



Irish Teaching  
and Learning

# Festival

The future of education in Ireland,  
bringing technology to the classroom.

Citywest Conference Centre, Dublin  
15th - 16th October 2010



## Exhibitor Information Pack



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LIGHTING THE FLAME OF LEARNING



# Irish Teaching and Learning Festival

**The future of education in Ireland**

**Citywest Conference Centre, Dublin  
15th - 16th October 2010**



## **Exhibitor Information Pack**

The Irish Teaching and Learning Festival is Ireland's first comprehensive and interactive event focused on education in Ireland today. The festival will showcase the best teaching tools on the market and host a comprehensive conference for education professionals.

The conference programme offers a wide range of seminars, demonstrations and workshops and will cover both primary and secondary level as well as offering sessions for special interest groups.

This is a unique opportunity to meet directly with the teachers and principals who are working on developing the future of Irish education.

It is expected that 1,500 delegates from both primary and secondary schools, policy makers, boards of management and parents will attend the event. The festival and the conference programme shall be free for delegates to attend and a comprehensive marketing and PR campaign will promote the sponsors, exhibitors and the festival.

Citywest Conference Centre is a state of the art exhibition and conference facility. It is ideally located close to the M50 and it just 9 miles from the centre of Dublin. There is ample free parking on site and there are accommodation packages available for exhibitors and delegates.

## **Exhibition Spaces**

The exhibition will take place in the heart of the convention centre. There will be a tea/coffee area and catering facilities to encourage delegates to spend time in the exhibition area.

Exhibition spaces are available as Space Only or as a Standard Shell Scheme package. There shall be approximately eighty exhibition spaces at the Irish Teaching and Learning Festival.

## **Opening Times:**

The exhibition will be opening during these times;

Friday 15th October: 09:00–18:00

Saturday 16th October: 09:00–18:00

### Shell Scheme Space

Shell Scheme Space comes in a selection of sizes from 6 squares metres to 42 square metres

#### The Shell Scheme includes:

- An Octanorm Display Stand
- Double Socket
- One spotlight for every 6 sq metres of exhibition space
- Stand Card with exhibitor name
- Listing in the Festival Guide of 50 words max plus contact details

#### Cost: €260 per square metre

#### The cost of the stand for both Space Only and Shell Scheme includes:

- Listing in the show guide (50 words max plus contact details)
- Listing on the Irish Teaching and Learning Festival web site
- Participation in the event PR and marketing campaign and sales materials.



#### Accommodation

**Room Rate:** B&B per room per night = €88  
B&B per double/twin room = €88

To book please call [therese@conferencepartners.ie](mailto:therese@conferencepartners.ie) or Tel: 01 296 9393

## Irish Teaching and Learning Festival Time Table

The conference programme will run during the following times and delegates may attend the sessions of their choice. The details of the conference programme shall be available from August 2010.

### Thursday 14<sup>th</sup> October

14:00	Shell Scheme Exhibition Space Exhibitors arrive to set up
19:00	Exhibition Hall closes

### Friday 15<sup>th</sup> October

07:45	Exhibition Hall opens for exhibitors
09:00	Exhibition Hall opens for delegates and catering facilities will open
10:00	Conference programme starts
12:45	Conference closed for lunch and catering facilities are available in the exhibition hall
18:00	Conference and exhibition close

### Saturday 16<sup>th</sup> October

07:45	Exhibition Hall opens for exhibitors
09:00	Exhibition Hall opens for delegates and catering facilities will open
10:00	Conference programme starts
12:45	Conference closed for lunch and catering facilities are available in the exhibition hall
17:00	Exhibition closes

## Marketing and Sponsorship Opportunities at the Irish Teaching and Learning Festival

### Festival Bag

All event delegates shall receive a high quality Festival Bag. The sponsor's logo shall appear on the Festival Bag.

**Cost: €2,000 - Booked**

Place an A4 leaflet in the festival bag - anything larger than this to be negotiated upon application

**Cost: €500**

### Advertising in the Festival Guide

The Festival Guide will list the contact details of all exhibition stand holders, provide information on the conference programme and a number of articles of interest to the delegates.

It shall be in an A4 magazine format.

There are a limited number of advertising pages available, please book early to avoid disappointment.

#### Cost:

Quarter Page full colour Ad: €500

Half Page full colour Ad: €700

Full Page full colour Ad: €1000

The artwork to be supplied by exhibitor.

### The Festival Website

The Festival Website will be a one stop shop for delegates to find information about the festival

For maximum exposure for your company advertise on our web site.

Banner ad on festival website: €200 per month

(120 pixels x 120 pixels)

### Festival Club

The festival club is available for exhibitors to bring delegates for meetings and networking.

Tea/Coffee will be available daily in the Festival Club room. A limited number of tables may be reserved for the two days for the exclusive use of your company.

**Booking cost per table at Festival Club: €500 for two days**

### Presentation Suite

There will be a presentation area in the Presentation Suite where exhibitors may schedule commercial presentations or demonstrations.

**Presentation slot in the Presentation Suite \*45 minute slot: €250**

**Sponsorship of the Festival Club or Presentation Suite: €2000**



### Promotions

There will be a number of opportunities for delegates to Promote their organisations through the event's PR and marketing plan.

### The Festival Passport

Each delegate shall receive a card when they register with a list of stands (six maximum) that they must visit in order to enter a draw for prizes. The exhibitor stamps the Passport for the delegate at their exhibition stand.

The prizes are provided by the exhibitors taking part in the Festival Passport and must have a minimum value of €200.00. **Cost : €250**

### Pre-Event Give Away

Give Away Offer to delegates registering for the Conference Prize or number of prizes to the value of €5000  
The prize donor shall be included in the event PR campaign.

### Day 1 Registration Give Away

Prizes to be given to delegates who register on the first day of the event. Prize or number of prizes to the value of €5000  
The prize donor shall be included in the event PR campaign.

### Day 2 Registration Give Away

Prizes to be given to delegates who register on the second day of the event Prize or number of prizes to the value of €5000. The prize donor shall be included in the event PR campaign.

**Please note all costs are excluding VAT at 21%.**

For Sponsorship Opportunities please contact  
Maria McMenamin on  
087 6175418 or on 01 2968688



Conference Partners Ltd.  
2nd Floor Heritage House,  
Dundrum Office Park,  
Dundrum, Dublin 14.  
01 296 8688  
[www.conferencepartners.ie](http://www.conferencepartners.ie)









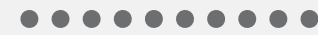


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## Irish Teaching & Learning Festival

	2m x 2m
	2m x 3m
	2m x 4m
	3m x 1m
	3m x 3m
	3m x 4m
	Catering

### The shell scheme includes:

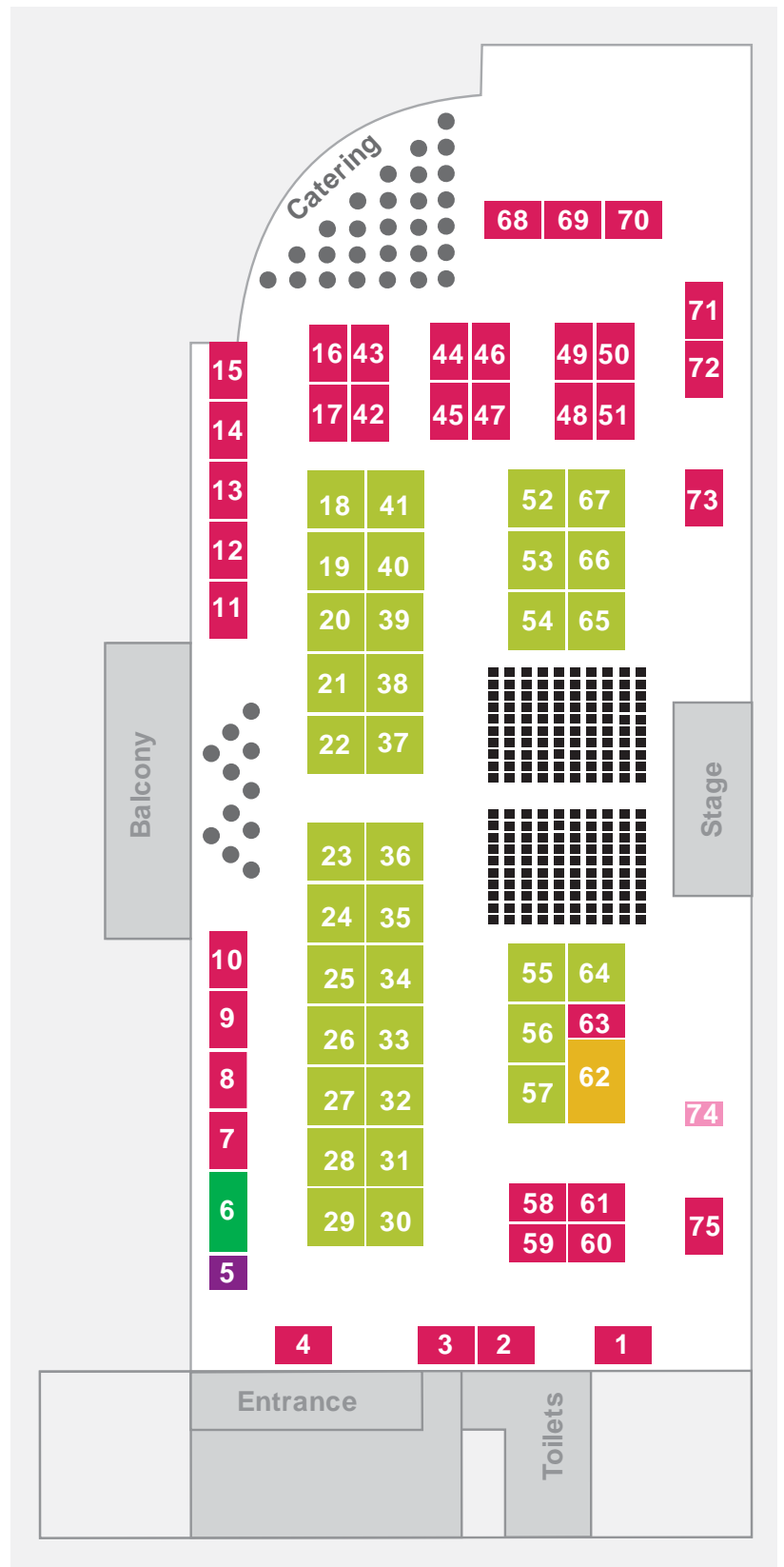
- An octanorm display stand
- Double socket
- One spotlight for every 6 square metres of exhibition space
- Stand card with exhibitor name
- Listing in the festival guide of 50 words max plus contact details
- Listing on the Irish Teaching and Learning Festival website
- Participation in the event PR and marketing campaign and sales materials.

**Cost: €260 per squared metre**

6 Square metre space = €1,560

9 Square metre space = €2,340

**Please note all costs are excluding VAT at 21%.**



## Booking Form

Book online at [www.itlfestival.ie](http://www.itlfestival.ie)

Please note that the information provided on this form shall be used to in the Festival Guide and on the festival web site.

**Company Name:** \_\_\_\_\_  
(as will appear on the stand card with exhibitor name)

**Company Contact:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Web Site:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### Stand Booking

**First Choice Stand Number:** \_\_\_\_\_

**Second Choice Stand Number:** \_\_\_\_\_

\*It is possible to book more than one stand and merge the spaces into a larger stand

**I agree to the terms and conditions of the Irish Teaching & Learning Festival**

**Sign:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please make cheques payable to Conference Partners Ltd.

We shall confirm your preferred stand only after payment has been received.

### Wire bank transfer details

**Bank Name:** Allied Irish Bank  
**Bank Address:** AIB Bankcentre Branch Ballbridge, Dublin  
**Account name:** ITLF  
**Account number:** 00766041  
**Sort code:** 93-12-68  
**BIC:** AIBKIE2D  
**IBAN:** IE82 AIBK 9312 680076 6041

Please ensure when making a wire transfer you clearly state the name of your company

## **Terms and Conditions**

### **Festival Guide**

Each exhibitor may provide a 50 word (max) listing in the Festival Guide plus contact details as part of the exhibition space purchase. Advertising may be purchased by exhibitors in the Festival Guide. The deadline for all entries into the Festival Guide is eight weeks before the exhibition. The Irish Teaching and Learning Festival reserves full editorial rights on the catalogues and any materials it publishes. The Irish Teaching and Learning Festival is not responsible for any omissions, mistakes in the Festival Guide.

### **Insurance**

While reasonable precautions will be taken, the organisers, refuse to accept responsibility for loss or damage which may befall the person or the property of the exhibitors from any cause whatsoever. Exhibitors are strongly advised to affect their own comprehensive insurance and suitable policies may be arranged through any leading insurance broker.

### **Regulations for Trade Stands**

All loose cases and other materials used in packing the exhibits must be removed by the exhibitors from the exhibition hall as soon as the exhibits have been unpacked, and at latest by 7pm on the day before the show.

### **Distribution of Publicity Matter & Advertising Novelties**

Exhibitors are not allowed to distribute leaflets, etc., anywhere within the exhibition hall, except at their own stands, and they must not for this or any other purpose encroach upon the alleys or open spaces, or do anything which may cause obstruction.

### **Responsibility**

In the event that an exhibitor fails to co-operate with the event organisers, the organisers reserve the right to remove the exhibitor and stand from the exhibition.

### **Stands**

The Irish Teaching and Learning Festival reserves the right to rearrange the stand configuration if necessary. To the best of our ability we shall inform our exhibitors of any changes to the stand configuration.

### **Health and Safety**

All exhibitors must comply with the Citywest and Irish Teaching and Learning Festival Health and Safety requirements.

### **Cancellation Policy**

10% administration charge to cancel up to three months before the festival. No refunds on spaces cancelled less than 14<sup>th</sup> July 2010 before the festival.

**Please note all costs are excluding VAT at 21%.**