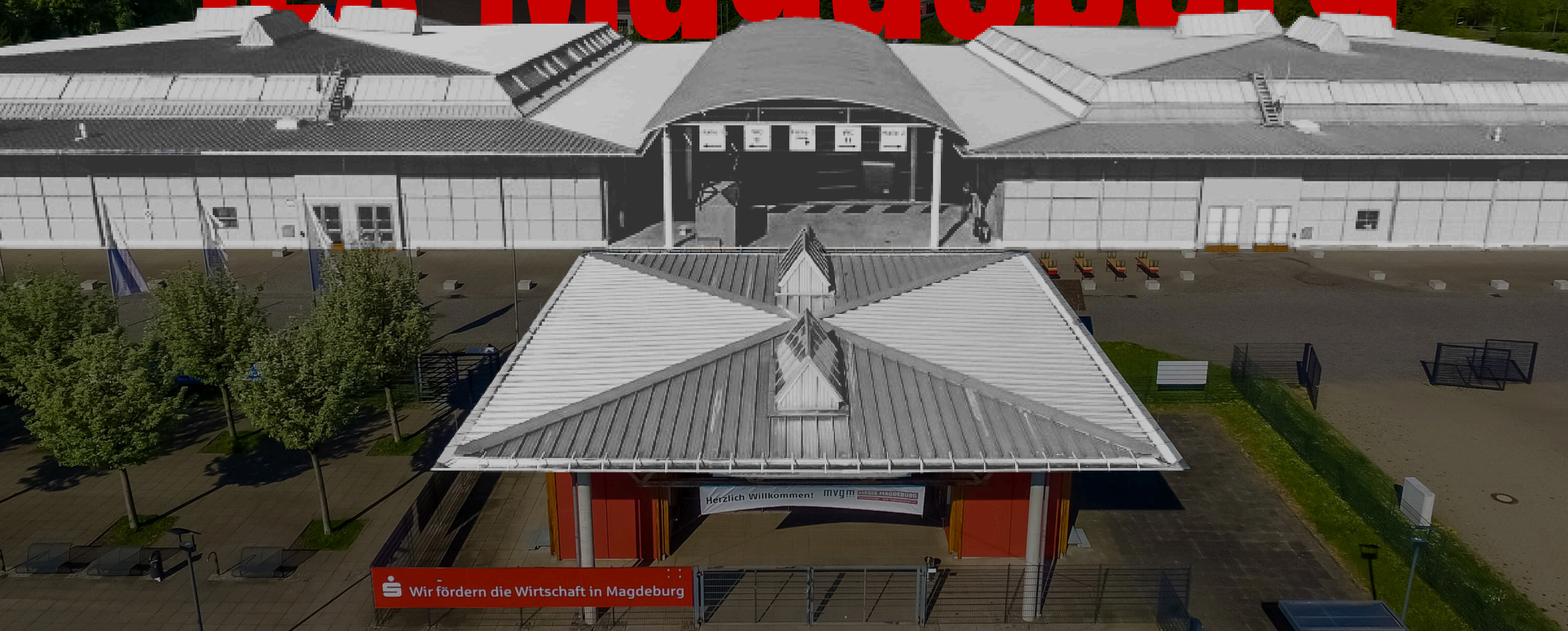


IEF Magdeburg



Wir fördern die Wirtschaft in Magdeburg

Herzlich Willkommen! mvgm MESSE MAGDEBURG

ABOUT OUR EVENT

. Every 2 years in Magdeburg, Germany, the whole education and EdTech world meets there schools, universities, corporate training, ministries, tech companies, start-ups, researchers all under one roof, all talking about how learning is changing through technology.



ABOUT OUR EVENT

A close-up, artistic shot of a VR headset, showing the lens and the strap, set against a dark, textured background with some light-colored particles.

+ 7000 VISITORS

+ 220 EXHIBITORS

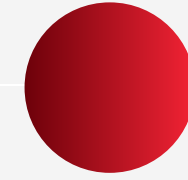
It started back online, more like a professional meetup for digital learning. But our first physical round is estimated to grow into something massive around 7,000 to 9,000 visitors, and more than 220 exhibitors coming from all over Europe and beyond. The halls are packed with everything from e-learning platforms and immersive VR demos to new authoring tools, adaptive systems, and more recently, AI-driven education products

What really makes IEX stand out

people don't just come to sell, they come to learn, network, and actually see what's next in the education space.

While the expo floor is full of tech and demos, upstairs you've got presentations, research sessions, and workshops running non-stop. It's the mix that makes it work

What really makes IEX stand out



IEX has managed to make AI in education something practical and serious not a trend, but a foundation.
not just that ..





What really makes IEX stand out

it balances scale with community, The crowd isn't random. You've got decision makers, education leaders, IT directors, and policy people walking around, actually making deals, forming partnerships, and shaping projects. It's not a generic tech fair it's people who all care about one thing: how AI technology can improve learning and teaching.

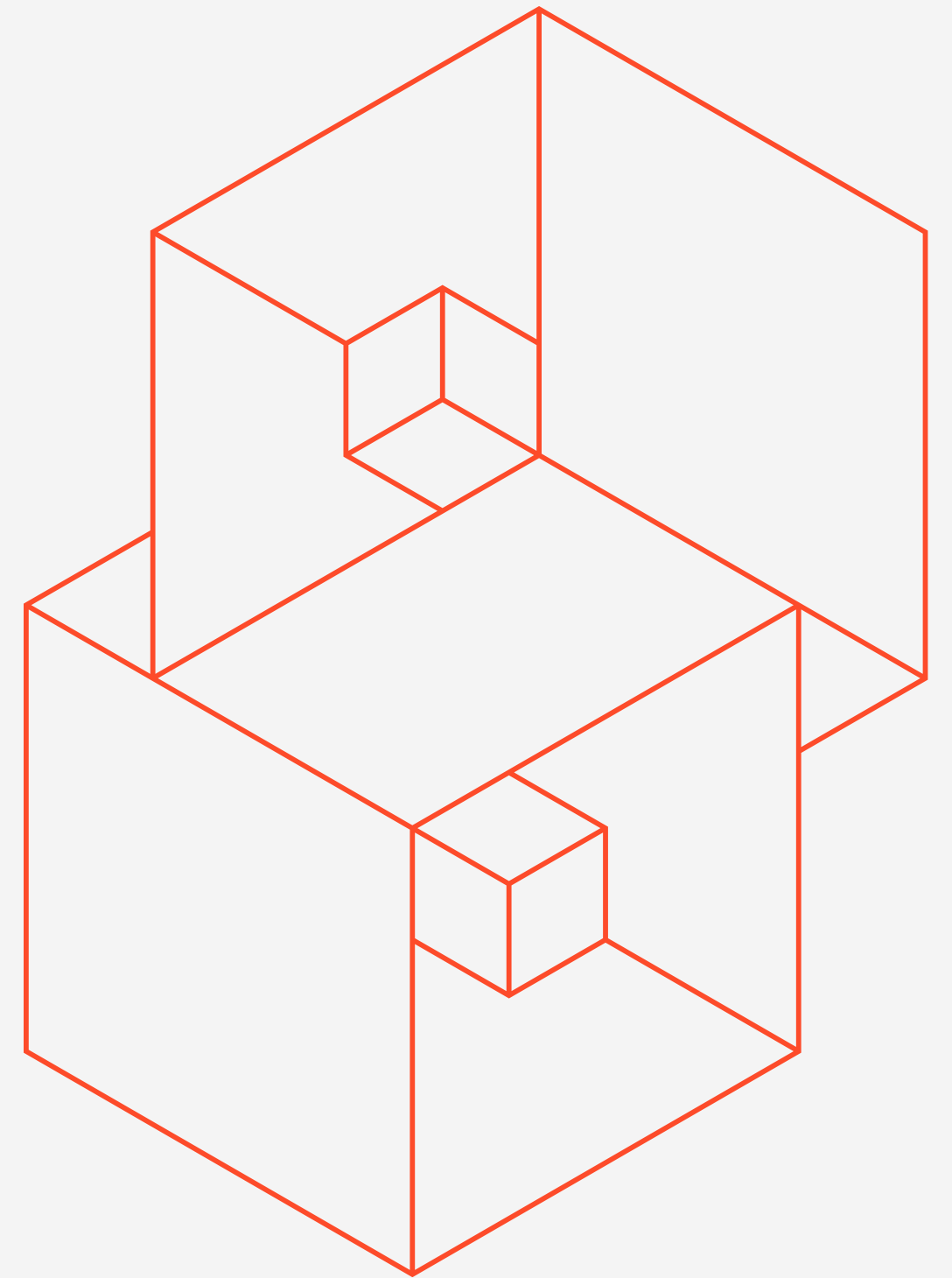
And because of that, it will become "the place to be" every year if you're in education

technology. Everyone who's doing something new from big players like Moodle, Microsoft, and Cornelsen, to small startups plans their product launches around it.

The energy is contagious. It's serious business, but it's also creative, forward looking, and full of collaboration.

WHAT YOU'LL FIND

IEX is technology intensive ecosystem where every Visitor and exhibiting company is dealing with advanced educational architectures systems that sit at the intersection of AI, behavioral analytics, cloud orchestration, and intelligent automation.



01

THE EXHIBITION FLOOR FILLED WITH PLATFORMS THAT OPERATE ON REAL TIME ADAPTIVE INTELLIGENCE FRAMEWORKS

These aren't static LMS products they're architectures built on multi agent reinforcement models that track cognitive progress, emotional engagement, and task complexity simultaneously. They don't just 'deliver' content they generate it on the fly, based on probabilistic inference and knowledge tracing algorithms that map each learner's trajectory across time.

02



A MAJOR CLUSTER WILL FOCUS ON AI DRIVEN ASSESSMENT ENGINES

These aren't static LMS products they're architectures built on multi agent reinforcement models that track cognitive progress, emotional engagement, and task complexity simultaneously. They don't just 'deliver' content they generate it on the fly, based on probabilistic inference and knowledge tracing algorithms that map each learner's trajectory across time.

03 THE IMMERSIVE LEARNING AND XR ZONE WILL BE HEAVILY INTEGRATED

WE'RE TALKING ABOUT SPATIAL COMPUTING SETUPS WHERE VR AND AR ARE COUPLED WITH AI PERCEPTION MODELS SYSTEMS THAT CAN RECOGNIZE GESTURE, VOICE, AND ENVIRONMENTAL VARIABLES SIMULTANEOUSLY. YOU'LL SEE FULL FEEDBACK LOOPS BETWEEN PHYSICAL INTERACTION AND VIRTUAL RESPONSE MOTION TRACKING COMBINED WITH AI-MEDIATED SCENARIO BRANCHING, SO SIMULATIONS EVOLVE BASED ON BEHAVIORAL DATA INSTEAD OF PRE-CODED TRIGGERS.

WHAT YOU'LL FIND



04

WHAT YOU'LL FIND

YOU HAVE THE DATA INTELLIGENCE AND BEHAVIORAL ANALYTICS FIRMS

These exhibitors are bringing infrastructure that ingests large-scale learner telemetry clickstream data, dwell time, attention metrics, sentiment indicators and runs it through multi-layered neural analytics. Their dashboards don't just report statistics; they build predictive behavioral profiles, forecasting outcomes using graph-based modeling and multi-dimensional regression.

05

WHAT YOU'LL FIND

ON THE CONTENT GENERATION SIDE, GENERATIVE AI DEVELOPERS WILL BE DEMONSTRATING AUTOMATED COURSE PRODUCTION PIPELINES

using fine-tuned large language models trained on domain specific corpora, capable of creating multimodal content: text, image, interactive simulations, and even adaptive assessments. They're integrating context retention systems and long-sequence memory networks, so the AI can maintain conceptual consistency across entire curricula.

06

WHAT YOU'LL FIND

INFRASTRUCTURE EXHIBITORS ARE BRINGING HIGH-COMPLEXITY BACKEND SYSTEMS CLOUD NATIVE LMS FRAMEWORKS WITH MODULAR AI LAYERS.

They're using containerized microservices architectures and orchestration via Kubernetes or equivalent to ensure scalability across thousands of simultaneous learners. Some are embedding federated learning protocols to ensure privacy-preserving model updates critical for universities and enterprise clients handling sensitive data.

07

WHAT YOU'LL FIND

**HARDWARE INTEGRATION WILL BE DEEP
INTERACTIVE IOT-ENABLED
CLASSROOMS,**

, biometric
attention tracking systems, and multimodal
input devices. These use sensor fusion
models to correlate eye movement, posture,
and cognitive load with learning
outcomes, feeding directly into predictive
analytics dashboards.

08

WHAT YOU'LL FIND

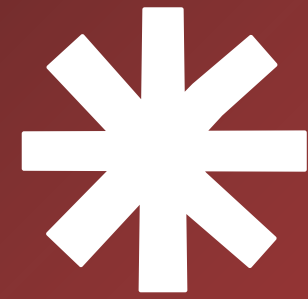
SECURITY AND COMPLIANCE FIRMS WILL COVER ALGORITHMIC GOVERNANCE AND AI ETHICS INFRASTRUCTURE.

,They'll be showing explainability frameworks (XAI), synthetic data training environments, and auditing tools that log every AI decision with traceable metadata. GDPR, ISO/IEC 42001, and EDU-AI compliance layers will be built into live demos.

Look, the way exhibitors make money in IEX isn't hoping, it's a system. You're basically buying access to a concentrated pool of people who can either buy from you, partner with you, or promote you. The trick is knowing how to turn that access into something tangible.



WHY EXHIBIT?

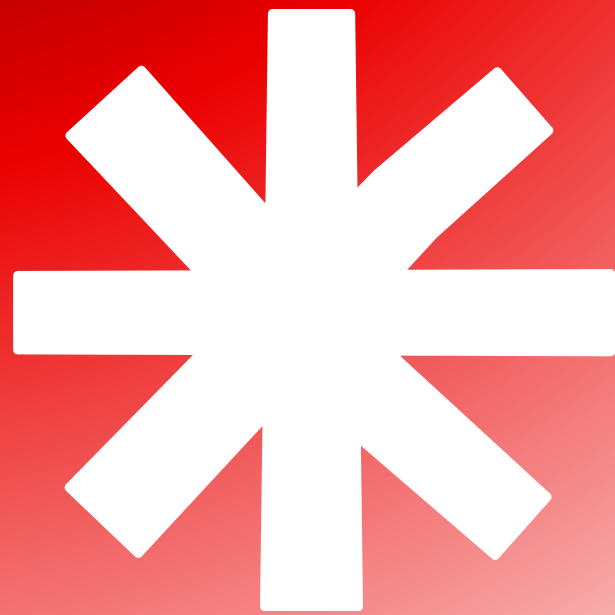


LEAD GENERATION.

Every person who comes to your booth is already filtered, they're not random passersby; they're people from education, training, digital transformation, or AI fields. They're looking for solutions, partnerships, or benchmarks. When you have a proper setup: good signage, a live demo, someone who can talk value instead of just handing brochures, you start collecting real leads. Those leads go straight into your sales funnel. .

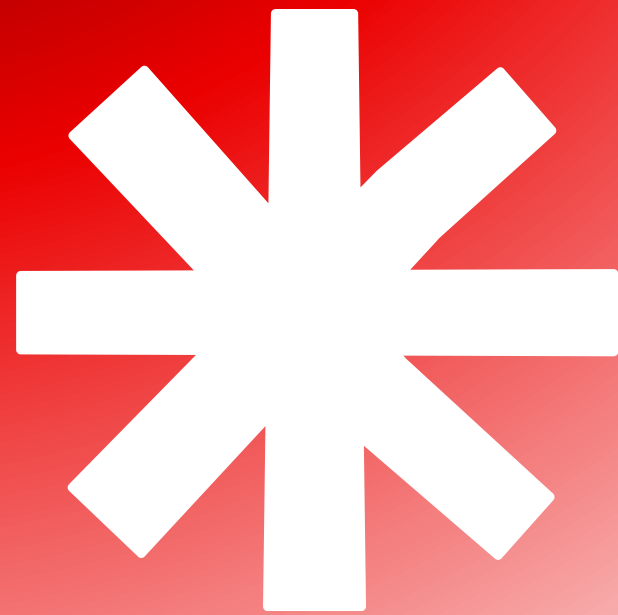
The math is simple: if even a few convert over the next quarter, you've already paid for your stand and the rest is margin

COST PER INTERACTION



instead of spending months setting up meetings or chasing institutions individually, you get all of them in one space. Every qualified conversation you have at the exhibition would've cost you five times more to arrange outside of it. Here, it happens over two days, in person, with decision makers. That's why exhibitors see this as a compression of their business cycle fewer steps, faster outcomes.

VISIBILITY AND POSITIONING.



When your brand is in that hall alongside other serious players it changes how people perceive you. Even if someone doesn't buy right away, they start associating your name with the top layer of innovation in learning and AI. That awareness itself has commercial value it makes future deals smoother. Many exhibitors say the biggest contracts they land six months later start with someone they met at an event like this.

COLLABORATION ANGLE.



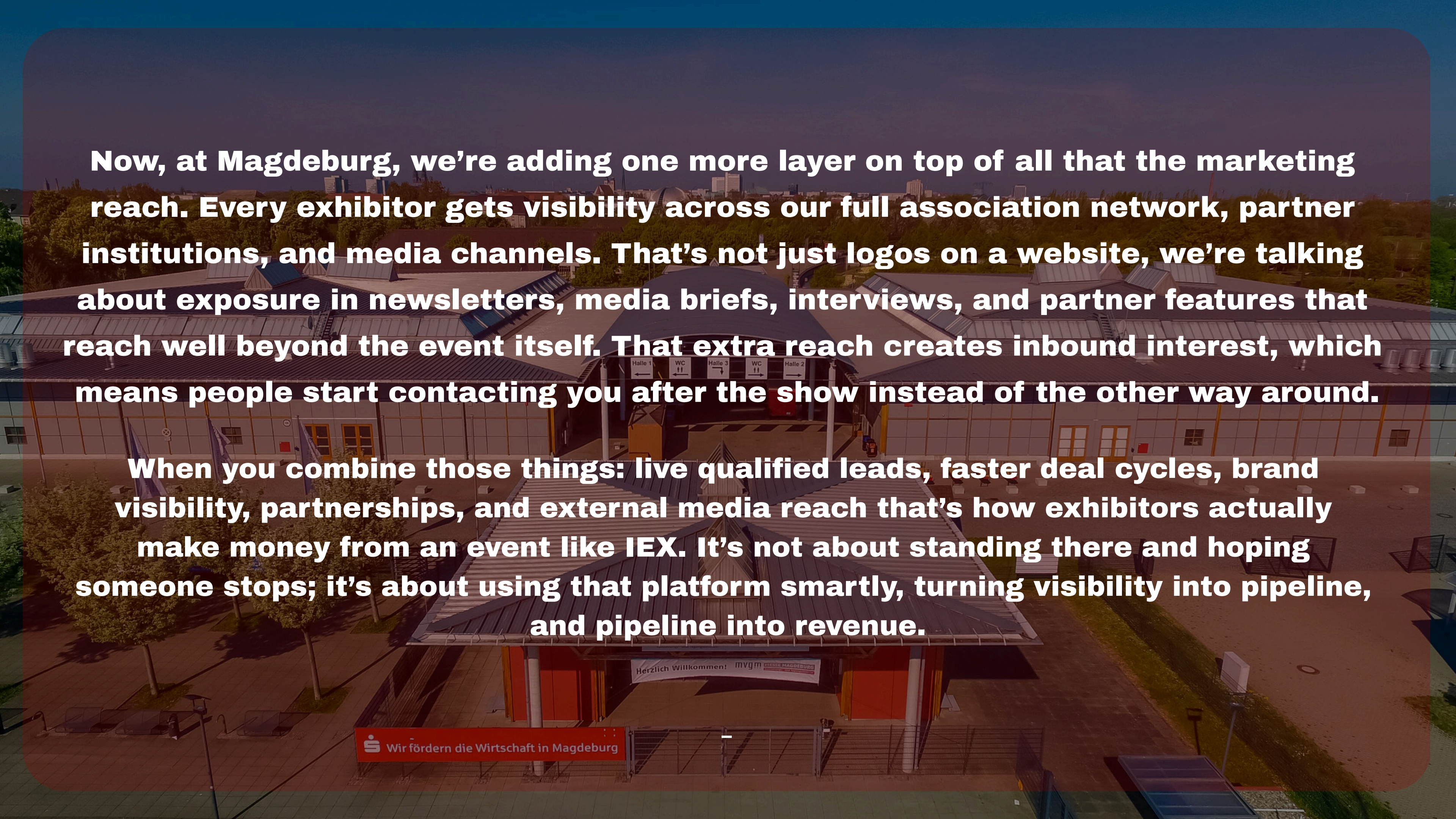
It's not just about direct sales a lot of business at these shows happens between exhibitors themselves. You find partners for integration, licensing, reselling, or joint projects. Those aren't one-off sales; they turn into multi-year relationships.



The background image shows an exhibition booth for IAM3DHUB. The booth has a red and white color scheme with diagonal stripes. A large white panel on the left reads 'IAM3DHUB The International Reference Hub for AM & 3D Printing' and 'Speaking as an Advanced Manufacturing techie Consortium'. A central panel lists 'Founding by' and 'Technological Partners' with logos for HP, LESTET, RENESHA, and others. A right panel says 'When AM/3D happens' and 'With latest Post-Process software and lots of know...'. The booth is furnished with two black chairs and a low table. A green exit sign is visible in the top left corner.

The follow-up phase

where most of the money is actually made. You walk away with a full database of contacts each with context, notes, and interest level. Follow up right, and you'll convert more than you expect. The exhibition gives you momentum; your team just has to keep it alive.

An aerial photograph of a large, modern exhibition hall with a dark, sloped roof. The building is surrounded by trees and a paved area. A sign on the roof reads "Herzlich Willkommen! mvgm MESSE MAGDEBURG". In the foreground, a red banner with white text says "Wir fördern die Wirtschaft in Magdeburg". The background shows a city skyline under a clear sky.

Now, at Magdeburg, we're adding one more layer on top of all that the marketing reach. Every exhibitor gets visibility across our full association network, partner institutions, and media channels. That's not just logos on a website, we're talking about exposure in newsletters, media briefs, interviews, and partner features that reach well beyond the event itself. That extra reach creates inbound interest, which means people start contacting you after the show instead of the other way around.

When you combine those things: live qualified leads, faster deal cycles, brand visibility, partnerships, and external media reach that's how exhibitors actually make money from an event like IEX. It's not about standing there and hoping someone stops; it's about using that platform smartly, turning visibility into pipeline, and pipeline into revenue.



EXHIBIT FEES AND LOGISTICS

Everything is priced per square meter, and your cost depends on the type of stand you choose.

HOW EXHIBITING WORKS WITH US AT THE FAE MAGDEBURG 2027 EXHIBITION

01

A standard row stand (open on one side) is the most cost effective option, ideal for smaller teams or straightforward setups.

02

Corner stands (open on two sides) offer more traffic and exposure,

03

head stands (open on three sides) and full island stands (open all around) give you the highest visibility and movement

THE LEVEL OF FINISH AND PRESENTATION YOU WANT.

01

A basic stand gives you the essentials: standard 2.5 m height, clean wall panels, lighting, and carpeting.

02

if you want to stand out visually, you can go for a premium setup with a higher structure (around 3 m), upgraded finishes, and more flexible branding space. The minimum stand size starts at around 9 m².

CONSTRUCTION PACKAGES

you get the core booth, lighting, wall panels, and flooring included. Then, through our exhibitor service platform, you can add extra touches: stronger lighting, special wall finishes, custom signage, or more power supply. Most exhibitors also choose upgraded internet or AV support if they're running live demos or digital showcases.

PRICING STRUCTURE

Everything is priced per square meter, and your cost depends on the type of stand you choose.

01

a standard
row

€274-€304

02

Premium or
elevated
stands

€400-€500

We're maintaining a similar transparent pricing approach in Magdeburg, with clear inclusions and no hidden costs. In addition to the stand price, there are the standard utilities and marketing fees that keep everything consistent across the floor. That includes your basic power and waste services, your listing in our event directory and digital app, and your inclusion in the exhibitor media package

DEDICATED INNOVATION AREA

for startups or smaller institutions, there's smaller turnkey booths with ready-made construction, furniture, and internet included at a flat rate. Those are designed for fast setup and maximum exposure with minimal logistics

CO-EXHIBITOR REGISTRATION OPTION

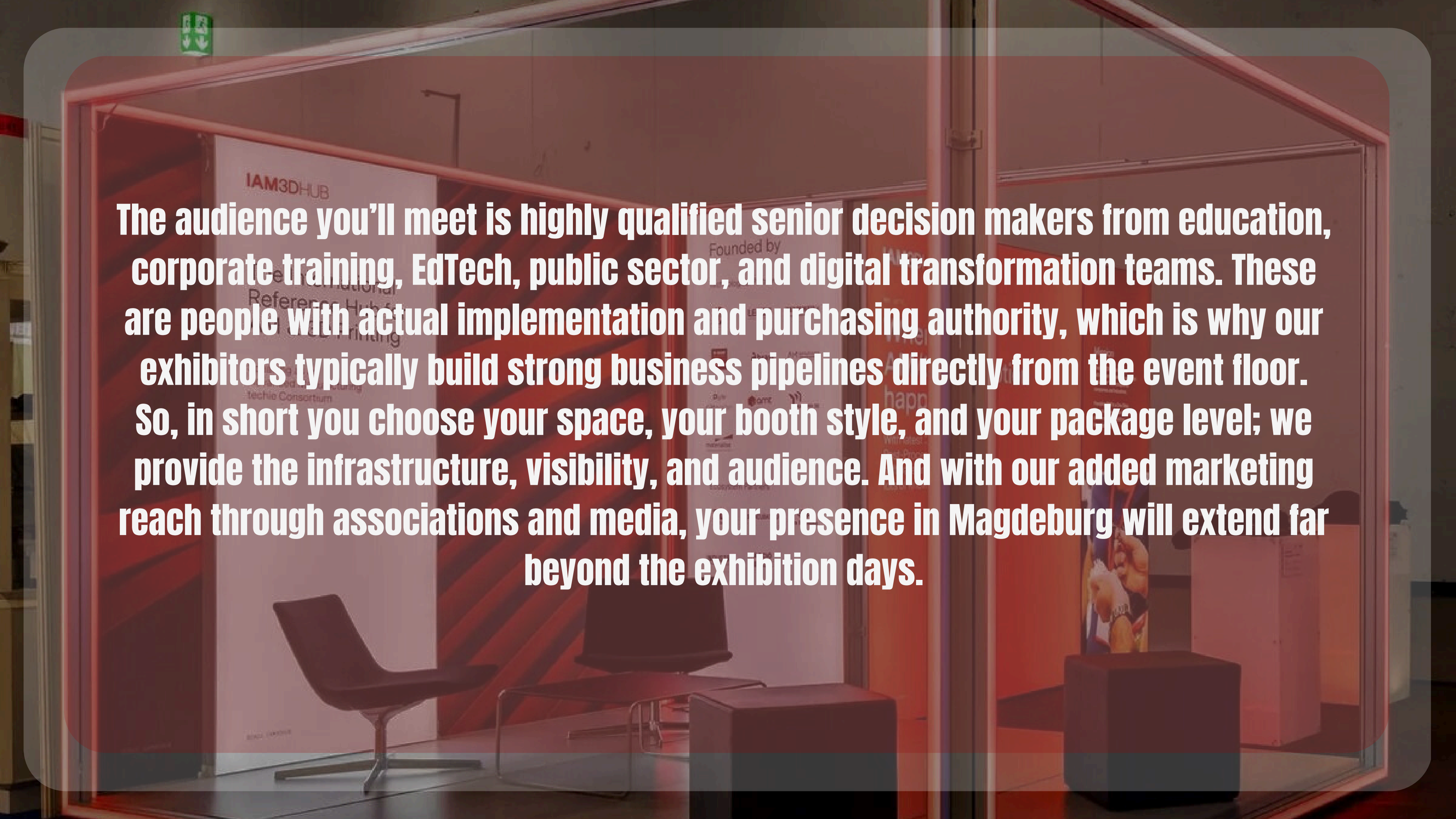
If you're planning to co-exhibit with a partner, it's a simple add-on that gives your partner their own listing, visibility, and exhibitor badges within your shared space.

ONLINE EXHIBITOR PORTAL

Everything operationally is handled through our Online Exhibitor Portal where you can manage your stand orders, logistics, furniture, lighting, cleaning, and technical connections in one place. It's a full-service backend to make the experience smooth.

OUR EXTENDED MARKETING SERVICE.

Now, what really makes FAE Magdeburg stand apart is our extended marketing service. Beyond your regular exhibitor listing, we actively promote your institution or company across our full network of associations, media partners, and digital channels before, during, and after the exhibition. This includes visibility across our educational alliances, AI research partnerships, newsletters, and media publications. We treat every exhibitor as a featured partner our aim is not just to fill stands, but to push real exposure for every brand on-site.



The audience you'll meet is highly qualified senior decision makers from education, corporate training, EdTech, public sector, and digital transformation teams. These are people with actual implementation and purchasing authority, which is why our exhibitors typically build strong business pipelines directly from the event floor. So, in short you choose your space, your booth style, and your package level; we provide the infrastructure, visibility, and audience. And with our added marketing reach through associations and media, your presence in Magdeburg will extend far beyond the exhibition days.

BOOK A MEETING

We'd love to explore how your presence at FAE Magdeburg 2027 can maximize visibility, generate leads, and create meaningful partnerships. To make things easy, you can book a convenient time for a quick call with our team to discuss booth options, packages, and any questions you might have.

Book Your Call Here

Book Your Call Here

