EXPONOR

QUALIFICA

CREATE
THE
FUTURE

3–6
MARCH
2027

EXPONOR
Feira
Internacional
do Porto

AEP

FOUR DAYS TO CONNECT WITH YOUNG PEOPLE AS THEY PLAN THEIR NEXT STEP.

Qualifica brings together students, teachers, families and education professionals in a space dedicated to exploring academic and career pathways.

Vocational education, higher education, training, career guidance, hands-on experiences and direct contact with institutions are all part of the visit.

For exhibitors, it is an opportunity to meet thousands of young people as they explore courses, compare options and make decisions about their future.

IN 2026, WE SET A NEW ATTENDANCE RECORD!

+ 45,000 students



VISITORS COME LOOKING FOR ANSWERS.

51%

want to speak directly with universities, schools or training centres.

50%

want to explore higher education and vocational courses.

48%

want information to help them make a decision.

38%

want answers to questions about career options.

Institutions meet their audience at this moment of exploration and decision-making.



AN AUDIENCE DIRECTLY INVOLVED IN EDUCATION AND TRAINING DECISIONS

- Primary and secondary school students
- Vocational education students
- Teachers
- School psychologists and careers advisers
- School principals and class teachers
- Parents and guardians
- Education professionals

IN 2027, QUALIFICA MOVES TO A NEW SPACE.

The next edition will take place in Halls 3, 4 and 5 at Exponor, with dedicated areas for the different educational pathways presented to visitors.

HALL 5 | HIGHER EDUCATION

Universities
Polytechnic institutes
Private higher education institutions
Study Abroad
Other post-secondary education opportunities

HALL 4 | VOCATIONAL EDUCATION

Vocational schools
Training centres
Options after Grade 9
Technical and vocational courses
Career and skills demonstrations

HALL 3 | MINISTRY OF DEFENCE

A dedicated area for the Ministry of Defence and the fields it represents.

HIGHER EDUCATION | HALL 5

Meet your future students face to face.

Hall 5 brings together higher education institutions, making it a key destination for young people planning their next step after secondary school.

Universities and polytechnic institutes can present their courses, admission requirements, student life, international mobility opportunities and career prospects directly to students and families.

VOCATIONAL EDUCATION | HALL 4

Hands-on experience also helps students choose.

Hall 4 brings together vocational education and training providers, particularly for students choosing their path after Grade 9.

The aim is to create a space where institutions can explain their courses through face-to-face conversations, demonstrations, hands-on experiences and activities linked to different courses and professions.

Beyond the stands, a visit built around making choices.

CAREER GUIDANCE

Sessions to help students choose academic and career pathways.

ACTIVITIES AND DEMONSTRATIONS

Hands-on experiences organised by exhibitors and partners.

STUDY ABROAD

Information about international study, training and other experiences.



WHAT DO INSTITUTIONS WANT TO ACHIEVE BY EXHIBITING AT QUALIFICA?



93% of exhibitors said they were likely to return

Your presence begins before the doors open.

Qualifica's communication campaign supports the different stages of visit planning and reaches students, teachers, schools and families.



CHANNELS

- Social media
- Email marketing
- Qualifica website
- Digital campaigns
- Outreach to schools and school groups
- Press and media partners

Extend your institution’s presence beyond the stand.



Exclusive newsletters | Communication to a database of over 12,500 qualified contacts, including teachers, education professionals and parents of young people aged 12 to 16.

Qualifica social media | Reach a community of around 20,000 followers on Instagram and Facebook.

Website features | Exposure on a website with more than 48,000 active users per edition.

On-site branding | Brand visibility throughout the four-day event, attended by over 40,000 students, teachers and education professionals.

Sponsorship of areas and activities | Your brand associated with specific spaces, content or programme activities at Qualifica.

Exclusive video content | Content produced by the Qualifica team and published on the event’s digital channels.

To explore all available options, contact your Account Manager.

WHO CAN TAKE PART?

- Universities
- Polytechnic institutes
- Vocational schools
- Training centres
- Educational institutions
- Public bodies working in education and youth
- International schools and organisations
- Career guidance services
- Education technology and solutions companies
- Organisations with projects for young people



For more information, contact our team:

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THANK YOU

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