University Expo Qatar

28 - 29 November 2018
Grand Hyatt Doha Hotel, Doha, Qatar

Showcasing Global Learning Opportunities for Qatar’s Students

SPONSORSHIP & EXHIBITION OPPORTUNITIES

www.uniexpoqatar.com

Organised by informatharawat
The personal service of Informa Tharawat has been excellent. Their staff are both professional and very approachable and have been involved at every stage.”

*Kent College*
WHY SHOULD STUDENTS IN QATAR CHOOSE YOU OVER YOUR COMPETITORS?

The global Higher Education market is becoming increasingly competitive, with domestic and international institutions all offering more diverse courses suited to the learning needs of millennials.

Make sure your institution attracts the new generation of ambitious, successful and globally-minded Qatari and Middle Eastern students by exhibiting at University Expo Qatar. Meet students, parents and decision influencers who are looking to learn more about the higher education options available to them – from academic requirements and career prospects to cultural, social and financial considerations.

ABOUT UNIVERSITY EXPO QATAR

University Expo Qatar is a comprehensive two day exhibition attended by students age 16+ who are considering their higher education options, as well as their parents and teachers. Hosting 50+ regional and international universities, colleges and vocational training centres, two live seminar rooms and a lively social area, you’ll have the chance to meet and engage with your next intake of students from Qatar and the wider Middle East.

Increase awareness of your institution, reduce your annual regional marketing spend and recruit students from across the region – all in one place over just two days!

THE EVENT IN NUMBERS

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<th>30</th>
<th>15+</th>
<th>50+</th>
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<td>SEMINAR SESSIONS</td>
<td>COUNTRIES REPRESENTED</td>
<td>EXHIBITORS</td>
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<td>2 BUSY DAYS</td>
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WHY YOU SHOULD EXHIBIT

Whether you’re looking to increase your intake of students based in Qatar, launch new courses, improve your brand awareness in MENA or just engage with more parents, we have a package to suit your needs.

ACCESS THE ENTIRE STUDENT POPULATION OF QATAR
Meet students in years 10, 11 and 12; their parents; school counselors, principals and career advisors; as well as current undergraduates looking for postgraduate courses.

INCREASE YOUR REACH AND PROMOTE YOUR COUNTRY AS AN EDUCATION DESTINATION
Engage with students studying a variety of curricula, including IB, British, American, Indian, Canadian, French, Swiss, Finnish, Qatari National Curriculum, German, Japanese, Iranian and many more.

ACTIVATE YOUR BRAND AND INCREASE ITS EXPOSURE
Via numerous branding opportunities across the entire pre- at- and post- event campaign; through digital, online and onsite.

ENGAGE WITH THE DECISION MAKERS
Spanning a week day and a week-end, ensure you get time with not only the students themselves, but their parents, key academic and social influencers.

MEET THE MINISTRY
Connect with the Ministry and to get your university listed and accredited, which helps to drive student scholarships.

GET YOUR MESSAGE ACROSS
Speak at one of our formal presentations in the Seminar Area or informal talks in the Pathways Zone to engage at the right level with your audience.

WHO YOU WILL MEET

- Students in grade 10-12
- Post-16 College Students
- Current Undergraduate Students
- Parents

- Teachers
- Career Counselors
- Student Counselors
- Principals & Heads of Institutions

IS EXHIBITING RIGHT FOR YOU?

Yes, if you represent any of the following around the world:

- University
- Vocational or Technical College
- Student Accommodation or Service Provider

- Teaching College
- Education Consultant
- Language Centre
THE FLOORPLAN

Our compact, exclusive format ensures that sponsors have maximum engagement with attendees throughout both days of the event.

BRANDING OPPORTUNITIES

EXCLUSIVE REGISTRATION SPONSOR ACROSS UNIVERSITY EXPO QATAR
-$15,000

Exexclusive Sponsor of the University Expo Qatar Networking Area for 1 Day
-$10,000

EXCLUSIVE SPONSOR OF THE UNIVERSITY EXPO QATAR EVENT SHOW GUIDE
(Sponsor and Exhibitor Directory)

- $3,000
- 2 PAGE ADVERT
- $1,500

The event show guide will be given to all attendees at University Expo Qatar. This is a guide to all conference activities and exhibitor listing. The show guide will include the event schedule, floor plan for the networking room and sponsor/exhibitor profiles.

- BACK COVER ADVERT

Be the first company to be seen on arrival at the event by branding the registration area exclusively.
EXHIBITION PACKAGES

COST PER SQUARE METER

SPACE ONLY
$450 per square meter
(minimum 18 square meters)

SHELL SCHEME
$500 per square meter

EXHIBITOR MARKETING & BRANDING INCLUDES:

- 50 word entry in the exhibition show guide
- 50 word entry and logo on the event website
- Unlimited supply of free visitor e-tickets to send to your clients
- Event logos and web banners for your use
- Onsite branding

STAND PACKAGE (Standard 9sqm stand)

CARPET
WALLS
NAME BOARD

3X SPOTLIGHT
1X SOCKET
(STANDARD BRITISH SQUARE 3 PIN)

1X LOCKABLE CABINET

1X TABLE
2X CHAIRS
1X WASTE PAPER BIN

PLEASE CONTACT:

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University Expo Qatar will be promoted through a comprehensive multi-media marketing campaign, drawing significantly on the resources of the Informa Tharawat business, as well as on key event partners and supporters. Our marketing campaign will commence 6-7 months before the event and will draw on the following media:

- **EMAIL**
  - Sent out to potential attendees over a 12 week campaign

- **DIRECT MAIL**
  - Postal invites sent out

- **WEBSITE**
  - Industry & Exhibitor News regularly updated on event website

- **ONLINE ADVERTISING**
  - Web banners will be placed in leading online portals across the globe

- **PR**
  - Effective PR campaign targeted at local and international Media to ensure regular communications about the show

- **PRINT ADVERTISING**
  - Ads placed in local and national newspapers as well as relevant industry magazines to back up PR Activity

- **VIP PROGRAM**
  - Key industry decision makers will be invited to take advantage of extra benefits at the show

- **TV**
  - Leading TV stations will be contacted to cover the event

- **RADIO**
  - Adverts planned for local and international radio

- **SMS**
  - We use internal and external databases to reach out the highest numbers across the region

- **SOCIAL MEDIA**
  - Targeted Facebook, Linked In and Google ads in addition to regular tweets

- **TELEMARKETING**
  - Key individuals decision makers contacted via telephone prior to the event

- **MEDIA PARTNER ACTIVITY**
  - Leverage on top education and technology partners’ websites, databases and magazines
OUR EDUCATION SERIES
SPONSORS & PARTNERS INCLUDE

Qatar Chamber
Informa
Qatar Chamber
SEK International Schools
Tharawat
FVC
Parthenon
EY
SEK International Schools
Est. 1892
Spanish - France - Ireland - Qatar
ALMOAYED COMMERCIAL SERVICES
المؤيد لخدمات التجارة
BBT ABU DHABI
Canadian Dyslexia Centre
Cambridge University Press
Schools
DP Consultants
Education MALAYSIA
Global Academy of Educational Testing Services
Follett
4D Systems
Gander Tech
GOLD
Hamad Bin Khalifa University
Intuitive Education
Kent College
Learning A-Z
Obekan
SENAD
Drak
TechKnowledge Solutions
Enhancing Teaching, Inspiring Learning
FOR MORE INFORMATION ABOUT SPONSORSHIP PACKAGES

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