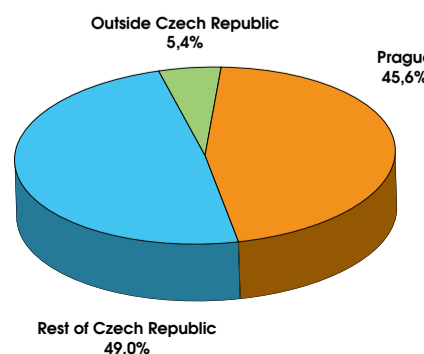
(Multiple answer possible)



Visitors to EXPOLINGUA Praha 2008 - Professions



Visitors to EXPOLINGUA Praha 2008 - Place of residence



## Exhibitors



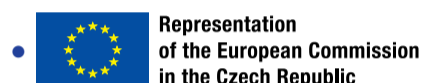
**More than 100 exhibitors from over 20 countries** take part in this dynamic event, **providing information and services on 50 languages.**

*Andrea Sluková, Studyline: "Our overall impression of the exhibition was very good. We learnt a lot about Czech students' interests; for them, learning at least two foreign languages is taken for granted."*

### Exhibitors at EXPOLINGUA Praha include:

- universities and colleges worldwide
- language schools
- cultural institutes, ministries and embassies
- language travel and student recruitment agencies
- language testing centres
- exchange organisations which offer au-pair, work experience and student exchange programmes

- national and international educational organisations
- providers of training courses for translation and interpreting
- producers of software for computer-assisted language learning and translation
- publishers of language teaching materials and dictionaries
- international media



## Seminar Programme

The diverse **seminar programme** is an important feature of EXPOLINGUA Praha attracting both the general public and trade visitors. **More than 70 seminars, workshops and mini language courses** will be held over the two days of the exhibition giving visitors an additional chance to learn more about the range of programmes available and to gain an insight into a variety of languages and cultures.

Why not take the opportunity to further **enhance your presence at the exhibition** by contributing to the seminar programme? As an exhibitor, **you are invited to participate free of charge** by giving a presentation, for example on exchange programmes, internships, studying abroad or language tests. To submit your proposal, please visit our website.



## Marketing and PR

EXPOLINGUA Praha 2009 will be promoted through:

### A Targeted Marketing Campaign:

- Targeted promotion at educational and cultural institutes all over the Czech Republic, with posters and flyers distributed in popular venues around Prague and other Czech cities (including libraries, tram, train and underground stations, cafés)
- Direct mailing to more than 15,000 potential and previous visitors, as well as to selected multipliers in the fields of education, culture, tourism and foreign languages in the Czech Republic and Slovakia
- Advertisements in leading newspapers, as well as student, educational and listings magazines
- Active online marketing with entries in numerous events calendars and links to the EXPOLINGUA homepage on over 200 websites

### An Extensive Media Campaign:

- Nationwide direct mailing to mainstream and trade media, including radio and TV
- Collaboration with media partners and coverage in local and national newspapers, student magazines, on the radio, TV, the Internet and through press agencies
- A comprehensive press portfolio

A full press review for EXPOLINGUA Praha 2008 is available on request.



## Your benefits at a glance



- **Benefit from face-to-face contact with more than 6000 highly-motivated visitors** from all over the Czech Republic, giving you the chance to market your products and services directly to customers.
- **Take advantage of a unique opportunity to respond to the increasing demand for foreign languages and higher education programmes** from Czech high school and university students.
- **Increase your exposure to your target audience** with an exhibition stand, by contributing to the seminar programme and taking advantage of attractive advertising and sponsorship options.
- **Raise your profile in one of the most dynamic and fastest growing markets** in the European Union.
- **Be part of a dynamic event:** the Czech Republic's only International Fair for Languages, Education and Cultures.

## Application

EXPOLINGUA Praha 2009 offers you a variety of options to enable you to reach your target group optimally:

- a **personal presence** at the fair with a stand  
(Prices vary according to stand size and type. Further details are available in the application form or on request.)
- a range of attractive **advertising and sponsorship options**

We are happy to assist you with every step of your planning and participation. Please do not hesitate to contact us if you would like to discuss your exhibition plans, as well as promotional and sponsorship opportunities.

**Register before May 1, 2009 and you will benefit from an early bird discount of 5%!**

**EXPOLINGUA** PRAHA

## Venue and Dates

EXPOLINGUA Praha 2009, the 19<sup>th</sup> International Fair for Languages, Education and Cultures, will take place from **November 6 – 7, 2009** (opening hours 10:00 – 18:00) at the Národní dům na Vinohradech, Náměstí Míru 9, 120 53 Prague 2, Czech Republic.

The venue offers both exhibitors and visitors excellent facilities. This grand, historic building is **centrally located, close to schools and universities with excellent access to public transport**. Furthermore, the exhibition and seminar programme take place under one roof.



## Organisers

EXPOLINGUA Praha is organised by **ICWE GmbH (www.icwe.net)**. ICWE organises international conferences, workshops and exhibitions in the fields of education, languages and e-learning.

For more information and to visit the EXPOLINGUA Praha picture gallery, please take a look at our website: [www.expolingua.cz](http://www.expolingua.cz)

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