

PACE 2007

Promotional Activity  
Calendar for Education



## GERMANY

### EXPOLINGUA Berlin

#### Participation Fee

\$3,500 + GST

The deadline to register is Thursday 27<sup>th</sup> September 2007

**Dates** 16 – 18 November

**Sectors** UNI, ITP, PTE, SEC, ELS

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EXPOLINGUA Berlin is the only international fair for languages and cultures in Germany. More than 150 exhibitors from over twenty countries present products and services related to foreign-language education. They include language schools, language-travel agents, organisers of exchange programmes, embassies, cultural institutes, tourism centres, publishers, and providers of language-learning software. In 2006, 156 exhibitors from 27 countries attracted over 15,000 visitors. Further information on this fair is available at [www.expolingua.com](http://www.expolingua.com).

EXPOLINGUA celebrates its twentieth anniversary in 2007 and is proud to present Australia and New Zealand as its **Guests of Honour**. Being the host country will attract great publicity for New Zealand in Germany before and during the event. As Guests of Honour, New Zealand participants benefit from the following:

- A 10% discount on stand fee
- Your logo and a link to your website in the catalogue and in the exhibitor list on the EXPOLINGUA Berlin website;
- Announcement in EXPOLINGUA's extensive media and marketing campaigns.

Education New Zealand will arrange a New Zealand pavilion, based on brightly coloured New Zealand Educated branding. A generic New Zealand Education booth will support New Zealand participants and help direct enquiries, this booth will be staffed by NZTE.

ICWE, the organisers of EXPOLINGUA, offer various marketing and sponsorship opportunities. There will be public relations and media

promotion presenting and highlighting the Guests of Honour, Australia and New Zealand. ICWE will announce the Guests of Honour of EXPOLINGUA Berlin 2007 as follows:

⇒ **Visitors' flyer** (125,000 copies)

Logos of AUS & NZ will be printed on the front page of the flyer; more details will be given within an extra text box on page three of this flyer. This flyer will be sent to over 35,000 selected multipliers working in the field of education, culture, tourism, and foreign languages as well as interested visitors and will also be distributed at other highly frequented locations (schools, universities, cafés, libraries, etc).

⇒ **Posters** (15,000 copies)

Logos of AUS & NZ will be printed on all posters (sizes: A0, A1, A3). Posters will be sent to the same multipliers as mentioned above. They will also be posted at a large number of metro and bus stations and other highly frequented institutions/locations.

⇒ **Mailing Cover letter** (35,000 copies)

The Guests of Honour will be announced in the cover letter of our visitor mailings.

⇒ **In diverse Mailings**

⇒ **EXPOLINGUA Berlin 2007 Website**

- Logos of AUS & NZ will appear at [www.expolingua.com/berlin](http://www.expolingua.com/berlin) together with a link

- Special Section on their Website about the Guests of Honour (all institutions will be listed here)

- Online List of Exhibitors (inclusion of every single participating institution in the exhibitors list on the EXPOLINGUA Berlin 2007 website together with a logo plus link)

⇒ **A special section in their exhibition catalogue** (6,000 copies)

This will be taken care of by ICWE. The catalogue will be given to every exhibitor and will be available for every visitor of EXPOLINGUA Berlin 2007.

⇒ **A special press release to important media in Germany**

⇒ **The Guests of Honour will also be featured in the post-exhibition report as well as in their final press release.**

### **Sector Recommendations**

Germany offers opportunities for all education sectors, with the secondary and tertiary sector being most popular. Interest in English language programmes should not be underestimated. Most language students enrol in programmes of less than three months. Internship programmes are increasingly popular.

New Zealand is viewed as an exotic and safe destination. The need for improving English language skills is the strongest driver for going abroad. The opportunity of linking study programmes with outdoor and tourism activities appeals to students of all age groups.

Germany enjoys strong agent coverage throughout the country for all education sectors.

### **Participation Costs**

The participation fee covers:

- Table and display area
- Co ordination by Education New Zealand
- Venue hire and refreshments
- NZTE staff on site
- Promotion of the event
- Market report

### **Additional costs**

All representatives cover their own accommodation, travel and daily expenses.

There will be additional cost for:

- Brochure display material
- Freight
- Interpreters