



Discovering The future of learning,
Join Us at the **world's biggest Educational show – UAE!!!**

19TH INTERNATIONAL EDUCATION SHOW 2023

UNLOCKING BUSINESS OPPORTUNITIES



18 - 21
OCTOBER 2023

Organized by



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19TH INTERNATIONAL EDUCATION SHOW 2023

The International Education Show has been a leading event for students in the country and region for over 15 years. It helps both national and expatriate students to find their path in higher education. As demand grows, the fair aims to become even more important in the region's higher education industry. The event is well-organized, highly anticipated, and attracts a large number of visitors. It guides students in making informed decisions about studying in local, regional, and international institutions. A visit to the fair is seen as a gateway to numerous opportunities, including affordable education options and the chance to study in diverse regions, cities, cultures, and languages.

4

DAYS OF CELEBRATIVE EVENT

62+

SCHOOLS FROM ALL OVER UAE

34+

NATIONALITIES PARTICIPATION

200+

EXHIBITORS FROM ROUND THE GLOBE.

25000+

STUDENTS FOOT FALLS

YOU ARE INVITED TO
THE BIGGEST EDUCATIONAL SHOW
TO SHOWCASE
& STRENGTHEN YOUR BRAND!!!

POSSIBILITIES IN UAE - A CALL FOR FUTURE!!!

- The UAE is investing US\$ 1.35 billion in school system overall over the next six years.
- The UAE has one of the highest concentration of branch campuses of international universities in the world.
- Education is a key pillar of developmental schemes such as the UAE 2030 vision and the UAE Centennial 2071.
- The country is adopting innovative technology and state-of-the-art systems to deliver an exceptional education system.
- The UAE will need 150 more schools by 2024 to accommodate the growing school-going population, which is expected to reach 1.5 million in the next four years.

SIGNING FOR THE FUTURE:



Microtec Educational Group Chairman **Mr. Shibu K Mohamed** and Sharjah Expo CEO **Mr. Saif Mohamed Al Midfa** join forces for the 19th International Education Show 2023.

REACHING OUT TO THE MILLION MINDS - CUSTOMISED PR & ADVERTISEMENTS!!!



500,000 SMS
to students, parents & the UAE education sector.



RADIO CAMPAIGNS
150 spots in leading radio channels



8 EMAIL campaigns
650,000 Emails broadcasted



PRESS RELEASE COVERAGE
242 Arabic & 48 English publications with a campaign value of over USD 1.1 M



SOCIAL MEDIA / DIGITAL MARKETING
5M+ Impressions | 3M+ Reach



ONLINE CAREER COUNSELLING
150 spots in leading radio channels



SCHOOLS INVITATIONS
Invitation letters sent out to 600+ schools in the UAE.
2,000 show leaflets circulated among Sharjah private schools.



3000 VIP invitations sent out to VIPs, Consulates, Embassies & UAE government departments

EXISTING EDUTAINMENTS

- DISCOVERING ABILITIES - MOCK EXAMS FOR NEET/GEE /CLAT
- INSPIRING TALKS – SEMINAR SESSIONS BY EMINENT SPEAKERS.
- MASTER MIND OF UAE – QUIZ BATTLES FOR +2 STUDENTS.
- EDU CONCLAVE - DISCOVERING THE FUTURE OF EDUCATION.
- CAREER COUNSELLING
- EDUTAINMENT SHOWS AND MANY MORE...

CAREER OPTIONS STUDENTS CAN FIND

- Management
- Medicine, Dentistry & Allied Courses
- Engineering
- Accountancy
- Aviation
- Business Studies
- Broadcasting
- Law
- Applied Sciences
- Communication Studies
- Multimedia
- Pharmacy
- IT & Computer Science
- Tourism Studies Advertising
- Graphic Design
- Architecture
- Interior Design
- Automotive Skill Training Options
- Aptitude and Course Counselling others

WELCOMING EXHIBITORS

- Universities & Institutions from Various nations
- Certification centres
- Management Training Centres
- Educational Advising consultants
- Coaching Centres
- Professional management Bodies
- Banks
- Online Learning Institutes.
- Medical Universities & Advisory Consultants
- Career Guidance centres & Immigrants consultants.

ENTRIES UNRESTRICTED FOR

- Professionals seeking postgraduate or training courses
- Researchers, teachers and parents
- Management training centres
- Young professionals and recent graduates
- Higher education consultants and advisors
- Ministry and public sector personnel
- Local institutes seeking tie-ups overseas
- Academic staff & other educational professionals
- Undergraduate and post-graduate students
- Final-year high school students










EVENTS HIGHLIGHTS

The Career Journey – 19th International education show is a gateway in their career journey to choose the right courses and a right path for their future.



WORKSHOPS & SEMINARS DESIGNED FOR STUDENTS

-  All about Overseas Education and opportunities.
-  Opportunities in Government sector.
-  How to crack various competitive exams.
-  Offbeat Careers
-  Medical, Paramedical, Dentistry what suits better for you.
-  Passion to Profession – Plan and Succeed.
-  Future in Business Studies.
-  All about self-development and career planning
-  How to choose right stream in Engineering
-  Know more about Designing Industry.
-  Sky is not the limit – All about Aviation career.
-  Career in Digital Media.
-  Career path for CMA/CA/CS
-  ACCA – Career Options in India & Abroad.
-  Career in Multi Media and Animation
-  New trends and opportunities in Broadcasting and Advertisement

PROMOTIONAL PROMISES

FOR THE CAREER JOURNEY –
INTERNATIONAL EDUCATION SHOW 2023

TITLE SPONSOR

- **Branding and visibility** : Premium branding will be extended in all advertisement while embossing the brand in the minds of the audience.
- **Event Title** : All promotional activities and Event Title will be branded in the institutional name –Ex – “Institutional Name – The career Journey”.
- **Promotions among Students** : Brochures, Flyers etc will be distributed in schools along with Expo invitation flyer.
- **Stage Presence** : Stage Presence during the press Meeting with Sharjah Expo representatives, Chief Guest and other Delegates.
- **High Spot** : 4 No of 3x3 Premium stall space at the venue positioned as the first stall on one-point contact and their gateway gets access to reach out and interact with all participating students.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Brand Positioning** : Brand Logo inclusion in all communication collateral including newspaper advertisement, 4 page, hoardings, digital marketing, posters, website etc.
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website.
- **Seminars**: Opportunity to address school students in Dubai – 30 Minutes Slot.
- **Radio Presence** : Interview in Hit FM studio and one month active promotions showcasing institutional products.
- **Accommodation** : Accommodation in 5 Star hotel for 4 representatives with complimentary breakfast.
- **Travel Assistance** : Entry Visa and Flight Tickets for 4 institutional Representatives.
- **Brand appropriate customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- **Visual Promotion** : Institutional Promotional Videos in Social Media Platforms.
- **Access to Database** : Access to database in excel.
- PR & Digital Marketing Support.
- Sponsorship Cost – **60 LAKHS INR ONLY**

POWERED BY SPONSOR

- **High Spot** : 3 No of 3X3 size stall space at the venue at preferred position (Except 1st stall) on one-point contact and their gateway gets access to reach out and interact with all participating students.
- **Branding and Visibility** : Name and Logo in all public materials like rollups, brochures, leaflets, pamphlet, etc...
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website.
- **Seminars** : Opportunity to address school students in Dubai – 20 Minutes Slot.
- **Sponsored Event** : Opportunity to sponsor one stage event of your preference.
- **Access to Database** : Access to database in excel.
- **Accommodation** : Accommodation in 5 Star hotel for 3 representatives with complimentary breakfast.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Travel Assistance** : Entry Visa and Flight Tickets for 3 institutional Representatives.
- **Brand Appropriate Customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- Sponsorship Cost – **40 LAKHS INR ONLY**

CO-SPONSOR

- **High Spot** : 3 No of 3X3 size stall space at the venue at preferred position (Except 1st & 2nd stall) on one-point contact and their gateway gets access to reach out and interact with all participating students.
- **Branding and visibility** : Name and Logo in selective public materials like rollups, brochures, leaflets, pamphlet, etc...
- **Seminars** : Opportunity to address school students in Dubai – 15 Minutes Slot.
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Accommodation** : Accommodation in 5 Star hotel for 3 representatives with complimentary breakfast.
- **Travel Assistance** : Entry Visa and Flight Tickets for 3 institutional Representatives.
- **Brand appropriate customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- Sponsorship Cost - **25 LAKHS INR ONLY**

UNIVERSITY PARTNER

- **High Spot** : 2 No of 3X3 Stall space at the venue.
- **Branding and visibility** : Name and Logo in selective public materials like rollups, brochures, leaflets, pamphlet, etc...
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website
- **Accommodation** : Accommodation in 5 Star hotel for 2 representatives with complimentary breakfast.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Travel Assistance** : Entry Visa and Flight Tickets for 2 institutional Representatives.
- **Seminars** : Opportunity to address school students in Dubai – 10 Minutes Slot.
- **Brand appropriate customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- Sponsorship Cost - **15 LAKHS INR ONLY**

SCHOOL PARTNER

- **High Spot** : 2 No of 3X3 Stall space at the venue.
- **Branding and visibility** : Name and Logo in selective public materials like rollups, brochures, leaflets, pamphlet, etc...
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website
- **Accommodation** : Accommodation in 5 Star hotel for 2 representatives with complimentary breakfast.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Travel Assistance** : Entry Visa and Flight Tickets for 2 institutional Representatives.
- **Seminars** : Opportunity to address school students in Dubai – 10 Minutes Slot.
- **Brand appropriate customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- Sponsorship Cost - **15 LAKHS INR ONLY**

STUDY ABROAD PARTNER

- **High Spot** : 2 No of 3X3 Stall space at the venue.
- **Branding and visibility** : Name and Logo in selective public materials like rollups, brochures, leaflets, pamphlet, etc...
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website
- **Accommodation** : Accommodation in 5 Star hotel for 2 representatives with complimentary breakfast.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Travel Assistance** : Entry Visa and Flight Tickets for 2 institutional Representatives.
- **Seminars** : Opportunity to address school students in Dubai – 10 Minutes Slot.
- **Brand appropriate customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- Sponsorship Cost - **15 LAKHS INR ONLY**

MEDICAL PARTNER

- **High Spot** : 2 No of 3X3 Stall space at the venue.
- **Branding and visibility** : Name and Logo in selective public materials like rollups, brochures, leaflets, pamphlet, etc...
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website
- **Accommodation** : Accommodation in 5 Star hotel for 2 representatives with complimentary breakfast.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Travel Assistance** : Entry Visa and Flight Tickets for 2 institutional Representatives.
- **Seminars** : Opportunity to address school students in Dubai – 10 Minutes Slot.
- **Brand appropriate customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- Sponsorship Cost - **15 LAKHS INR ONLY**

ENTRANCE COACHING PARTNER

- **High Spot** : 2 No of 3X3 Stall space at the venue.
- **Branding and visibility** : Name and Logo in selective public materials like rollups, brochures, leaflets, pamphlet, etc...
- **Website** : Notable presence through web link, detailed write-up, advertisements and push notifications in website
- **Accommodation** : Accommodation in 5 Star hotel for 2 representatives with complimentary breakfast.
- **Write -Up** : Full Page write - up in the event souvenir.
- Dedicated activity room / Additional space for experience zone.
- **Travel Assistance** : Entry Visa and Flight Tickets for 2 institutional Representatives.
- **Seminars** : Opportunity to address school students in Dubai – 10 Minutes Slot.
- **Brand appropriate customization** : Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- Sponsorship Cost - **15 LAKHS INR ONLY**

STALL PARTNER

- **High Spot** : 12 SQ. M Stall space at the venue with basic amenities.
- **Branding and visibility** : Common Branding and logo presence in magazine issued by Expo center Sharjah.
- **Website** : Notable presence through web link.
- Sponsorship Cost - **3500 USD (VAT of 5% Extra)**