

**IERECE 2016**

**14-15 April 2016**

**Novotel Zurich**

**Zurich, Switzerland**

**I**nternational  
**E**ducation  
and  
**C**areer  
**E**xhibition

***Infopack***

## 1. Exhibitor

### 1.1. Who can become an Exhibitor

- Universities, Colleges and Schools
- Apprenticeship Education Institutions & Training Centers
- Governmental and Private Education, Research, Scholarship and Loan program representatives
- Volunteering, Internship, Traineeship, and Fellowship program representatives
- Summer and Winter School Program representatives
- Study Abroad Agencies and Exchange representatives
- Human Resources, Career and Recruitment Company representatives
- Language and Foundation Course Center representatives
- Research Institutes and Techno Park representatives
- Foundations which support educational programs
- Education equipment and stationary materials producing companies
- Student Unions, Youth Hostels, Study and Travel programs
- Mass Media and Distant Education program representatives

### 1.2. Benefits for Exhibitors

- **Exhibitors** will have a platform to introduce and promote their own programs and positions to hundreds of visitors.
- **Exhibitors** will have the opportunity of B2B coaching and meeting with guests.
- **Finding** talented and well-targeted students, customers, volunteers, researchers and employees;
- **Exploring** and building new partnership opportunities with local and international partners.

### 1.3. Number of Exhibitors

Participation is limited to **60 potential Exhibitors** from all over the world. Due to the limited available places, the first payments will secure the candidate's participation in priority.

### 1.4. Working Language: English

### 1.5. Requested Documents

- Application form for Exhibitors
- Official letter of participation request, stamped and signed

### 1.6. Participation fee for Exhibitors: 2100EUR

1.7. Financial Aid for Exhibitors: Due to the Exhibitor`s financial aid request we could offer discount on requested participation fee amount. Deadline for Sponsorship request is **02 November 2015**.

### 1.8. Participation fee Includes:

**IERECE 2016 Exhibition** will provide all the exhibitors with following services under paid fee:

- Invitation for 2 exhibitor representatives participation
- Opening ceremony and Gala Dinner during arrival day

- Closing ceremony and Farewell Dinner
- Basic fair equipments (1 table, 2 chairs, table signboards, name badges and invitations)
- 2 bottles 1 liter still water supply per day
- Promotion on IPD web page, Facebook page and brief introduction (Name, logo, contact details and brief introduction: Maximum 10 sentences) in Exhibition Catalogue
- Registration fee
- Exhibition folder, pen and notepad
- Power supply and electrical consumption
- High speed accessible WiFi
- Feel free to bring any promotional materials of exhibitors (for instance journals, banners, posters, souvenirs, booklets, brochures etc. print or polygraphs materials)
- Pavilion cleaning, general pavilion security, technical design and support
- Exhibitors advertising campaign through visitors, visitor's registration and on-site navigation
- Exhibitors name and logo in exhibition banners and posters

## **1.9. Deadline and Participation Procedure**

Deadline for sending the application form and the payment of the participation fee (after receiving the IPD Invoice) is **the 25<sup>th</sup> of January 2016**. Selected Exhibitors will receive invitation letter and further documents on participation when the participation fee transferred successfully to the bank account.

**Cancellation Deadline for Exhibitors** is the **10<sup>th</sup> of March 2016**. Until this date we will charge **50%** of the **participation fee**. Cancellation appeals after the **10<sup>th</sup> of March 2016** are non-refundable.

## **2. Volunteership**

### **2.1. Benefits for Volunteers**

In order to be part of this Exhibition and to find new friends as well as to achieve organizational experience, please fill in the **Application form for the Volunteers** and send it to [iereceexhibition@ipdinstitute.ch](mailto:iereceexhibition@ipdinstitute.ch).

**We are looking for motivated volunteers for the following activities:**

- Technical support
- Decoration of the Fair
- Visitors and guests registration
- Translation support: English-German or English-French
- Administrative supports
- Photo, camera and multimedia support
- Exhibitors Accompany Support
- Logistic and transfer arrangement
- Designer
- IT Specialist
- Interviewer
- Driver
- Event Promotion

We will cover local transport in Zurich and meal expenses of volunteers plus a honorarium per day. Apart this, volunteers will get equipments (T-shirts, name badges, pens and notepads of the Fair) provided by the organization. Age limit is between 18-30 years.

**2.2. Deadline** for sending the Application form is **15<sup>th</sup> of January 2016**

### **2.3. Requested Document for Volunteering**

- Application form for Volunteers
- CV in English
- Passport page

## **3. Sponsorship**

### **3.1. Benefits for Sponsors**

- To be at the attention of thousands visitors of exhibition web site and Facebook page;
- Promotion through distribution members list and hundreds visitors of exhibition;
- Promotion of company products and services;
- An opportunity to find a new potential partners and clients;
- Sponsor companies names and logos will be separately promoted through Exhibition catalogue, posters and banners.

### **3.2. Deadline**

For Sponsorship please send us the application form (**Application for Sponsorship**) with an official letter for sponsorship request [iereceexhibition@ipdinstitute.ch](mailto:iereceexhibition@ipdinstitute.ch). Deadline is the **25<sup>th</sup> of January 2016**

After submitting the application form with the official letter for sponsorship request you will receive an Invoice to start payment procedure. The letter of confirmation with further details will be sent afterwards.

### **3.3. Types of Sponsorship**

<b>Sponsorship Type</b> (With the sponsors' name and logo in the products)	<b>Desired Donation Amount (in EUR)</b>
<b>Diamond Sponsorship</b>	18000 - 50000
<b>Platinum Sponsorship</b>	13000 - 17500
<b>Gold Sponsorship</b>	8000 - 12500
<b>Silver Sponsorship</b>	5000 - 7500
Gala Dinner Sponsorship during the Opening Ceremony	10000
4 times Coffee Break Sponsorship for Exhibitors during 2 Exhibition	5000
Sponsorship for Exhibition T-shirt & Caps (800 pieces)	10000
Sponsorship for Exhibition Umbrella (500 pieces)	15000
Sponsorship for Exhibition USB Stick (500 pieces)	10000
Sponsorship for Exhibition Pen Sponsorship (500 pieces)	5000
Sponsorship for Exhibition Notebook (500 pieces)	5000
Sponsorship for Exhibition Package (500 pieces)	5000
Sponsorship for Student Jug (500 pieces)	6000
Other desired donation amount	

## 4. Visitor

### 4.1. Benefits for Visitors

**1<sup>st</sup> IERECE 2016 Exhibition is open for all interested visitors mentioned below:**

- Students, school leavers, parents, teachers, working adults, members of the industry and the general public seeking higher education higher education and future study opportunities;
- Graduate students and job seekers also, academic and exchange programs, scholarship programs, fellowship, internship, traineeship, research, language and summer-winter program seekers;
- Studying and living conditions and expenses in different countries;
- Opportunities to meet with potential exhibitors and get consultations.

Opening hours of the Fair is from **09:00am - 06.00pm**. Entrance is free.

## 5. Exhibition Program

### **13<sup>th</sup> of April 2016**

07:00pm - 11:00pm

- Opening Ceremony and Gala Dinner by IPD
- B2B Meeting between Exhibitors and Guests

### **14<sup>th</sup> of April 2016**

09:00am Start of the Fair and entrance of the visitors  
01:00pm - 02:30pm Lunch time  
02:30pm - 06:00pm Fair

### **15<sup>th</sup> of April 2016**

09:00am Start of the Fair and entrance of the visitors  
01:00pm - 02:30pm Lunch time  
02:30pm - 06:00pm Fair

## 6. Price List for Extra Services

<b>Extra Services</b>	<b>Item</b>	<b>Price (in EUR)</b>
Translation (English-German or English-French)	Per hour	80
Exhibitors accompanying fee during the exhibition	Per hour	50
Airport-Hotel-Airport meeting and transfer fee (include transport fee)	Per one way	150
Logistic assistance and equipment arrangements	Per hour	50
Advertisement in Exhibition Catalogue (Colorful)	in Back Cover	1500
	Inside of Catalogue (Full Page)	700
	Inside of Catalogue (Half Page)	400

## 7. Exhibition Location

The Exhibition will be take place in Novotel Zurich City-West Hotel. After getting the confirmation letter, please feel free to contact the Hotel for accommodation booking. We kindly recommend you to start with your booking on time as for this period places can be limited.

## 7.1 Contact Details of Novotel Zurich City-West Hotel

Schiffbaustrasse 13, CH-8005 Zurich  
+41 44 276 22 55  
+41 44 276 22 98  
[www.novotel.com](http://www.novotel.com)



## 8. Organiser

Institute for Peace and Dialogue (IPD) is an independent, international non-profit and non-religious institute located in Lucerne, Switzerland. IPD dedicates itself to the promotion and prevention of conflicts between and within states, companies and communities by strengthening institutional dialogue, mediation and academic education with the participation of civil societies, INGOs, business and state institutions. To achieve its purposes, IPD providing its beneficiaries with academic-scientific programs (MA programs, summer academies, seminars, conferences, forums and exhibitions), institutional broad research-survey outputs, publication of educational materials, carrying out mediation, negotiation and reconciliation initiatives.

Since its establishment IPD organized several successful international academic projects and starting 2016 decided to promote education work with it's a new exhibition initiative. With a keen understanding of the importance of education, IPD decided to provide "one-stop" education and career fair for school leavers, parents, teachers, university students, job seekers, working adults, members of industry and the general public seeking higher education opportunities.

Please don't hesitate to ask and be part of our new Education Exhibition in case of any future inquiries or cooperation proposals via E-mail [iereceexhibition@ipdinstitute.ch](mailto:iereceexhibition@ipdinstitute.ch). For more detailed information and participation Application forms please visit IPD web page [www.ipdinstitute.ch](http://www.ipdinstitute.ch).

### Bank details for payment

#### **Payment in CHF:**

Bank Name: PostFinance AG  
Bank Address: Mingerstrasse 20  
3030 Bern, Switzerland  
Account number: 25-100224-4  
IBAN: CH62 0900 0000 2510 0224 4  
SWIFT code: POFICHBEXXX

**OR**

**Payment in EUR:**

Bank Name: PostFinance AG

Address: Mingerstrasse 20

3030 Bern, Switzerland

Account number: 91-806816-2

IBAN: CH50 0900 0000 9180 6816 2

SWIFT code: POFICHBEXXX

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