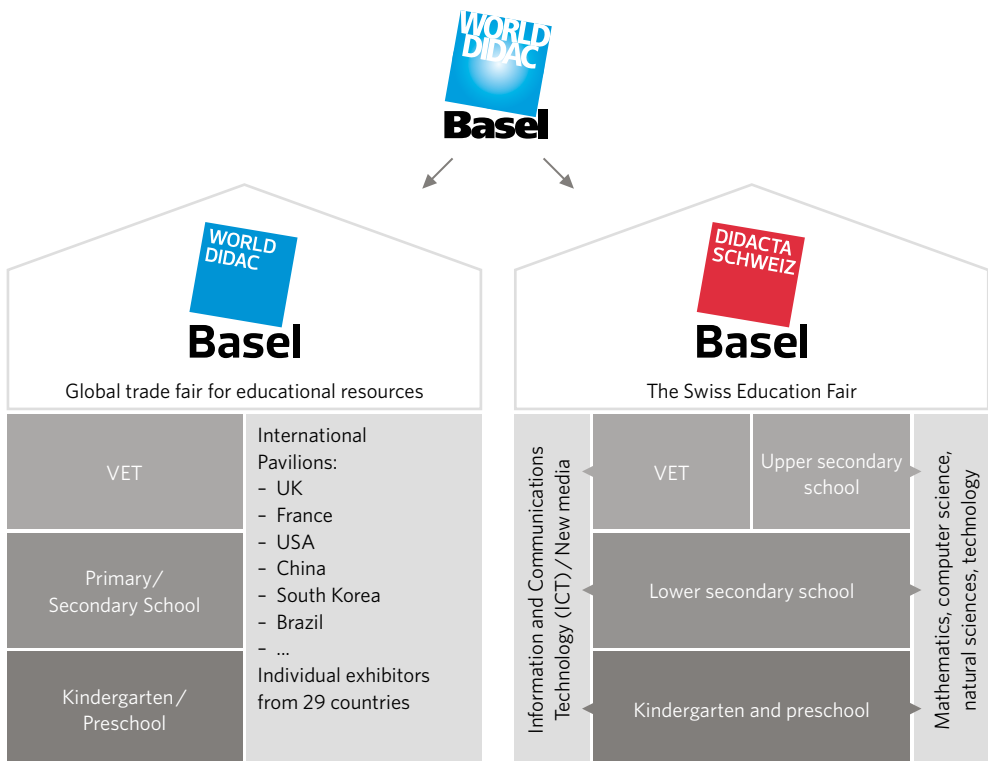


A lucrative double lesson in Basel: Worlddidac Basel and Didacta Schweiz

Even more differentiated and hence even more attractive for exhibitors and visitors alike! In autumn 2012, two specially-tailored trade fairs for educational resources are being held simultaneously in Basel for the very first time: Worlddidac Basel, an essential meeting point for the B2B sector (30% of the world's wholesale trade is conducted here), provides a hub for the conclusion of new contracts and partnerships. And Didacta Schweiz is a firm favourite amongst Swiss teachers and other professionals.

From 24 to 26 October 2012, your customers will be able to find you particularly easily and rapidly: at Worlddidac Basel and Didacta Schweiz, which is being held in parallel.

With this new concept for the fair, we are responding to the frequent calls voiced by visitors and exhibitors after Worlddidac Basel 2010.



Always gets good marks: The proven international education platform

Worlddidac Basel showcases the latest trends in education. It is the “place to be”. As a classical trade fair for international dealers, importers and producers of educational resources, as well as buyers, politicians and others holding responsibility for education (international delegations) it quite rightly counts as “the” networking forum and an ideal platform for future-orientated and high-quality offerings. Everything that visitors appreciate at Worlddidac Basel makes the trade fair attractive for you as an exhibitor too.

Why Worlddidac Basel?

Worlddidac Basel repeatedly points the way forward in the global education sector. The figures for the last fair speak for themselves already: in 2010, more than 18'000 professional visitors met up at the heart of Europe. A total of 405 exhibitors from 29 countries had their products and services on display, over a surface area of more than 20'000 m².

Your presence in the best possible location

Make your presence in this rewarding environment into the highlight of the 2012 business year. Prepare your company's offerings in a targeted manner for the fair's receptive and particularly interested specialist visitors. Where else can motivated professionals discover so many innovations and proven products and services in such a short time?

Dealer meetings

Dealer meetings are particularly welcome at Worlddidac Basel. Meet up with your key accounts here, as well as with new, potential business partners. We can offer you just the right infrastructure to satisfy your requirements – at attractive rates. Just give us a call, and we'll get your project going!

Further education for the retail trade: The specialist fields at the fair

Whether buyers, politicians with responsibility for education or producers: even established professionals in the sector welcome the opportunity to take a look at new products and services. Or, to put it differently, they come because you are there! Have your best ideas and product highlights on show in Basel. Make selective use of Worlddidac Basel to strengthen your existing customer contacts and to forge new links with potential customers from both near and far.

The subject areas for your products and services:



Educational publications, teaching and learning aids



School, laboratory and conference furnishings



School supplies and educational toys, consumables



ICT, digital media, e-learning



Presentation technology



Science and technology



Technical and vocational training



Kindergarten and preschool



Services for educational institutions

Inspiration for educators and exhibitors: Additional highlights

While a broad range of offerings on the part of the exhibitors, including a large number of innovations, still constitutes the centrepiece of a trade fair, a successful industry platform in the 21st century calls for further components too.

Alongside products and services, know-how and inspiration will be imparted to professional visitors in special presentations on current topics. And networking and contact platforms are particularly popular too. Active communi-

cation and the context in which education policy and trends take place will thus round off the trade fair experience in a positive manner. Worlddidac Basel has a considerable amount to offer in this respect, including:



Presentation of the Worlddidac Award



Networking party



Dealer meetings

Every square metre represents a good investment: Terms and conditions

Price per m² stand area

Floor space up to 100 m ²	CHF 269.-/m ²
Floor space as of 101 m ²	CHF 265.-/m ²
Minimum stand area 9 m ²	

Members of the Worlddidac Association are given a 15% discount on the rented stand area, excl. supplements.

Participation as a co-exhibitor

(incl. basic entry in worlddidac24) CHF 1'690.-

Supplement for open sides

Corner stand with 2 open sides	+20%
End stand with 3 open sides	+25%
Island stand with 4 open sides	+30%

System stand

System stand "Standard" CHF 198.-/m²
(excl. stand area)

System stand "All-in Package"

System stand 9 m² "All-in Package" CHF 4'990.-
Additional m² CHF 450.-/m²

Publications

Compulsory basic entry
in worlddidac24
(online and print catalogue) CHF 690.-

Admission tickets

Vouchers for admission tickets are free of charge (each exhibitor automatically receives 10 vouchers per m², and co-exhibitors are given 50 vouchers; further vouchers are available in unlimited quantities). Redeemed vouchers will be invoiced at CHF 9.- each (incl. VAT).

Day ticket	CHF 20.-
Concessionary day ticket	CHF 10.-

all prices excl. VAT (except admission tickets)

Punctual planning pays off here: Dates and deadlines

Date

Wednesday, 24 October, to Friday, 26 October 2012

Venue

Messe Basel, Hall 1 and Hall 5

Frequency

Every 2 years

Deadlines

As of now	Register for a good stand position!
End of April 2012 onwards	Allocation of stand positions
As of May 2012	Dispatch of hall plans

Design your educational meeting point: System stands and bespoke stand construction

Make a better visual impression at the fair with a bespoke stand that has up to four open sides. Or the attractive “All-in Package”: no limits are placed on your wishes when it comes to the optimum presentation of your products and services at Worlddidac Basel. We will be pleased to advise you on configuring your optimum stand.

System stands



“Standard” system stand CHF 198.-/m² (excl. VAT)

Lightweight construction system with circumferential grid structure

Included in the package

- 2.5m high walls
- Carpeting, choice of 5 colours
- Lighting with 1 spotlight per 3m²
- 3 aluminium shelves
- 1 socket (230V / 10A), 2.3 kW incl. electricity consumed
- Standard lettering (black, up to 30 characters)
- Cleaning both before and during the fair



“All-in Package” 9m² as of CHF 4'990.- (excl. VAT)

Additional with a system stand as of CHF 450.-/m² (excl. VAT)

The “All-in Package” contains everything that you need for your participation in the trade fair – at extremely attractive conditions.

Included in the package

The “All-in Package” is based on the same facilities as for a “Standard” system stand, including furniture. In addition to this, you benefit from services such as cleaning and insurance and also a range of advertising measures. You will find details at www.worlddidacbasel.com

Educate your customers further before the fair: Advertising

Good marketing makes an impact. That is why we selectively advertise Worlddidac Basel as the biggest event of its type far and wide. And we also offer your company not only an entry on our information platform, worlddidac24, but also a large number of other options for inexpensively profiling your products and services.

worlddidac24 is our online catalogue which provides a regularly updated overview of the latest products and services in the sector, 365 days a year. As an exhibitor, your basic details are included through your compulsory basic entry. You can extend your visual presence both online and in the popular print catalogues through specially tailored packages.

Basic package **CHF 690.-**
Compulsory, basic entry of the company profile in the online and print catalogue

Supplementary package **CHF 920.-**
Extension of the basic entry
- Innovations listed in the online and print catalogue

PR package **CHF 1'850.-**
PR report by a professional journalist on the editorial team
- Translation into foreign languages, for an additional fee
- Logo on the welcome page and hall plan

All-in Package **CHF 2'900.-**
- Contains everything included in the basic package, supplementary package and PR package
- Gives you a 16% discount

You will find further offers on our website. And if you wish to implement advertising ideas of your own, simply give us a call - we are always receptive to special wishes too.

All successfully passed their examinations already: Contacts and partners

Team



Claudia Käslin
Exhibition Manager
Tel. +41 58 206 22 47
claudia.kaeslin@worlddidacbasel.com



Stefanie Blösch
Exhibition Coordinator
Tel. +41 58 206 26 27
stefanie.bloesch@worlddidacbasel.com



Charlotte Altwegg
Exhibition Coordinator
Tel. +41 58 206 25 72
charlotte.altwegg@worlddidacbasel.com



Daniel Buser
Communications Manager
Tel. +41 58 206 22 73
daniel.buser@worlddidacbasel.com



Sonia Wiedle
Communications Planner
Tel. +41 58 206 31 07
sonia.wiedle@worlddidacbasel.com



Markus Kern
Sales Manager
Tel. +41 58 206 22 29
markus.kern@messe.ch

Representation abroad

Germany

Balland Messe-Vertrieb GmbH,
Cologne
Tel. +49 221 94 86 070
info@balland.ch

Austria

Ivo Dürr International, Vienna
Tel. +43 1 890 1630
i.duerr@messe-agentur.com

Promoter



Worlddidac Association

Bollwerk 21
CH-3011 Bern
Tel. +41 31 311 76 82
Fax +41 31 312 17 44
info@worlddidac.org
www.worlddidac.org

Organiser



MCH Swiss Exhibition (Basel) Ltd.

CH-4005 Basel
Tel. +41 58 206 22 47
Fax +41 58 206 21 89
info@worlddidacbasel.com
www.worlddidacbasel.com

