

SCHOOL EDUCATION Expo

South
Australia

19 & 20 May 2012

Adelaide
Entertainment
Centre

10am to 4pm

Early Years to Year 12

FREE
community
event



www.edexpo.info : 08 8361 7545

Welcome

The School Education Expo™ is a multiple award-winning event that will showcase everything educational from early childhood to Year 12.

Parents, students, teachers, principals and anyone interested in school education can research educational options and resources, talk to specialists, gain first-hand knowledge about educational institutions, examine new products and learn about future directions in education.

In 2012 the School Education Expo™ enters its eighth year. In South Australia the event is at the Adelaide Entertainment Centre. The expo is 100% school specific and attracts serious visitors from metropolitan and regional areas.

We hope you can join the fun in 2012 and reap the benefits that flow from being part of this fabulous event.

Dr Linda Vining, FACE
BA, DipEd, MEdAdmin, EdD
Director

Elizabeth Christie
General Manager
08 8361 7545



Exhibitor comments from last year's expo

- "The expo was so good we ran out of promotional products. We never expected to be so busy! We made a number of very important connections with families who were genuinely interested." - *Blackfriars Priory School,*
- "The level of interest and serious enquiries and opportunities exceeded my expectations." - *Jiale Zhongwen Chinese for Families*
- "We really enjoyed participating and found the event amazing for gaining exposure to our cause and services. Thank you so much we intend to exhibit next year".
- *Edmund Rice Camps*
- "As a first-time exhibitor we were uncertain of what to expect. We were very pleased with the number of serious enquiries about Christian Schools." On Saturday we recorded 60+ genuine enquiries, even more on Sunday. Families had come from far and wide to gather information
- *Christian Schools Australia SA*
- Microscopes & More commented that they had spoken to more people by 11:30am on Saturday morning than they had spoken to at other expos over three days!

Showgoers' comments

- "My biggest problem is I'm time-poor. I'm too busy to go trudging around open days. I use the internet for everything I do and I love the concept of a school expo where I can see educational stuff all in one place and talk face-to-face to a cross-section of relevant people." - *Adam Torode, 34-year-old father of 2 children, prospective parent looking at schools.*
- "it's lovely to have an informal chat with schools, all together under one roof which will save us time when making a short list."
- "We didn't know there were so many good resources for our schools." - *Two Secondary school teachers*
- "Very good expo, got exactly the information we wanted."
- *parent/teacher*
- "I found some interesting software for my school."
- *Murray Duncan, School Principal*



The Expo Showcases

- Schools from every sector
- Early Learning Centres
- Tutors and coaches
- Educational resources
- Excursions and incursions
- Online learning
- Special Needs Education
- Youth Organizations
- Professional Associations
- Educational tours
- Sporting clubs
- Study camps
- Holiday activities
- Leadership training
- Interactive technology
- Gifted and Talented Programs
- Mind games and intelligent toys
- Financial planning for education
- Specialist schools for sport, performing arts, visual arts and more . . .

Exhibitors can

- Connect face-to-face with parents in a no-obligation environment
- Sell products, offer samples, run free activities.
- Launch a new product or service to a highly-selected audience
- Book time on the performance program at no extra charge
- Capitalise on media opportunities generated by the expo
- Demonstrate new learning resources
- Present awards in front of a huge audience
- Stage a competition



Marketing

Promotion for the School Education Expo is via the following avenues:

Advertising

- Major newspapers
- Local and regional media
- Educational magazines
- South Kids
- Television
- Aussie Kids
- Business and trade magazines

Publicity

- Media partnerships
- Radio interviews
- Media releases
- Newspaper editorials
- Sponsors' newsletters
- Noticeboards
- Reciprocal online links
- Partner initiatives

Promotion

- Expo Website
- Social Media
- Exhibitor's websites
- Direct mail
- Posters
- Street Banners



Support Partners





1. Fax or email registration form and payment to the School Education Expo™ - see details below.
2. This form is your tax invoice. Confirmation of booking will be sent by email.

19 & 20 May 2012 : SA Registration Form & Tax Invoice

Name of school / company (for tax invoice)	
Display name for program (max 30 spaces)	
Brief description of your service/product - for the edexpo website (max of 70 characters, including spaces)	
Contact person (first name and surname)	Contact person's position
Contact phone + mobile	Contact person's email
Postal address with postcode	Website
I agree to the cancellation charges listed below and realise that the terms & conditions are in the Exhibitor's Handbook on the expo website.	
Signature: Date:	
<i>A non-refundable deposit of 25% of the total fee is required to secure a booth. You will be invoiced for the balance 6 weeks prior to the event.</i>	

Booth Type	Booth Features	Price	Price AFTER 3 April 2012
Table (1.2m)	Includes Table + chair (limited number available)	<input type="checkbox"/> \$570 inc GST	<input type="checkbox"/> \$660 inc GST
Mini (3m x 1m)	Includes black velcro walls, fascia name board, 1 spot light, power, carpet, general security, rubbish removal, daily cleaning (vacuum), exhibitor's lounge, directory listing & expo website link..	<input type="checkbox"/> \$1,660 inc GST	<input type="checkbox"/> \$1,800 inc GST
Small (3m x 2m)	Includes black velcro walls, fascia name board, 2 spot lights, power, carpet, general security, rubbish removal, daily cleaning (vacuum), exhibitor's lounge, directory listing & expo website link.	<input type="checkbox"/> \$2,490 inc GST	<input type="checkbox"/> \$2,800 inc GST
Standard (3m x 3m)	Includes black velcro walls, fascia name board, 2 spot lights, power, carpet, general security, rubbish removal, daily cleaning (vacuum), exhibitor's lounge, directory listing & expo website link	<input type="checkbox"/> \$3,290 inc GST	<input type="checkbox"/> \$3,500 inc GST
Combination	Talk to the Expo General Manager on 08 8361 7545.	on application	
Display Areas	Suitable for a large site where an exhibitor wishes to erect their own display. Prices are available on application and depend on availability. Talk to the Expo General Manager on 08 8361 7545.	on application	
Seminar Area	A private area is available for hire by exhibitors for presenting seminars away from their booths	\$120 per hour inc GST (limited times available - book early to avoid disappointment)	
Booth Selection	Please select your booth from the floorplan on the expo website	Row	Booth Number

* Expo Net will contact you about fascia name boards, fittings, power and internet connection

Payment: [] Cheque [] Visa [] Mastercard [] Diners [] EFT; St George Bank, BSB = 112 879 Account = 066 727 595 Card Number: Expiry Date: Amount: \$ Signature:	Do your sums Cost of booth Deposit of 25% Balance Owing
Return to: School Education Expo™ ABN: 55 067 901 508 Fax: +61 (08) 8260 7077 Phone: 08 8361 7545 Email: manager@edexpo.info Post: 43 Parkview Drive, Mawson Lakes, Adelaide, South Australia 5095	Cancellation Contract > 90 days notice = \$50 admin fee 45-90 days notice = 50% full fee payable < 45 days = full fee payable <p style="text-align: center;">www.edexpo.info</p>