

Sponsorship Options

November 6 – 7, 2009 • Prague • Czech Republic

More than 100 exhibitors • 50 languages • 6000 visitors



Meet your target group!

www.expolingua.cz

Supported by:



Representation
of the European Commission
in the Czech Republic



MINISTRY OF EDUCATION,
YOUTH AND SPORTS

Organisers:



ICWE GmbH
International Conferences,
Workshops and Exhibitions

EXPOLINGUA Praha at a glance

Sponsoring EXPOLINGUA Praha 2009 offers you an excellent opportunity to reach a large number of potential customers from all over the Czech Republic. Do not miss out on the chance to promote your products and services in an effective and lasting way!

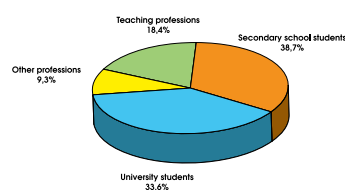
- The only International Fair for Languages, Education and Cultures in the Czech Republic
- Over 6000 visitors
- More than 100 exhibitors from 20 countries
- Central location in Prague
- Taking place for the 19th consecutive year
- November 6 - 7, 2009



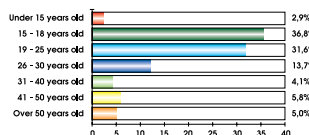
Visitors

- Secondary school students and their parents
- Graduate and undergraduate students
- Vocational school students
- Trainees
- Secondary school and university teachers, tutors and professors
- Young professionals interested in expanding their language skills
- Translators and interpreters
- Representatives from embassies, consulates and international organisations
- Human resources and training managers
- Language travel agents
- Specialised journalists
- Anyone with an interest in languages, education and cultures

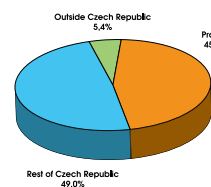
Visitors to EXPOLINGUA Praha 2008 - Professions



Visitors to EXPOLINGUA Praha 2008 - Age



Visitors to EXPOLINGUA Praha 2008 - Place of residence



Exhibitors

- Universities and colleges worldwide
- Language schools from the Czech Republic and abroad
- Cultural institutes, ministries and embassies
- Language travel and student recruitment agencies
- Exchange organisations which offer au-pair and work experience programmes
- Language testing centres
- Publishers of language teaching materials and dictionaries
- National and international educational organisations
- Producers of software for computer-assisted language learning and translation

A full list of exhibitors is available online at: www.expolingua.cz



Marketing and PR Concept

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 on-line 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



Your Sponsorship Options

Sign up for one of the following sponsorship packages and take the chance to profit from a maximum presence before, during and after the event.

Main Sponsor

Take the chance to be the exclusive main sponsor of the event and take advantage of the following benefits:

- **You will be named** as the main sponsor and **your logo** will appear on **all printed material**:
 - visitor invitation flyers (80,000 copies)
 - posters (6000 copies)
 - covering letter of direct mailings sent to multipliers and visitors (15,000 copies)
 - entrance tickets (6000 copies)
 - the front cover of the exhibition catalogue (6000 copies)
- **Your company banner** (provided by sponsor) will be visible to all visitors in the **entrance area of the exhibition**.
- **Your logo and a link to your website** will appear on the EXPOLINGUA Praha **homepage** and you will be **named as the main sponsor**. On average, the website attracts 4326 visits and 75,302 page impressions per month (01/2008 - 11/2008) and 11,746 visits and 334,074 page impressions in the four weeks prior to the exhibition (Oct / Nov 2008).
- **A full-page four-colour advertisement** will be printed on the **back cover of the exhibition catalogue** (6000 copies).
- **Your brochures and promotional material** will be displayed in a **highly visible** position in the exhibition area and will be regularly replenished by the ICWE team.



Price: € 6750 (plus VAT)

Co-Sponsor

This sponsorship package offers you the following benefits:

- **You will be named as a co-sponsor** and **your logo** will appear on:
 - visitor invitation flyers (80,000 copies)
 - posters (6000 copies)
 - covering letter of direct mailings sent to multipliers and visitors (15,000 copies)
 - the front cover of the exhibition catalogue (6000 copies)
- **Your logo and a link to your website** will appear on the EXPOLINGUA Praha homepage and you **will be named as a co-sponsor**. On average, the website attracts 4326 visits and 75,302 page impressions per month (01/2008 - 11/2008) and 11,746 visits and 334,074 page impressions in the four weeks prior to the exhibition (Oct / Nov 2008).
- **A full-page advertisement** (black and white) will be printed in the **exhibition catalogue** (6000 copies).
- **Your brochures and promotional material** will be displayed in a **highly visible position** in the exhibition area and will be regularly replenished by the ICWE team.



Price: € 4750 (plus VAT)

Give-aways for visitors

Do not miss this excellent opportunity to spread your name amongst all visitors of EXPOLINGUA Praha 2009.

These **general benefits** are valid for all sponsors of one of the "Give-aways for visitors" packages:

- **Your logo and a link to your website** will appear on the EXPOLINGUA Praha homepage and you will be named as a sponsor. On average, the website attracts 4326 visits and 75,302 page impressions per month (01/2008 - 11/2008) and 11,746 visits and 334,074 page impressions in the four weeks prior to the exhibition (Oct / Nov 2008).
- **A half-page advertisement** (black and white) will be printed in the **exhibition catalogue** (6000 copies).

In addition to the general benefits listed above, these sponsorship packages include:

Visitor Bags Sponsor

- **Your logo**, along with the EXPOLINGUA Praha logo, will be printed **on cotton bags handed out to all visitors** at the entrance to the fair (four-colour print on one side).
- **Your promotional brochures** will be available to all visitors at the **information desk / cash desk**.
- **Your brochures and promotional material** will be displayed in a **highly visible position** in the exhibition area and will be regularly replenished by the ICWE team.

Price: € 4550 (plus VAT)

Lanyards Sponsor

- **Your logo**, along with the EXPOLINGUA Praha logo, **will be printed on lanyards handed out to all visitors** at the entrance to the fair (unicoloured lanyard, four-colour print on one side).

Price: € 3750 (plus VAT)

Notepads Sponsor

- **Your logo**, along with the EXPOLINGUA Praha logo, **will be printed on notepads handed out to all visitors** at the entrance to the fair (four-colour print on the front cover).

Price: € 2250 (plus VAT)

Ballpoint Pens Sponsor

- **Your logo**, along with the EXPOLINGUA Praha logo, **will be printed on ballpoint pens handed out to all visitors** at the entrance to the fair (four-colour print).

Price: € 1850 (plus VAT)

Calendar Cards Sponsor

- **Your logo**, along with the EXPOLINGUA Praha logo, **will be printed on calendar cards handed out to all visitors** at the entrance to the fair (four-colour print on one side).

Price: € 1500 (plus VAT)

Internet Café Sponsor

This exclusive sponsorship package offers you the following benefits:

- **Your banner** (provided by sponsor) **will be displayed in the internet café area** and **your logo will appear on posters** promoting the internet café, which **will be displayed around the exhibition area**.
- **Your logo will appear on the screens** and **your website will be the homepage on the browser**.
- **Your logo and a link to your website** will appear on the EXPOLINGUA Praha homepage. On average, the website attracts 4326 visits and 75,302 page impressions per month (01/2008 – 11/2008) and 11,746 visits and 334,074 page impressions in the four weeks prior to the exhibition (Oct / Nov 2008).
- **A brochure rack** will be available **for your promotional material** in the exhibition café.
- **Three multi-media terminals** will be provided and supervised by ICWE.

Price: € 2850 (plus VAT)

Exhibitor Bags Sponsor

Spread your name by having your logo on the bags given to all exhibitors of EXPOLINGUA Praha 2009.

- **Your logo**, along with the EXPOLINGUA Praha logo, will be printed on the **bags handed out to all exhibitors** at the beginning of the fair (four-colour print on one side). **Your promotional brochure will be included** in the bags.
- **Your logo and a link to your website** will appear on the EXPOLINGUA Praha homepage and you will be **named as a sponsor**. On average, the website attracts 4326 visits and 75,302 page impressions per month (01/2008 - 11/2008) and 11,746 visits and 334,074 page impressions in the four weeks prior to the exhibition (Oct / Nov 2008).
- **A half-page advertisement** (black and white) will be printed in the **exhibition catalogue** (6000 copies).

Price: € 1050 (plus VAT)

Further sponsorship options are available on request. Please let us know if you are also interested in participating with an exhibition stand at EXPOLINGUA Praha. We will be happy to make you an offer!

Contact

If you are interested in any of the sponsorship packages or have any further questions, please do not hesitate to contact us. We look forward to hearing from you.
Your EXPOLINGUA Praha Team

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