SHAPING THE FUTURE OF EDUCATION, TOGETHER!

20, 21 & 22 NOVEMBER 2013
Paris Porte de Versailles
Pavillon 7.1

- Information Technology and Communication for Education
- Audiovisual
- Educational Resources
- Digital Edition
- Science & Physics & Technology
- Services & Supplies for the education sector
For years now, education professionals have flocked to the Educatec-Educatice trade show for the latest in how to incorporate digital innovation into the classroom and students’ learning process. Porte de Versailles in Paris has now become the one event experts, decision-makers and professionals in education technology cannot afford to miss each November.

The stands, conference areas and meeting places are brimming with opportunities to develop know-how, enhance practices and set up new projects. With so much on offer, Educatec-Educatice can meet even the highest expectations of specialists up to date with the latest state-of-the-art resources.

Today, digital technology is a powerful driver for change, bolstering organisations and guiding strategic thinking. As it continues to march resolutely into the future, it forces us to re-evaluate the way we do things, creating a virtuous circle. It is a positive force that transforms partner relations and opens up a plethora of new perspectives on tomorrow’s world.

With the creative power of digital technology too great to ignore, Educatec-Educatice 2013 is broadening its scope to explore a whole new frontier: higher education.

Digital technology is omnipresent in modern-day life and permeates every aspect of our existence. It’s not surprising then to witness it forging a whole new approach to teaching and paving the way for new possibilities in lifelong learning.

To reflect this new reality, Tarsus is setting aside one whole day of this year’s Educatec-Educatice to shine a light on higher education, the natural continuation of schooling.

Local authorities, publishers, course designers and public institutions are all scrambling to extend their range beyond school education to the higher education market. The reason for this is simple: digital technology, which is breaking down traditional barriers and offering inspiration far beyond single projects.

This year’s Educatec-Educatice is being held from 20 to 22 November 2013 at Porte-de-Versailles, Paris and will focus on four main areas: IT adapted to audio-visual and publishing tools, teaching resources, industrial science and technology, and education services. With over 10,000 visitors expected, Educatec-Educatice is shaping up to be the number one event for training industry professionals this year. So don’t miss out! Come along, have your say, discover new trends and extend your professional network!

Ghislaine de Chambine
Educatec-Educatice Director
A 360° take on education guaranteed to:

- **Promote** education and training
- **Cement** Educatec-Educatice’s status as the leading trade show in education
- **Position** the European education trade show and Educatec-Educatice by harnessing unparalleled communications initiatives
- **Offer** visitors the chance to take part in a wide range of conferences and political and institutional tours specially organised by the LA LIGUE DE L’ENSEIGNEMENT (Teachers’ League) for the European Education Trade Show.

**COVERING THE FULL EDUCATION SPECTRUM TO CATER TO ALL INTERESTS:**

**300 EXHIBITORS EXPECTED**

**BOOKS AND TEACHING RESOURCES**
Multimedia resources, CD-Rom, teaching resources, digital school records

**Publications:** Dictionaries + school books and workbooks + publications for foreign language studies + books for professional training + national and regional professional journals and publications

**Technical and scientific publications**

**Educational products:** Products for young learners + learning games + introductory products + teaching materials

**MULTIMEDIA & AUDIO-VISUAL**

**Computer-assisted teaching + DDEX (Digital Data Exchange)**

**DWE (Digital Work Environment):** School management software + class management software

**Microcomputers and related tools**

**Security and content filters**, IT data security, antivirus software, access control

**IT Engineering** + artificial intelligence + tutorial software

**Interactive whiteboards**

**Document databases** + interactive computers + electronic calculators + CAD and computer assisted production + TV broadcasters + 3D digital + distance learning

**Audio-visual:** Audio-visual language study aids, television shows + audio-visual material + videoconference material + distance learning + production + audio-visual programmes + audio-visual production + satellite cable networks + radio + telecommunications + computer communication + image production and processing + training videos + projectors, LC D overhead projectors

**Multimedia language labs, mobile classrooms and mobile multimedia centres**

**SCIENCE & TECHNOLOGY**

Measuring devices + tools for laboratory and practical work (physics, chemistry, biology) + scientific apparatuses + hanging maps and globes + history and geography material + computer assisted experiments + biological engineering + chemical engineering + physical engineering + optical instruments + alternate energy sources lab + teaching and research pilots + skeletons and anatomical models + fossils and minerals

**MATERIAL & SUPPLIES**

**Material:** Printers, charts + labs + technical material + scientific material + hanging maps and globes + instruments + equipment

**Supplies:** Supplies for technical schools + supplies for technical drafting + laboratory supplies + audio-visual supplies + supplies for practical and manual work + office supplies

**Consumables:** Paper products + everyday supplies + printer ink cartridges

**FURNISHINGS & EQUIPMENT**

**Furnishings:** Furniture + classroom furniture + IT-related furniture, mobile classrooms + laboratory furnishings + technical furniture

**Telephony & Telecommunications**

**Equipment:** Sports centres + libraries + telecommunications network cables + conference rooms for libraries and information centres + IT + school canteens

**Environment & Energy**

**Hygiene:** Cleaning and related services

**INSTITUTIONS & ORGANISATIONS**

Teachers associations + trends in teaching methods + additional health insurance + services for teachers + unions
ROLLING OUT AN INTENSIVE MEDIA CAMPAIGN TO GET ALL PROFESSIONALS ONBOARD: 12,000 VISITORS EXPECTED

EDUCATORS & TRAINERS
Teachers: Primary and secondary school teachers, university teaching staff, directors, IT directors, academics, vocational training supervisors, school counsellors, orientation staff, management staff, bursars, teacher training college personnel, inspectors, administrative staff, technical personnel, parents of students
Trainers: Training centre directors; AFORP-CFAI/AFPA (professional training), human resources officers, corporate training officers

ELECTED REPRESENTATIVES & LOCAL GOVERNMENTS
Elected representatives: Mayors, regional presidents and vice-presidents
Public-sector personnel responsible for education, youth issues, social and economic issues, construction and renovation programs, IT systems, etc.

MINISTRY OF EDUCATION STAFF, REGIONAL EDUCATIONAL AUTHORITIES & ORGANISATIONS
Ministry of Education staff: Ministerial counsellors and technical advisors, staff from other ministry departments: DGESCO, IG EN, STSI / SDTICE
Regional educational authority staff: Regional chief education officers and staff, academic inspection department
Staff from other organisations: SCEREN, CEREQ, CERI MES, INRP, CNED, CI EP, ONISEP

WHO WILL BE TAKING PART?

PEOPLE FROM
Paris and surrounding region 61%
Rest of France 39%

WORKING IN
French public education 59%
Local authorities 12%
National and international administrations 17%
Companies/Associations/Federations/Unions 12%

ACTIVITY
Professional secondary schools 15%
Higher education, Polytechnic Institutes, Universities 12%
Technical secondary school 9%
Secondary schools (ages 11 - 15) 9%
Teaching resource and equipment manufacturers 7%
Businesses in the service industry 6%
Primary schools 5%
General secondary schools 5%
Training establishments 4%
Training industry 4%
Distributors 3%
Ministries 2%
Central administration 2%
Educational documentation centres (CNDP / CR DP / CDDP) 2%
Health, Handicap sector 1%
Import, Export industry 1%
Other 14%
PACKED FULL WITH EXCITING EVENTS AND NOT-TO-BE-MISSED HIGHLIGHTS

- **FREE CONFERENCE** organised by the French National Ministry of Education, Youth and Solidarity (more information soon at eduscol.education.fr/numérique)
- **WORK SESSIONS** for 120 educational ICT school inspectors (IEN TICE), 60 ICT advisors and task managers for chief education officers
- **ENT PROMOTIONAL DAY** for digital work environment project organised by the Ministry of Education and the Caisse des Dépôts
- **TEACHING PRACTICE DEMONSTRATION PLATFORMS** for exhibitors to introduce and demonstrate their latest products and solutions to meet changing needs on the ground.
- **SYMPOSIUMS, ROUND TABLES AND DEBATES** with the participation of institutional and media partners.
- **HIGHLIGHTS** throughout the show, with professional networking events: welcome breakfasts, exhibitors’ cocktail hour; awards ceremony, etc.
- **TEACHING PRACTICE DEMONSTRATION PLATFORMS**

- **DEMOTICE**, a workspace dedicated to several classes of students, mainly from country schools, supervised by their teachers, and presenting innovative, concrete and fully developed teaching projects that highlight the use and advantages of ICT and technologies in teaching and education.
- **DEMOSCIENCES**, workspaces dedicated to teacher-led experiments, and presenting concrete, innovative teaching projects that highlight the use of scientific and technical equipment.
- **CRETEIL@TICE**, a workspace offering events and demonstrations of teaching practices in the Créteil school district.
- **GENERAL MEETINGS AND GET-TOGETHERS** by the main teachers’, educational project managers’ and school inspectors’ associations, etc., encouraging the main members of the associations to attend the show.

- **THE FIFTH TROPHÉES DES TECHNOLOGIES ÉDUCATIVES** (Educational Technology Awards) rewarding the local authorities with the most innovative teaching projects (*details on request*), and judged by a panel of local authority and education stakeholders.
A WHOLE HOST OF EXHIBITION POSSIBILITIES / Prices and special offers on request

- BARE STAND
- PRE-PREPARED STAND (carpet + structure + spotlights)
- STAND PACKAGE (carpet + structure + partition walls + spotlights + electricity + furnishing credit)
- 9M² 12M² AND 15M² TURNKEY STAND (Carpet + structure + spotlights + electricity + furnishings pack + booking expenses and web pack)

PROUD EXHIBITORS IN 2012... THIS YEAR IT'S YOUR TURN!


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Lysiane BERTHOU: Customer Service
GROUPE MÉDIA B TO B

NOS SALONS TRADITIONNELS

- **Heavent paris**
  Le salon des professionnels de l'événementiel, de l'exposition et des congrès

- **Affaire CADEAUX**
  Le salon des cadeaux d'affaires et objets publicitaires

- **Semo**
  Le salon des prestataires, outils et services pour les études et l'analyse marketing

- **Stratégie CLIENTS**
  Le salon de la Relation Client

- **Bureaux EXPO**
  Le salon des directeurs de l'environnement de travail et des achats pour l'aménagement des bureaux

- **Big DATA**
  Le salon du Big Data

- **SEMIAIRE EXPO**
  Le salon pour l'organisation de vos séminaires et congrès

- **By Synpase**
  Le salon des techniques, services et solutions, pour le spectacle et l'événementiel

- **Educatec**
  Le salon professionnel de l'éducation

- **Solutions Libres & Open Source**
  Le salon professionnel du bâtiment innovant, performant, intelligent et durable

- **Cloud 4.0**
  Le salon du Cloud Computing, des Datacenters et des infrastructures sécurisées

NOS SALONS MEETINGS

- **Henent Meetings**
  Le salon business du tourisme d'affaires et de l'événementiel

- **Workplace Meetings**
  Le salon business de l'environnement de travail et des achats

- **IT MEETINGS**
  Le salon business des réseaux, des télécommunications, de la mobilité, du cloud computing et des datacenters

- **Marketing MEETINGS**
  Le salon business du marketing, marketing cross canal, expérience client, études et intelligence marketing

NOS SITES WEB

- **monannuairepro.com**
  Portail d'information et annuaire professionnel BtoB

- **Salle de séminaire.com**
  L'annuaire de référence pour trouver la salle idéale. Une nouvelle version plus attractive, plus facile à utiliser.

- **Evenement-la-nouvel.com**
  Toute l'actualité événementielle au travers d'un magazine, d'une newsletter et d'un guide.

NOS GUIDES

- **Call Center**
  Le guide de la relation client et des centres de contacts

- **Consulting**
  Le guide professionnel des sociétés de conseil

- **By Synpase**
  Le guide de la prestation technique dans le spectacle et l'événement

- **Les Carnets d'Événements**
  Le guide des agences, lieux, et prestataires pour l'organisation d'événements

- **Luxe**
  Le guide des partenaires et des prestataires du luxe

- **E-direct**
  Le guide des solutions innovantes pour cibler, conquérir et fidéliser

- **Marketing Études**
  Le guide des études marketing, média et opinion

- **Education**
  Le guide des solutions et innovations au service de l'éducation

www.tarsus.fr